
Sample Letter to Cultural Tourism Steering Committee

Dear invited person's name :

Attending cultural events and visiting historical places are two out of the top five most popular activities planned for by vacation travelers. Town name has developed a reputation as a center for cultural and artistic excellence in the region, and it is vital that we initiate a cultural and heritage tourism planning effort so we can share our unique culture with visitors to the area. **You are invited to participate as a member of the steering committee for our cultural and heritage tourism program.**

Why try cultural tourism in our community?

- Cultural tourists stay longer and spend more money
- Two thirds of American adult travelers say they included a cultural, arts, heritage, or historic activity or event while on a trip of 50 miles or more
- 30% of travelers visited a museum
- 23% of travelers attended a live theatre performance
- 21% of travelers visited an art gallery
- 19% of travelers enjoyed a music concert
- 32% of travelers added extra time to their trip because of a cultural activity
- According to an economic impact study by Dr. M. Ray Perryman, the cultural arts are responsible for 19% of the total tourism in Texas
- Tourism is the third largest revenue producing industry in Texas

Both the City and organization are committed to a cultural and heritage tourism effort in which the needs of both the community at large and the artistic community are addressed. Your expertise and your concern for the future of our community ensure that this planning effort will reflect this commitment.

Chair's name has agreed to serve as chairman for the cultural and heritage tourism steering committee. This letter is to confirm that the first meeting of the steering committee has been scheduled for date, at time at location. The purpose of this meeting is to introduce the steering committee members to the project, to review the process, and to determine a timeline. Periodic meetings of the steering committee will be scheduled over the next six months.

If you are unable to attend this meeting, please contact name at organization, phone: _____ or email: _____.

This project represents an excellent opportunity for community name to share our cultural and heritage treasures with visitors and increase revenue as more people visit our community.

Sincerely,
The Mayor