

## NEWS RELEASE



*Where the Sun Rises  
on the Smokies*

### HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

**CONTACT:** Darren Miller  
Media & Public Relations  
(828) 452-0152  
[darren@smokeymountains.net](mailto:darren@smokeymountains.net)

### INAUGURAL HAYWOOD COUNTY TOURISM LUNCHEON SET FOR MAY 7

*Event at Laurel Ridge Country Club Kicks off National Travel and Tourism Week*

**HAYWOOD COUNTY, N.C. (APRIL 24, 2009)**—The Haywood County Tourism Development Authority will host its first annual tourism luncheon on May 7 at the Laurel Ridge Country Club to kick off National Travel and Tourism Week.

The HCTDA will honor several people who have displayed excellence in four tourism- and hospitality-related categories, and the event provides an opportunity for leaders in the county from various sectors to gather together as well as highlight the vital role the tourism industry plays in the economic well-being of the county.

Berkeley W. Young, president of Charlotte-based Young Strategies, Inc., will be the keynote speaker. Young has 20 years of travel/tourism research, marketing, management and retail experience. He has served as executive director of rural tourism development authority, general manager of a large golf resort and vice president Randall Travel Marketing, Inc. In 2004 Young formed his own Charlotte-based company focusing on research and strategic planning for all aspects of the tourism industry. In the last nine years Young has worked with destinations in twenty-six states and is a popular speaker at regional and national conferences and conventions, as well as travel industry conferences.

The cost of attending the luncheon is \$25, which includes a delicious meal created with local produce and ingredients.

Please RSVP by May 4 by e-mailing [info@smokeymountains.net](mailto:info@smokeymountains.net) or by calling 828-452-0152.

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