WHEREAS travel has a positive effect on [STATE] and the nation’s economic prosperity and image abroad.

WHEREAS travel impacts business productivity and individual travelers’ well-being.

WHEREAS travel to and within the U.S. provides significant economic benefits for the nation, generating more than $2.5 trillion in economic output in 2018, with nearly $1 trillion spent directly by travelers.

WHEREAS travel is among the largest private-sector employers in the U.S., supporting 15.7 million jobs in 2018 including 8.9 million directly in the travel industry and 6.8 million in other industries.

WHEREAS traveler spending directly generated tax revenues of $171 billion for federal, state and local governments, funds used to support essential services and programs.

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

WHEREAS international travel to the U.S. is the nation’s number one services export, and number two overall.

WHEREAS meetings, events and incentive travel are core business functions that help companies strengthen business performance, educate employees and customers and reward business accomplishments—which in turn boosts the U.S. economy. In 2018, domestic and international business travelers spent $327.5 billion.

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 travel is a pillar of economic growth, creating jobs at a faster rate than other sectors.

WHEREAS welcoming visitors from near and far always has been, and always will be, the enduring ethos of the travel industry and [DESTINATION].

WHEREAS travel matters to [DESTINATION].

Therefore, I, [OFFICIAL’S NAME AND TITLE], do hereby proclaim May 5-11, 2019 as National Travel and Tourism Week in [DESTINATION], and urge the citizens of [DESTINATION] to join me in this special observance with appropriate events and commemorations.