

PRESS RELEASE



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Laredo Chamber Applauds Planned Reopening of Land and Ferry Ports of Entry with Canada and Mexico

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Laredo, TX- Today, Laredo Chamber of Commerce Chairman of the Board Michael Marasco, and incoming President and CEO Gabriela Morales issued the following statement regarding the planned reopening of land and ferry points of entry across the U.S. border for fully vaccinated travelers starting in November. According to a statement by the U.S. Department of Homeland Security, fully vaccinated travelers from Canada and Mexico will be allowed to enter to the United States for non-essential purposes including to visit friends and family or for tourism.

The Laredo Chamber of Commerce applauds the decision to reopen the border and welcomes back those who have been long awaiting to fulfill their consumer needs. As a border city, the importance of this announcement and its economic impact is clear as it has been businesses in border cities across Texas who have felt the brunt of the global pandemic's financial wrath. Reports show that retail sales in border cities across Texas have dropped 60% since the closing of the border. This week's announcement by Secretary Mayorkas will bring us one step closer to being able to build back better.

However, while this week's announcement brings increased optimism, what it does not bring is the guaranteed prospect of increased consumerism. Governments can open the doors of nations to travelers in, but it is incumbent upon us as businessowners to bring those travelers through the doors of our businesses. We cannot afford to assume that commerce will flow to us by default. It is up to us as retailers and providers of goods and services that we capitalize on this moment. We must make every outreach and promotional effort to ensure those consumers do chose Laredo over any other city.

Over the coming weeks we invite businesses and the entire community to think about how, together, we can take advantage of this opportunity to rebuild and reshape the economy of our city. Let's also think about inventories and how can we prepare for the upcoming holiday season. And lastly, let's partner up with each other, ensuring that collaboration and unification will lead us to the economic recovery results we have been desperately seeking for the last nineteen months. The Chamber is here to support members and non-members alike.

For business inquiries or to request a meeting with a Laredo Chamber of Commerce representative, call (956) 722-9895.

About the Chamber

Founded in 1915, the Laredo Chamber of Commerce is Laredo's and Webb County's longest running business organization. Headquartered at 2310 San Bernardo Ave. since 1974, the Laredo Chamber has been an advocate for the local business community for over a century. With 608 members representative of every industry in the community, the Laredo Chamber is accredited with 5 stars by the U.S. Chamber of Commerce. Only 200 chambers out of 7000 across the country are accredited by this organization.
