

June 14, 2009

FROM OUR READERS

Letters ...

California. Asked about their impressions after visiting the area this May, writers had this to say:

"Evaluations have been overwhelmingly positive. The prevailing reaction seemed to be one of pleasant surprise that there was so much natural beauty around Fairfield and so many opportunities for outdoor recreation. When asked what the highlight of the conference was, members wrote things like 'Discovering this great untapped area,' 'a fascinating area I had no idea existed' and 'Unexpected value and beauty of the area — very surprised (positively)!!'"

Obviously, writers found "hidden treasures" among the area's recreational resources. Included among the "untapped" and "surprising" things they enjoyed were hiking with Solano Land Trust volunteers and staff along thousands of acres of scenic trails at the nonprofit's Jepson Prairie, King-Swett Ranches and Lynch Canyon, and picnicking at historic Rush Ranch.

Public support for tourism efforts is a hard sell when even basic services are at risk from budget cuts. Tourism that is strongly focused on California's luxury lifestyle, traditionally a good bet, is fine. But opportunity knocks elsewhere. There appears to be a new consumer who seeks fresh air, tranquil natural beauty, outdoor adventure and affordability. To tap that resource, those who want to attract tourism dollars may need to ask: What about Solano County's "hidden treasures"? To make tourism pay and provide recreational opportunity for Solano County residents, full support for all Solano County has to offer is needed and deserved.

Darlene Norwood
Solano Land Trust volunteer
Fairfield

Untapped tourism

It was heartening to read that Solano County tourism leaders find hope in an increase in tourism dollars despite the ongoing recession ("Tourism a force in Solano County," May 15). A "huge" impact on the local economy can be expected, tourism experts say.

Recently, praise for Solano County's attractions was reported by the Outdoor Writers Association of

LETTERS POLICY

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