

## (House Joint Resolution 104)

A House Joint Resoluciton concerning

Tourism in Maryland

FOR the purpose of requesting that the Governor appoint a Tourism Advisory Commission to advise the General Assembly and the Governor of the actions needed in the area of tourist development and to provide the Department of Economic and Community Development with certain services; specifying the membership and functioning of the Commission; and requesting the Department of Economic and Community Development to provide secretarial assistance for the Commission.

WHEREAS, The average American man, woman, and child makes two trips away from home each year, spending an average of 9 days away from home and traveling an average of 1,900 miles; and

WHEREAS, The American travel industry, taken as a whole, is one of the top three industries in the United States, generating 96 billion dollars last year as a result of personal travel alone, a greater amount than was spent by consumers of clothing, accessories, jewelry, drugs, and the professional services of doctors, dentists, and hospitals; and

WHEREAS, Travelers in this State spent 1.7 billion dollars in 1976, contributing 86.5 million dollars in State taxes, in return for a State investment of \$700,000; and

WHEREAS, The Chesapeake Bay, the State Park system, the attractions and festivals in Baltimore, Annapolis, and Ocean City, and the proximity of the Nation's Capital make Maryland prime territory for tourist development; and

WHEREAS, Maryland's tourist development program has been grossly underfunded, with the Division of Tourist Development having the resources to operate only a bare minimum of tourist programs, and with the Division's advertising budget being affected with particular severity; and

WHEREAS, Maryland's tourist development program has been given a low priority within the Department of Economic and Community Development; and

WHEREAS, Maryland is one of only three States that do not have permanent welcome centers; and

WHEREAS, Maryland's neighboring states each spend more than one billion dollars on tourist development, taking potential tourist business away from this State; and