

Letter: Howard brought more tourists to county

June 3, 2022



In 2006, Chris Howard volunteered countless hours to lead the establishment of the Visitors Bureau with my assistance because the Del Norte area did not invest in the travel and tourism industry.

Many travelers thought that the Redwoods were only in Humboldt County due to robust marketing.

After a year of analysis, partnership building, and collaboration, our first public investment in the travel industry was funded by the Tribes, the County, Crescent City, and private business to form the Visitors Bureau. We had one focus: “Bring the next new visitor to our region.”

Since then, the return on investment to our community has tripled, and our travel and tourism industry is strong.

One of Chris Howard’s greatest strengths is his ability to bring diverse groups together for the benefit of the Del Norte region. Travelers have “Come to the Cool Coast” in record numbers. I appreciate the hard work.

Tamera Leighton