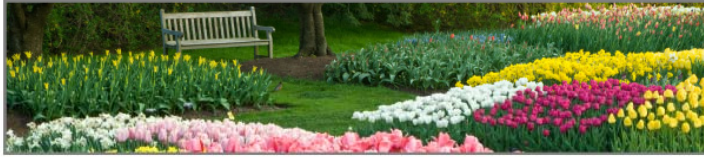


# VisitWilmingtonDE.com

Update: June 8, 2011

Scott Ciancio, Web Content Manager

Greater *Wilmington &*  
*Brandywine Valley*  
AMERICA'S CULTURAL GEM  
Greater Wilmington Convention & Visitors Bureau



The Official Newsletter of the Greater Wilmington Convention and Visitors Bureau

**Brandywine Treasure Trail Passport Returns for Summer '11!**



**Drive Less. Do More.\*\*\***  
Less time in the car means more family fun!

Save up to \$197 with the 2011 Brandywine Valley Treasure Trail Passport. The 2011 Passport gives you and your family 10 great attractions at one low price. You'll see world-class art collections, dazzling gardens, rich heritage and so much more - many located on the Brandywine Valley National Scenic Byway. [More >>](#)

**You just can't miss:**



Ongoing  
Now-Jan

**Paint, Pattern & People:**  
Winterthur Museum presents *Paint, Pattern & People: Furniture of Southeastern Pennsylvania, 1725-1850*, now through January 8th, 2012. This landmark exhibition.



June  
7 - 26

**Three Festivals, in Three Weeks:**  
In June, summer kicks in to gear in Wilmington with three popular festivals. Enjoy ethnic cultures, great food and music with the Greek and Italian

Explore

- Getaway Packages
- Coupons
- Itineraries
- Events
- Restaurants

Be Social



Connect with us!



# Consumer E-News

Send Date: May 10, 2011

Total Delivered	9,104
Total Opens	2,532
Unique Opens	1,708
Open Rate	27.81%
Unique Open Rate	18.77%
Click Through Rate	7.67%
Unique Click Through Rate *	5.44%

\* Worldwide unique click-through average is 4.5%



wilmington delaware

About 14,200,000 results (0.12 seconds)

Everything

Images

Videos

News

▶ [Wilmington DE Attractions - Attractions, Museums, Parks & More](#) 🔍

Find All Things To Do in **Wilmington**

[www.visitwilmingtonde.com/Attractions](http://www.visitwilmingtonde.com/Attractions)

[Historic Districts](#)   [Riverfront Wilmington](#)  
[Museums & More](#)   [Upcoming Events](#)

# PPC

Campaign May 1 – May 31, 2011	Clicks	Impressions	Click-Through %
Visitor	723	34,297	2.11%
Attractions	1,477	25,776	5.73%
Things To Do	1,624	17,664	9.19%
Events	698	11,175	6.25%
Shopping	752	45,802	1.64%
Restaurants	440	37,451	1.17%
Meetings/Conventions	125	2,448	5.11%
TOTAL	5,839	174,613	3.34%

# New Pages & Content Updates

## Family Fun

Fun for the entire family can be found throughout Greater Wilmington and the Brandywine Valley. So many of our attractions are as kid-friendly as they are beautiful. Start your family fun with one of the following attractions.



Encounter life-sized dinosaurs, look beneath the seas, experience an African watering hole, come face-to-face with a jaguar, and marvel at the diversity of birds and shells from around the world at the **Delaware Museum of Natural History**, from June 18-September 5, 2011 see what life is like in the slow lane with the interactive exhibit "Turtle Travels".

Discover the magic of a fairy-tale garden with a visit to Enchanted Woods, a unique three-acre children's garden at **Winterthur**, transformed by woodland fairies into a place of enchantment, mystery, and discovery, where children of all ages can explore the Tulip Tree House, Faerie Cottage, Troll Bridge, Bird's Nest, and more.



The sky's the limit at **Longwood Gardens** with three large-scale treehouses; inspired by honeybees, the Bee-a-Mazed Garden features the Honeycomb Maze, Flower Fountain, and Buzz Trail; indoors, meet the Drooling Dragon and other amazing creatures in the Indoor Children's Garden, with 17 fountains, one-of-a-kind artisan elements, and an amazing palette of plants to discover.



Download this itinerary here.

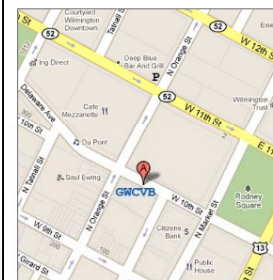


## Visitors Center

The Greater Wilmington CVB operates the Downtown Visitor Information Center. The Center is located at: 100 West 10th Street, Suite 20, Wilmington, DE 19801

Our hours of operation are:  
Monday through Friday 9 a.m. to 5 p.m. (excluding holidays).

We can also take your questions by phone - 1-800-489-6664 or send an e-mail message via our [Contact Us](#) page.



### Contact Us

Thank you for your interest in the Greater Wilmington Convention & Visitors Bureau. If you have questions regarding our services, membership, this website or how the GWCVB can help you, please contact a representative from our staff who will get back to you.

We respect your privacy. To view our Privacy Policy [click here](#).

Please complete the form below

First Name

Last Name

Company

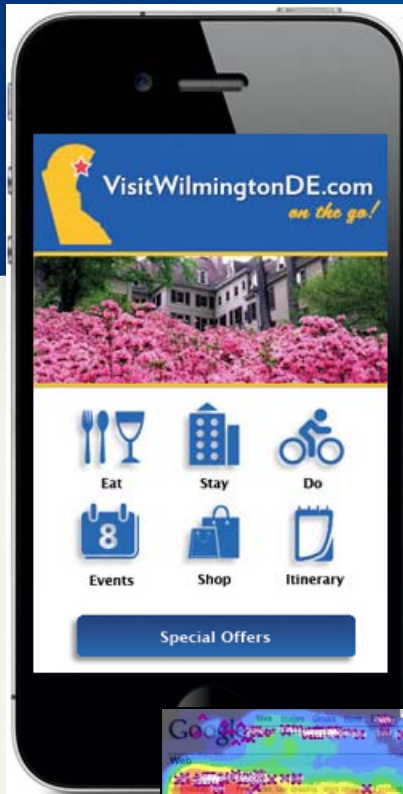
Email

Email Confirmation

Comments and Questions

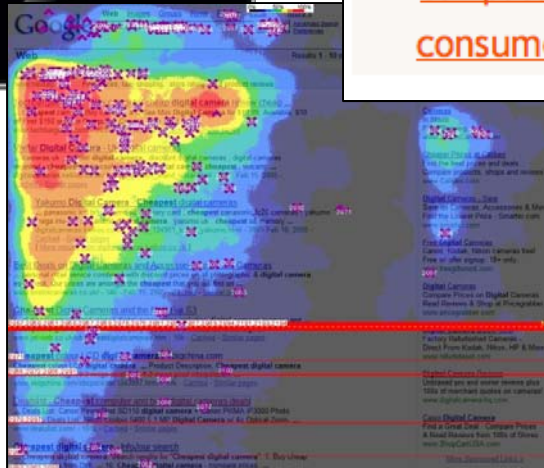
- Member E-News Archive
- Visitors – Area Overview
- Press & Media – Story Ideas
- Helpful Tourism Links
- Home Page Slide Show
- Suggested Itineraries
- Brandywine Treasure Trail Passport
- Contact Us
- Consumer E-News Archive

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- Heat Map
- Home Page Updates:
  - Tag Cloud
  - Twitter Feed
- Device Specific Mobile



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