

Kinston-Lenoir County Convention & Visitors Bureau

Defining the Past • Embracing the Present • Shaping the Future

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For Immediate Release

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Internet Travel Packages can boost tourism in Lenoir County.

Kinston, N.C -- October 16, 2006 -- The key to successful tourism marketing in Lenoir County is an Internet presence combined with travel packages. At least that is what was discussed at the recent North Carolina Association of Convention & Visitors Bureau bimonthly meeting in Fayetteville NC this past week. Laura Lee Sylvester, executive director of the Kinston-Lenoir County Convention & Visitors Bureau and Cindy Brochure, assistant executive director attended a session on “The Secrets of Consumer Travel Packaging Successes for CVBs” presented by Joe Venito of *Opportunities Unlimited* from Boston Massachusetts. An estimated 78.5 billion dollars in 2006 will be booked online for leisure travel. That represents 35% of travelers. In a national survey when asked where did you turn to for travel information in 2005, 52% used the WEB to gather information. Today’s travel consumers want their options and choices to be simple and seamless. That’s where “Travel Packaging”, one of the hottest trends in the consumer travel market comes in. Travelers going to the Internet are responding favorably to sites that offer themed and categorized travel packages. “This is a very timely topic for the Kinston-Lenoir County CVB.” stated Sylvester “The Tourism Development Authority, which is the governing board for the CVB, recently approved an update of the Kinston-Lenoir County travel website. By creating area partners to develop travel packages we can position ourselves to meet the needs of today’s Internet savvy travelers.”

www.VisitKinston.com website contains information about local happenings, attractions and destinations. To update or add your tourism information to the site please contact Cindy Brochure at info@visitkinton.com

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