

**EXECUTIVE DEPARTMENT  
STATE OF CALIFORNIA**

**EXECUTIVE ORDER W-123-95**

**WHEREAS**, California continues to be the top travel destination in the United States accounting for total a of 268 million trips by business and leisure travelers; and

**WHEREAS**, the 12 diverse regions of California provide opportunities for recreation, relaxation, adventure and entertainment available in the Golden State all year round; and

**WHEREAS**, tourism generates \$53.6 billion in travel expenditures, resulting in an estimated \$2 billion in state tax revenues and \$1 billion in local tax revenues; and

**WHEREAS**, the travel and tourism industry contributes significantly to California's economic prosperity by providing employment opportunities for more than 681,000 California residents representing a payroll of \$11.6 billion; and

**WHEREAS**, the travel industry is an increasingly powerful force for California. Over the last ten years, the travel industry has created jobs at almost twice the rate as the overall state economy; and

**WHEREAS**, California's travel and tourism is a significant source of employment for women, minorities and young people; and

**WHEREAS**, the majority of the state's travel-related jobs are located in urban areas and benefits many of California's most disadvantaged communities; and

**WHEREAS**, increased exposure to California by international visitors promotes the expansion of trade and investment in the state; and

**WHEREAS**, the California Division of Tourism serves as a catalyst in developing strong public-private partnerships to promote tourism, benefiting both rural regions and gateway destination; and

**WHEREAS**, travel and tourism gives residents from this state and from all over the world a deeper appreciation of California's cultural and multi-ethnic heritage; and

**WHEREAS**, during the week of May 7-13, 1995, citizens across the nation are observing National Tourism Week as sponsored by the Tourism Works For America Council;

**NOW, THEREFORE, I, PETE WILSON**, Governor of the State of California, do hereby proclaim the month of May 1995, as *California Travel and Tourism Month* in the Golden State and urge all citizens to join in this observance.

**IN WITNESS WHEREOF** I have hereunto set my band and caused the Great Seal of the State of California to be affixed this 25th day of April 1995.

Governor of California

**ATTEST:**

Secretary of State