



**THE NAVAJO NATION**

*Proclamation*

Diné Bikéyah Tourist Appreciation Week  
May 1-7, 2016


**WHEREAS:**

The travel and tourism industry provides an economic boost to the Navajo Nation and an enriching experience for domestic and international travelers. As a tourist destination, Diné Bikéyah (Navajoland) has a myriad of breathtaking scenery, captivating getaways, and home to the world famous sights of Monument Valley and Canyon de Chelly.

- Friendship, knowledge, and appreciation of intercultural differences and similarity enhance international understanding, cooperation and goodwill; AND
- The Navajo Nation recognizes the Proclamation 5920, "National Travel & Tourism Week", signed by the President of the United States of America in January 6, 1983; AND
- Every year, millions of Americans and foreign visitors travel across the country discovering the beauty of natural wonders, wilderness, vast land, the hospitality of the people, exceptional recreational, educational and unique cultural activities; AND
- The Navajo Nation (Diné Bikéyah), the largest American Indian tribe in North America reside on more than 27,000 square miles of land surrounded by the four sacred Mountains extends into southwestern Utah, northeast New Mexico and northern Arizona; AND
- Travel is a pillar of economic growth, whereby the Navajo Nation receives over \$112.8 million of direct spending by out-of-region visitors, contributing to a total economic impact of \$153.7 million annually on the Navajo Nation. Furthermore, this economic activity supported some 1,788 fulltime equivalent full-time jobs; AND
- Millions of visitors traveling throughout the Navajo Nation find the "World's Best Kept Secret" Diné Bikéyah where proud and dignified Navajo people dwell, scenic whispering canyon walls, mystifying ancient architecture, picturesque mountains, relaxing lakes and rivers, the earthly scent of cedar and sage, fiery sunsets, and refreshing blue skies all sustained by traditional Diné philosophy and culture; AND
- The Navajo Nation is truly a great destination to visit as the Diné teachings and values remain strong. We are open to share our culture with the world...

**NOW THEREFORE IT BE PROCLAIMED** the Diné Bikéyah "Tourist Appreciation Week" on May 1, 2016 through May 7, 2016 and urge the Navajo Nation communities to join in this special observance.

Proclaimed this 6<sup>th</sup> day of April, 2016

  
Russell Begaye, *President*  
**THE NAVAJO NATION**

  
Jonathan Nez, *Vice President*  
**THE NAVAJO NATION**