

For Immediate Release

Visit Delaware Showcases Endless Discoveries with 360 Virtual Tour for National Travel and Tourism Week

WILMINGTON, DE (May 7, 2018) – You can now see Delaware like never before with a breathtaking virtual tour of the state’s endless discoveries.

At Nemours Estate Monday, as part of National Travel and Tourism Week (May 6-12), Governor John Carney, Secretary of State Jeffrey Bullock and Delaware Tourism Director Liz Keller showcased the experience that takes visitors on a sweeping, 360-degree journey of Delaware.

The virtual reality tour includes the experience of canoeing through Trap Pond State Park, strolling the Rehoboth Beach boardwalk and walking the lavish grounds of Nemours Estate.

The tour is another exciting tool for the Delaware Tourism Office to introduce Delaware to potential out-of-state visitors. It is available to view at VisitDelaware.com to spark travelers’ inspiration as they plan their trips.

“With the launch of this new virtual tour, the Delaware Tourism Office is embracing new technologies when marketing the state’s ‘Endless Discoveries’ at time when, as a state, we are working to grow innovation and the high-tech sector to move the economy forward,” said Gov. Carney.

“The tourism industry is vitally important to Delaware,” Sec. Bullock said. “The sector employs almost 43,000 people thanks in large part to the hard work and ingenuity of small business owners and entrepreneurs, who are a backbone of the state’s economy and who help make the visitor experience here so incredible.”

A record 9 million people visited Delaware in 2016, contributing a record \$3.3 billion to the state’s economy, according to the latest Value of Tourism report.

“One of the most important ways the state tourism office works to drive out-of-state visitation to Delaware is by keeping on top of the changing landscape of technology,” Delaware Tourism Director Liz Keller said. “Staying at the forefront means adopting new technologies, listening to customers and engaging with them.”

Nemours Estate expects that being featured in the tourism office’s first-ever virtual tour will help continue the tremendous growth in visitation it has seen recently. The number of visitors grew to 25,000 in 2017, up from 15,000 in 2016.

“The virtual tour will introduce people, who may not yet be familiar with Nemours Estate, to the beauty of our mansion, gardens and grounds,” said John Rumm, executive director of Nemours Estate. “We’re confident that once people see us on a virtual tour they will want to visit us in person.”

Travelers stopping at the Delaware Welcome Center Travel Plaza on I-95 Tuesday, Wednesday and Friday from 10 a.m. to 2 p.m. have the chance to put on the headset for themselves to take the tour in celebration of National Travel and Tourism Week.

The Delaware Tourism Office, 99 Kings Highway in Dover, part of the Delaware Division of Small Business, promotes tourism and economic growth in Delaware. For more information, visit the official Delaware Tourism website at <http://www.visitdelaware.com> or call toll-free at (866) 284-7483.

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