



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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### **Visit North Platte Celebrates National Travel and Tourism Week**

(North Platte, Nebraska, April 27, 2026) — May 3rd-9th, 2026 marks National Travel and Tourism Week across the United States. Visit North Platte will spend the week celebrating travel and tourism in our area and the people who continue to be an integral part of the success of our industry.

Annually, visitors in North Platte and Lincoln County, Nebraska spend more than \$121 million at local lodging facilities, restaurants, attractions, events, and retail establishments. This generates more than \$10 million in state and local taxes. Local tourism spending supports more than 1,530 jobs with a payroll of \$35 million each year. Tourism stimulates economic growth, cultivates vibrant communities, creates quality job opportunities, stimulates business activity, and elevates the quality of life for everyone.

Nationally, the travel industry generated a \$3 trillion economic output in 2025 and supported 15 million jobs.

Visit North Platte is excited to celebrate 2026 National Travel and Tourism week and invites the public to join them and North Platte Mayor, Brandon Kelliher, at the Lincoln County Historical Museum at 8:45am on Monday, May 4th, as Mayor Kelliher proclaims May 3rd-9th, 2026, National Travel & Tourism Week in North Platte! For those joining, be sure to wear red to show support for the travel and tourism industry and its positive impact on the economy and our community.

“Travel is an essential part of the local economy, creating jobs, and strengthening our community’s culture and identity. This National Travel and Tourism Week, we are proud to celebrate all that travel does for our community now, and all that it will contribute to in the future.” said Lisa Burke, Executive Director of Visit North Platte.

Visit North Platte is funded by lodging tax generated when visitors spend the night in a hotel or lodging facility within Lincoln County. The Visitors Bureau continues to fulfill their mission “...to enhance and promote a positive image of the communities in North Platte and Lincoln County, to assist in the development, continuation and promotion of quality events, attractions and amenities for the enjoyment of residents and visitors alike, and to help ensure that the highest standards of customer service are practiced in our establishments” with the continued support of our local tourism ambassadors.

To learn more about tourism within Lincoln County, go to [VisitNorthPlatte.com](http://VisitNorthPlatte.com).

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