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For Immediate Release

NEWS RELEASE

2009-2011 State Travel Guide Officially Unveiled *Governor Markell Unveils New Portable Guide at Official Ceremony*

DOVER, Del. (March 25, 2009) – Earlier this week, Governor Jack Markell and Delaware Tourism Director Linda Parkowski literally rolled out the red carpet to unveil the flashy, new *2009-2011 Official State Travel Guide*. In a fashion show format, complete with stylish models representing Delaware’s niche tourism attractions and picture-taking paparazzi, the innovative guide made its debut.

The full-color travel guide is an inviting, upscale and user-friendly publication that validates Delaware as an appealing travel destination. Trellist®, a marketing and technology professional services firm located in Wilmington, produced the new 5 by 8-inch format. Similar in size to a Zagat’s and the Michelin Guide series, this format makes the publication more convenient for travelers on the go. The guide offers a portable snapshot of Delaware attractions, dining, accommodations and shopping venues.

“Tourism is extremely important to Delaware’s economy, and my administration is committed to doing as much as we can to keep our tourism industry thriving,” said Governor Jack Markell. “There’s a reason Thomas Jefferson called Delaware a ‘jewel among states.’ Our combination of rich natural beauty, a storied history and a unique, close-knit atmosphere will make visitors’ time here an amazing experience.”

Complete with fresh editorial content, new photography, updated directory listings, as well as paid advertisements, the guide meets the needs of local residents and visiting tourists. In addition to the print guide, an interactive online guide was created to reach those who use the Internet for their trip planning. Whether planning a day trip to a Delaware museum or a week-long stay at one of its lovely beaches, travelers can explore the state and make reservations through the new online guide by simply visiting <http://visitdelaware.trellist.com>.

“Whether you are looking for a place to stay at the beach, a trail to hike or bike or even places to dine and shop, the all-inclusive, modern, interactive new travel guide is an invaluable resource,” commented Delaware Economic Development Office Director Alan Levin. “We recognize that

Page 2: 2009-2011 State Travel Guide Officially Unveiled

tourism is key to revitalizing our local economy and are pleased that the Guide's vibrant display of Delaware's attractions will help draw visitors to our state."

"Since Trellist has been in Delaware from its founding and many of our associates are long-time residents, it's particularly exciting to help connect others to the diversity and value that our state offers," noted Trellist Managing Partner David Atadan. "As a destination that is truly 'three states in one,' we are now telling our compelling story in a fresh new way."

The guide will be distributed nationally and internationally through DTO's fulfillment center, visitor information centers, convention and visitors bureaus, industry partners and by office staff at media and trade shows.

About Delaware Tourism Office

The Delaware Tourism Office, 99 Kings Highway in Dover, Del., part of the Delaware Economic Development Office, promotes tourism and economic growth in Delaware. 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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