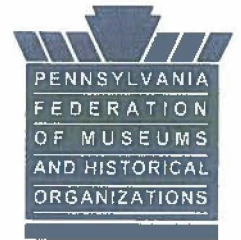


March 8, 2012

The Honorable Jerry A. Stern  
Chairman, House Tourism & Recreational Development Committee  
315A Main Capitol Building  
PO Box 202080  
Harrisburg, PA 17120-2080



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234 North Third Street, Third Floor  
Harrisburg, PA 17101  
(717) 909-6905  
FAX (717) 909-3996  
[www.pamuseums.org](http://www.pamuseums.org)

Dear Chairman Stern:

The Pennsylvania Federation of Museums and Historical Organizations, the non-partisan, not for profit statewide museum association, strongly supports HB 2056, establishing the Pennsylvania Tourism Commission. We ask you to consider including a representative from the museum or historical organization community as a voting member of the Commission. Museums play a vital role in Pennsylvania's tourism industry.

With a diverse and excellent museum community with over 1,200 institutions, Pennsylvania attracts one hundred million tourists each year. Employing nearly 13,000 Pennsylvanians, our museums, zoos, and historic sites have been and will continue to be a contributing factor in the growth of Pennsylvania's second largest industry, Tourism. These institutions, our resources for heritage and cultural tourism, are well-established partners keen to assist in wider efforts to attract visitors to the state. Our membership of around 400 institutions is representative of a portion of this industry of small and large unique visitor experiences.

According to several sources, over ten million people visit Pennsylvania's museums each year, and according to our own 2011 survey data, the number of visitors may be as high as thirty million if one includes visitors local to Pennsylvania. The national museum association, AAM, has described that, nationwide, museum visitation exceeds attendance at sports events. Over ninety percent of Pennsylvanians responded they had visited a historic site in a Penn State Poll from 2008. Museums work in partnerships with schools, tourism offices, businesses, and each other on a daily basis to serve more and more people each year.

We recommend you consider a representative from a museum, zoo, science center, history center or historic site to contribute to the work of the Pennsylvania Tourism Commission.

Thank you for your consideration of this request, and we would be happy to discuss individual professionals with you should you be interested in some recommendations of people from particular markets in the state.

Sincerely,

Rusty Baker  
Executive Director

