



PROCLAMATION  
NATIONAL TOURISM WEEK  
May 24 - 31, 2020

- WHEREAS:** Tourism Week is an annual celebration of Canada's tourism industry, workers, and captivating attractions that welcome visitors from home and abroad; and,
- WHEREAS:** Due to COVID-19, Tourism Week looks very different than most years. Canada's tourism sector was first hit and hardest by the ongoing global pandemic, and will be one of the last sectors to recover; and,
- WHEREAS:** Canada relies on its tourism and travel industry for: 1 in every 11 jobs, 2% of its GDP, over \$102 billion in economic activity, and over \$22 billion in service exports. Canada cannot afford to lose its tourism sector; and,
- WHEREAS:** Via the Tourism Industry Association of Canada, the nation's voice for the tourism sector, we have been advocating for government support to help get us through the crisis, so that we're ready and able to welcome visitors back once it is safe to do so; and
- WHEREAS:** The Province of Alberta most recently approved the incorporation of the "Sundre Tourism Association" a Vision for Sundre strategic priority.
- RESOLVED,** I, Terry Leslie, on behalf of the Council of the Town of Sundre in the Province of Alberta do hereby designate the week May 24 - 31, 2020 as National Tourism Week; I urge all citizens to support national, provincial and local tourism operators, workers and facilities in their efforts to once again, when it is safe to do so, offer world renown attractions, events and accommodations; and to recognize the substantial contributions everyone in the tourism sector provides to enhance our visitors and our own quality of life.

Dated this 25<sup>th</sup> day of May 2020

  
Terry Leslie, Mayor