



**CONTACT:** Nikki Boone (302) 672-6857

For Immediate Release

## **NEWS RELEASE**

### **Delaware Tourism Office Launches Travel Blog**

*Visitors are invited to post first blogs this month*

**Dover, Del.** (January 8, 2008) – Visitors to the state of Delaware will now be able to share their adventures, travel tips and stories through a Web log (or blog) on the Delaware Tourism Office’s official Web site, VisitDelaware.com. Travelers and local experts are invited to post the first blogs this month.

“Travelers are looking for genuine experiences and blogging provides an ideal forum to have a direct and unfiltered conversation with other visitors,” said Dina Reider, director of marketing and communications at the Delaware Economic Development Office. “The new blog is a direct-to-consumer tourism marketing tactic. We hope it will woo potential travelers and lead them to VisitDelaware.com for more information and additional resources.”

In January 2006, DTO partnered with The Archer Group, a Wilmington-based Internet marketing firm, to redesign VisitDelaware.com. As a result of the upgrades and other marketing initiatives, DTO has been able to significantly increase visitation to the Web site. The average number of monthly unique visitors to VisitDelaware.com was 32,329 in 2007, which represents a 61 percent increase from 2006.

“After we rolled out our redesigned tourism Web site, we kept hearing the same words over and over, ‘do you have a blog?’” said Tim Morgan, DEDO’s director of tourism. “This feature is just another step towards our goal of making VisitDelaware.com a one-stop service for anyone planning to travel in Delaware.”

DTO staffers may post comments on the site to answer questions or add information to the threads, but blogger posts will not be edited for content. The blog will continue to evolve, with other plans in the works including subject categories and an option to post digital photography.

Follow bloggers as they travel the state of Delaware at <http://VisitDelaware.blogspot.com>.

#### **About Delaware Tourism Office**

99 Kings Highway, Dover, DE 19901 • (302) 739-4271 • [www.dedo.delaware.gov](http://www.dedo.delaware.gov)

The Delaware Tourism Office, a division of the Delaware Economic Development Office, promotes tourism and economic growth in Delaware. The Office is dedicated to fulfilling the requests and needs of travelers by offering information and resources about Delaware activities, attractions and destinations. 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.

###