**National Travel and Tourism Week 2024 Sample Proclamation**

**WHEREAS** the travel industry is essential to the success of every industry and will continue to be a critical part of [*STATE/DESTINATION]*’s economy, development, and workforce.

**WHEREAS** travel is an economic powerhouse for every state and destination across the country, with an economic output of $2.8 trillion, supporting 15 million American jobs.

**WHEREAS** travel spending supports vibrant and safe communities in [*STATE/DESTINATION]* and across the United States by generating $89 billion in state and local tax revenue in 2023 to support essential services, such as education, emergency response, public safety and more.

**WHEREAS** travel enables success for all industries—including manufacturing, agriculture, defense, healthcare and more—by driving sales growth, innovation, education, and operations that power our economy, our nation, and [*STATE/DESTINATION].*

**WHEREAS** *[INSERT STATE/DESTINATION DATA ON DECLINE IN TRAVEL-GENERATED SPENDING, TAX RECEIPTS, EMPLOYMENT AND PAYROLL]*.

**WHEREAS** America’s travel industry cannot be globally competitive without maximizing growth in leisure, business, and international inbound travelers; increasing travel to and within the United States drives our economy to a more prosperous future and connects America.

**WHEREAS** Small businesses account for more than 60% of leisure and hospitality employment

**WHEREAS** travel is an essential industry, and we must continue to communicate that growing travel leads to economic growth, benefits businesses, fosters mutual understanding, and connects the nation.

**Therefore**, I, *[OFFICIAL’S NAME AND TITLE]*, do hereby proclaim May 19-25, 2024 as National Travel and Tourism Week in [*STATE/DESTINATION]*, and urge the citizens of [*STATE/DESTINATION]* to join me in recognizing the essential role this industry plays in [*STATE/DESTINATION]*.