Newport News Tourism Plans Activities During National Travel & Tourism Week to Promote the Power of Travel

~ National Travel & Tourism Week to be Celebrated May 2-8 ~

Newport News, VA, April 30, 2021 – In celebration of National Travel & Tourism Week, May 2-8, Newport News Tourism will hold a number of activities to remind visitors and residents of the power of travel and its ability to inject revenue directly into the city’s coffers.

The Tourism Office will launch the celebratory week on May 2 with its annual tourism awareness contest in the Daily Press newspaper. This year’s contest highlights outdoor activities and the different places around the city where these activities take place. Six prize packages, each valued at more than $600, will be awarded randomly from all the correct ballots received by the contest’s deadline.

In lieu of our annual day-long Familiarization Tour of Newport News – a motorcoach tour typically held for front-line personnel, as well as visitor center staffs and other hospitality industry professionals – we will instead debut a virtual familiarization tour of the city. This 20-minute video gives hospitality employees a first-hand look at Newport News and all the wonderful things the city has to offer. It begins at the Newport News Visitor Center and ends with shopping and dining opportunities, as well as driving tours and the Toast the Coast: Beer, Wine, and Spirits Trail.

Due to the current restrictions executed by Virginia’s governor that limit the number of people who can gather for events, our annual Newport News Tourism Awards Luncheon will be replaced with a live stream at 2 p.m. Tuesday, May 4, on Facebook Live. At this time, the recipient of the 2020 Gregory Cherry Tourism Professional of the Year Award will be announced and live streamed from the recipient’s place of employment. The award is given annually to a hospitality industry employee who has made an outstanding contribution in promoting travel and tourism in the city.

Additionally, during National Travel and Tourism Week, Newport News Tourism will
run six different radio spots to promote the city’s driving tours, its outdoor activities, its tourism awareness contest, planning a staycation, and the power of travel. It is also worth noting that at the April 27, 2021, Newport News City Council meeting, Mayor McKinley L. Price mentioned in his personal remarks that National Travel and Tourism Week will be observed May 2–8, and he issued a proclamation encouraging residents to support Newport News hotels, restaurants, businesses, and attractions (proclamation attached).

And, finally, Newport News Tourism’s annual photo contest will be launched June 1 (but always announced during National Travel and Tourism Week). Called “ZOOM IN on Newport News,” the photo contest took a hiatus in 2020, due to the pandemic. This year’s theme is “The Great Outdoors.” A $500 cash grand prize will be awarded to the winning entry. Look for full contest details after May 31 at www.newport-news.org.

For Newport News, tourism is a $336.4 million industry, providing nearly 3,200 jobs and generating $11.2 million in local tax revenue. For additional information about National Travel & Tourism Week in Newport News, contact Janie Tross, Consumer Marketing and Visitor Center Manager, at 757-886-7777 or by e-mail at trossjm@nnva.gov.

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