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Other View

Time to focus on tourism

As our (state) economy continues to languish, tourism largely remains an underdeveloped part of our overall economic plan. Now, state officials are turning their attention to tourism and the promise it can hold for our Great Lakes state.

A new House Tourism Promotion Subcommittee has been created to boost the tourism industry's role as leaders work to revamp Michigan's economy. That's a good step because our state has a wide array of tantalizing offerings for visitors — but we need to make expanding tourism in a logical way a priority, and then we need to tell people about all that awaits them in Michigan. ...

Tourism is no "magic bullet" for our budget woes, but when the industry generates some \$17.5 billion a year and we're not maximizing our resources, there's much to be gained. We can no longer afford to treat tourism as a nice little side business or bonus. It is a vastly untapped resource that can and should play a key role in our economic future.

— Huron Daily Tribune (Bad Axe)