



# County of Sonoma

State of California

Date: May 13, 2025

Item Number: \_\_\_\_\_

Resolution Number: \_\_\_\_\_

☐ 4/5 Vote Required

**Resolution Of The Board Of Supervisors Of The County Of Sonoma, State Of California,  
Recognizing May 2025 as Travel and Tourism Month**

**Whereas**, the hospitality and tourism industry in Sonoma County employs more than 22,502 people and accounts for one in ten jobs; and

**Whereas**, 10.3 million visitors come to Sonoma County annually, generating \$2.44 billion in destination spending (2024) and resulting in \$218.4 million in government revenue; and

**Whereas**, without these travel-generated tax revenues, each Sonoma County household would have to pay an average of \$652 more in taxes each year to maintain the same stellar 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 highlight 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 \$1.3 trillion in travel spending in the United States, has designated May 4-10, 2025, as the 42nd 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 2025 as Travel and Tourism Month.

**Supervisors:**

Hermosillo:

Rabbitt:

Coursey:

Gore:

Hopkins:

Ayes:

Noes:

Absent:

Abstain:

**So Ordered.**