Chamber Committee Helps
In Selling Of Acadiana

EDITOR’S NOTE — The Greater Lafayette Chamber of Commerce will hold a contest this spring - a one-day membership drive March 17. This is the third of a series of activities containing the activities of the chamber in our community.

Tourism is an industry. One look at the effect of "Disney World" or the "Six Flags Over Texas" on a local economy can prove this beyond my reasonable doubt. The automobile has given literally every American the mobile necessity of finding something new to do. The public would never have received what we have received at home.

If we did not agree that a first-time visitor to Acadiana will find an experience that is both culturally enriching and highly enjoyable, within an hour’s drive from Lafayette a visitor can or everything from excellent malheum homes and beautiful tropical gardens to colorful seasonal celebrations and some of the country’s oldest oil fields.

Leading Salesmen

The Greater Lafayette Chamber of Commerce, primarily through the work of its Convention and Tourist Committee, under the leadership of Chairman Kay Gross, has one of the area’s leading selling points to his Acadiana visitor. Daily, Chamber office mails mail and hand out complimentary articles on to visitors a varied array. Acadiana have appeared frequently in the most descriptive and general wide read publications as the information on tourist attach. Milwaukee Journal, Chicago, the area. Over 40,000 Tribune, Discovery magazine, pieces of tourist information are and the travel offices of Australia, distributed each year by the Daily the combined circulation. Chamber these brochures and of these publications in our hand outs are prepared by the visitor. Lafayette and the Convention and Tourist Committee area can be pleased to utilize the specific purpose to know that millions of potential travelers across the country have read about the natural charm of Acadiana.

Tourist Center

The chamber is an ingredient for an expanded tourist trade is a well stocked and adequately situated tourist information center in the Lafayette area. The Convention and Tourist Committee of the Greater Lafayette Chamber of Commerce has made the establishment of such a center a priority item in its program of work for 1973.

Members of that committee are now testing in securing a site for the center and in studying methods to stock and staff the facility.

Travel will grow in Lafayette because of the natural attractions of the area. But its potential as an industry in itself, tourism needs the support of all businesses and individuals who would profit from an increase in tourism. One definite way to promote the growth of tourism in Acadiana is to adopt the work of your local Chamber of Commerce in the area of tourism. If you or your business is not a member, contact the Greater Lafayette Chamber of Commerce today. Your support is needed. If Lafayette is to continue as a leader in the effort to bring much needed tourist dollars into the area.