

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF PROCLAIMING THE ) RESOLUTION NO. 12-4348  
WEEK OF MAY 5 THROUGH MAY 13, 2012 )  
AS NATIONAL TRAVEL AND TOURISM ) Introduced by Councilor Shirley Craddick  
WEEK )

WHEREAS, travel matters to the nation’s economic prosperity and its image abroad, to business wealth and to individual travelers;

WHEREAS, travel to and within the United States provides significant economic benefits for the nation, generating \$1.9 trillion in economic output in 2011, with \$812.9 billion spent directly by travelers that spurred an additional \$1 trillion in other industries;

WHEREAS, travel is among the largest private-sector employers in the United States, supporting 14.4 million jobs in 2011, including 7.5 million directly in the travel industry and 6.9 million in other industries and generated \$194.6 billion in payroll for those employed directly in U.S. Travel;

WHEREAS, international travel to the United States is the nation’s largest single export industry – greater than the export of business services, machinery, computer and electronic products, motor vehicles and agriculture; resulting in a \$42 billion in balance of travel trade surplus for the U.S.;

WHEREAS, in 2011 travelers’ spending directly generated tax revenues of \$124 billion for federal, state and local governments, funds used to support essential services and programs;

WHEREAS, in 2011 the Portland region accounts for \$3.8 billion in travel spending, tax receipts, employment and payroll and 29,000 jobs in the industry;

WHEREAS, Metro operates four visitor venues, the Oregon Zoo, Portland Center for Performing Arts, Portland Expo Center and Oregon Convention Center, that provide a diverse range of cultural and educational activities and experiences, and memorable gathering places for celebrations and business events, attracting 3.3 million people in 2011;

WHEREAS, the Metro’s visitor venues generated approximately \$612.8 million in total spending in 2011, supported 6,040 jobs and created nearly \$233 million in personal earnings;

WHEREAS, events and activities at Metro’s visitor venues produced \$19.1 million in tax revenues in 2011;

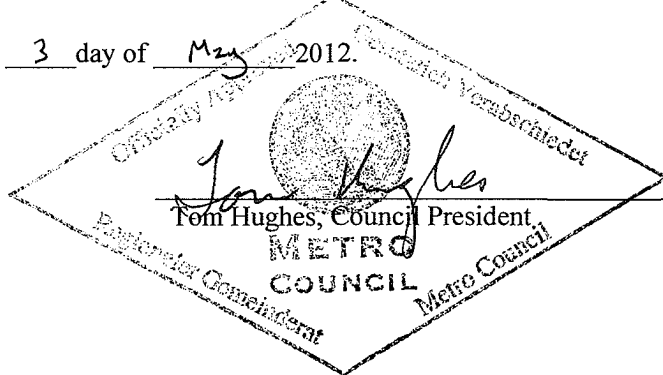
WHEREAS, meetings, events and incentive travel are core business functions that help companies strengthen business performance – averaging a return on investment of \$12.50 in profits and \$3.80 in revenue for every dollar spent on corporate travel – align and educate employees and customers, and reward business accomplishments;

WHEREAS, leisure travel, which accounts for more than three-quarters of all trips taken in the United States, spurs countless benefits to travelers’ creativity, cultural awareness, education, happiness, productivity, relationships and wellness;


WHEREAS, travel is a catalyst that moves the national economy forward; now therefore,

BE IT RESOLVED, recognizing the impact of our local travel and tourism industry, we proclaim May 5-13, 2012 as National Travel and Tourism Week.

ADOPTED by the Metro Council this 3 day of May 2012.



Approved as to Form:

  
Alison Kean Campbell, Metro Attorney

## STAFF REPORT

### IN CONSIDERATION OF RESOLUTION NO. 12-4348, FOR THE PURPOSE OF PROCLAIMING THE WEEK OF MAY 5 THROUGH MAY 13, 2012 AS NATIONAL TRAVEL AND TOURISM WEEK

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Date: 4/25/12

Prepared by: Josh Springer

#### BACKGROUND

Since 1984, the first full week in May has been annually recognized as National Travel and Tourism Week by governments, businesses and nonprofit agencies around the country. Travel and tourism is one of the nation's largest industries, bolstering economic prosperity for businesses and individuals, and generating revenue for essential public services. In 2011, the Portland metropolitan region accounted for \$3.8 billion in travel spending, tax receipts, employment and payroll and 29,000 jobs in the tourism industry. Metro recognizes the significant impact the tourism industry has on the region's economy and supports efforts to strengthen businesses and organizations that create jobs, personal income and revenue.

National Travel and Tourism Week acknowledges the power of travel in uniting businesses, government agencies and nonprofit organizations under the common goal of economic vitality. In line with Metro's mission to make a great place, the region's tourism industry highlights and finances travel destinations and recreational and cultural experiences unique to the region. As a result, Metro's cache of visitor venues, the Oregon Zoo, Oregon Convention Center, Portland Center of Performing Arts and Portland Expo Center, plays host to millions of visitors each year, and offers a wide array of special performances, exhibitions and memorable impressions of the region. Mutually beneficial outcomes and shared values centered on tourism reaffirm the necessity of public-private partnerships that create vibrant communities and economic prosperity.

#### ANALYSIS/INFORMATION

1. **Known Opposition** None
2. **Legal Antecedents**
3. **Anticipated Effects:** Shared recognition and partnership with local businesses, travel agencies and governments of the importance of the tourism industry and its many positive impacts on the region.
4. **Budget Impacts** None

#### RECOMMENDED ACTION

Staff recommends the adoption of Resolution 12-4348 for the purpose of recognizing and endorsing National Travel and Tourism Week, May 5 through May 13, 2012.