



# Tourism Development Authority Meeting Agenda Item Submittal

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Item To Be Considered: National Travel & Tourism Week

Board Meeting Date: April 10, 2025

Prepared By: Sonia Johnson-Finance Director

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**Overview:** National Travel & Tourism Week will be observed from May 4 through May 10. This annual event provides an excellent opportunity to engage with visitors and promote the many attractions, events, accommodations, dining establishments, and locally made products that make North Carolina a premier travel destination. Kelley Brown will be attending the event and requested to be reimbursed for travel expenses.

*Background Attachment(s): National Travel & Tourism Week Flyer*

*Recommended Action: Motion to approve funding request for National Travel & Tourism Week Event*

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**Action:** \_\_\_\_\_  
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### Save the Date! National Travel & Tourism Week: May 4-10, 2025

The first full week of May is annually recognized as **National Travel & Tourism Week**, a tradition first celebrated in 1984. Localized events are presented in cities, states and travel businesses nationwide to champion the power of travel. It was established as National Tourism Week when the U.S. Congress passed a joint resolution in 1983 designating the week to be celebrated in May. In a White House ceremony, President Ronald Reagan signed a Presidential Proclamation urging citizens to observe the week with "the appropriate ceremonies and activities."

Since its establishment, the U.S. travel community has collectively marked the event in a number of creative ways, from staging local rallies and conducting media outreach to securing proclamations and resolutions from local legislative bodies.

During this week every year, the Cabarrus County CVB shares the **economic impact** of our industry to our community with figures that indicate how many jobs are supported by the travel industry, the amount of tax revenue generated which passes a tax saving to each household in the county and how much money is spent in our community from outside visitors that support our area businesses.