



Dear **[Supervisor's Name]**,

As our industry continues to evolve and grow, it is crucial that we have access to the latest trends and tools to execute exceptional destination marketing initiatives. To support our evolution toward excellence, I am asking for approval to attend ESTO 2024 in Columbus, OH, from August 11 to 13, 2024.

ESTO is the premier annual educational seminar for tourism organizations and a must-attend event for destination marketing professionals. By attending ESTO, I will have the opportunity to learn about the latest industry trends, share best practices, discover effective marketing tools, and participate in discussions on pressing issues impacting destinations across the country.

In terms of reimbursement, I am requesting approval for the following expenses:

- **[member/nonmember rate]** for registration.
- **[room rate]** for hotel stay. (if applicable)
- **[airfare + estimated transportation]** for airfare and local transportation. (if applicable)
- **[meal stipend]** for meals outside of event functions. (if applicable)

The expertise, insights, and networking opportunities with peers at this event will enable us to enhance our destination marketing efforts and attract more visitors to **[Organization Name]**. I am committed to making the most of this opportunity and will ensure that the knowledge gained is shared with our team.

Thank you for considering my request. I look forward to your response.

Sincerely,

**[Your Name]**