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**FOR IMMEDIATE RELEASE**

**April 20, 2010**

**LAKE COUNTY TOURISM WORKSHOP TO BE HELD MAY 7,  
KICKS OFF NATIONAL TRAVEL AND TOURISM WEEK**

*'Building the Visitor Experience – Celebrating Tourism in Lake County'*

*Friday, May 7, 2010, at Rob Roy Golf Club, Cobb*

**LAKE COUNTY, CA** — Lake County tourism and hospitality professionals will have an exciting opportunity to learn, network, and be inspired at a workshop titled, “Building the Visitor Experience – Celebrating Tourism in Lake County,” which will be held on Friday, May 7, 2010, from 9:00 a.m. to 3:00 p.m., at the Rob Roy Golf Club in Cobb.

Presented by the Lake County Marketing and Economic Development Program and the Lake County Chamber of Commerce, this impressive tourism event is designed to coincide with National Travel and Tourism Week, May 8-16, 2010, as a means of showcasing the important role of tourism in the economy and sharing insight, innovation, and ideas for successful collaboration and promotions in the increasingly fast-paced world of travel.

Registration is required, and space is limited. The event cost is \$25 per person and includes lunch. Tourism and hospitality professionals involved in all areas of Lake County’s tourism industry – lodging, events, dining, attractions, tasting rooms, galleries, shops, activities, tours, and more – are encouraged to attend.

The keynote speaker will be Doug McConnell, well-known travel series host and currently host and co-executive producer of “OpenRoad with Doug McConnell, Exploring the West” shown nationally on public television. McConnell was host and senior editor of the legendary “Bay Area Backroads” series (KRON San Francisco), which was one of the longest-running and most successful regional television series in American broadcast history.

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The featured lunchtime speaker will be Jonelle Tannahill, tourism development manager with the California Travel and Tourism Commission, who will provide an update on the state's tourism marketing efforts and promotional programs designed to generate interest in and increase tourism to California.

The event will kick off with a welcome from several Lake County supervisors, will include informative panel discussions with local tourism operators and marketers ready to share success stories and ideas, and will offer opportunities to network and partner.

Topic areas will cover what's new and exciting in Lake County, how to create successful packages and cultivate win-win tourism partnerships, using the web and new media to increase loyalty, and how to ensure your employees deliver top-notch customer service. The day will conclude with a Lake County Showcase featuring local panelists sharing their experiences, lessons learned, and top tips for telling a compelling story, creating promotions on a shoestring, and building successful community events.

Register online at [www.lakecochamber.com](http://www.lakecochamber.com) or by calling the Lake County Chamber of Commerce at (707) 263-5092. Rob Roy Golf Club is located at 16451 Golf Road in Cobb.

The Lake County Marketing and Economic Development Program is a division of the Lake County Administrative Office and actively works to promote tourism to and commerce in Lake County; efforts include media relations, visitor attraction, film commission, community beautification, and business assistance. For information, call (707) 263-2580.

The Lake County Chamber of Commerce is a private, not-for-profit association of more than 550 businesses that have come together to advance the financial, industrial, and civic interests of Lake County; the Chamber actively endeavors to bring about a stronger economy and an improved quality of life. For information, call (707) 263-5092.

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