

Below is an excerpt from Bill Geist's newsletter and at the bottom is a direct link to the following article about school start dates and the loss of tourism business.

## October 29, 2007

### Save Our Summers

An increasing number of states are pushing back against the encroachment of the school calendar into August. South Carolina and Michigan are just two of the recent success stories that feature parents groups stepping up to wage grass-roots campaigns to reverse the trend.

Most states that have been successful have used research that has shown between 70-80% of citizens support a traditional post-Labor Day start for schools. What I haven't seen is definitive research that shows the economic hit that early school starts create.

That is, until last week.

That's when I had the pleasure of talking to Monica Froedge, the head of the [Save Kentucky Summers](#) campaign, who shared with me some recent research that paints a chilling picture of just how economically reckless an early school start is to a tourism economy. Get a load of these numbers:

- August visitor spending is 84% of July spending (despite generally better weather and less competition with extracurricular youth activities).
- Kentucky tourism establishments employed 3,245 fewer people in August than July, representing \$54 million in lost wages.
- And, over \$19 million in taxes were lost to Kentucky state and local government due, in large part to an early school start.

There are so many reasons to return to a post-Labor Day School Start...and we've just seen another one.

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