

MOTION:

**April 19, 2022
Regular Meeting
Res. No. 22-**

SECOND:

**RE: PROCLAIM – MAY 1 - 7, 2022 – NATIONAL TRAVEL AND TOURISM WEEK IN
PRINCE WILLIAM COUNTY**

ACTION:

WHEREAS, tourism fosters vibrant communities, drives innovation, creates jobs, and powers the United States economy in every corner of the country; and

WHEREAS, Prince William County benefits immensely from the spirit of travel, which permeates through our small businesses, unique landmarks, and all those who welcome residents and visitors alike with gracious hospitality; and

WHEREAS, the spirit of travel isn't only found in far-off places and when residents embrace sojourns within our expansive borders and support local businesses, they are helping their neighbors and playing a key role in strengthening the Prince William County community; and

WHEREAS, the travel and tourism industry will be integral to our nation's economic recovery after COVID-19, but the spirit of travel will be what heals our country's morale; and

WHEREAS, according to the most recent available data, travel to and within the United States provides significant economic benefits for the nation, generating more than \$1.5 trillion in economic output in 2020, with \$680 billion spent directly by travelers; and

WHEREAS, travel is among the largest private-sector employers in the United States, supporting over 11 million jobs in 2020, including 6 million directly in the travel industry and 5.1 million in other industries; and

WHEREAS, travelers to Prince William County directly generated over \$28 million in local tax revenues in 2020, according to Virginia Tourism Corporation research, which were used to support essential services and programs that enhance the quality of life for residents and further develop Prince William County as a tourism destination; and

WHEREAS, Prince William County generated \$452 million in visitor expenditures and supported 4,711 jobs in 2020 according to Virginia Tourism Corporation research, making it the eighth largest tourism economy in the Commonwealth; and

WHEREAS, in Fiscal Year 2021, the Office of Tourism generated over 18,000 overnight stays for sports tourism and group tours, increased website sessions by 34%, generated 115 earned media news stories from local and national outlets, and achieved \$18 million in advertisement impressions; and

April 19, 2022
Regular Meeting
Res. No. 22-
Page Two

WHEREAS, in the current Fiscal Year the Office of Tourism team worked collaboratively with the Office of Economic Development to deliver over \$3 million in COVID-19 recovery aid to nearly 100% of all local lodging establishments;

NOW, THEREFORE, BE IT RESOLVED that the Prince William Board of County Supervisors hereby proclaims May 1-7, 2022, as National Travel and Tourism Week in Prince William County, and urges the citizens of Prince William County to join in this special observance with appropriate events and commemorations.

Votes:

Ayes:

Nays:

Absent from Vote:

Absent from Meeting:

ATTEST: _____

Clerk to the Board