

**FOR IMMEDIATE RELEASE**

April 29, 2022

**VISIT EL PASO CELEBRATES THE FUTURE OF TRAVEL  
DURING NATIONAL TRAVEL AND TOURISM WEEK, MAY 1-7, 2022**

**El Paso, Texas** – National Travel and Tourism Week (NTTW), an annual celebration of the contributions of the U.S. travel industry, will spotlight the critical role that travel will play in driving economic growth and building the path forward through the theme *Future of Travel*.

This year's theme elevates how the travel industry can restore the workforce, help communities recover, foster sustainability, usher in new innovations and reconnect travelers in the U.S. and around the world. 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 39th annual NTTW (May 1-7) arrives as the industry looks ahead to future growth and success following the challenges of the past two years.

"NTTW has special significance this year as the travel industry looks ahead to a bright future," said U.S. Travel Association President and CEO Roger Dow.

The power of travel has been a consistent driver of El Paso's economy and workforce. Travel and tourism-dependent businesses and organizations, which are a significant amount of small businesses, are responsible for welcoming visitors from around the world to explore all El Paso and the region has to offer. Just last year alone El Paso's visitors contributed \$1.8 billion in visitor revenue and 13,700 jobs were supported by tourism.

"This year takes on a special significance as our industry looks to rebound quickly from the pandemic. Despite the hardships of the last year, Visit El Paso is ready and eager to welcome back visitors, convention attendees and sports enthusiasts and help drive El Paso's recovery efforts. This week is about the recognition and opportunity to remind our visitors and residents of the incredible resiliency and contributions of the travel industry not just to our local economy and workforce, but to our community's identity and culture," said Brooke Underwood, Executive Director for Visit El Paso.

Visit El Paso is celebrating travel's promising future with a week full of fun activities.

**Activities include:**

- **Sunday, May 1 – Day at the Park with the Chihuahuas** at the Southwest University Park at 12:05 p.m. Stop by the tourism and attraction booths to learn about things to do in El Paso.
- **Monday, May 2 – Proclamation from the County of El Paso** at the El Paso County Courthouse, 3<sup>rd</sup> Floor, Room 303 at 9:30 a.m. Proclamation will be presented by the El Paso County Commissioners' Court.
- **Wednesday, May 4 – Picnic and Tour at the Magoffin Home State Historic Site** at 1 p.m. Must RSVP for this event to Nora Ochoa at [nochoa@destinationelpaso.com](mailto:nochoa@destinationelpaso.com) no later than May 1, 2022.
- **Wednesday, May 4 – Game Day with the Locomotive** at the Southwest University Park at 7 p.m. Stop by the tourism and attraction booths to learn about things to do in El Paso.
- **Thursday, May 5 – El Paso Streetcar Tour** in Downtown El Paso from 11:30 a.m. to 1 p.m. Must RSVP for this event to Nora Ochoa at [nochoa@destinationelpaso.com](mailto:nochoa@destinationelpaso.com) no later than May 2, 2022.

- **Friday, May 6 – Mural Tour by Jesus “El Cimi” Alvarado** in Downtown El Paso at 3:30 p.m. or 5:30 p.m. Must RSVP for this event to Nora Ochoa at [nochoa@destinationelpaso.com](mailto:nochoa@destinationelpaso.com) no later than May 3, 2022.
- **Saturday, May 7 – Sun City Crit Cyclo de Mayo** in Downtown El Paso. Races begin at 12:30 p.m. Pro Races begin at 7 p.m. Criterium racing is a unique form of cycling that stresses high speeds amidst a thriving urban atmosphere. There will be family-friendly activities, Lucha Libre matches, a Beer Garden, All-Star Relay Race & Kids Races open to the public and more.

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**Hashtags:** #visitelpaso #elpaso #futureoftravel #nttw #nttw22



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The mission of Destination El Paso is to provide convention, tourism, venue, and event management services to visitors, clients and the greater El Paso community so they can enjoy a pleasurable experience that enhances quality of life and generates economic growth.

**ABOUT NATIONAL TRAVEL AND TOURISM WEEK**

Established in 1983 by a congressional resolution, National Travel and Tourism Week (NTTW) is an annual tradition during the first full week of May for the U.S. travel community to celebrate the value travel holds for our economy, businesses, and personal wellbeing. U.S. Travel Association, the national, nonprofit organization representing all components of the travel industry, provides the industry with a unifying theme and toolkit resources that can be customized by each destination, organization, or business to fit their needs.

**ABOUT ASM GLOBAL**

ASM Global is the world’s leading producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company’s elite venue network spans five continents, with a portfolio of more than 350 of the world’s most prestigious arenas, stadiums, convention, and exhibition centers, and performing arts venues Follow us on Facebook, Instagram, LinkedIn, and Twitter. For more information, please visit <https://www.asmglobal.com/>

