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### FOR IMMEDIATE RELEASE

**Houma, Louisiana**— Houma Travel celebrates National Travel and Tourism Week

The week of May 5-11 is National Travel and Tourism Week—the annual salute to travel in the United States which takes places the first full week of May every year.

Established by President Reagan in 1983, National Travel and Tourism Week (NTTW) is a celebration where communities nationwide unite around a common theme to showcase travel's contribution to American jobs and economic impact.

This year's theme, "Travel Matters," will spotlight all the different ways travel matters and makes a difference each day in the American workforce, economic growth, and personal well-being.

The Houma Area Convention and Visitors Bureau, the destination marketing organization for Terrebonne Parish funded exclusively by lodging tax generated by local accommodations such as hotels, motels, and bed and breakfasts, is excited to celebrate our local tourism industry.

In honor of this year's theme and celebration, the HACVB will take part in this week long celebration with a variety of events that focuses on thanking our local travel and tourism industry partners and encourages citizens of Terrebonne Parish and surrounding areas to explore all the wonderfully unique experiences our area has to offer.

The week's events include:

- Monday, May 6th- the HACVB will be participating in the Lieutenant Governor's Legislative Reception promoting the Houma area in Baton Rouge
- Tuesday, May 7th- HACVB staff will deliver locally baked "thank you" cookie boxes to hotels, bed and breakfasts, and attractions
- Wednesday, May 8th- the HACVB will host a local familiarization tour of attractions for hotel staff so that they are better equipped with knowledge to share with incoming visitors to the area and encourage additional overnight stays in Terrebonne Parish lodging properties

### HOUMA AREA CONVENTION AND VISITORS BUREAU

114 TOURIST DRIVE, GRAY, LA 70359 | 985-868-2732 | 800-688-2732 | FAX: 985-868-7170 | [HOUMATRAVEL.COM](http://HOUMATRAVEL.COM)



- Thursday, May 9th- “Staycation” package giveaway—a social media promotion to win a Bayou Country getaway using #stayHouma. This promotion will kick off at the beginning of National Tourism Week and a winner will be chosen on this date. For details and to participate check out Houma Travel on Facebook and Instagram @HoumaTravel .
- Friday, May 10th- the HACVB invites our community to come to the Visitor Center located at 114 Tourist Dr. in Gray from 9a-5p for treats, small giveaways, take a picture with our 7-foot shrimp boots and post on social media using #thebigboots to be entered to win a prize pack, and more.

For more information, contact Joni Duet at the Houma Area CVB at 985-868-2732, visit [HoumaTravel.com](http://HoumaTravel.com), or Facebook at Houma Travel.

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