

Seattle book exchange program promotes the city



Introduced during the United States' National Literacy Month in September, Boston, Chicago and Austin each have three Seattle-themed Little Libraries. Created by travel site [Visit Seattle](http://www.visitseattle.org) in partnership with the Little Free Library program, each library is full of books with a link to the northwestern city.

Each book is either about Seattle, written by a Seattle-based author or set in the city. Additional information about visiting the city is also included in the libraries. Visit Seattle donated the libraries to Little Free Library in order to find them permanent homes after the promotional month.

Other interesting ways locations and communities are promoting themselves include the [phone call contest](#) to win a trip to a small Swiss village and [embedded tourism](#) that allows people to stay with Romany families in Europe. How could luxury destinations use tourism to improve their sustainability?

Website: www.visitseattle.org

Contact: www.twitter.com/VisitSeattle