

# Delaware

E C O N O M I C D E V E L O P M E N T O F F I C E



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For Immediate Release

## **Media Advisory**

### **2007 Governor's Tourism Summit Announced**

**Dover, Del.** (May 15, 2007) – The 2007 Governor's Tourism Summit, "Tourism Business Development: Sailing to Success," will be held on **Thursday, May 31** from **8:30 a.m. to 4:30 p.m.** at the **Sheraton Dover Hotel, Dover, Del.** Hosted by the Delaware Tourism Office, this year's Summit will focus on developing cooperative opportunities for tourism-related organizations throughout the state to increase visitation and profitability.

"Attendees will learn best practices and strategies from each other in a business to business environment," said Tim Morgan, Director of Tourism. "This will be a Summit where attendees will share ideas and learn how to apply them to their organizations."

The event will open with a Pre-Summit Reception at the Sheraton Dover Hotel on Wednesday, May 30 from 5:30 p.m. to 7:30 p.m. The following day, Governor Ruth Ann Minner will host the 2007 Governor's Tourism Awards Breakfast at 8:30 a.m., where more than 11 organizations and individuals will be recognized for their contributions to the state's tourism industry.

Topics for the 2007 Governor's Tourism Summit include: niche market development; defining an economic development process for downtowns; attracting tour operators; incorporating regional transportation providers; and developing a successful tourism destination.

For more information and registration forms, visit [www.visitdelaware.com](http://www.visitdelaware.com). Full conference attendance, including the Governor's Tourism Awards Breakfast, is \$100 per person. The Awards Breakfast only is \$25 per person. An additional \$15 will be charged for registrations received after Friday, May 18.

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](http://www.visitdelaware.com) or call toll-free (866) 284-7483.

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