



**For Immediate Release**

**May 6, 2008**

## **JEFFERSON CITY CONVENTION AND VISITORS BUREAU CELEBRATES NATIONAL TOURISM WEEK**

The Jefferson City Convention and Visitors Bureau will do its part to celebrate National Tourism Week on Wednesday, May 14. National Tourism Week runs from May 10-18; this year's theme is "Discover Great American Traditions."

The Bureau will have a tent set up throughout the day and will distribute information about the benefit of tourism in our community. Cookies and water, provided by Schnucks, will also be available.

Each year the Jefferson City Convention and Visitors Bureau works to bring in thousands of people from around the state and country. It is estimated that these people bring in over \$156.00 per night that they stay in Jefferson City. They stay in our hotels, eat in our restaurants, shop in our stores and buy gas at our service stations. With every purchase, they are leaving money in our community.

National Tourism Week was established in 1983 when the U.S. Congress passed a joint resolution designating the week to be celebrated in May 1984. In a White House ceremony, President Ronald Reagan signed a Presidential Proclamation urging citizens to observe the week with "the appropriate ceremonies and activities." Industry leaders and public relations professionals from the major travel and tourism trade associations were the first volunteers to manage the annual event. By January 1986 industry leaders had formed a permanent full-time office at TIA to sponsor the event and expand tourism awareness into year-round programs.

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