

There's no place like Kansas

SAMPLE PROCLAMATION

How to use: This sample proclamation is designed for use by local city councils, Mayors, state legislatures or Governors. Draft your proclamation using the outline below, replacing text in gold with destination/organization-specific details. Feel free to tweak remaining copy as you see fit before sending to your elected officials. If your elected body issues a proclamation, be sure to notify us at kelli.hilliard@ks.gov.

Useful resources: Kansas Tourism's [Economic Impact Study](#).

There's no place like Kansas

SAMPLE PROCLAMATION

Whereas travel has a positive effect on **Kansas** and the nation's economic prosperity and image abroad, it also impacts business productivity and to individual travelers' well-being.

Whereas travel to and within Kansas provides significant economic benefits for the state, it also generated more than \$10.8 billion in economic impact in 2016, with \$6.6 billion spent directly by travelers.

Whereas travel is among the top 10 private-sector employers in Kansas, it is supporting 95,000 jobs in 2016, including 63,700 directly in the travel industry and 31,300 in other industries.

Whereas tourism-supported tax revenues in 2016 surpassed \$1 billion and included \$609 million in state and local governmental revenues.

Whereas [INSERT CITY DATA ON ANNUAL TRAVEL-GENERATED SPENDING, TAX RECEIPTS, EMPLOYMENT AND PAYROLL]

Whereas international travel to Kansas generated \$105 million in spending in 2016.

Whereas meetings, events and incentive travel are core business functions that help companies strengthen business performance, educate employees and customers and reward business accomplishments. This in turn boosts the Kansas economy. In 2016, domestic and international business travelers spent \$2.6 billion.

Whereas leisure travel, which accounts for more than 60 percent of all trips taken in Kansas, spurs countless benefits to travelers' health and wellness, creativity, cultural awareness, education, happiness, productivity and relationships.



There's no place like Kansas

Whereas travel is a pillar of economic growth, creating jobs at a faster rate than other sectors.

Now, therefore, I [OFFICIAL'S NAME AND TITLE] do hereby proclaim May 6-12, 2018 as National Travel and Tourism Week in **Kansas**, and urge the citizens of [INSERT CITY] to join me in this special observance with appropriate events and commemorations.

Governor / Mayor

[AFFIX SEAL]

YOUR LOGO

