



NEWS RELEASE

New Delaware Tourism Office Hits the Road Sales Team Positioned to Attract Significant Tourism Traffic to Delaware

Dover, Del. (September 25, 2009) – The new Delaware Tourism Office has been unveiled by Linda Parkowski, Tourism Director. A division of the Delaware Economic Development Office, the newly formed Delaware Tourism Office sales team hit the ground running on a mission to assist Tourism businesses to grow and prosper, market and promote Delaware as a desirable tourist destination, and increase public accommodation tax revenues. “This is the first time the State has a dedicated sales and marketing force on the road promoting Tourism in Delaware,” said Parkowski. “The Delaware Tourism Office is working very closely with prominent Delaware Tourism leaders, large venues, and organizations in a collaborative effort to attract new business to the First State with a primary focus on group tours, meetings and conventions, and sports events.”

The benefits and rewards of collective partnerships are already being realized. In September, the Delaware Tourism Office, along with the Delaware Convention and Visitors Bureaus for all three counties and some large Delaware venues, participated in the HSMAI Affordable Meetings Trade Show held in Washington, D.C. Says Parkowski, “It was the first time Delaware presented a unified front providing a forum to share sales leads and leverage resources through the power of procurement. In the past, viable leads would have been lost if the venues did not work together to secure the right fit for the event. This collaborative effort resulted in the generation of over 140 sales leads.”

“With 8 million annual visitors and 38,000 employees affiliated with the Tourism industry, Tourism is big business in Delaware,” said Alan Levin, Director of the Delaware Economic Development Office. “Currently a 1.5 billion dollar business, this team is positioned to attract significant tourism traffic to Delaware and make a positive economic impact.”

The Delaware Tourism Office, 99 Kings Highway in Dover, Del., a division of the Delaware Economic Development Office, promotes tourism and economic growth in Delaware. For more information, visit the official Delaware Tourism Website at www.visitdelaware.com or call toll-free (866) 284-7483.

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For Immediate Release

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