

PRESS RELEASE

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MWMCVB Celebrates the “Spirit of Travel” during National Travel & Tourism Week

MONROE-WESTMONROE, LA- [National Travel and Tourism Week](#) (NTTW), the annual celebration of the contributions and accomplishments of the U.S. travel industry, will spotlight resilience and hope in the face of the coronavirus pandemic with this year’s theme: the Spirit of Travel.

“Tourism Awareness Week is a time for us to remind our local community about the strong impact of tourism in Ouachita Parish,” said MWMCVB President/CEO Alana Cooper. “During this challenging time for our industry, this week serves as a great way to showcase the resiliency of the tourism industry here, and we look forward to growing the spirit of travel in our region.”

Celebrated annually the first full week in May, NTTW was created by Congress in 1983 to underscore the economic power of travel in the U.S. The 37th NTTW (May 3-9) arrives at an opportune moment to unite the industry, celebrate its indomitable spirit and elevate the role it will play in America’s economic recovery.

“Through every hardship, I find myself in awe of the travel industry’s ability to join together, adapt, and emerge stronger than before,” said U.S. Travel Association President and CEO Roger Dow. “This is our toughest challenge yet, but what I’ve seen is that the spirit of travel has not been shattered.”

Since in-person rallies and events that have been hallmarks of NTTW in years past are not an option this year, the Monroe-West Monroe Convention & Visitors Bureau is engaging by providing fun experiences through their website and social channels including virtual tours, Zoom interviews with local attractions, online games, and more.

Make sure to follow Discover Monroe-West Monroe on [Facebook](#) and [Instagram](#) to see the virtual celebration and visit ustravel.org/NTTW to learn more about the week.

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