

PROCLAMATION
National Tourism and Travel Week
May 4-12, 2013

Whereas travel matters to the nation's economic prosperity and its image abroad, to business wealth and to individual travelers;

Whereas travel to and within the United States provides significant economic benefits for the nation, generating \$1.9 trillion in economic output in 2011, with \$813 billion spent directly by travelers that spurred an additional \$1.1 trillion in other industries;

Whereas travel is among the largest private-sector employers in the United States, supporting 14.4 million jobs in 2011, including 7.5 million directly in the travel industry and 6.9 million in other industries;

Whereas travelers' spending directly generated tax revenues of \$124 billion for federal, state and local governments, funds used to support essential services and programs;

Whereas the State of Alabama benefitted from \$10.5 billion in visitor spending in 2012 with \$702 million in state and local tax collections generated by travel. For every \$1 in travel-related spending, state government collects 5 cents and local government collects two cents.

Whereas in 2010-2012, there was a 5% increase in travel-related expenditures for Morgan County for \$169 million +! Direct travel-related employment for Morgan County provided 1,681 jobs and a total of 2,496 (direct and indirect) travel-related employment positions. Travel-related earning for Decatur and Morgan County totaled \$56,883,116 with annual state lodging taxes (5%) collected in Morgan County exceeding \$811,375.

Whereas international travel to the United States is the nation's largest single export industry – greater than the export of business services, machinery, computer and electronic products, motor vehicles and agriculture. In 2011, travel generated \$152.4 billion in exports, creating \$42 billion in balance of travel trade surplus for the U.S.;

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;

Whereas leisure travel, which accounts for more than three-quarters of all trips taken in the United States, spurs countless benefits to travelers' creativity, cultural awareness, education, happiness, productivity, relationships and wellness;

Whereas leisure travel, which accounts for more than three-quarters of all trips taken in the United States, spurs countless benefits to travelers' creativity, cultural awareness, education, happiness, productivity, relationships and wellness;

Whereas travel is a catalyst that moves the national economy forward;

Now, therefore, I, Mayor Don Kyle do hereby proclaim May 4-12, 2013 as Travel and Tourism Week in Decatur, Alabama, and urge the citizens of Decatur to join me in this special observance as we celebrate the benefits tourism brings to our city and the wonderful reasons to visit Decatur and Morgan County, Alabama!

Don Kyle, Mayor

City of Decatur, Alabama