



STATE OF TEXAS  
OFFICE OF THE GOVERNOR

Travelers from across the globe have turned Texas into one of the top travel destinations in the United States. We proudly claim seven diverse travel regions that are home to world-renowned metropolitan areas, charming historic towns, and remarkable scenes of natural beauty, with each offering endless options to visitors with varied interests and from every background. Whether travelers are looking for a romantic getaway at a cozy winery in the Hill Country, an adventurous hike with friends in the breathtaking beauty of the Big Bend region, or to spend time playing and relaxing with family on the Texas Gulf Coast, the Lone Star State has the perfect adventure for everyone.

The importance of our travel and tourism industry is not only showcased in the smiles and treasured memories of happy vacationers, but also in the impacts of this critical industry on the prosperity of our state. From Texans working in hotels and restaurants to those employed in transportation, retail services, real estate, and more, our travel and tourism industry remains an invaluable part of our livelihoods as well as our state and local economies. In fact, between 2011 and 2019, this industry experienced nearly a decade of extraordinary expansion and has been an important catalyst for our state's remarkable economic growth. Prior to the onset of the novel coronavirus (COVID-19) pandemic, 1 in ten Texas jobs were created by travel, and the travel industry was responsible for \$83 billion in direct spending, resulting in a \$169 billion economic impact on the Texas economy.

Unfortunately, as we have faced the unprecedented challenges of a global pandemic, travel and tourism has been one of the hardest hit industries. However, Texans and our beloved travel destinations are resilient, creative, and hospitable; in March 2021, the leisure and hospitality sector took a lead in our economic recovery with 23,100 jobs added. Since a low point in April 2020, about 380,000 jobs have been returned as these businesses continue to recover and as the demand for travel continues to pick back up.

In the face of immense challenges and unfamiliar problems, the resilience and ingenuity of Texans working in the travel and tourism industry has been an inspiration. In Texas, we know that it is not our challenges that define us, but rather how we overcome them, and the men and women of our travel and tourism industry have set their sights firmly on the future by charting a road to recovery. As we continue to bounce back, there is no doubt that we will come together to rebuild the state's travel and tourism industry to be better, stronger, and more innovative than ever before.

At this time, I join my fellow Texans in recognizing the power of travel to drive economic recovery in Texas and in celebrating the contributions of the travel and tourism industry in the Lone Star State. I encourage everyone, both Texans and non-Texans alike, to visit [TravelTexas.com](https://www.traveltexas.com) to learn more about the boundless opportunities that await those who are ready to take on their next adventure.


Therefore, I, Greg Abbott, Governor of Texas, do hereby proclaim May 2-8, 2021, to be

## Travel and Tourism Week



in Texas, and urge the appropriate recognition whereof.

In official recognition whereof,  
I hereby affix my signature this the  
22<sup>nd</sup> day of April, 2021.

  
Governor of Texas