

State of Vermont

House of Representatives



Montpelier, Vermont

Concurrent House Resolution

H.C.R. 211

House concurrent resolution designating April 11, 2024 as Tourism Economy Day at the State House

Offered by: Representatives Jerome of Brandon, Carroll of Bennington, Chase of Chester, Graning of Jericho, Marcotte of Coventry, Mulvaney-Stanak of Burlington, Nicoll of Ludlow, Priestley of Bradford, Sammis of Castleton, White of Bethel, and Williams of Barre City

Whereas, Vermont is a global destination for dining, lodging, art, history, and outdoor recreation, and this creates business opportunities, attracts new residents, and incentivizes Vermonters to stay, and

Whereas, tourism and hospitality are vital to the sustainability of rural and urban communities alike across all 14 of Vermont's counties, and

Whereas, according to the U.S. Travel Association, in 2023, tourists spent \$3 billion in Vermont, a \$200 million increase over the prior year, and

Whereas, the Vermont Department of Labor has reported that, through September 2023, 11.5 percent of the State's workforce was employed in the leisure and hospitality sector, consisting of 30,287 persons in accommodations and food services and 5,356 individuals in arts and recreation, and

Whereas, the Vermont Department of Taxes has estimated that through most of 2023, tourism-related tax revenue equaled \$417,300,000, and

Whereas, the Vermont Ski Areas Association tallied 4,134,832 skier visits for the season ending in the spring of 2023, a marked expansion over the 3,762,047 visits for the prior season, and

Whereas, meaningful representation and inclusion are essential to ensure that Vermont is welcoming to everyone so that all people, regardless of background, can experience the joy of visiting the State, and

Whereas, industry leaders embody destination stewardship as they center community values in their work, and

Whereas, the strong and positive impact of tourism on Vermont's economy is cause for great celebration, now therefore be it

Resolved by the Senate and House of Representatives:

That the General Assembly designates April 11, 2024 as Tourism Economy Day at the State House, and be it further

Resolved: That the Secretary of State be directed to send a copy of this resolution to the Commissioner of Tourism and Marketing, to the Vermont Chamber of Commerce, and to Ski Vermont.