



**News Release**

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**VISIT VACAVILLE INVOKES 'POWER OF TRAVEL', INVITES RETURN OF TOURISM**

*Organization takes part in national effort to help rebuild tourism workforce through travel*

**Vacaville, Calif. May 7, 2021** — This National Travel & Tourism Week, Visit Vacaville, along with other destination marketing organizations throughout the country, is inviting travelers to return. With COVID-19 cases decreasing, and vaccinations rising, the travel industry anticipates a summer and fall season filled with adventure and exploration – done safely, and in accordance with all state and local ordinances.

“Prior to the pandemic, total travel-support jobs accounted for 11% of the U.S. workforce,” said Melyssa Reeves, President & CEO of Visit Vacaville. “Last year, the U.S Travel Association tells us that the loss of travel supported jobs accounted for 65% of unemployment. Travel has the power to reverse this unfortunate trend.”

Vacaville’s tourism industry contributes nearly \$2 million dollars each year to Vacaville’s General Fund. These funds are used to pay for public safety, street repairs, park maintenance and city recreation programs. Tourism also builds the community in other ways: by adding infrastructure that benefits residents and provides a compelling reasons for visitors to travel here; by allowing the city compete economically with other destinations; by marketing restaurants, retail, hotels and attractions so they can grow their businesses by hiring more staff and opening additional locations because of the increased visibility and visitor traffic this promotion provides.

“Tourism has been called the purist form of Economic Development,” Laughlin explained. “Visitors come to our community, spend money on hotels, dining, shopping, gas, and then they go home. Typically, with no impact on our local services. We’ve also seen that companies who choose to locate their businesses in Vacaville, often come here first as visitors.”

Prior to COVID-19, over 9,000 people were employed in tourism related jobs in Solano County. “Getting tourism up and running again means our residents go back to work,” Laughlin said.

Visit Vacaville is working closely with the local hospitality and tourism industry to create a compelling marketing plan to invite visitors back to the community, and residents back to events and restaurants to get the economy moving again.

To learn more about safely traveling to Vacaville, visit [www.visitvacaville.com](http://www.visitvacaville.com) and look for the COVID-19 Resource Guide on the home page, or simply select the Plan My Visit button to get started.

**About Visit Vacaville**

Visit Vacaville is the official destination marketing organization for the City of Vacaville. For information on reservations, activities and more, visit [www.visitvacaville.com](http://www.visitvacaville.com), or request a travel planner. Visit Vacaville operates a visitor center at 1671 E. Monte Vista Ave. Suite N-110.