

MEDIA ADVISORY

****Please include on your coverage calendar****

2005 Tourism Season Kick-off Marks National Tourism Week MAY 12, 2005

WHAT: In recognition of travel and tourism's tremendous economic, social, and cultural impact to our state, the West Virginia Professional River Outfitters (WVPRO) announced today that it plans to observe National Tourism Week the week of May 8 – 16, 2004. This year marks the 22nd annual celebration of National Tourism Week, which is sponsored nationally by the Travel Industry Association of America (TIA). The week will be marked by hosting of the May Tourism Commission Meeting, a panel discussion on "The Evolution of Tourism for our Region", and an evening social at the National Park Service Canyon Rim Visitor Center, a perfect location to highlight the importance of our National Park resources to the states tourism industry.

WHEN: 2005 Tourism Season Kick-off, Thursday, May 12, 2005
2:00 Tourism Commission Meeting
4:00 Hors D'oeuvres & beverages
4:30 VIP Panel discussion – "Tourism Outlook"
6:30 Hors D'oeuvres & beverages
7:00 Closure

WHERE: The National Park Service Canyon Rim Visitor Center, located on the rim of the New River Gorge National River.

WHO: Sponsors include: WV Professional River Outfitters
Southern West Virginia CVB
New River Chamber
Peerless Meats

On-site interviews available with sponsors and participants. For press credentials, contact Eric Pories at 304.574.2343, wvpro@westvirginia.com, www.AmericasBestWhitewater.com