

Sonoma County Lodging Association

September 2017

US Travel Report

Travel industry is potent job creator and wage booster

Many equate jobs in the hospitality, tourism and travel industry with low pay and low skill but a recent report published by US Travel dispelled that myth. The [report](#) titled "Travel: America's Unsung Hero of Job Creation" illustrates that the tourism industry is a phenomenal springboard for both those who make a career in the industry and those who will move to other sectors for employment.

The report found that those who begin their careers in the tourism industry achieve higher peak salaries than those who start in other industries. The report also found that the tourism industry offers a better career starting point for those with less education. The hospitality industry is the #1 small business employer with stronger growth than other industries and a shorter bounce back time post recession.

"Amid sustained conversation in Washington about growing jobs and reviving communities hardest hit by the recession, lawmakers and the administration would do well to remember the awesome, but often underappreciated power of travel for our nation's economy," Roger Dow, the association's president and chief executive, said in a statement. "Small businesses are the backbone of American employment, and travel is a top small business employer."

Read the entire US Travel Association [Report](#).

Associate Member Spotlight: Pure Luxury Transportation



For 25 years, Pure Luxury Transportation has been the premier transportation leader throughout Sonoma, Napa Valley and San Francisco. How? By being committed to perfection. Every moment. For every guest. Each member of our team is focused on ensuring every detail is flawless. With one of the largest chauffeured fleets in California, we always have the perfect combination of luxury and utility for any size group and any occasion.

Pure Luxury has a special package for your guests to enjoy Northern California's spectacular Sonoma and Napa wine regions. We offers the most knowledgeable chauffeurs in the entire industry, guaranteed. Let us help you with special wine tasting requests though the beautiful Sonoma and Napa wine regions, private tours, and discounts on wine purchases. We truly do it all, including arranging a gourmet picnic lunch for your guests.

Call us today and let us help you make your guests stay a perfect one. (800) 626 – 5466

Schmooze & Booze



Register today and the first glass of wine is on us!

September 12, 2017 ~ 5:00 - 6:30 pm
Vintners Inn at the River Vine Café
4350 Barnes Rd., Santa Rosa

Join us for a SNEAK PEAK and to celebrate the opening of the NEW **River Vine Café** located at the Four Diamond **Vintners Inn!** John Ash & Co. Executive Chef Thomas Schmidt's menu features seasonal, local foods and produce including home-grown favorites from Rhonda's Garden located on property. Come and take a look, enjoy some small bites and a glass of wine while you catch up with you industry friends and make new ones! Register at SonomaCountyLodging.org