



Navajo Nation Proclamation

DINÉ BIKÉYAH TOURIST APPRECIATION WEEK

WHEREAS, The travel and tourism industry is the source of countless benefits for Navajo Nation and our guests from local and foreign lands; and

WHEREAS, Diné Bikéyah (Navajoland) is a myriad of spectacular scenery and enchanting getaways reflecting the uniqueness and beauty of the Diné Bikéyah to its people and resources; and

WHEREAS, Friendship, knowledge, and appreciation of intercultural differences and similarity enhance international understanding, cooperation and goodwill; and

WHEREAS, The Navajo Nation recognizes the Proclamation 5920, National Tourism Week, signed January 6, 1989 by the President of the United States of America; and

WHEREAS, Every year, millions of Americans and foreign visitors travel throughout the country discovering the beauty of natural wonders, wilderness, cast land, hospitality of the people, and the outstanding recreational, educational and significant cultural activities; and

WHEREAS, The Navajo Nation is the largest American Indian tribe in North America, encompassing more than 27,000 square miles, extends into southwestern Utah, northeast New Mexico and northern Arizona. 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 to the Navajo Nation; furthermore, this economic activity supported some 1,788 fulltime equivalent full-time jobs; and

WHEREAS, With the millions of visitors traveling throughout Diné Bikéyah find the “World’s Best Kept Secret” embodied with rich and vibrant people and scenic whispering canyon walls, mystifying ancient architecture, picturesque mountains, relaxing lakes and rivers; the earthy scent of cedar and sage, fiery sunsets, and refreshing blue skies; the intrinsic quality of the sustained traditional Diné philosophy and culture, surrounded by the Four Sacred Mountain; and

WHEREAS, The Navajo Nation is truly a great destination to reminisce history as the Diné teachings and values remain strong. We are open to share our culture with the world.

NOW, THEREFORE, BE IT PROCLAIMED:

I, Ben Shelly, President of the Navajo Nation, by the authority vest in, hereby proclaim the week of May 4, 2015 through May 2015 as Diné Bikéyah Tourist Appreciation Week.

A handwritten signature in black ink, reading "Ben Shelly", written over a horizontal line.

Ben Shelly, *President*
THE NAVAJO NATION