

VISIT  
**THE WOODLANDS**  
— T E X A S —

**BE IT PROCLAIMED:**

Whereas, the Power of Travel has been a consistent driver of The Woodlands economy and workforce; and

Whereas, a robust travel industry provides significant economic benefits for the nation, generating more than \$2.6 trillion in economic output in 2019, with \$1.1 trillion spent directly by travelers in the U.S and serves as the foundation of a healthy workforce. Travel was one of the largest private-sector employers in the U.S., supporting 17 million jobs in 2019; and

Whereas, last year, the coronavirus pandemic devastated every sector of the travel industry with staggering declines in 2020 compared to 2019, affecting every community in the country, including The Woodlands; and

Whereas, as travel confidence grows with vaccine availability, advancements in safety protocols and a pent-up demand for exploration...Travel is making a comeback; and

Whereas, the travel industry cannot recover without the full return of leisure and business travel, as well as meetings and events, by both domestic and international visitors; and

Whereas, the rebound of travel will drive the rebuilding of the U.S. economy and American workforce; and

Whereas, the Power of Travel will revive The Woodlands and the United States and drive us forward to a more prosperous future.

Therefore, I, Bruce Rieser, Chairman of Visit The Woodlands, do hereby proclaim May 2-8, 2021 as National Travel and Tourism Week in The Woodlands, and urge the citizens of The Woodlands to join me in recognizing the critical role this industry plays in our community.



Bruce Rieser, Chairman  
Visit The Woodlands

