

The Program

The extent of each program decided upon by individual boards or chambers should conform as closely as possible to the needs and attractions, actual and potential, of the community which could be ascertained from a survey of existing conditions.

It is furthermore a wise policy to do a few things at a time and do them well rather than that multifarious activities should be haphazardly undertaken. A well-balanced program should be mapped out carefully from the start and rigidly adhered to until an entirely new program is drawn. In this connection it is well to remember "first things first," so that only the most important items should be considered as essential. Less pressing work, however desirable it may appear to be, can be left to take care of itself until the committee feels that it is in a position to add it to the program with reasonable assurance of accomplishment.

The work of tourist committees would seem to divide into five main categories: Publicity, Information, Accommodation, Solicitation, and Miscellaneous. The following headings gleaned from the chamber's questionnaire and other sources are suggestive:—

1. Publicity

- (a) The preparation of descriptive booklets, folders, and road maps, and the distribution thereof.
- (b) The purchase of advertising space and the preparation of copy therefor.
- (c) The writing and illustrating of articles for the press.
- (d) Radio broadcasting.
- (e) Exhibits.
- (f) Motion pictures.

2. Information

The maintenance of a properly equipped information bureau for the convenience of visitors and for answering mail inquiries.

3. Accommodation

- (a) Hotels.
- (b) Tourist camps.
- (c) Boarding houses.
- (d) Other accommodation such as private housekeepers who would be willing to put up visitors for a night failing a shortage of other accommodation.

4. Solicitation

- (a) Securing conventions.
- (b) Securing stop-overs of touring groups.
- (c) Arranging for fishing and hunting parties.

5. Miscellaneous

- (a) Good roads.
- (b) Traffic signs.
- (c) Municipal co-operation.
- (d) Goodwill trips.
- (e) Affiliations.
- (f) Preservation of natural attractions.
- (g) Communication.
- (h) Co-operation with other tourist organizations.