



Greater **Wilmington &
Brandywine Valley**
GREATER WILMINGTON, DE
CONVENTION & VISITORS BUREAU

Message from the Executive Director

Come on spring! I have always been a four season person, and I love the change of seasons and the change in my closet! It is like shopping without spending money—okay, we all know that does not work!

When spring arrives, all of our area attractions, restaurants and hotels put on their best outfits. This is a great time to show our goods. If you have any images or YouTube videos you want to share, send them to us: LynLewis@wilmcvb.org or Kmuldoon@wilmcvb.org.

On March 15, we held a web launch event. It was a tremendous success and the turnout was outstanding. 160 plus members heard Governor Jack Markell, County Executive Chris Coons and Mayor James Baker make supportive remarks. Other elected officials in attendance included Senator Cathy Cloutier, Council President Norman Griffiths and Representative Thomas H. Kovach.

If you have not checked out our new website - www.VisitWilmingtonDE.com - please do. You are now able to [submit your calendar of event information online](#). We are striving to be the one calendar for New Castle County.

Members should take advantage of the opportunity to create a UNIQUE SELLING tool on our site.

News from the Meetings Department

U.S. Travel Association Assesses Industry Trends

Business Travel Slowly Recovering

- 15 percent of U.S. adults plan to travel on business during the next six months, up from 13 percent one year ago
- U.S. domestic business travel is expected to increase 2.5 percent in 2010

Meetings to Pick up Later This Year

- Hotel executives are reporting signs of recovery in both transient and meetings bookings
- Group business bookings are picking up. Small meetings are expected to pick up in the second quarter with larger meetings coming in the third quarter
- Food and beverage revenues for meetings are down about 40 percent
- Most planners expect meeting expenditures to increase or remain flat over the next six months

Results from Cancelled FAM Tour (Due to Snowstorm)

To Date:

- Five planners visiting the area
- Two RFPs
- Allied T-Pro coming to area first week of May
Chartered Bus with Delaware Express

Student Tour on way to Washington, DC

- One piece of booked business
Group Tour – Casino Group
August 10, 2010
25 Rooms
Dover Downs Hotel & Casino
- One pending piece of business
Meeting Incentive Group
50 rooms for 4 Nights – October, 2010

Planner Feedback:

"Hi Esther, I'm really sorry you have to cancel the event... I know how hard it is to plan these events, and I was really looking forward to attending and seeing some of what Wilmington has to offer. I will continue working with you and your staff to find a good time to come up and see some properties." (Joelle Ward, Conference Direct).

"Thank you – from the invite I was pumped and just sent an RFP to the Doubletree! Hope to book Wilmington in the near, near future!" (Sara McWilliams, Manager, Global Accounts - HelmsBriscoe).

Co-op Ad Appearing in March/April Issue of Mid-Atlantic Events & 3-Page Spread Featuring the FAM/Dine Around

Article "[Snow Happens](#)" [page 56] was co-written by our very own James Julia, Esther Lovlie and Lauren Begley, who worked for *Mid-Atlantic Events Magazine* as an intern. The article focused in on a behind the scenes description of what it is like to cancel an event. It also highlighted the venues that were to be hosts during the FAM.

Group Tour Update

American Bus Association Marketplace - January 15-19, 2010

- 50 Appointments
- In General:
 - Greater Wilmington is currently not on their radar scenes
 - Looking for unique and interactive itineraries
 - Seeking Value-Add On Features
 - Step-on Welcome
 - Welcome Reception
 - One comp per bus...not per 20 rooms



2011 ABA in Philadelphia

Philadelphia will be hosting the American Bus Association Marketplace in January, 2011. This presents an exciting opportunity for our region. **GWCVB, Chester County CVB and Delaware County CVB** are teaming together as the Brandywine Valley region and partnering with Longwood Gardens to bring 100 tour operators out for a tour and dinner. At the marketplace, we will have a large booth showcasing our many regional features. There is also a pre-FAM tour that will be coming into Northern Delaware as a result of this partnership.

The **Delaware Tourism Office** has been confirmed as one of the "Operator Breakfast Sponsors" at the convention. This gives Delaware the opportunity to do a 20-minute presentation showcasing the state to over 400+ Operator-Buyer delegates and VIP's. It also includes a booth on the floor, recognition as a sponsor on ABA's Website, Marketplace Directory, Destinations Magazine and Motorcoach Marketer as well as contact information for all Marketplace Buyer delegates. Since DTO is doing the "Breakfast Sponsorship", Delaware also qualifies for a FAM Tour.

The next DTO Group Tour Coalition meeting is scheduled on Tuesday, April 20, 2010 at 1:30.

New Members

December 14, 2009—March 19, 2010



[American Beauty Academy](#)

[Bella Vita at Cavaliers Country Club](#)

[Blue Hen Bed & Breakfast](#)

[Brandywine Festival of the Arts](#)
(formerly Brandywine Arts Festival)

[Casablanca Moroccan Restaurant](#)

[Country Inn & Suites of Delaware](#)

[Dupont Environmental Education Center](#) (Operated by the Delaware Nature Society)

FireStone Restaurant - on Wilmington's Riverfront (Opening end of April)

[Frank's Union Wine Mart](#)

[Holiday Inn Express – Newark](#)

[Lyn W. Williams Science & Tech Lodge](#)

[Minster Jewelers](#)

[Pirates Exhibitions of Lewes](#)

[Quaker Hill Historic Preservation Foundation](#)

[Sweet T's Sports Grill and Bar](#)

Forward this email

Do you know someone who might be interested in receiving this monthly newsletter?

