



**WHEREAS,** travel enables success for all industries—including manufacturing, agriculture, defense, healthcare and more—by driving sales growth, innovation, education and operations that move our national, state, and local economies forward; and

**WHEREAS,** travel is an economic powerhouse for every state across the country, with an economic impact of \$2.9 trillion, supporting 15 million American jobs (or one in every 11 U.S. jobs) in 2024; and

**WHEREAS,** travel in Texas generated \$9.2 billion in tax revenue in 2024, supporting almost 727,000 tourism-related jobs with earnings of \$36.7 billion, and generating \$91.5 billion in direct visitor spending; and

**WHEREAS,** in McKinney, Texas, tourism in 2024 contributed \$33.8 million in local tax revenue in the past year, supported by 2,200 local jobs in tourism and hospitality with earnings of \$111.9 million; and

**WHEREAS** McKinney realized \$301.3 million in direct travel spending by visitors, an infusion of new dollars from travelers into our community, helping fund and enhance quality-of-life initiatives for residents to enjoy; and

**WHEREAS,** during this annual National Travel and Tourism Week, Visit McKinney recognizes the critical role our industry plays in building our local economy, fostering sustainability, ushering in new innovations, and reconnecting Americans to each other and the world.

**NOW, THEREFORE, I, GEORGE C. FULLER, BY THE POWER VESTED IN ME AS MAYOR OF THE CITY OF MCKINNEY, TEXAS, DO HEREBY PROCLAIM THE WEEK OF MAY 4-10, 2025, AS**

## **NATIONAL TRAVEL AND TOURISM WEEK**

**IN MCKINNEY, TEXAS, URGING ALL RESIDENTS TO JOIN IN RECOGNIZING THE CRITICAL ROLE OF TOURISM IN OUR COMMUNITY, WITNESS MY HAND AND SEAL THIS DAY, MAY 6, 2025.**

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GEORGE C. FULLER, Mayor

ATTEST:

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EMPRESS DRANE, City Secretary