

By: Hunter

H.R. No. 538

R E S O L U T I O N

1 WHEREAS, Tourism is a vital contributor to the economy of the
2 Lone Star State, and the travel industry is being recognized at the
3 Capitol on February 22-23, 2011; and

4 WHEREAS, In 2009 alone, 186 million visitors traveled to and
5 within the State of Texas, resulting in \$51.8 billion of direct
6 travel spending, which in turn has supported some 526,000 jobs; and

7 WHEREAS, Known the world over as a travel destination, Texas
8 is visited by countless people from other countries, with
9 international travelers accounting for approximately \$4.1 billion,
10 or 10 percent, of tourist spending; and

11 WHEREAS, For every dollar invested in domestic advertising to
12 promote Texas as a desirable place to visit and vacation, an
13 estimated seven dollars is generated in state tax revenues; this
14 significant return on investment would not be possible without
15 state funding to advertise Texas as a place like no other that must
16 be seen and experienced firsthand; and

17 WHEREAS, Tourism is indeed big business in Texas, helping
18 communities, both large and small, to thrive and create jobs, and
19 its importance to the state's economy is aptly reflected in the
20 industry's current theme, *Travel Matters*; now, therefore, be it

21 RESOLVED, That the House of Representatives of the 82nd Texas
22 Legislature hereby honor the travel industry in Texas and recognize
23 it for the crucial role that tourism plays in the economy of our
24 state.