

### Articles Regarding the Importance of Tourism

- <https://www.ustravel.org/news/us-destinations-little-self-promotion-goes-long-way>

A compilation of success stories, as well as cautionary tales regarding the funding, or removal of funding, for travel marketing. This illustrates the importance of continuing to develop marketing strategies and increase tourism marketing dollars in order to remain competitive.

- <https://www.ustravel.org/research/power-travel-promotion-spurring-growth-creating-jobs>

This report provides valuable information to inform elected officials on the value of travel and tourism and how travel promotion strengthens economic vitality.

- <http://www.hospitalitynet.org/news/4080459.html>

The majority of 100 mayors interviewed between July and December of 2016 agreed that the travel and hotel industries are vital to their local economy, with nine out of 10 agreeing that their community would benefit from additional hotels, inns, or bed and breakfasts.

- <http://www.sonomanews.com/opinion/6551776-181/valley-forum-kill-tourism-promotion>

While anyone who lives in or near a community that is a popular tourist destination can share some of the same frustrations, this article analyzes the benefits that the locals enjoy long after the hoards of tourists are crowding their town center reminding them of the importance of strong tourism marketing.

- <http://www.spokesman.com/blogs/boise/2017/jan/18/idaho-lodging-taxes-growing-boost-anticipated-state-tourism-promotion/>

Idaho's state Department of Commerce decides to waive its 10 percent portion of the lodging tax revenue and instead invests it back into the state level tourism promotion budget. In order to keep up with the rapid growth of their lodging industry, state Commerce Director Megan Ronk felt that if the funds were reinvested into tourism promotion, the state would have increased benefit in the long run.

- <http://bangordailynews.com/2011/02/18/business/tourism-dollars-are-essential-to-state%E2%80%99s-economy/>

Dean of the College of Business at Maine's Husson University, Ronald A. Nykiel addresses the states deficit problem and suggests that investments in the tourism industry could be their ticket back to financial stability. Throughout the article, Nykiel addresses several ways in which investing in tourism can provide long term relief from financial troubles.