

2020 Letters to the Editor

As we partner with our members to provide media engagement opportunities throughout the year, KTIA has created templates to help you write an LTE (letter to the editor) to submit to your local newspaper. Below are two templates we encourage you to customize in order to highlight your local tourism industry. It's important that these are only used as templates and you don't use it word for word, but rather localize it as much as possible. Papers don't like cut and paste submissions, and it will be more impactful if it is localized throughout.

Once you've completed your LTE (remember, these are short – 200 – 250 words max) and it's time to submit it to your local newspaper, simply find the contact information for the editor of the paper and email it to them, requesting they include it in an upcoming edition of the paper. **Tip #1:** Follow up with the newspaper/editor to be sure they received your LTE. If you can't reach them by email, call them! Sometimes emails get lost in a spam folder or buried in an inbox. **Tip #2:** Please let KTIA know if you submit an LTE to your local paper and especially if they run your piece! We love to hear what our members are doing to promote tourism within communities across the state. We can help amplify via social media.

Template Letters:

Celebrating KTIA's 40th Anniversary

Dear Editor,

[Tourism business or organization] is proud to join in celebrating the 40th anniversary of the Kentucky Travel Industry Association (KTIA) and their goal of advancing tourism for a better Kentucky. Tourism is a vital economic engine for communities across the Commonwealth, and since 1980, KTIA has served as a powerful voice in furthering that mission.

From [local festival/attraction] right here in [city/county name] to the Kentucky Derby, Cumberland Falls, and the Bourbon Trail, 71.6 million visitors contribute to the overall economic impact of tourism, totaling \$11.2 billion annually, in the Bluegrass State. These visitors generate state and local taxes of \$787 million each year.

Kentucky's tourism industry is comprised of a wide array of businesses and organizations—including those focused on hospitality, food and beverage, recreation, agriculture and entertainment—and KTIA works to promote a strong industry that benefits the Commonwealth's communities and citizens.

As we celebrate this year's milestone, we invite you to join us in our endeavor to ensure that tourism remains a top priority in Kentucky. Let's encourage federal, state and local elected officials to protect existing funding streams and to support new initiatives to grow tourism development.

Together, we can make the next 40 years even brighter, as we showcase to the world what a special place we are blessed to call home—and in turn enhance our economy and quality of life for all Kentuckians.

Sincerely,
XXXXX

Highlighting Impact of Tourism on Local Economy

Dear Editor,

[Community name] residents know well that [local festival/attraction] brings lots of [highlights – e.g. food, fun, excitement, etc.] to [geographic location – e.g. our downtown, riverfront, etc.], but did you know that its impact extends far beyond simply [local festival attraction timeframe – e.g. one weekend in May]?

[Local festival/attraction] significantly increases the number of individuals and families [shopping/eating/staying] at my [store/restaurant/hotel], [business name], along with numerous other [stores/restaurants/hotels] in our community. In fact, the Kentucky Department of Tourism estimates that the overall economic impact of tourism in the Commonwealth is \$11.2 billion each year!

We are grateful for the strong efforts of [local CVB/tourism agency] to promote local tourism, which in turn yields vital economic development for [community name]. [Local festival/attraction] brings [dozens/hundreds/thousands] of new [customers/patrons] through our doors and results in a direct economic benefit for our business.

On behalf of local business owners, thank you to everyone in our community who works to ensure that [local festival/attraction] is a major success each year. A strong tourism industry allows us to showcase what a special place [community name] is to call home—and in turn enhance our economy and quality of life for our [population figure] residents.

Sincerely,
XXXXX