

1 Introduced by Council Members Salem, Freeman, Pittman, Carrico,
2 White, Miller, Amaro and Gaffney, Jr.:

3
4
5 **RESOLUTION 2024-299**

6 A RESOLUTION DECLARING MAY 19-25, 2024, AS
7 NATIONAL TRAVEL AND TOURISM WEEK (NTTW) IN
8 JACKSONVILLE WITH THE 41ST ANNIVERSARY OF NTTW
9 DEMONSTRATING HOW INTEGRAL TRAVEL IS TO EVERY
10 INDUSTRY; PROVIDING AN EFFECTIVE DATE.

11
12 **WHEREAS**, travel is at the heart of America's economic and
13 national security; and

14 **WHEREAS**, tourism is not merely a source of recreation; it is
15 a powerful economic driver that significantly contributes to the
16 prosperity of our community. As we highlight the beauty, diversity,
17 and attractions that Jacksonville has to offer, let us also recognize
18 the positive impact of tourism on local businesses, job creation, and
19 overall economic vitality; and

20 **WHEREAS**, the travel industry also supports the interests of
21 Jacksonville, contributing to our employment, economic prosperity,
22 international trade and relations, peace, understanding and goodwill;
23 and

24 **WHEREAS**, travel ranks as one of Jacksonville's largest
25 industries in terms of revenues generated; and

26 **WHEREAS**, more than 50,000 Duval County residents are employed
27 in the tourism industry; and

28 **WHEREAS**, Jacksonville welcomes over 22 million overnight and
29 day trippers annually in Jacksonville. These visitors contributed
30 approximately \$4 billion to the local economy annually; and

31 **WHEREAS**, in the United States, tourism produced an economic

1 footprint of \$2.6 trillion - a return to 2019 levels, and directly
2 employed over 8 million people; and

3 **WHEREAS,** as people throughout the world become increasingly
4 aware of the beautiful natural surroundings, outstanding cultural and
5 recreational opportunities, and warm Southern hospitality of our
6 residents available in Jacksonville, travel will become an
7 increasingly vital resource in improving America's image around the
8 world and an extension of our public diplomacy; and

9 **WHEREAS,** given these laudable contributions to the economic,
10 social and cultural well-being of the citizens of Jacksonville, it
11 is fitting that the City recognize the importance of the American
12 travel industry; now therefore

13 **BE IT RESOLVED** by the Council of the City of Jacksonville:

14 **Section 1.** The City of Jacksonville hereby designates May
15 19-25, 2024, as National Travel and Tourism Week (NTTW) in
16 Jacksonville with the 41st anniversary of NTTW demonstrating how
17 integral travel is to every industry and urges the citizens of
18 Jacksonville to join in this special observance with appropriate
19 events, commemorations, and festivals.

20 **Section 2. Effective Date.** This Resolution shall become
21 effective upon signature by the Mayor or upon becoming effective
22 without the Mayor's signature.

23
24 Form Approved:

25
26 /s/ Shannon MacGillis

27 Office of General Counsel

28 Legislation Prepared By: Jeff Clements, City Council Research

29 GC-#1620617-v1-2024_Nat_1_Tourism_Week_Reso.docx