

For immediate release

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**Fox Cities Convention & Visitors Bureau Promotion Targets Hotel Occupancy
*\$50 Gift Card with a 2-night stay***

[Fox Cities] – The Fox Cities Convention & Visitors Bureau is giving visitors who book a 2-night stay at participating hotels a \$50 gift card. The promotion is part of a Bureau effort to increase hotel occupancy.

“Hotel occupancy in the area was down dramatically in December and January,” commented Lynn Peters, executive director of the Bureau. “We wanted to do something that would directly impact our tourism partners.”

“We’ve had great response from our hotel’s on this promotion,” commented Pam Seidl, director of marketing and community relations for the Bureau. “Visitors can choose from 27 different hotel packages. Once they chose their hotel package, they can pick their gift card.”

The \$50 gift cards offered are: Fox River Mall, Downtown Appleton, Downtown Neenah or Heart of the Valley “Chamber Bucks”.

“Our hope is that we get some incremental increases in occupancy at our hotels,” said Peters. “Research shows that in tough economic times, people may scale back on their travel plans, but they won’t go completely without a vacation.”

Funding for the promotion came from the Bureau’s Capital Development Fund.

Total tourism expenditures in the Fox Cities were more than \$386 million and tourism created 5,949 jobs in 2007.

The Fox Cities Convention & Visitors Bureau is an economic development organization that strengthens the Fox Cities by attracting visitors in the convention, sports and leisure markets through sales, marketing and destination development.

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