

Nevada embracing Travel-Tourism Week

The Nevada Commission on Tourism will honor National Travel and Tourism Week, which runs through May 15, with an effort to enlist the state's tourism industry in the Power of Travel Coalition.

"The Power of Travel Coalition is a grassroots effort to unite those employed and affected by the tourism industry. Much of our tourism industry in Nevada is led by grassroots volunteers, so there is a natural parallel between the coalition and our industry," Lt. Gov. Brian Krolicki, NCOT chair, said in a statement. "This shows the power of volunteers and those who care deeply about the health of the industry and our state."

Tourism is Nevada's No. 1 industry, employing about 427,000 Nevadans. Nationally, tourism employs 10.1 million Americans, according to the U.S. Travel Association. Every employee in every restaurant, hotel, gift shop, transportation company, airline, museum and special event can count himself or herself a part of the vast industry that drives Nevada's economy.

The U.S. Travel Association established the Power of Travel Coalition to amplify the voices of the millions of Americans employed by the tourism industry. It is the only national association tasked with promoting travel to the United States and working to elevate the importance of the industry among lawmakers.

To get involved with the Power of Travel Coalition, Nevadans simply have to go the website and enter their name and email address. This will enroll them to receive updates on legislation affecting tourism, issues facing the industry and efforts made nationally and locally to protect and promote the

tourism industry.