Greetings,

2022 is expected to be a huge year for tourism’s recovery and we wouldn’t be where we are today without your help.

In anticipation of the summer travel season, we celebrate National Travel and Tourism Week (NTTW) May 1-7, 2022. NTTW is an annual industry tradition recognizing the value travel holds for our economy, businesses, personal well-being and more. This year, NTTW is focused on the #FutureOfTravel and the industry’s role in fostering vibrant communities, driving innovation, facilitating recovery and powering the U.S. economy—in every corner of our country.

Even in its most challenging years, Tourism has proven to be a powerful driver of the state’s economy. Despite the pandemic, Wisconsin tourism was a $17.3 billion industry in 2020, supporting more than 157,000 jobs. Tourism was also very important to our local economy, seeing $XX million in total business sales that support XX,000 jobs.

It will be another month before our final 2021 numbers come in and while many communities and businesses continue to be hard-hit, I’m optimistic about the recovery our industry is seeing as a whole. Our industry has never faced a more difficult challenge, yet it is the partnership of stakeholders like yourself that helps position our industry for recovery. While we are recovering, we are not yet recovered. I know that with your help, we will continue to bounce back and uplift our local economy.

The importance of travel is clearer than ever before – to both travelers and our local economies. As we shift our focus forward together, we are defining a more innovative, inviting and competitive **#FutureOfTravel.** To that end, we are ready to help travelers make lasting memories with friends and family.

Thank you for your support of one of Wisconsin’s largest industries! I appreciate your continued advocacy as we continue to recover.

Sincerely,

<insert name & title here>