*Sample Op-Ed: 375 Words*

**Name of Destination Organization Drives Economic Recovery in Name of Destination**

Travel is key driver of economic growth. Across the country, more than one worker in ten is employed in the tourism industry. In destination, tourism accounts for $X in spending annually, contributing $x in tax revenue every year, and putting x people to work.

But the travel and tourism sector was the hardest hit by the pandemic. When travel slowed and businesses shut down to protect public health in our community, these shutdowns disproportionately affected the tourism industry. One in three people who lost their job during the pandemic worked in hospitality and leisure sector.

Name of organization is tasked with promoting community. We work every day to tell the world what makes this place so special. Our mandate is to attract leisure travelers who eat in our restaurants and shop in our stores, and groups who fill our hotels and have meetings and events here.

We know that effective destination promotion is crucial to bringing back the travel and tourism industry. When we attract visitors to destination, we attract new spending in our community and, more importantly, we hospitality and service sector employees back to work.

And the benefits of destination promotion are not limited to the tourism industry. Destination marketing raises the profile of destination, creating a positive brand that encourages businesses to locate here, attracts new residents, leads to real estate investments, contributes to our arts and cultural industries, and makes destination a better place to live. Destination promotion is for the benefit and wellbeing of every person in the community. It is an essential investment to develop opportunities and build quality of life to benefit the people here.

Now is the time to invest in destination promotion. Research shows that intent to travel is higher now than it has been since the start of the pandemic. Metrics like visits to our website and group sales inquiries tell us that more travelers than ever are considering visiting destination. This means that our work is more crucial now than ever to ensure that destination can compete with other destinations for our share of visitors.

We know that destination counts on us to promote the community. We take that responsibility seriously because we know that what we do is helping to drive our economic recovery.