



## PROCLAMATION

**WHEREAS**, travel contributes to personal growth, health, professional advancement, education, cultural understanding and the enhancement of America's image around the world; and

**WHEREAS**, the travel industry ranks as the 5th largest employer in the United States and among the top 10 industries in 48 states and the District of Columbia when measured by employment; and

**WHEREAS**, travel to and within the United States provides significant economic benefits for the nation, including direct expenditures by domestic and international travelers totaling \$704 billion. Tourism generates tax receipts equal to \$2.5 billion, employs 147,900 people and \$3.5 billion payroll. Fort Collins tourism generates nearly 1/6 of the sales tax revenue and is the third most popular destination in the state; and

**WHEREAS**, the U.S. Congress passed, and the President signed into law, the Travel Promotion Act creating a new, nationally coordinated communications and promotion program to attract millions of new international visitors and create thousands of new U.S. jobs; and

**WHEREAS**, meetings, events and incentive travel are core business functions that help companies strengthen business performance – averaging a return on investment of \$12.50 in profits and \$3.80 in revenue for every dollar spent on corporate travel – align and educate employees and customers, and reward business accomplishments; and

**WHEREAS**, travel can serve as a catalyst to help move the local, regional and national economy forward.

**NOW, THEREFORE**, I, Mayor Doug Hutchinson, Mayor of the City of Fort Collins, do hereby proclaim May 8-16, 2010 as

### TRAVEL AND TOURISM WEEK

in Fort Collins, and urge the citizens of Fort Collins to join in this special observance with appropriate events, commemorations and festivals.

**IN WITNESS WHEREOF**, I have hereunto set my hand and the seal of the City of Fort Collins this 4th day of May, A.D. 2010.

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Mayor

ATTEST:

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City Clerk