



Jan Jensen
*Docent at Lakewold Gardens
in Lakewood, Wash.*

Our lives blossom with tourism.

Jan Jensen knows the impact tourism has on both a community and a traveler.

“It is really important to have people come visit and stay and enjoy the attractions and go to the restaurants. Tourism not only brings in dollars, but it brings people awareness of where they are visiting. It’s educational for people of all ages.”

“For tourists to come and experience something different is important to them as part of their own personal enrichment.”

Jan Jensen is in her eleventh year of volunteering as a tour guide at Lakewood’s Lakewold Gardens, a former family home turned public garden. As a docent, she leads tour groups through the 10 acres of land and home, talking with people of all backgrounds about what’s grown at Lakewold Gardens.

Tourism is important to the Lakewood community and economy. In 2011, travelers to Lakewood spent \$70.9 million and generated \$5.3 million in state and local tax revenues, creating 810 jobs with \$18.3 million in earnings.

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Watch a video with Jan
talking about why *Tourism
Matters* in her own words.