

Proclamation



Jane Castor, Mayor

WHEREAS, Tampa, Florida is a dynamic, diverse city with a rich and special cultural history, and world class entertainment venues, museums, festivals, parades and major sporting events that make the city a top destination for visitors, commerce, and conventions; and

WHEREAS, the travel and tourism industry is of tremendous importance to the Tampa Bay area, vastly contributing to our economic prosperity, employment, international trade and relations, and visitors to our region contribute greatly to our economy, quality of life, and in creating intercultural understanding and goodwill, and the citizens of Tampa are proud of our uniqueness including world class parks, restaurants, shopping districts, historic Ybor City, Bayshore Boulevard, and the Tampa Riverwalk; and

WHEREAS, the Tampa Bay region has become a major destination for travelers from around the world, and the 23.6 million visitors to our community each year contribute to our city's success by generating approximately \$6.5 billion in spending, and creating 54,000 jobs through transportation, accommodations, entertainment and historical venues, and the food and beverage industry; and

WHEREAS, *Visit Tampa Bay* plays a primary role in promoting the travel and tourism industry for the Tampa Bay region and its mission is to create vibrant economic development for our community by increasing visitation to Tampa Bay, and the organization encourages visitors to unlock sun, fun and culture and collaborates in partnership with businesses, civic leaders and the community to tell the world the story of Tampa Bay including its history of the cigar industry, Cuban sandwiches and the world's largest pirate festival, Gasparilla; and

WHEREAS, established in 1983 by a congressional resolution, **National Travel and Tourism Week**, (NTTW) is held the first full week in May to celebrate the value travel holds for the economy, businesses and personal wellbeing, and this year, with the coronavirus public health crisis affecting the travel and tourism industry, NTTW will celebrate with a special Virtual Road Trip across our nation on Tuesday, May 5, 2020, highlighting small businesses and attractions that make up America's *Spirit of Travel*.

NOW, THEREFORE, I, Jane Castor, by virtue of the authority vested in me as Mayor of the city of Tampa, Florida, do hereby proclaim May 3-9, 2020 as

"TRAVEL AND TOURISM WEEK"

in the city of Tampa, Florida, and urge all citizens to join me in thanking the travel and tourism industry for their contributions to the economic success of our community and nation, and in joining in on the Virtual Road Trip on May 5, 2020 by going to <https://www.ustravel.org/VirtualRoadTrip>.

Dated in Tampa, Florida, this 1st day of May, 2020.



Jane Castor

Mayor