

*Before the Board of Supervisors County of  
Monterey, State of California*

**Resolution No. \_\_\_\_**

Adopt a resolution designating May as  
California Tourism Month and May 19 to 25,  
2024 as National Travel & Tourism Week

**WHEREAS**, tourism plays a critical role in the County of Monterey, the State of California and the nation's economic prosperity; and

**WHEREAS**, the California Legislature in 2016 declared every May as California Tourism Month to celebrate the positive economic impact of the tourism in California; National Travel and Tourism Week was established in 1983 to celebrate the travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses and elevating the quality of life for Americans every day; and

**WHEREAS**, a robust travel industry provides significant economic benefits for the entire state, generating more than \$150.4 billion dollars in travel spending in 2023; and

**WHEREAS**, travel has been the foundation of a healthy workforce, serving as one of Monterey County's largest employers, supporting over 26,800 jobs in 2023; and

**WHEREAS**, spending by travelers benefits state and local governments alike, generating \$12.7 billion dollars in tax revenue in 2023 to support essential public services and programs that benefit all Californians; and

**WHEREAS**, In the County of Monterey, tourism generated \$2.85 million in visitor spending and \$307 million in state and local tax revenue; and

**WHEREAS**, the County of Monterey's hospitality community actively collaborates with local government, elected officials, industries and community groups to strengthen our community; 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.

**NOW, THEREFORE, BE IT RESOLVED THAT** the Monterey County Board of Supervisors do hereby proclaim May 2024 as Tourism Month and May 19 – 25, 2024 as National Travel and Tourism Week in the County of Monterey and urge the residents of the County of Monterey to join us in recognizing the critical role this industry plays in our region.