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GLENDALE CELEBRATES NATIONAL TOURISM WEEK

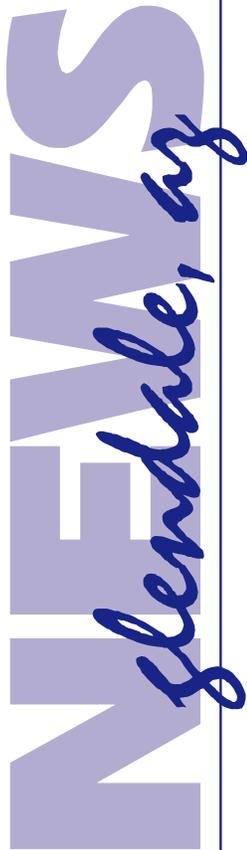
GLENDALE, Ariz. – The city of Glendale is recognizing National Tourism Week (May 8-16) in celebration of an industry that continues to serve as a vital economic stimulus for our city, region and state. According to the U.S. Travel Association, more than \$770 billion is generated in direct expenditures by domestic and international travelers.

In honor of National Tourism Week, Glendale is promoting staycations, a popular concept of vacationing locally in your own backyard.

Locally and nationally, Glendale welcomes millions of tourists a year, and for National Tourism Week, residents and visitors are encouraged to stop by the Glendale Visitor Center to learn how to plan the ultimate staycation and find out the great places to discover in Glendale and Arizona. The Arizona Office of Tourism offers a great resource, www.valueaz.com, which provides discounts on hotels and resorts, as well as complete Arizona travel packages.

“National Tourism Week is a time when cities across the United States plan special outreach efforts to promote the cultural social benefits created by travel and tourism, but in Glendale, we pride ourselves on providing key travel information throughout the year” said Lorraine Pino, Glendale tourism manager. “Here in Glendale, we are thrilled to be up 8.9% in recent hotel occupancy compared to 2008, and we are the only Valley city to have increased occupancy.”

Visitors are welcome to the Glendale Visitor Center to take a spin on the travel-themed prize wheel and enter to win a two-night stay at the Hampton Inn &



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Suites in Glendale's Sports and Entertainment District in honor of National Tourism Week. Other travel-themed prizes include Glendale luggage tags, water bottles, tote bags, insulated travel mugs and more. In addition, visitors will receive a comprehensive travel packet, which will provide suggestions and ideas on how to plan a staycation this summer.

The Harrison Group 2010 Portrait of American Travelers(SM) recently released a study stating consumers may now, in fact, be taking more staycations than ever before. One in four U.S. leisure travelers with an annual household income over \$50,000 took at least one overnight leisure trip/vacation within a 50-mile drive radius of their home during the previous 12 months as an alternative to vacationing in a destination that would have required traveling a greater distance.

The U.S. Travel Association also notes that direct travel expenditures produce \$117 billion in tax revenue for local, state and federal governments. Each U.S. household would pay \$988 more in taxes without the tax revenue generated by the travel and tourism industry.

To give visitors and residents additional savings, the city of Glendale offers "Shop Glendale" discount cards, which are available to anyone who stops by the Glendale Visitor Center. The card offers discounts at retailers, restaurants, attractions and accommodations.

The Glendale Visitor Center is located at 5800 W. Glenn Drive, Suite 140 in downtown Glendale. Visitor Center hours are 10 a.m. to 5 p.m. Monday through Saturday. For more information, call 623-930-4500 or visit www.VisitGlendale.com.

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