



CITY OF WACO

Waco Convention & Visitors Bureau

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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WACO CELEBRATES NATIONAL TRAVEL & TOURISM WEEK

Waco, TX (May 1, 2020) – National Travel & Tourism Week, celebrating “The Spirit of Travel,” will take place May 3-9, 2020. This annual event marks the importance of tourism to our economy, and honors the front-line workers in the hospitality industry.

Tourism is a crucial part of the Waco economy. In fact, it accounts for 10.1% of McLennan County’s employment and is the 5th largest employer in the County.

For 2019, Waco was #3 in the state of Texas in hotel occupancy.

Waco attractions were visited by 2.4 million travelers in 2019.

The Waco economy saw \$396.9 million in direct travel spending by visitors in 2019.

Although the constraints on travel resulting from the coronavirus have caused a significant dip in Waco’s tourism for April and May, the majority of hotels are open now, and many attractions, restaurants, and popular shops are open with restrictions on occupancy in place.

The Waco Convention & Visitors Bureau is keeping a running list of some of the major attractions, shops, and restaurants opening in early May on the home page of their website at <https://wacoheartoftexas.com>.

To celebrate the front-line workers in the local hospitality industry, the Waco Convention & Visitors Bureau will have pizzas delivered on Tuesday, May 5 to many of the area’s hotels.

The Waco Convention & Visitors Bureau is a department of the City of Waco.

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