



NEWS RELEASE

DELAWARE OFFERS STATEWIDE TRAVEL DISCOUNTS

“Push to Escape” campaign to encourage overnight visitation

DOVER, Del. (May 6, 2009) – Attention potential visitors: Delaware is on sale. More than 70 businesses and destinations statewide, including hotels, restaurants and attractions are offering special deals in an effort to boost area tourism during this economic downturn. Most of the deals will last through June.

The discounts are part of a promotional and on-line advertising campaign led by the [Delaware Tourism Office](#), which encourages residents of neighboring states to visit the First State. The campaign, “Push Button to Escape,” draws on people’s need for a getaway from today’s economic and social conditions.

“People are looking for an escape right now,” said Dina Reider-Hicks, director of Marketing and Communications for the Delaware Tourism Office. “People are overwhelmed with news of the global financial crisis, tumbling housing prices and credit freezes, and corporate downsizings and closures. We’re offering an escape to Delaware for an affordable break from it all.”

The Delaware Tourism Office teamed up with the Governor’s Tourism Advisory Board, the Convention and Visitors Bureaus from New Castle, Kent and Sussex Counties, Delaware Hotel Lodging Association and Delaware Tourism Alliance to coordinate the campaign. A few deals include:

- \$10 off any guided kayak eco-tour with Coastal Kayak & Sailing in Fenwick Island.
- At Monster Racing & Excitement in Dover, buy a 4 lap ride and get one FREE; \$50 discount on any 10 lap driving package; \$75 discount on any 20 lap driving package; or, \$100 discount on any 30 lap driving package.
- At Dover Downs Hotel and Casino, pay just \$119 per night (Sunday - Thursday) and get complimentary valet service; 20 percent off all spa treatments at Toppers Spa/Salon; \$25 in free slot play (First time Capital Club Members); Complimentary breakfast in the Festival Buffet; and, FREE admission to Fire and Ice Night Club.
- 20 percent off standard room rate for a 2 night weekday stay at Inn at Canal Square in Lewes.
- Standard rate for 1st night; second night 1/2 off at AmericInn Lodge & Suites in Harrington and Milford.

- 40 percent off for one companion traveling with a paid regular adult on Amtrak's Northeast Regional Trains.

To see a full list of the deals, go to www.VisitDelaware.com.

About Delaware Tourism Office

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 or call toll-free 866-284-7483.

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