

STATE OF TEXAS  
OFFICE OF THE GOVERNOR

In 1946, Texas icon Ernest Tubb recorded the enduring favorite “There’s a Little Bit of Everything in Texas.” The song’s staying power is, in large part, the result of its simple, obvious truth. There is indeed a little bit of everything in Texas. From cities to wilderness, from the modern to the ancient, Texas has something for everyone, and it is no surprise that Texas supports a booming tourism industry.

Regardless of one’s tastes, the Lone Star State is certain to surpass expectations, and accordingly, families from around the world have formed fond memories in Texas. Whether performing arts, natural wonders, historic sites, or world-class entertainment, our state offers limitless possibilities, but ultimately, our tourism industry is built on more than merely a list of attractions. Our tradition of tourism is made possible by our state’s character. Texans are friendly, courteous, and welcoming, and as such, travelers often return to Texas many times after their first encounter with the Lone Star State.

Travel—both *to* and *within* Texas—can be personally enriching, and the travel industry is likewise important to our society and economy. More than one million Texans earn a living in this sector of commerce. Travel is also a major catalyst of economic growth. Last year alone, the industry infused a staggering \$193.8 billion into our economy and generated more than \$9 billion in tax revenue. These funds support essential services such as education, health care, and public safety, and in that light, the travel industry impacts all Texas families, whether or not they travel themselves.

The travel industry was hit as hard as any during the pandemic, but in 2022, travel spending in Texas exceeded pre-pandemic levels, and the 2023 total is the largest in Texas history. This record, though, will surely be broken in short order, as I have full faith that the coming years will bring even greater success for our travel and tourism industry.

National Travel and Tourism Week celebrates the industry’s critical role in powering our nation’s economy, communities, and connections. Each year, civic groups and government entities throughout the Lone Star State celebrate our tourism industry and encourage all to explore the great State of Texas. During this observance and hereafter, I encourage all Texans, Americans, and citizens of the world to plan a trip to one of the world’s preeminent destinations: Texas. Whatever you are searching for, I promise that you will find it in Texas — “just look around and you will see.”

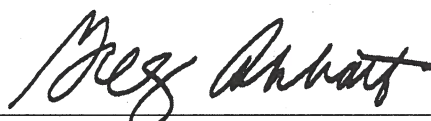
Therefore, I, Greg Abbott, Governor of Texas, do hereby proclaim May 19 – 25, 2024, to be

## Travel and Tourism Week



in Texas and urge all Texans to observe the occasion with appropriate ceremonies and activities.

In testimony whereof, I have hereunto affixed my signature this the 15th day of May, 2024.

  
Governor of Texas