

CONTACT:
Nikki Boone (302) 672-6857

For Immediate Release

NEWS RELEASE

The Delaware Tourism Office Announces Call for Entries for the 2007 Governor's Tourism Awards

Awards recognize significant contributions to the state tourism industry

Dover, Del. (April 9, 2007) — The Delaware Tourism Office, part of the Delaware Economic Development Office, today announced a call for entries for the 2007 Governor's Tourism Awards, recognizing significant contributions to the state tourism industry in 11 categories.

The Hall of Fame, Travel and Tourism Person of the Year, and Volunteer of the Year awards will recognize individuals and events that have made a significant contribution to the success of the industry through long-term commitment. Seven additional awards will recognize an organization whose efforts have contributed to the achievement of the industry's common goals as defined by the Delaware Tourism Cluster's Strategic Plan. There are awards for each of these goals: Attract, Develop, and Promote.

Awarded annually, individuals and organizations in the tourism industry statewide are eligible. An award will be presented in each category to an eligible tourism organization or individual that best demonstrates achievement of the industry's goals and objectives. Each of the following 11 categories focuses on an important aspect of the Delaware tourism industry:

- Hall of Fame: Individual Achievement
- Hall of Fame: Annual Event
- Travel & Tourism Person of the Year
- Volunteer of the Year
- Best Itinerary
- Best Partnership
- Best Targeted Demographic Campaign
- Best Time-Targeted Campaign
- Most Improved Tourism Product
- Tourism Advocate Award
- Tourism Awareness Award

Awards Schedule

Entries must be submitted by 4 p.m. Friday, April 27, 2007. Nominations received after the deadline will not be considered. Winners will be announced at the 2007 Governor's Tourism Awards Breakfast on Thursday, May 31, at the Sheraton Dover Hotel in Dover. An entry kit and full details are available on the DEDO Web site at <http://dedo.delaware.gov/Call4Nom.pdf>. To enter, participants should download the entry form and mail their completed applications to the Delaware Tourism Office. More information about the awards is also available by contacting JoAnn Walston, Marketing Coordinator, at 302-672-6841.

This press release is also available online at the DEDO Newsroom <http://dedo.delaware.gov/news.shtml>.

About Delaware Tourism Office: 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 Web site at www.visitdelaware.com or call toll-free (866) 284-7483.

###