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FOR IMMEDIATE RELEASE

VISIT BELOIT CELEBRATES NATIONAL TRAVEL & TOURISM WEEK

BELOIT, Wis. – National Travel & Tourism Week (NTTW) is an annual celebration of the essential importance of the travel industry organized by U.S. Travel Association. The theme for 2024 is “Powering the Economy. Connecting America.” which the Wisconsin Department of Tourism is localizing to “Powering the Economy. Connecting Wisconsin.” This theme relays the economic significance of tourism while exploring the deeper connections and lesser-known stories of the power of tourism.

Join us May 19-25 in celebrating NTTW and help highlight our industry’s undeniable impact! Travel matters to Beloit. This NTTW, Visit Beloit has organized a lineup of activities to celebrate.

- **Sunday, May 19** – Visit Beloit will share a blog of the itinerary for the week on social media platforms.
- **Monday, May 20** – Visit Beloit’s Marketing and Public Relations team has created an exclusive video featuring a handful of tourism partners. The video will be shared on social media platforms.
- **Tuesday, May 21** – Visit Beloit is honored to receive a proclamation from the Beloit City Council. The announcement will be posted to social media platforms. Additionally, we encourage both locals and visitors to visit a local restaurant and order a meal to go during “Take-Out Tuesday.”
- **Wednesday, May 22** – Beloit is home to many diverse-owned businesses, and Visit Beloit is proud to promote diversity within the hospitality industry. Use the special feature on our website at visitbeloit.com to navigate through diverse-owned businesses.
- **Thursday, May 23** – Visit Beloit will be hosting a quarterly Tourism Roundtable meeting for partners of Visit Beloit. Partners gather at this meeting to share exciting news about their businesses and to get a quarterly update from Visit Beloit. To thank our partners, we will be providing lunch from a local food truck. Additionally, we encourage locals and visitors to explore new places by signing up for Beloit & Beyond Passport Trails. There are five digital trails to choose from. Sign up through our website, check-in to locations, and earn Beloit-themed prizes.
- **Friday, May 24** – Visit Beloit will present an Outstanding Frontline Employee Award to one Visit Beloit partner who has gone above and beyond their daily duties by presenting a high level of customer service and care to Beloit visitors.

- **Saturday, May 25** – We are encouraging locals and visitors to eat, drink, and shop at our local businesses.

In 2022, the Wisconsin tourism industry:

- Generated a **record-breaking \$23.7 billion** in economic impact.
- Supported more than **174,000** full and part-time jobs.
- Welcomed **111.1 million visits** to Wisconsin.
- Contributed **\$1.5 billion** to state and local taxes.

Locally, Rock County tourism in 2022:

- Generated **\$439 million** in economic impact.
- Supported **3,747** full and part-time jobs.
- Contributed **\$28.5 million** to state and local taxes.

Celestino Ruffini, CEO of Visit Beloit, says, “National Travel and Tourism Week is a special time in the year when we celebrate our industry’s accomplishments and advocate for the importance of our industry. Visitors are taking note of Beloit as a unique, trendy travel destination in the Midwest. Visit Beloit is grateful for the amazing people employed in our industry and the businesses that we get to promote daily.”

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About Visit Beloit

Visit Beloit’s mission is to be Greater Beloit’s tourism champion, using our expertise to generate positive economic impact and to create a vibrant community for residents and visitors. For more information, please visit www.visitbeloit.com.