**Economic Impact 2022 — Sample Pitch Email**

**Subject line:**

*If local economic impact is a record*

[DMO Name] Tourism Posts Record-Breaking Year in 2022

*If local economic impact isn’t a record*

[DMO Name] Tourism Growth Contributes to Wisconsin’s Record-Breaking Year

[Insert Preferred Greeting],

*Open by personalizing the email if you know the journalist or complimenting them on one of their recent stories. Reference something in the story you like to make a personal connection and use that to let them know you thought they might also be interested in this news about a record-breaking year. Then transition from this sentiment to the next paragraph.*

Tourism is both big fun and big business in Wisconsin, and [County/Destination Name]’s recently released economic impact data proves that. In 2022, Wisconsin tourism generated a **record-breaking $23.7 billion** in total economic impact.

*If your county* ***did have*** *a record year for total economic impact, aka Total Business Sales, use this sentence*

Locally, [Destination Name] tourism experienced a record year in 2022 as well, driving [Total Economic Impact Figure, aka Total Business Sales] in total economic impact that benefitted our communities, businesses and workers.

*If your county* ***did not have*** *a record year for total economic impact, aka Total Business Sales, use this sentence.*

Locally, the economic impact generated by tourism in [County Name] grew to [Total Economic Impact Figure] in 2022, contributing to Wisconsin’s record-breaking success and benefitting our communities, businesses and workers.

Last year, tourism also supported more than 174,000 full- and part-time jobs statewide, including [Local Job Figure] in [County Name], and the tax revenue generated by tourism in 2022 saved each Wisconsin household from paying an additional $620 to maintain the current level of government services.

This is tremendous news for [Destination Name] and Wisconsin as a whole. I’d be happy to share more with you about how [Destination Name] tourism fuels our local economy, attracts visitors to make memories here and contributed to Wisconsin tourism’s record-breaking year.

[Insert sentence about when you’re available for interviews]

[Preferred Salutation],