National Travel & Tourism Week

Great Falls Tourism Partners Rally Together To Promote Tourism Week

National Travel and Tourism Week is May 5 – 13. The City of Great Falls' Visitor Information Center, G.F. Chamber of Commerce, G.F. Lodging Association and the G.F. Tourism Business Improvement District join as partners to educate, promote and highlight tourism, one of the largest industries in Montana.

Tourism is an essential part of the economy for our community and Montana. In 2011, there were 10.5 million travelers who visited Montana, spending $2.77 billion dollars. An estimated $14.9 million in lodging taxes will be added to the State's general fund in fiscal year 2012. Each household in Montana would pay an additional $687 per year in additional taxes without traveler tax revenues. Non-resident travel supports 39,000 jobs in Montana. These jobs employ 7.7 percent of the State's local labor force, which means that one in every 13 Montana workers is supported by out-of-state travel.

On Thursday, May 17, the Chamber of Commerce "Business After Hours" will be held at the Visitor Information Center for Chamber members. Mayor Michael Winters will read a Proclamation honoring National Travel and Tourism Week, and educational materials will be available regarding the impact tourism has on our community and economy.

Make it a point to visit the Visitor's Information Center during National Travel and Tourism Week. The Center is located at 15 Overlook Park and has brochures, maps, up-to-date calendar of events and general information to ensure guests and newcomers to Great Falls will have the necessary tools to discover Great Falls' treasures and appreciate how wonderful our City is. There is also literature available on destination points in Montana including Glacier and Yellowstone National Parks. In addition, the Center enjoys a spectacular view of the confluence of the Sun and Missouri Rivers and a panorama of the City, with easy access to the popular River's Edge Trail.

Open year round, amenities include free coffee, computer access, Wi-Fi service and a retail shop offering unique Made in Montana products, a great selection of books, pottery, t-shirts, hats and souvenir items. The Visitor Information Center is an excellent place to shop for unique gifts!

Manned by volunteers, the Center assisted over 14,000 people (3,594 in July alone!) in 2011. Visitors came from every state and more than 25 countries.

For further information, call Sue Ferrin at the Visitor Information Center at 406-771-0885. Visit the Park and Recreation web site at www.greatfallsmt.net/visitorcenter for additional visitor information.

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Supporting Documents

Press Release - Tourism Week (251 KB) (PDF)

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