



CEDAR FALLS

We know how to weekend!

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NEWS

May 9, 2017

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Cedar Falls Tourism and Visitors Bureau and Waterloo Convention and Visitors Bureaus recognized for contributing to state's \$8.06 billion tourism industry

CEDAR FALLS/WATERLOO, IOWA (MAY 9, 2017) — In honor of National Travel and Tourism Week, the Iowa Tourism Office recognized the Waterloo Convention and Visitors Bureau and the Cedar Falls Tourism and Visitors Bureau for contributing to the state's \$8.06 billion tourism industry.

National Travel and Tourism Week (May 7-13), now in its 34th year, unites communities across the country to celebrate what travel means to employment, economic growth and personal well-being.

"We value and appreciate our partners for the work they do year-round to enhance the state's economy through tourism," said Shawna Lode, manager of the Iowa Tourism Office. "We're taking this special week to recognize communities, events, attractions, restaurants and lodging facilities in all 99 counties and thank them for those efforts."

"Travel and Tourism efforts not only infuse new dollars into the community, they improve quality of life and assist with workforce development," commented Aaron Buzza, director of the Waterloo Convention and Visitors Bureau.

"National Travel and Tourism Week is a great time to introduce our new logo and tagline - #WeKnowHowToWeekend," said Kim Manning, manager of the Cedar Falls Tourism and Visitors Bureau. "We're looking forward to using our new brand to encourage people to visit the community and invite locals to use the hashtag as they enjoy events and attractions in the area."

Travel is an integral part of the state's economy because people who visit Iowa annually generate more than \$450 million in state tax revenue that pays for programs that benefit residents. The industry also supports the jobs of more than 67,000 Iowans – jobs that can never be outsourced to another location.

Local numbers:

- 2,880 jobs are supported by travel and tourism in Black Hawk County
- Travel and tourism generates \$4,810,000 in local tax revenue for Black Hawk County



In addition to its benefits for the local economy, travel can also have a positive effect on personal well-being for residents of and visitors to Iowa. Numerous [research studies](#) have confirmed the positive health effects of travel and time off, from reducing the risk of heart disease to decreasing depression. Using time off to travel with family is good for everyone, especially our children—kids who travel with their families are more likely to attend college and earn more as adults.

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