

NEWS RELEASE



*Where the Sun Rises
on the Smokies*

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

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2009 VISITORS GUIDE OFFERS EFFECTIVE ADVERTISING OPPORTUNITIES

Haywood County TDA's Annual Publication to Reach 150,000 Targeted Potential Visitors

HAYWOOD COUNTY, N.C. (JULY 25, 2008)—The Haywood County Tourism Development Authority is now offering through August 21, 2008, advertising space in its 2009 Visitors Guide, which is delivered to all potential visitors who inquire—through the HCTDA's toll-free number, on its Web site or by e-mail—about the area.

The HCTDA's 2008-2009 marketing program will produce hundreds of thousands of visitor inquiries for Haywood County, and its media plan focuses on year-round advertising in key feeder markets (Atlanta, Charlotte, Raleigh, and Tampa-St. Petersburg) as well as key states (North Carolina, South Carolina, Georgia, Florida, Tennessee, and Ohio). Each print and online ad provides readers contact information for the HCTDA and encourages them to call for a FREE Visitors Guide—full of information that highlights places to stay and things to do—or request one online.

“We are extremely proactive—thanks to our comprehensive multimedia, multi-state marketing program and public relations campaign—in our efforts to bring Haywood County to the attention of as many potential visitors as possible,” said Scotty Medford Ellis, executive director of the HCTDA. “As a result, by advertising in our publication, you are reaching a targeted audience, already interested in traveling to the area.”

The Visitors Guide, an annual publication produced by the HCTDA, is a glossy, magazine-style guide to all Haywood County has to offer vacationers. Last year's guide included 48 pages of information. Along with mailings to those who have expressed interest in visiting Haywood County, the Visitors Guide is distributed to and available at visitors centers across the country.

As a value-added bonus, any business who purchases ad space in the printed version of the 2009 Visitors Guide will receive prominent placement in the appropriate section on the HCTDA's award-winning Web site, www.SmokeyMountains.net.

“We need the help of businesses in and around Haywood County to tell the story of what a vacation here is

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all about,” Ellis said. “With their high-quality advertising message in the guide, we can show visitors all our area has to offer.”

Available sizes include one-sixth, one-third, two-third, and full-page advertisements, ranging in price from \$830 to \$4,338. For more information, request an advertising packet, which includes the various ad options and rates, by calling the HCTDA at 828-452-0152 or by e-mailing info@smokeymountains.net.

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