



News Release

from the PA Tourism & Lodging Association

PO BOX 12025 • Harrisburg, PA 17108-2025 • (717) 232-8880 • Fax (717) 232-8948

FOR IMMEDIATE RELEASE

CONTACT:

Eric Adams
Director of Communications
717-232-8880 x104
eadams@patourism.org

The 2011 Pennsylvania Meetings Profile is Now Available to Help Fill Those Meeting Rooms and Sleeping Rooms

We are definitely in the information age—and that means success will come to those of us with the most (and best) information. Allow us to introduce a book that can put valuable information into the hands of you and your sales staff—the **2011 Pennsylvania Meetings Profile**.

This easy-to-use reference, published by the Pennsylvania Tourism & Lodging Association, lists over 380 organizations (associations and government agencies) that hold meetings in Pennsylvania. But that's just the beginning... for each organization there is an abundance of valuable information for a sales department, such as: the frequency of the meetings; size of meetings and accompanying meal functions; preferred meeting areas and property types; special preferences; and contact information (including many e-mails and websites). This incredible book has everything you need to know as you attempt to fill those meeting rooms at your property.

This publication, completely updated as of November 2010, will save you countless research hours because all of the background work has been done for you. It even

includes maps of the Harrisburg Area and the Capitol Complex to help you find your way when calling on these organizations in person. The ***Pennsylvania Meetings Profile*** is a “must-have” for any sales staff with meeting rooms to fill.

The ***2011 Pennsylvania Meetings Profile*** will be delivered on CD-ROM as a PDF file. As a PDF file, you can search the entire book, using the program’s built in SEARCH command, to find a specific organization or key word.

If you’d like to have a publication like this working for you, order it from the PTLA’s website at www.patourism.org/pubs.html or contact Eric Adams at the PA Tourism & Lodging Association (717-232-8880 x104).

The PA Tourism & Lodging Association is a private, non-profit, membership-based association that exists to advocate, support, promote and enhance the tourism and lodging industry within the Commonwealth of Pennsylvania. It provides lobbying, education and professional development opportunities, information and other resources as well as value-adding services to its members to ensure their—and the industry’s—ongoing growth and success.

###