

Executive Proclamation
State of South Dakota
Office of the Governor

Whereas, the travel industry is essential to the success of every industry and will continue to be a critical part of South Dakota's economy, development, and workforce; and,

Whereas, travel is an economic powerhouse for every state and destination across the country, with an economic output of \$3 trillion, supporting 15 million American jobs; and,

Whereas, travel spending supports vibrant and safe communities in South Dakota by generating \$406.1 million in state and local tax revenue in 2025 to support 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, America's travel industry cannot be globally competitive without maximizing growth in domestic leisure, business, and international inbound travelers; and,

Whereas, one in every 11 U.S. jobs depend on travel, making it a critical driver of America's economy and a force for connection and opportunity; 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:

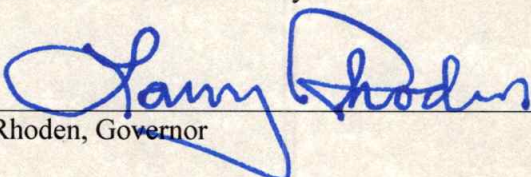
Now, Therefore, I, Larry Rhoden, Governor of the State of South Dakota, do hereby proclaim May 3, 2026, as

National Travel & Tourism Week 2026

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 Twentieth Day of April in the Year of Our Lord, Two Thousand and Twenty-Six.



Larry Rhoden, Governor

Attest:



Monae L. Johnson, Secretary of State