



News from
Councilmember Todd Gloria

City of San Diego

NEWS RELEASE

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Contact: Katie Keach, 619-235-5268

Vote Travel Bus Visits San Diego

Councilmember Gloria Speaks on the Value of Tourism

SAN DIEGO, CA (April 17, 2012) – San Diego City Councilmember Todd Gloria will welcome the Vote Travel Bus to San Diego on Thursday, April 19 and highlight the impact of the region's tourism industry. As part of a coast-to-coast tour of 27 destinations across the U.S., including Los Angeles, Chicago, Miami, and Las Vegas, the Vote Travel Bus was launched on March 21, 2011 by the U.S. Travel Association and is designed to raise the awareness of the value of tourism in our nation.

"I'm excited to host the Vote Travel Bus in San Diego," said Councilmember Todd Gloria, who serves on the Board of Directors of the San Diego Convention & Visitors Bureau. **"Tourism is of critical importance to San Diego's economy and our local character, and the Vote Travel Bus helps to highlight the impact tourism plays in our region and throughout the nation."**

As the fifth most popular travel destination in the U.S., San Diego's tourism industry plays a vital role in generating local revenue and creating jobs. Tourism is the third largest industry in the region and employs over 163,000 residents, comprising 13% of jobs in the county. During FY 2011 (July 2010 through June 2011), the overall economic impact of tourism was \$18.1 billion, with \$7 billion in direct spending by the 30.3 million guests who visited San Diego during that time.

The Vote Travel Bus will be at PETCO Park on Tony Gwynn Drive beginning at 5:00 p.m. on Thursday, April 19. Councilmember Gloria will be available to meet with media and the public.

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