



**PRESS RELEASE – FOR IMMEDIATE RELEASE**

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**The City of Gering, Scotts Bluff County, City of Scottsbluff & City of Terrytown  
Join Together to Commemorate National Travel and Tourism Week – May 1-7, 2022**

**(Media are invited to attend all events; the events listed on this release are all open to the public)**

**(GERING, NE)** The past two years have been the hardest the travel and tourism industry has ever faced; uncertainty, anxiety, a life without travel and in-person connections was challenging for all. But now, during National Travel and Tourism Week 2022, the local tourism industry is setting our eyes on the future – **THE FUTURE OF TRAVEL**. A future where the travel industry is leading our economic growth and is once again the heartbeat of Gering and Scotts Bluff County. Joining cities, counties and visitors' bureaus nationwide that champion the **FUTURE OF TRAVEL**; the Gering Visitors Bureau (GVB), the Scotts Bluff Area Visitors Bureau (SBAVB) and local tourism stakeholders will host special events to commemorate **National Travel & Tourism Week - May 1-7, 2022**.

“Our tourism voices are stronger together and during National Travel and Tourism Week we have an opportunity to talk about the importance of tourism – and to educate stakeholders on what the **FUTURE OF TRAVEL** means to us all”, stated Brenda Leisy, Director of the Scotts Bluff Area Visitors Bureau. “The **FUTURE OF TRAVEL** in Gering and Scotts Bluff County is driven by every person and business in our communities; a bright future starts this National Tourism Week when we’re focusing on the upcoming season of welcoming visitors and groups from across the country who have chosen our destination to embrace what can only be experienced here-and in person”, according to Karla Niedan-Streeks, Executive Director of the Gering Visitors Bureau.

**Schedule of National Travel and Tourism Week 2022 Events**

**Monday, May 2, 2022**

**National Tourism Week 2022 “Proclamation Ceremony”**

**10:00 a.m. at the Robidoux Trading Post - New location at 2200 D Street (Across from Five Rocks Amphitheater)**

Join the Mayors of Gering, Scottsbluff and Terrytown and Scotts Bluff County Commissioners for the reading and signing of the official proclamation of Travel and Tourism Week in the tri-cities and county. The setting for this year’s proclamation signing and commemoration of the **FUTURE OF TRAVEL** will be at the site of the reconstructed Robidoux Trading Post at its new permanent home in Gering across from Five Rocks Amphitheater. The NTTW Proclamation Ceremony will coincide with this week’s “soft re-opening” of the Robidoux Trading Post. Dignitaries, the media, Friends of Robidoux Trading Post and tourism industry partners are invited for the Proclamation Ceremony.

**Tuesday, May 3, 2022**

**National Tourism Week 2022 “Celebrates Regional Collaboration” and the Western Nebraska Tourism Coalition**

**All Day May 3, 2022**

The Tourism Industry's success in our communities and Western Nebraska is in part due to regional collaboration and working together to market and promote the unique draws of the Western Nebraska destination. Nebraska's first established tourism marketing collaboration was the Western Nebraska Tourism Coalition (WNTC); twenty (20) counties that have been working together to market to national audiences all that this part of our great state has to offer new and repeat visitors.

**The Scotts Bluff Area Visitors Bureau and the Gering Visitors Bureau will conduct a "Mini Sales Blitz" on May 3<sup>rd</sup>; visiting local/current WNTC Members and potential "new members" to talk about the benefits of membership in the Western Nebraska Tourism Coalition (WNTC) and how regional collaboration works to attract visitors and tourism revenues to Western Nebraska.**

### Wednesday, May 4, 2022

#### **Wear Red for Tourism Day in Gering, Scotts Bluff County, Scottsbluff and Terrytown – All Day**

For at least two decades, **wearing RED during Travel and Tourism Week** has signaled unity among travel and tourism workers and supporters. Industry stakeholders, frontline employees, elected officials and residents are encouraged to **Wear Red on Wednesday, May 4, 2022** and let the bold color demonstrate local recognition of and support for the tourism industry and optimism and excitement looking ahead to the **FUTURE OF TRAVEL**.

### Friday, May 6, 2022:

#### **"One Inning Softball Challenge Game" at Oregon Trail Ballpark Stadium**

4:30 p.m. to 7:30 p.m. at Oregon Trail Ballpark Stadium

Join us at the final event of Tourism Week 2022 to shine a light on the benefits of Sports Tourism to our area! The "One Inning Softball Challenge Game" will feature industry/volunteer players on the home Gering team challenging the Scotts Bluff County visiting team to a single inning softball game on Friday, May 6, 2022 at 5:00 pm at Oregon Trail Ballpark. At the conclusion of the Challenge Game; the winning team will be presented a unique "traveling trophy" designed by local artist Doug Hoevet. Annually, a sports tourism challenge event will be featured during National Tourism Week; the unique trophy will travel with each year's winning team!

Sports tourism is one of the fastest growing segments within the travel industry; in Gering, Scotts Bluff County, the state and the nation. From weekend tournaments at the ball diamonds and soccer fields to competition in the rodeo arena, in stadiums and on balloon launch sites, this brand of tourism brings thousands of visitors to Gering and Scotts Bluff County. And guess what? Those people need to eat, and they need places to stay (probably a good souvenir, too). That means more money to hotels, restaurants, sports facilities and retail businesses. Last year with the completion of "Dome Rock Diamonds" in Gering and "23 Club" in Scottsbluff, the new facilities reported strong economic impacts – significantly outperforming the original projections.

The Gering Visitors Bureau and the Scotts Bluff Area Visitors Bureau are collaborating in development of a new Scotts Bluff-Gering Sports Council; an advisory group representative of all sports markets in our area that will concentrate on the economic benefits of visitor-generating events to support sports tourism for the betterment of the community. During the "One Inning Softball Challenge Game", **player's jerseys will unveil the new logo and brand identity that will represent the Scotts Bluff-Gering Sports Council in future endeavors and sports tourism marketing.**

Members of the local tourism industry, the media, tourism stakeholders and the general public are invited to the Ballpark to enjoy an exciting challenge game that will start with the National Anthem and presentation of teams. Nachos, family-friendly beverages, beer and ballpark concessions will be on sale in the concessions stand for spectators during the game.

**Admission is FREE to the One Inning Softball Challenge Game at Oregon Trail Ballpark Stadium; gates open at 4:30 p.m. and gametime is 5:00 p.m.**

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2022 marks the 38<sup>th</sup> Anniversary of Travel and Tourism Week. The first full week of May is annually recognized as National Travel and Tourism Week; a tradition first celebrated in 1984. Events are conducted in cities, states and travel businesses nationwide to champion the power of tourism. National Tourism Week was established when the U.S. Congress passed a

joint resolution in 1993 designating the week to be celebrated in May. In a White House ceremony, President Ronald Reagan signed a Presidential Proclamation urging citizens to observe the appropriate ceremonies and activities.