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News Release

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Tourism Office Wins Statewide Award

Westminster, MD – The Carroll County Office of Tourism was recently honored with an award for the “Best Shoestring Budget Creative Idea” presented by the Maryland Tourism Council. The award is presented to the most creative promotional activity with the ability to stay within an allotted budget – less than \$2,500.

The Carroll County Tourism Office developed the “Civil War Response Postcard” as a means to qualify and respond to over 500 monthly advertising leads generated from the *Maryland Civil War Trails* marketing program. The Maryland Office of Tourism forwarded these requests to Carroll County and the postcard prompted the individual to contact the Carroll County visitor center for local information. Monthly savings in the range of \$750 - \$1,000 were realized through lower costs for printing of brochures and postage fees. The cost to develop and print the postcards was just over \$2,000 which met the requirements for the award.

“We are very happy to be recognized with this award” said Barbara Beverungen, Carroll County Tourism Manager. “This promotion has enabled us to qualify potential visitors who are interested in coming to our County to discover and explore our Civil War history.”

“Tourism is an important part of our local economy” said Larry Twele, Director of Carroll’s Department of Economic Development. “This tourism award, along with our recent newsletter award shows that not only do I have a talented and creative staff, but they are also good stewards of public resources.”

In FY2004, Carroll County tourism generated \$66 million in economic impact to the county, nearly 250,000 persons attended the top 20 events, advertising campaign responses were up 28% and unique visitors to the new website (www.carrollcountytourism.org) have increased by 17%.

The award was presented at the Maryland Governor's Tourism Industry Conference, held October 16 – 18, 2005 in Ocean City, Maryland.

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