



**For Immediate Release**  
**March 2, 2010**

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*Please Join Us for:*

**Greater Williamsburg Alliance's Annual Tourism Forum Set for March 4**  
***Colonial Williamsburg New Program Announcements, Preview of Busch Gardens' New Irish Show and Launch of New Williamsburg Area Destination Campaign***

**WHAT:** The Annual Tourism Forum, presented by the Greater Williamsburg Chamber & Tourism Alliance, will gather the area's travel and hospitality community for a dynamic review of the latest developments this year in Williamsburg area tourism – from new programs, exhibitions and events to new marketing campaigns designed to promote visitation and overnight stays.

More than 160 attendees are expected. They will discover what is new, what is ongoing, and how they can share this important information with their guests and staff, as well as leverage their own marketing plans and partnerships more fully.

*Highlights will include the unveiling of the Williamsburg Area Destination Marketing Committee's (WADMC) 2010 advertising campaign, a major new program announcement by Colonial Williamsburg, and a performance preview of Busch Gardens Williamsburg's new "Celtic Fyre" live show.*

**WHEN:** Thursday, March 4, 2010  
3 p.m. – 5 p.m.

**WHERE:** The Kimball Theatre, Merchants Square (on Duke of Gloucester Street between Boundary Street and Henry Street), Williamsburg ( on Duke of Gloucester Street between Boundary Street and Henry Street, Williamsburg,

**WHO:** *Welcoming remarks by:*

- Colin Campbell, President & CEO, Colonial Williamsburg Foundation
- Bob Harris, Vice President, Tourism Marketing, Greater Williamsburg Chamber & Tourism Alliance

*Presentations by:*

- Colonial Williamsburg • Sally McConnell, Director Brand Strategy and Marketing Communications
- Jamestown-Yorktown Foundation • Susan Bak, Senior Director, Marketing and Retail Operations
- Williamsburg Trolley • Mark Rickards, Executive Director, Williamsburg Area Transit Authority
- Virginia Tourism Corporation • Alisa Bailey, President and CEO
- Williamsburg Area Destination Marketing Committee • Philip Emerson, Executive Director, Jamestown-Yorktown Foundation and WADMC Chair
- Greater Williamsburg Chamber & Tourism Alliance • Bob Harris, Vice President, Tourism Marketing
- Busch Gardens Williamsburg/Water Country USA • Dan Dipiazza, Vice President of Marketing