



News from
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FOR IMMEDIATE RELEASE: February 27, 2009

SALEM COUNTY TOURISM WEBSITE GOES LIVE

(SALEM, NJ) – Deputy Director Beth Timberman, Chair of the County Planning and Transportation Committee, and Tourism Advisory Council Chair Brian Duffy today announced that the Salem County Tourism Website will go live on Sunday, March 1, 2009. Those interested in discovering the possibilities in Salem can visit: www.visitsalemcountynj.com.

“We are proud of our new website as it will be an important resource for those interested in visiting Salem County and for residents to learn about all there is to see and do here,” said Deputy Director Timberman. “Our tourism team has been working diligently to make the website a one-stop shop for information on what is going on in our wonderful County. From our website, residents and tourists can visit our events calendar and add submissions, send e-cards, find out where restaurants are located, view sample trip itineraries, and so much more.”

The tourism website was developed by the Salem County Department of Tourism and Public Information and the Tourism Advisory Council. Working with the County marketing consultant, Lee Tofanelli and Associates, and the web developer, Reggie Scott & Associates, the Council and Tourism Department vetted a plethora of information and photos to choose the best of the best to highlight what Salem County has to offer.

“We are extremely fortunate to have so much to offer the potential visitor in the form of outdoor activities, historic sites, family entertainment, scenic beauty, and cultural events”, said Brian Duffy, Chairman of the Tourism Advisory Council. “In addition, great numbers of prospective visitors live just a few miles away, or already pass through our County on the way to other destinations. We expect our tourism initiative, and especially our new website, to induce many of these folks to make a visit and spend some time enjoying our many assets as they ‘Discover The Possibilities’ in Salem County. I also look forward to hearing from our local businesses and other organizations as they benefit financially from greater participation in New Jersey’s huge tourism industry.”

The website is a developing resource and the public is invited to comment on what changes should be made by visiting the website’s “Contact Us” page. The website is being launched now to begin vetting the information with the public before it is incorporated in Salem County’s first marketing media campaign slated to begin on Memorial Day weekend.

“We are proud of our County and our marketing campaign and website reflects our pride,” said Deputy Director Timberman. “Tourism promises to be a tremendous revenue resource in our County to provide jobs to our residents and income to our businesses. We need everyone to work together to make this a successful initiative - to help everyone ‘discover the possibilities’, as our slogan says.”