

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

*Whereas*, the travel and tourism industry is vital to the success of most every other industry in South Dakota and will continue to be a critical part of our economy, development, and workforce; and,

*Whereas*, travel and tourism is an economic powerhouse for every state and destination across the country, with an economic output of \$2.9 trillion, supporting 15 million American jobs; and,

*Whereas*, in 2024, travel and tourism spending supported vibrant and safe communities in South Dakota by generating \$89 billion in state and local tax revenue; and,

*Whereas*, travel and tourism diversifies our economy and helps to enable 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*, America's travel and tourism industry cannot be globally competitive without maximizing growth in leisure, business, and international inbound travelers. Increasing travel to and within the United States drives our economy to a more prosperous future; and,

*Whereas*, one in every 11 American jobs depends on travel and tourism, making it a critical driver of our economy and a force for connection and opportunity; and,

*Whereas*, travel and tourism 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:

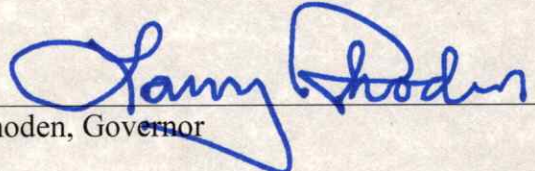
*Now, Therefore, I, Larry Rhoden*, Governor of the State of South Dakota, do hereby proclaim the week of May 4, 2025, as

*TRAVEL AND TOURISM WEEK*

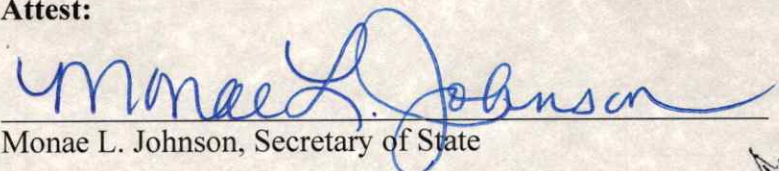
in South Dakota.



*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 Second Day of May in the Year of Our Lord, Two Thousand and Twenty-Five.

  
Larry Rhoden, Governor

Attest:

  
Monae L. Johnson, Secretary of State