

Feb. 17, 2008

To Members of the Appropriations Committee:

I host a radio show on travel every weekday morning on two Connecticut Radio Stations (WMRD-Middletown & WLIS-Old Saybrook) called TRAVEL WITH KAL. I have interviewed over 4400 travel related guests since I started it back in July of 1998, I realized the importance of Tourism to the economy of a destination, state and our country. Two years ago I started a series of shows called SUMMER VACATIONS IN NEW ENGLAND, including about a third of the shows devoted to Connecticut. Originally planned for two weeks, it ended up being 43 Continuous shows. That was because of the response I received from my listeners who wanted to hear more about Drive destinations.

Since that series ended, I started a series of shows every Friday morning on TRAVEL WITH KAL called CONNECTICUT SECRET TREASURES, I could not have done both series without the help of the 5 Tourist Districts in Connecticut. These districts know about the many Secret Treasures Connecticut Has. They are all valuable in lining up Guests for my radio show.

During this tough economy, many travelers will be looking to do shorter and less expensive vacations/trips. Now is the time to devote resources to increase travel by those now driving to their vacations. I believe there is an opportunity to also increase travel within the state by our residents.

Let me give one example of the extra money spent when someone stays or visits an attraction. Last summer, I visited the Mystic Seaport with my wife. Besides seeing that attraction, we went into the downtown of Mystic, ate at Mystic Pizza, had ice cream near the Drawbridge and my wife bought a pair of earrings at a local jeweler in Mystic.

TOURISM PRODUCES REVENUE.

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