



March 5, 2024

Dear friends:

It's my honor to personally invite you to attend the 2024 Alabama-Mississippi-Tennessee Rural Tourism Conference to be held here in Obion County, Tennessee Oct. 21-23, 2024.

All of us living and working here experience firsthand the power tourism can have in a rural community.

Tennessee saw \$28.9 billion in direct visitor spending in 2022, up 19% over 2021. And while Obion County has a population of just 30,000, we're ranked 26 among the 95 counties in Tennessee. From 2021 to 2022, we saw visitor spending in Obion County increase 11% from \$66.9 million to \$74.5 million.

As you can see, tourism is very important to us.

We're excited about rolling out the red carpet and providing a VIP experience for you while you are here. I know the planning committee has put together an event that will allow you to return home more excited about tourism than ever before, having made new friends and prepared to apply the tips and tricks from the conference in your own rural hometown.

I look forward to meeting you in person here in Obion County.

Sincerely,

A handwritten signature in black ink that reads "Steve Carr".

Steve Carr  
Obion County Mayor  
316 S. 3rd Street  
Union City, TN 38261