

SAMPLE PROCLAMATION

WHEREAS travel has a critical role in **STATE/DESTINATION** and the nation's economic prosperity.

WHEREAS a robust travel industry has provided significant economic benefits for the nation, generating more than \$2.6 trillion in economic output last year, with \$1.1 trillion spent directly by travelers in the U.S.

WHEREAS travel has been the foundation of a healthy workforce, serving as one of the largest private-sector employers in the U.S., supporting 15.8 million jobs in 2019, including 9 million directly in the travel industry and 6.8 million in other industries.

WHEREAS spending by travelers has aided state and local governments alike, generating \$180 billion in tax revenue last year to support essential services and programs.

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

WHEREAS meetings, events and incentive travel have always been a core business function that helps companies strengthen business performance, educate employees and customers, and reward business accomplishments.

WHEREAS leisure travel, which accounts for more than three-quarters of all trips taken in the U.S., spurs countless benefits to travelers' health and wellness, creativity, cultural awareness, education, happiness, productivity and relationships.

WHEREAS businesses and workers in the travel industry were some of the first and hardest hit by the economic crisis resulting from coronavirus.

WHEREAS travel and tourism-dependent businesses, 83% of which are small businesses, depend on our community's support through and after this crisis.

WHEREAS the leaders of our state's travel and tourism industry truly encapsulate the spirit of our community and our nation.

WHEREAS even while **STATE/DESTINATION** cannot welcome visitors in person, the spirit of travel and hospitality remains the enduring ethos of the travel industry and **STATE/DESTINATION**.

WHEREAS the spirit of travel will be a necessary and prominent component of our return to everyday life and must be supported and protected at all costs.

Therefore, I, **OFFICIAL'S NAME AND TITLE**, do hereby proclaim May 3-9, 2020 as National Travel and Tourism Week in **STATE/DESTINATION**, and urge the citizens of **STATE/DESTINATION** to join me in recognizing the critical role this industry places in **STATE/DESTINATION**.