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For Immediate Release

NEWS RELEASE

2009 Governor's Tourism Conference Announced

Bill Geist to Present as Keynote Speaker

Dover, Del. (February 9, 2009) – The [Delaware Tourism Office](#) is pleased to announce registration is now open for the [2009 Governor's Tourism Conference, presented by Aloysius Butler & Clark](#). The annual, one-day event is scheduled Thursday, April 2 at the Heritage Shores Club in Bridgeville, Del. At this year's Conference, the region's tourism industry professionals will hear information on the latest trends and best practices in tourism destination marketing, business development, social media and business financing.

The Keynote Luncheon Speaker will be Bill Geist, award-winning consultant, author and marketing expert. In his dynamic presentation “**Maximizing Consumer Trends in a Down Economy: Developing New Products and Messages that Resonate,**” Geist will share the latest generational and consumer trends with suggestions on how attendees can capitalize on new attitudes by creating unique products, packages and marketing messages. Conference attendees will hear how others are breaking through with unique experiential offerings. They will learn about exciting new marketing tactics that cost little, but can produce big.

Bill Geist is the president of Zeitgeist Consulting, a firm specializing in strategic planning, governance, convention center development and legislative issues for convention and visitors bureaus, chambers of commerce, economic development organizations and communities. He has provided consulting services to more than 100 Destination Marketing Organizations since 1995 and is a popular speaker on customer service, trends and marketing across North America. He is the author of *Destination Leadership for Boards* and a contributor to *Fundamentals of Destination Marketing*.

The [Governor's Tourism Awards](#) will also be presented at the Luncheon, where four organizations and individuals will be recognized for their contributions to the state's tourism industry. An entry kit and full details are available at <http://dedo.delaware.gov/conf/2009/GTS.shtml>.

A total of five additional sessions will round out the day's program, which begins at 9:15 a.m. and runs until 3:15 p.m.

The Governor's Tourism Conference is hosted by the Delaware Tourism Office and presented by our Exclusive Title Sponsor, [Aloysius Butler & Clark](#). Additional sponsors include the Exclusive Awards Luncheon Sponsor, [Trellist Marketing & Technology](#); the Exclusive Media Partner Sponsor, [Clear Channel Radio](#); and, the Conference Tote Bag Sponsor, [Southern Living](#) and [Coastal Living](#).

Register online at <http://dedo.delaware.gov/conf/2009/GTS.shtml>. Full Conference Registration per person is \$95.00 (\$125.00 after March 24, 2009).

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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