

NEWS RELEASE

Author and Destination Marketing Expert Reveals Special Events Are Key to Driving Room Nights

Winston-Salem, N.C. (August 28, 2017) — Two of the top Internet searches for destinations according to Google are “things to do” and “festivals.” To the delight of event organizers everywhere, visitors help drive ticket sales. Convention and visitors bureaus and chambers of commerce know an events calendar chock full of activities increases demand for overnight accommodations. According to event planning expert Lynn Fuhler, the World Food Travel Association’s recent report cited 75 percent of leisure travelers have been motivated to visit a destination because of a culinary activity. As many as 86 percent of the respondents claimed these were essential to a visitor experience.

Such destinations are as varied as Key West, Fla. for the Eighth Annual Key West Brewfest (Aug. 31-Sept. 4), Crystal River, Fla. for Mermaids and Margaritas Festival (Sept. 9), Destin, Fla. for the 39th Annual Destin Seafood Festival (Oct. 6-8), Naples, Fla. for the Stone Crab Festival (Oct. 27-29), Homosassa, Fla. for 22nd Annual Blues ‘N Bar-B-Que (Nov. 4) and St. Augustine, Fla. for The Great Chowder Debate (Nov. 5).

As principal of Flying Compass, a marketing consulting firm serving nonprofit organizations and quasi-government agencies, and the author of the new book *Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals*, Fuhler can talk about:

- Why everyone is packing their bags this fall to discover a local experience.
- Why small bites leave festival-goers wanting more.
- How event-goers can maximize their next food festival experience.
- 10 top things to look for when you search an event’s website.

Praise for Lynn Fuhler

“I’ve known Lynn since our days working together in Florida’s tourism industry. Lynn has a tremendous amount of knowledge and experience in tourism marketing and we - as well our visitors - are better for her expertise and leadership.” – Wit Tuttell, Executive Director, Visit North Carolina

Credentials: Lynn Fuhler has successfully marketed travel destinations throughout her career. She is the former tourism director of Clearwater and Clearwater Beach, Fla., and former chairman of the largest free jazz festival in the Southeast. She is the internationally known author of *Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals*, which is used as a textbook at one of 2017’s Top 15 Best Colleges, according to *U.S. News & World Report*. She has also written *Secrets to Successful Events Resource Guide: 42+ Easy-to-Use Forms and Tools to Save You Time and Money*.

Availability: Nationwide by arrangement and via telephone and Zoom

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