# County of Sonoma
## State of California

Date: May 9, 2023

Item Number: _____

Resolution Number: _____

☐ 4/5 Vote Required

**Resolution of the Board of Supervisors of the County of Sonoma, State of California, Recognizing May 2023 as Travel and Tourism Month**

**Whereas,** the hospitality and tourism industry in Sonoma County employs over 25,600 people and comprises one in 10 jobs; and

**Whereas,** 9.9 million visitors come to Sonoma County annually, generating 2.299 billion in destination spending and resulting in $223 million in government revenue; and

**Whereas**, without these travel-generated tax revenues, each Sonoma County household would have to pay an average of $668 more in taxes each year to maintain the same level of public services; and

**Whereas,** the majority of tourism businesses in Sonoma County are small businesses; and

**Whereas**, U.S. Travel Association, the non-profit organization that represents all components of the $910 billion in travel spending in the United States, has designated May 7-13, 2023, the 40th National Travel and Tourism Week; and

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

**Whereas,** the Sonoma County tourism and hospitality industry has shown remarkable spirit, strength, and strategic momentum in helping Sonoma County recover from the adversities of the past several years; and

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

**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 do hereby proclaim May 2023 as Travel and Tourism Month.

**Supervisors:**

Gorin:                    Rabbitt:              Coursey:              Gore:                        Hopkins:

Ayes:                    Noes:                          Absent:                    Abstain:

**So Ordered.**