

**EXECUTIVE PROCLAMATION**  
**OFFICE OF THE GOVERNOR**  
**STATE OF SOUTH DAKOTA**

**WHEREAS**, tourism plays a critical role in South Dakota and the nation's economic prosperity. A robust tourism industry generated more than \$2.6 trillion in economic output last year, with \$1.1 trillion spent directly by travelers in the U.S. and \$4.1 billion spent by visitors to South Dakota; and

**WHEREAS**, businesses and workers in the tourism industry were some of the first and hardest hit by the economic crisis resulting from coronavirus. Travel and tourism-dependent businesses, 83 percent of which are small businesses, depend on our community's support through and after this crisis; and

**WHEREAS**, leisure travel, which accounts for more than 75 percent of all trips taken in the U.S., spurs countless benefits to travelers' health, wellness, creativity, cultural awareness, education, happiness, productivity and relationships. Leisure travel has always been a core business function that helps companies strengthen business performance, educate employees and customers, and reward business accomplishments; and

**WHEREAS**, the leaders of our state's tourism industry truly encapsulate the spirit of our community and our nation. Even while South Dakota cannot welcome visitors in person, the spirit of travel and hospitality remains the enduring ethos of the tourism industry and South Dakota; and

**WHEREAS**, the tourism industry serves as one of the largest private-sector employers, supporting 15.8 million jobs in the U.S. and 55,172 in South Dakota. Spending by travelers generated \$308 million in state and local tax revenue last year to support services and programs across South Dakota; and

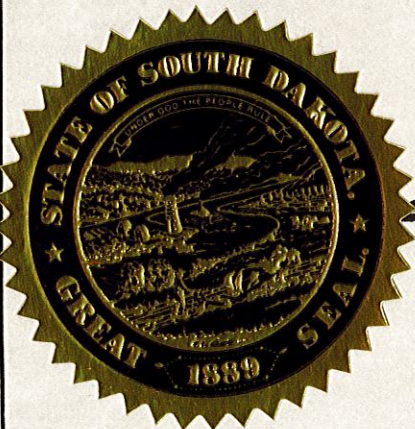
**WHEREAS**, the spirit of travel will be a necessary and prominent component of our return to normal.

**NOW, THEREFORE, I, KRISTI NOEM**, Governor of the State of South Dakota, do hereby proclaim  
May 3 - 9, 2020 as

**NATIONAL TRAVEL AND TOURISM WEEK**

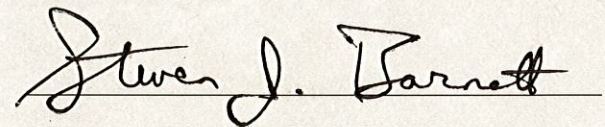
in South Dakota and urge the citizens of South Dakota to join me in recognizing the critical role this industry plays in South Dakota.

**IN WITNESS WHEREOF**, I have hereunto set my hand and caused to be affixed the Great Seal of the State of South Dakota, in Pierre, the Capital City, this Twenty-eighth Day of April in the Year of Our Lord, Two Thousand and Twenty.



  
Kristi Noem  
Governor of South Dakota

ATTEST:

  
Steven J. Barnett  
Secretary of State