[forward this email](#)

Unsubscribe

You're receiving this newsletter because you are on our newsletter distribution list.

[unsubscribe now](#)

Contact Us

100 W. 10th Street, Suite 20
Wilmington, DE 19801
(302) 295-2210, (800) 489-6664

[email us](#)

New Website Officially Launched!

- www.VisitWilmingtonDE.com is a great resource for travel and tourism. You can help keep visitors informed about all of the good things the Greater Wilmington area has to offer by adding a link to the GWCVB website on your website. For more information on how to do this, contact Kristen Muldoon kmuldoon@wilmcvb.org.
- Log into the [Member Portal](#) to update your account information (listings, contacts, etc.), add coupons or special offers, view website hits and more! For your username and password, or for help with the portal, contact Kristen Muldoon kmuldoon@wilmcvb.org.
- Please enter your events into our online calendar using the "Submit Your Event" feature found on the homepage of www.VisitWilmingtonDE.com. Tell others too!

Visitors Guide Goes Annual!

Starting this September, we will be producing ONE Visitors Guide each year! Now members can make one, cost-effective ad buy and get 12 months of visibility and impact.

Total annual distribution will be 150,000 copies. Boosted by the CVB's expanded marketing program, more guides will be going out of the area to help attract travelers and tourism dollars to Greater Wilmington.

If you miss this outstanding advertising opportunity, it won't come around for another year! For ad information, please contact Randel McDowell at 443-909-7859 or Randel.McDowell@mediatwo.com.

BRAC Update

In December, 2009, the Chesapeake Science and Security Corridor Consortium issued a Workforce Analysis Report that estimates that the Aberdeen Proving Ground (APG) build-up will substantially increase the residential population in New Castle. The estimated increase ranges from a low of 4,684 to a high of 9,391. The report predicts that 28,000 to 55,000 new jobs will be created as a direct result of military and civilian units transferring to APG and approximately 10.2% of these new jobs will be in New Castle County. New Castle County can expect the APG build-up to create between 2,800 to 5,500 jobs. This is very good news for the area and will begin to bear fruit later this year when the first of two C4ISR buildings is completed for the transferring workforce.

Communications Update

We are continuing to work with the Media to ensure area coverage. Articles have appeared in recent issues of *Southern Living*, *Rejuvenate*, *Small Market Meetings*, *Washington Examiner*, *Recreation News*, *Mid-Atlantic Events Magazine*, *Fredericksburg Free Lance-Star* and *Central Penn Parent Magazine*.

We are also working closely with the Brandywine Museums & Gardens Alliance to plan a FAM tour in April which will bring 20 East coast travel writers to the area for three days. Many thanks to all of you who are supporting this effort and contributing to its success.

Are You a GWCVB Facebook Fan?

[Become a fan of the GWCVB on facebook!](#)

We get a great response from users when we post photos! With over 600 fans, we need your images. For more information about Facebook call or email James Julia 302-295-2211 jjulia@wilmcvb.org.

Window Display

The Window Display schedule is booked for 2010. If you wish to be placed on the waiting list, call or email James Julia at 302-295-2212 or jjulia@wilmcvb.org. We will begin accepting 2011 Window Display Requests on June 15, 2010.

“Members Making News”

We are developing a new section on the GWCVB website spotlighting member accomplishments. If your organization has news, send it to lmckay@wilmcvb.org.

Mark Your Calendar!

Upcoming 2010 Quarterly Events and Meetings

GWCVB Marketing & Sales Meetings
8:30 – 10:30 AM

- June 9 – [Doubletree Hotel Wilmington](#) (Concord Pike – Rt. 202)
- September 15 – [Chase Center on the Riverfront](#)
- December 8 – Host Location TBA

GWCVB Mixers
5:30 – 7:30 PM

- June 16 – Host & Sponsor: [Wilmington Riverboat Queen](#)
- July TBA
- September 29 – [Delaware Children's Museum](#)
- December Joint CVB Holiday Event TBA

Member Refresher/Orientations

A Special THANK YOU to the Hosts and Sponsors for March Events!

March 10th **Marketing & Sales Meeting:** The News Journal Company

March 15th **Website Launch Party:**

- Hagley Museum and Library
- Hotel du Pont
- Courtyard Newark at University of Delaware
- Deerfield Golf & Tennis Club
- Hilton-Wilmington/Christiana
- Lindsey Studio
- Planning Factory International
- Riverfront Audio Visual
- United Distributors of Delaware L.L.C.

Door Prize Donations:

If you are interested in donating a door prize for the June 16th Member Mixer; call Linda McKay at 302-295-2215. It's a great way to promote yourself!

8:30 – 10:30 AM at GWCVB Downtown Visitor Center

All Members Welcome!

- April 20
- October 19

[Click for more information about GWCVB Meetings and Events or to RSVP](#)

[Forward this email to a friend](#). Not interested anymore? [Unsubscribe instantly](#).