

FOR IMMEDIATE RELEASE

April 25, 2013

CONTACT: Jennifer Stein, 623-930-2958
Public Relations Office

GLENDALE CELEBRATES NATIONAL TRAVEL AND TOURISM WEEK BY GIVING A SWEET TASTE OF GLENDALE TO VISITORS

GLENDALE, Ariz. – The Glendale Convention & Visitors Bureau (CVB) is recognizing National Travel and Tourism Week May 4-12 in celebration of an industry that continues to serve as a vital economic driver for Glendale and the West Valley.

In recognition of National Travel and Tourism Week, the Glendale CVB is promoting a “Sweet Taste of Glendale.” One of the more common questions staff from the Glendale Visitor Center receive is where are the best places to dine? Statistics show that food plays a big role in travelers’ vacation experience, and about 16 percent of the travel industry is made up of food and beverage sales. To give a sample of the sweeter side of Glendale, each day the Glendale Visitor Center will offer some of Glendale’s favorite food finds:

Monday, May 6- Nothing Bundt Cakes: Visitors can sample the Bundtini, which is a bite-sized morsel of deliciousness. Nothing Bundt Cakes features a wide assortment of cake flavors, including chocolate, chocolate chip, white chocolate, red velvet, carrot, cinnamon swirl and pecan praline. www.nothingbudntcakes.com

Tuesday, May 7 – Saddle Ranch Chop House: Sample the unique cherry cheesecake cotton candy from Saddle Ranch Chop House. This popular dessert normally stands 3 feet tall, but a shorter sample will be available during National Travel and Tourism Week. www.thesaddleranch.com

Wednesday, May 8 – Cerreta Candy Company: Sample the Cerreta family’s signature confection, the French mint. For more than 40 years, the Cerreta family has prepared their candy the old fashioned way--by hand. Only the finest chocolates, nuts and ingredients are used to produce candy made famous around the world. They offer 30-minute guided tours Monday through Friday twice daily, or a guided video tour anytime. www.cerreta.com

Thursday, May 9- Shelley’s Specialty Desserts: Sample cake balls, featuring chocolate cake mixed with Belgium chocolate butter cream, then dipped in chocolate and rolled in coconut macaroons. At Shelley’s Specialty Desserts, every item is made to order, made from scratch and all the unique designs are edible. Shelley takes pride in bringing only the best quality and service without compromise. Shelley’s menu includes everything from cakes and pies to cookies and sugar flowers. www.shelleysdesserts.com

Friday, May 10- Krispy Creations: Sample “Krispy bites,” featuring various flavors. Their custom-made cakes and treats are made by hand and make the ideal gift for every special occasion, business advertising or “just because”. Each cake is securely wrapped for easy transport. Their store also features café items and smaller, bite-sized treats. www.krispycreations.com

Another important milestone will occur during National Travel and Tourism Week. The Glendale Visitor Center will welcome its 150,000th walk-in visitor on Tuesday, May 7. Mayor Jerry Weiers will welcome this lucky visitor and present a special “Taste of Glendale” basket that will include Cerreta candy and popular Glendale merchandise.

According to the U.S. Travel Association, more than \$855 billion is generated annually in direct expenditures by domestic and international travelers. A recent study shows that direct visitor spending in the state is at \$18.3 billion annually, according to the Arizona Office of Tourism.

Locally and nationally, Glendale and the West Valley welcome 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 learn more what the city has to offer visitors.

The U.S. Travel Association also notes that direct travel expenditures produce \$129 billion in tax revenue for local, state and federal governments. Each U.S. household would pay \$1,060 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 card can also be downloaded at www.VisitGlendale.com.

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. Stay in touch and up-to-date on travel tips, events and discounts at www.facebook.com/GlendaleCVB or www.twitter.com/GlendaleCVB.

###