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UPDATED

Travel Promotion is a Class Act

SUFFOLK, VA., February 7, 2008—Your ticket to the arts may be your ticket to a new



Suffolk Center for Cultural Arts

adventure. Redeem your Suffolk Center for Cultural Arts (SCCA) ticket stubs at the Suffolk Visitor Center, and you could win two complimentary round-trip airline tickets on Southwest Airlines-operated, published, scheduled service. (Tickets are not valid on service operated by ATA.)

The Suffolk Division of Tourism is celebrating the power of arts and travel through a promotion with Southwest Airlines and the SCCA that will conclude during National Tourism Week scheduled for May 10-18, 2008. Simply write your name, phone number and/or e-mail address on any SCCA ticket stub and submit the entry at the Suffolk Visitor Center. A drawing will occur following the 2007-2008 SCCA ticket season during National Tourism Week. Only tickets for the 2007-2008 season are eligible.

The purpose of National Tourism Week is to promote a wider understanding of travel as a major industry that is vital to our economic stability and that contributes substantially to the U.S. cultural and social well being. In Suffolk, tourism revenues have increased by 11.9 percent bringing in a total of \$46,676,578 in visitor spending in 2006. Across the state, visitor spending generated \$17.7 billion, a 7.2 percent increase over 2005.

When discussing the Suffolk travel promotion, Scott D. Stenger, Southwest Airlines

Marketing Manager, said “Southwest Airlines is proud to serve Suffolk and the Hampton Roads area and very happy to be the hometown carrier. With 13 daily non-stop flights out of Norfolk International Airport, Southwest Airlines gives Southeast Virginian’s the freedom to move about the country.”

The Economic Development / Tourism Division is the destination marketing organization of record for the City of Suffolk. The mission of the division is to promote the City of Suffolk through creative marketing initiatives and cooperative programs which stimulate visitation and awareness of Suffolk as a tourism destination within the Hampton Roads region. The Suffolk Visitor Center is located in the heart of historic Suffolk in the Prentis House (c. 1800) located at 321 N. Main Street and open daily 9 a.m. to 5 p.m. Call 757-514-4130 for more information or visit at www.Suffolk-Fun.com.

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