

SPRING 2008 NEWSLETTER

GREETINGS!

May traditionally signals the start of the summer travel season. Because tourism is the second largest industry in Berks County, it's only natural to wonder how the high price of gas will impact tourism and our local economy. More than ever, we need to stand united and continue to promote Greater Reading to individuals, group tours, sporting events, meetings and conventions. We know you and your staff will do all you can to make our guests feel welcome and aware of all Berks County has to offer and most importantly, glad they decided to take a ride to Greater Reading. Thank you!

SAVE THE DATE AND "TAKE A RIDE"

The annual **GRCVB Night** with the **Reading Phillies** is set for **Friday, June 20th**, at **FirstEnergy Stadium** in Reading. The R-Phils will welcome the Akron Aeros for gametime at 7:05 pm. Look for tickets coming your way in the mail next week compliments of our bureau sponsors: Berkshire Baseball & Softball Club, Renningers Antique & Farmers Market, Sir Speedy, Tom Sturgis Pretzel Store, Ugly Oyster DrafftHaus, and White Star Travel Center. And while you are out enjoying the game and all the refreshments to satisfy your appetite, be sure to stop out at the First Base Food Court area and sign up to be eligible to win a basket of goodies. One name will be drawn and you could be the lucky winner. See you at the ballpark!

NEWS YOU CAN USE...TOURISM INDUSTRY TO BENEFIT FROM TAX REBATES

Good news from the University of Tennessee. Tourism will benefit from the 2008 tax rebates being mailed to tax payers across the country.

The study breaks down the findings into five reasons:

1. **Most consumers spend more than they plan after receiving rebates** - often on trips.
2. **Perfect timing** - The rebates will be received during the 60-day period when consumers make most summer and fall vacation plans.
3. **Targeted marketing campaigns with travel deals will attract consumers** - family package specials and weekend getaways entice people to spend their money on vacations.
4. **Consumers could use tax rebates to offset higher gas prices**
5. **People want to reward themselves and escape** - Even in a slow economy, people want to escape issues of everyday life with a vacation.

DRIVING THE BRAND

We asked for your support in adding the "Take A Ride" logo to your printed materials and web site. Thanks to all of you who have already gotten behind the wheel and taken the lead.

If you are in need of ad slicks with the brand and logo, contact the GRCVB.

Also, we've got some examples to share with you to give you an idea of what you can do to help drive the brand too.

Look who we caught showing their brand pride...

Central Pennsylvania African American Museum

Reading Phillies

The Ugly Oyster DrafftHaus

