

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



FROM: Supervisor John Benoit

SUBMITTAL DATE: April 27, 2010

SUBJECT: Resolution Proclaiming U.S. Travel Rally Day (May 11) and Travel and Tourism Week (May 8-16, 2010)

RECOMMENDED MOTION:


That the Board declare May 8-16, 2010 as Travel and Tourism Week and May 11, 2010 as United States Travel Rally Day in the County of Riverside and approve the attached proclamation.

BACKGROUND:

In 2008, domestic and international visitors spent \$6.1 billion in Riverside County destinations, supporting 69,040 jobs, accounting for combined earnings of \$1.74 billion, and generating \$351.6 million in tax receipts. The Palm Springs Desert Resorts Communities Convention & Visitors Authority is promoting the benefits of travel on "United States Travel Rally Day" Tuesday, May 11, at The Show at Agua Caliente Resort Spa Casino.

Beginning in 1984, Congress designated the week beginning on the second Saturday of May of each year as "National Travel and Tourism Week" to raise awareness of the value of travel to the welfare of the nation.

This resolution recognizes the importance of travel and tourism to California and to Riverside County.



John Benoit
Supervisor
Fourth District

JB:vc

ATTACHMENTS FILED WITH
THE CLERK OF THE BOARD

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Buster, seconded by Supervisor Benoit and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Buster, Tavaglione, Stone, Benoit and Ashley

Nays: None

Absent: None

Date: May 4, 2010

xc: Supvr. Benoit, E.O.

Kecia Harper-Ihem

Clerk of the Board

By: 
Deputy

2.30

Recognizing

U.S. Travel Rally Day (May 11) and Travel and Tourism Week (May 8-16, 2010)

WHEREAS, travel to and within the United States provides significant economic benefits for the nation, including direct expenditures by domestic and international travelers totaling \$704 billion; and

WHEREAS, domestic and international visitors spent \$87.7 billion in California destinations in 2009, supporting 881,000 jobs and accounting for combined earnings of \$29.8 billion; and

WHEREAS, travelers spent \$6.1 billion in Riverside County destinations in 2008, supporting 69,040 jobs, accounting for combined earnings of \$1.74 billion, and generating \$351.6 million in tax receipts; and

WHEREAS, travel contributes to personal growth, health, professional advancement, education, cultural understanding and the enhancement of America's image around the world; and

WHEREAS, the President signed into law the Travel Promotion Act creating a new, nationally coordinated communications and promotion program to attract millions of new international visitors and create thousands of new jobs; and

WHEREAS, meetings, events and incentive travel are core business functions that help companies strengthen business performance - averaging a return on investment of \$12.50 in profits and \$3.80 in revenue for every dollar spent on corporate travel - align and educate employees and customers, and reward business accomplishments; and

WHEREAS, beginning in 1984, Congress designated the week beginning on the second Saturday of May of each year as "National Travel and Tourism Week"; and

WHEREAS, the Palm Springs Desert Resorts Communities Convention & Visitors Authority is joining dozens of other communities across the U.S. in promoting the second annual Travel Rally Day. On Tuesday, May 11, the public is invited to attend a special "Travel Matters Rally" from 5-7:00 PM at The Show at Agua Caliente Resort Spa Casino in Rancho Mirage;

NOW, THEREFORE, LET IT BE RESOLVED, that the Riverside County Board of Supervisors proclaims the week of May 8-16, 2010 as Travel and Tourism Week and recognizes May 11, 2010 as United States Travel Rally Day in the County of Riverside, and calls upon residents to observe this day by participating in appropriate rallies and other activities to raise awareness of the vital role of travel and tourism to Riverside County.

5-4-10 2.30