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VISIT VACAVILLE HIGHLIGHTS LOCAL ECONOMIC IMPACT DURING NATIONAL TRAVEL & TOURISM WEEK

Vacaville, CA, May 7, 2019– Visit Vacaville will release data on the local economic impact of travel to Vacaville during its annual Tourism Breakfast on Wednesday, May 9th. The event is part of National Travel & Tourism Week, and the statewide California Tourism Month, which unites communities to highlight what travel means to U.S. jobs, economic growth and even personal well-being. Visit Vacaville will also discuss its new agritourism program, which has already garnered interest from across the greater metro region.

“Travel supports one in 10 American jobs, including 9,210 in Solano County – 1,570 of which are right here in Vacaville,” said Visit Vacaville CEO Melyssa Laughlin. “This month, we place special emphasis on the fiscal impact that travel makes in our city, from funding infrastructure projects like sports fields that the entire community can enjoy, to increasing the revenue of local businesses – money that in turn gets put back into the community through jobs and investment.”

In 2018, Vacaville saw \$185.1 million in direct travel spending, while Solano County realized total direct travel spending of \$789.5 million. Travel-generated tax revenue during the period topped \$11.8 billion across the state, with \$15.5 million generated in Vacaville, and a total of \$66.3 million generated in Solano County as a whole. The county uses these funds to maintain emergency services, local infrastructure projects, and other quality of life focused programs for residents.

“On top of the fiscal impacts, travel is important to a community’s well-being because of what it does for residents’ health,” Laughlin said. Americans taking all or most of their vacation days to travel report being 20 percent happier with their personal relationships and 56 percent happier with their health and well-being than those who travel with little or none of their vacation time, according to Visit California.

For more information of the impact of tourism, visit <https://TravelMattersCA.com>.

Statistics provided by Dean Runyan Associates. If you would like more information about the Visit Vacaville Tourism Breakfast or how to get involved with National Travel & Tourism Week, or California Tourism Month, please contact Melyssa Laughlin at 707-450-0500 or email at melyssa@visitvacaville.com.