

(Sample Letter to the Legislature)

The Honorable _____:

Under the leadership of the Massachusetts Office of Travel and Tourism (MOTT), the sixteen regional tourism councils and the Massachusetts legislature, the tourism industry is fueling economic recovery by generating \$18.5 billion in direct spending and over \$1.2 billion in state and local taxes in CY 2013 (most current data). And Massachusetts' tourism revenue is growing. In CY 2014, hotel room revenue grew 10%.

Tourism is a critical sector of the Cape Cod economy, driving business to non-tourism businesses like health care, real estate, construction, and retail. Without these important customers, my business suffers.

There are no accidental tourists; tourism is a highly competitive business and Massachusetts must compete with other US states. New York, New Jersey and Connecticut alone spend \$112 million in destination marketing.

To lay the foundation for future growth, we are asking for an investment of \$20.7 million for MOTT (7008-0900) and \$8.9 million for the RTCs (7008-1000). This level of funding recognizes the continuing budget challenges of the state and it is still well below pre-recession levels.

Please support our critical tourism industry. Please fund tourism marketing at a sufficient level.

Sincerely,