



2011 SEE SOUTH DAKOTA WEEK

LETTER TO THE EDITOR TEMPLATE

Instructions: *Customize this letter for submission to the editor of local newspapers during See South Dakota Week. Simply edit it to relate to your community or region. At the bottom of the letter, add the name of the person sending the letter (usually the chief executive officer), the organization's name and the city/state. In the body of the letter, insert the correct information in each blank and include local economic travel data and other facts as appropriate.*

Dear Editor,

Travel and tourism is vital to **[insert name of city]'s** prosperity.

During National Travel and Tourism Week, which is recognized nationwide May 7-15, we join hundreds of cities and states in an annual salute to the economic, social and cultural benefits of travel with our own See South Dakota Week. This year's national theme, "Why Travel Matters," highlights the impact that travel has on a destination's economy.

This industry is diverse and wide-ranging, including sectors such as hotels, airlines, rental cars and motorcoaches, and countless community features such as restaurants, museums, attractions, parks and events.

Travel in South Dakota is a \$2.65 billion industry. The travel industry creates more than 28,000 jobs in South Dakota spanning all career levels. It generates \$265 million in tax revenue for local and state governments, money that reduces taxes paid by local residents and generates community pride and enthusiasm. But those impressive numbers don't reflect the whole story. Travel is South Dakota's front door, leading to countless measures of goodwill among travelers from near and far.

See South Dakota Week recognizes the value of travel and tourism. Please join us in celebrating tourism's contributions in **[insert name of city]**.

Sincerely,

**[Insert name of chief executive officer,
Organization name,
City]**