

Tourism Week



PRESS RELEASE
FOR IMMEDIATE RELEASE

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Great Falls Tourism Partners Rally Together To Promote Tourism Week

National Travel and Tourism Week is May 4 – 12. The City of Great Falls' Visitor Information Center, Convention and Visitors Bureau, Downtown Great Falls Association, 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 2012, there were 10.9 million travelers who visited Montana, spending \$3.2 billion dollars (\$8.7 million per day). Visitor spending generated \$294 million in state and local tax revenue. Each household in Montana would pay an additional \$690 per year in additional taxes without traveler tax revenues. Non-resident travel supports 41,000 jobs in Montana.

On Tuesday, May 7, the Chamber of Commerce "Business After Hours" will be held at the Visitor Information Center for Chamber members, 5:00-7:00 p.m. The evening will include the celebration of the purchase and subsequent operation of the Historic Trolley by the Downtown Great Falls Association. 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, hats, t-shirts, and souvenir items. The Visitor Information Center is an excellent place to shop for unique gifts!

Manned by volunteers, the Center assisted 14,415 people in 2012. Visitors came from every state and more than

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25 countries.

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

Supporting Documents



[Press Release - 2013 Tourism Week](#) (258 KB) (PDF)

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