



June 29, 2010

Dear :

This past Friday, [NTA announced](#) that we're offering a series of free seminars in the four states impacted by the Gulf Coast oil spill. To present these sessions, NTA has teamed with Edelman, which operates one of the world's largest PR and crisis management tourism practices. Edelman is bringing in a team of its world-class experts in crisis management, media and social media relations to help tourism businesses proactively work through this crisis.

The feedback from these sessions has been tremendous, and people are commenting that this leadership and support is what our friends in the Gulf Coast need at this time.

They also need business—and that's what we as tour operators can give them.

Alabama, Florida, Louisiana and Mississippi are being dramatically impacted by this crisis. To help them move through this very rough time, I am asking NTA tour operators to make a commitment to take travelers to the Gulf Coast areas between now and the end of 2011. Even if you normally do not visit this region, taking one group can make a huge difference.

I am making that commitment, and I hope you will join me.

Please join me and pledge your support by completing [this form](#). Let's put our actions behind our words. Tell the Gulf Coast tourism community that we will actively make a difference and support them during this time.

Our seminars kick off July 13, and we plan to promote the list of tour operators who have pledged commitment to support the Gulf Coast.

Thank you again—I look forward to hearing from you!

Sincerely,

A handwritten signature in cursive script that reads "Cathy".

Cathy Greteman
NTA Chairman and CEO
Star Destinations Inc. President

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