

City of El Paso de Robles

PROCLAMATION NATIONAL TOURISM MONTH MAY 2011

WHEREAS, travel is at the heart of America's economic and national security; and

WHEREAS, travel is one of America's largest service exports creating a travel trade surplus in excess of \$22 billion and is one of the nation's largest employers, accounting for more than 7.4 million direct travel-generated jobs, or one in every eight U.S. non-farm jobs; and

WHEREAS, including the direct spending in the U.S. by the domestic and international visitors, travel and tourism generated \$704 billion last year, providing \$113 billion tax revenue to local, state and federal governments; and

WHEREAS, the travel industry supports the interests of San Luis Obispo County, contributing to our employment, economic prosperity, peace, understanding and goodwill; and

WHEREAS, travel ranks as the largest industry in San Luis Obispo County in terms of revenue generated; and

WHEREAS, 2.3 million travelers visited San Luis Obispo County contributing \$1 billion to the economy in County; and

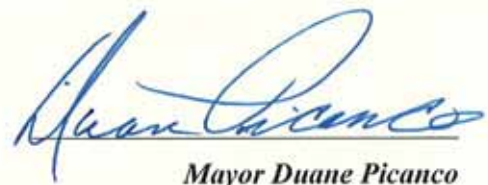
WHEREAS, as people throughout the world become increasingly aware of the outstanding cultural and recreational opportunities available in San Luis Obispo and throughout the United States, travel will become an increasingly vital resource in improving America's image around the world and an extension of our public diplomacy; and

WHEREAS, the Sunset Savor the Central Coast event will take place September 29th through October 2, 2011 throughout San Luis Obispo county highlighting the beauty and bounty of our region to visitors and locals alike leaving behind an economic impact of several million dollars; and

WHEREAS, given those laudable contributions to the economic, social and cultural well-being of the citizens of Paso Robles, it is fitting that we recognize the importance of the American travel industry;

NOW, THEREFORE, BE IT RESOLVED that I, Duane Picanco, by virtue of the authority vested in me as Mayor of Paso Robles, and speaking on behalf of the entire City Council, do hereby proclaim the month of May 2011 as NATIONAL TOURISM MONTH.




Mayor Duane Picanco