

From: Diane Shoemaker
Sent: Wednesday, March 11, 2009 12:15 PM
To: Senator_joe_thomas@legis.state.ak.us
Subject: Support Tourism

Senator Joe Thomas,

I am writing today to thank you for your support and ask for your continued support this year for funding for tourism marketing. I have enjoyed working in the tourism industry in Fairbanks for the past 7 years and I absolutely love sharing our great state and community with visitors! This year is going to be a very challenging year for our industry, as well as many others, and I know you are getting bombarded with pleas for support. Tourism is one of the leading industries in our state and we need support to continue to provide employment for a large portion of our citizens.

The state's tourism marketing program, as you know, is funded from both state and industry dollars. I ask for your continued support of the \$9 million reinvestment of the Vehicle Rental Taxes into the marketing budget. I am also very pleased to hear of the progress, in the Senate, of the Cruise Corporate Income Tax Credit (SB138) to cruise lines that were hit by a new corporate income tax as a result of the 2006 Cruise Ship Ballot Initiative.

I know that Fairbanks and Alaska are competing with many other beautiful destinations from around the world for visitors. Many of these other destinations outspend us, are more easily accessible, have less expensive airfares, can be seen in a weekend, etc... When the economy is going through tough times, is not the time to decrease marketing. It is a time when we need to improve on the partnership between the state's government and the state's visitor industry to see success and stimulate our economy!

Please do whatever you can to continue to assist the visitor industry!
Thanks for all that you do for us.

Diane Shoemaker

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