

*Executive Proclamation*  
*State of South Dakota*  
*Office of the Governor*

*Whereas*, the travel & tourism industry is essential to the success of the South Dakota economy and will continue to be a critical part of South Dakota's economic growth, development, workforce, and quality of life; and,

*Whereas*, travel is an economic powerhouse for every state and destination across the country, with an economic output of \$2.8 trillion, supporting 15 million American jobs, vibrant and safe communities, and essential services, such as education, emergency response, public safety, and more; and,

*Whereas*, travel enables success for all industries including manufacturing, agriculture, defense, healthcare, and more by driving sales growth, innovation, education, and operations that power our economy, our nation, and South Dakota; and,

*Whereas*, in 2023, South Dakota generated \$384 million in tax revenue, saw \$14.7 million visitors, generated \$4.96 billion in total visitor spending, and supported 57,835 jobs, while providing \$2.2 billion dollars in household income for South Dakota families; and,

*Whereas*, America's travel industry cannot be globally competitive without maximizing growth in leisure, business, and international inbound travelers; and,

*Whereas*, increasing travel to and within the United States drives our economy to a more prosperous future and connects America, with small businesses accounting for more than 60% of leisure and hospitality employment; and,

*Whereas*, travel is an essential industry, and we must continue to communicate that growing travel leads to economic growth, benefits businesses, fosters mutual understanding, and connects the nation and the world:

*Now, Therefore, I, Kristi Noem*, Governor of the State of South Dakota, do hereby proclaim the week of May 19, 2024, as

**TRAVEL AND TOURISM WEEK**

in South Dakota and I urge the citizens of South Dakota to join me in recognizing and celebrating the essential 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-fifth Day of April in the Year of Our Lord, Two Thousand and Twenty-Four.

*Kristi Noem*  
Kristi Noem, Governor

Attest:

*Monae L. Johnson*  
Monae L. Johnson, Secretary of State