

News from SALEM COUNTY

Office of Public Information

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FREE SEMINAR ON TOURISM OFFERED OCTOBER 15

(SALEM, NJ)— Freeholder Deputy Director Beth Timberman, chair of the Planning and Transportation Committee, today announced that the County is partnering with the Salem County Chamber of Commerce to present a new workshop designed to help businesses and organizations learn how to take advantage of opportunities available through tourism. "Tourism 101" will take place on Thursday, October 15, 2009, 8-10 am, at the Salem County Office of Emergency Management, 135 Cemetery Road, Pilesgrove, NJ.

"Although the County has only recently launched its tourism development campaign, early indications show that it is having a positive impact," said Timberman. "That said, we want to make sure that visitors have a satisfying experience here, and this workshop will explore techniques to make that happen."

The workshop presenters, Sharon Rossi and Ethan Conner-Ross from the Greater Philadelphia Tourism Marketing Corporation, draw upon a wealth of experience in the hospitality industry. Their presentation will include an overview of the economic impact of tourism in the Delaware Valley, a review of industry best practices and basic hospitality techniques and tips on marketing. The program is designed for businesses and cultural, heritage and recreational organizations.

"Given that we have just launched our marketing program," said Timberman, "now is a great time to help our businesses and organizations assess how 'visitor-ready' they are currently and how to improve."

Sponsored jointly by the Salem County Cultural & Heritage Commission and the Salem County Chamber of Commerce, the workshop is being offered free of charge as a public service event, however, participants are requested to register in advance. For information and registration, call the Salem County Chamber of Commerce (856) 299-6699.