



County of Sonoma

State of California

Date: May 19, 2026

Item Number: _____

Resolution Number: _____

4/5 Vote Required

Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California, Recognizing May 2026 as Travel and Tourism Month

Whereas, the hospitality and tourism industry in Sonoma County employs more than 22,780 people who not only work year-round to provide a warm welcome to visitors, but also help to elevate the Sonoma County brand to business and leisure visitors from across the country and around the world; and

Whereas, 10.5 million visitors come to Sonoma County annually, generating \$2.40 billion in destination spending and resulting in \$231.1 million in revenue to state and local governments; and

Whereas, without these travel-generated tax revenues, each Sonoma County household would have to pay an average of \$690 more in taxes each year to maintain the same quality of life; and

Whereas, the majority of tourism businesses in Sonoma County are small, many depend on a robust visitor economy to thrive; and

Whereas, the tax revenue from overnight lodging supports critical services such as public safety, affordable housing, education, workforce development, infrastructure development, regional parks, and the arts; and

Whereas, the travel and tourism industry is an essential economic driver, spurring growth for businesses and communities throughout Sonoma County; and

Whereas, National Travel and Tourism Week is a time when travel and tourism professionals across the country unite to showcase the value of travel for our economy, businesses, and personal well-being; and

Whereas, the U.S. Travel Association, a non-profit organization representing all aspects of the \$1.4 trillion in travel spending in the United States, has designated May 3-9, 2026, as the 43rd National Travel and Tourism Week;

Now, Therefore, Be It Resolved that the Board of Supervisors of Sonoma County, California, in recognition and support of the contributions made by the hospitality and tourism industry in Sonoma County, hereby proclaims May 2026 as Travel and Tourism Month.

Supervisors:

Rabbitt:

Coursey:

Gore:

Hopkins:

Hermosillo:

Ayes:

Noes:

Absent:

Abstain:

So Ordered.