

City of El Paso de Robles

PROCLAMATION

National Travel and Tourism Week May 19-25, 2024

WHEREAS, *the travel and tourism industry is essential to the success of every industry and will continue to be a critical part of Paso Robles' economy, development, and workforce; and*

WHEREAS, *tourism 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; and*

WHEREAS, *the California tourism industry's resilience has seen travel spending surpass the record \$144.9 billion spent in 2019, overcoming the devastating impacts of the pandemic; and*

WHEREAS, *tourism 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 our community; and*

WHEREAS, *in San Luis Obispo County, tourism generated \$2.32 billion in visitor spending, \$60.1 million in transient occupancy tax, and 22,830 jobs in 2023; and*

WHEREAS, *tourism in San Luis Obispo County generated \$207 million in state & local tax and comprised 10.66% of the countywide gross domestic product in 2023; and*

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

WHEREAS, *The California Legislature in 2016 declared every May as California Tourism Month to celebrate the positive economic impact of tourism in California; and*

WHEREAS, *Travel Paso is the official destination marketing organization (DMO) for Paso Robles and leads the tourism community in the Paso Robles region through marketing, branding, and selling Paso Robles to our visitors; advocating for our tourism ecosystem; and sharing critical industry data; and*

WHEREAS, *Visit SLO CAL is the countywide destination marketing and management (DMMO) organization for SLO CAL® (San Luis Obispo County) responsible for promoting SLO CAL communities as an attractive travel region strengthening our regional economy.*

Now, THEREFORE, BE IT RESOLVED *that I, John R. Hamon, Jr., by virtue of the authority vested in me as Mayor, and speaking on behalf of the entire City Council, do hereby proclaim May 19-25, 2024 as National Travel and Tourism Week.*

*IN WITNESS WHEREOF, on this 21st day of May 2024
I have hereunto set my hand and caused the Seal of the
City of Paso Robles to be affixed.*

John R. Hamon, Jr., Mayor

