

FOR IMMEDIATE RELEASE

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PRESS RELEASE

CITY OF ALAMOGORDO

The City of Alamogordo Celebrates the ‘Power of Travel’

National Travel and Tourism Week 2021 (May 2-8) spotlights the collective strength of the U.S. travel industry.

Alamogordo, NM Wednesday, May 5, 2021 National Travel and Tourism Week (NTTW), the annual celebration of the contributions of the U.S. travel industry, will spotlight the critical role that travel will play in driving economic recovery efforts and building the path forward through the theme Power of Travel.

Celebrated annually the first full week in May, NTTW was created by Congress in 1983 to elevate the economic power of travel in the U.S. The 38th annual NTTW (May 2-8) arrives at an opportune moment to recognize the importance to the U.S. economy of initiating a post-pandemic travel recovery.

“When the Covid-19 pandemic hit, it was no surprise that travel and tourism was one of the most impacted areas. Our local attractions were shuttered, and our hotels were greatly affected. I am encouraged that the industry, which is one of our most important economic drivers, is starting to recover,” said Brian Cesar, Alamogordo City Manager

“NTTW takes on a special significance this year as the travel industry looks to rebound quickly from the pandemic and accelerate recovery efforts,” said U.S. Travel Association President and CEO Roger Dow. “The past year was incredibly challenging, but we saw the full power of the travel industry on display in the way we united and supported one another through this crisis.”

With one of the newest National Parks (White Sands National Park) in Alamogordo’s backyard, the economic impact of travel and tourism on the Alamogordo community is great. According to the most recent report from the National Parks Service, \$32.7 million was spent by park visitors in local gateway communities in 2019. These expenditures supported 449 jobs and \$11.9 million in labor income. Visitation to White Sands National Park has been trending up since becoming a National Park in December of 2019, despite the pandemic.

“While we are optimistic for the future, we still have work to do. Prioritizing investment in tourism at the state and local level will help reignite commerce and bring New Mexicans back to work,” said Tourism Secretary Jen Paul Schroer

The City of Alamogordo is saluting the power of travel by promoting the beautiful community, great outdoor adventures, amazing attractions, wonderful hotels and unique restaurants, breweries and wineries. Learn more about visiting Alamogordo and download the new brochure at www.AlamogordoNMTrue.com

Said Bob Flotte, Alamogordo Promotion Board Chair: “Despite the hardships of the last year, Alamogordo is ready and eager to welcome back visitors and help drive our community’s recovery efforts. National Travel and Tourism Week is an opportunity to remind visitors and residents of the incredible contributions of the travel industry not just to our local economy and workforce, but to our community’s identity and culture.”

Learn more about NTTW at ustravel.org/NTTW and about the economic impact of travel & tourism on Alamogordo at <https://ci.alamogordo.nm.us/711/Economic-Impact-of-Travel-Tourism>

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