

A PROCLAMATION OF THE MAYOR OF THE CITY OF
NORMAN, OKLAHOMA, PROCLAIMING THE WEEK OF MAY
19 THROUGH 25, 2024, AS NATIONAL TRAVEL AND
TOURISM WEEK IN THE CITY OF NORMAN.

- § 1. WHEREAS, the travel industry fuels every industry and will continue to be an essential part of the City of Norman's economy, development, and workforce; and
- § 2. WHEREAS, travel 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
- § 3. WHEREAS, travel spending supports vibrant and safe communities in the City of Norman and across the United States by generating \$89 billion in state and local tax revenue in 2023 to support essential services, such as education, emergency response, public safety and more; and
- § 4. WHEREAS, travel enables success for all industries - including manufacturing, agriculture, defense, healthcare and more - by driving sales growth, innovation, education and operations that move our economy, our nation and the City of Norman forward; and
- § 5. WHEREAS, travel and tourism produces \$164 million in travel spending, \$6.2 million in local tax revenue from tourism, and 2,800 tourism employees in Norman and is the third largest industry in the state of Oklahoma; and
- § 6. WHEREAS, the travel industry cannot recover without the full return of leisure, business, and international inbound travelers; increasing travel to and within the United States drives America forward to a more prosperous future; and
- § 7. WHEREAS, the travel industry's success will grow the City of Norman's economy and workforce, since, prior to the pandemic, small businesses accounted for 60% of leisure and hospitality employment.
- § 8. WHEREAS, travel is an essential industry and we must continue to communicate that growing travel leads to economic growth, benefits, businesses and fosters mutual understanding.

NOW, THEREFORE, I, MAYOR OF THE CITY OF NORMAN, OKLAHOMA:

- § 9. Do hereby proclaim the week of May 9 through 25, 2024, as National Travel and Tourism Week in the City of Norman and urge the citizens of the City of Norman to join City Council in recognizing this critical role this industry plays in Norman.

PASSED AND APPROVED this 14th day of May, 2024.

Mayor

ATTEST:

City Clerk

