

“The Secrets of Travel Packaging Success”



With Joe Veneto, “The Opportunity Guy”
Presented by the Asheville Convention & Visitors Bureau
and the Eastern Band of the Cherokee Indian

Packages are a hot trend with consumers. Vacation travelers actively seek packages to meet their travel needs. All businesses affiliated with the tourism industry – hotels, tours, attractions, retail, restaurants and services – will benefit from this special one-day “how to” seminar.

Featured speaker Joe Veneto is a 30-year veteran of the tourism industry. He will share his expertise in planning, development, marketing and distribution of packaged tourism products, as well as the secrets of packaging success from inception to execution.

Thursday, February 3, 2011

8:30 a.m. to 5:00 p.m.

Holiday Inn Biltmore West

Galleria III & IV

435 Smoky Park Highway

Asheville, NC 28806

Registration is \$35 per person. *Special price for three or more registrants from the same organization.* Includes light breakfast, buffet lunch and all necessary materials.

PAYMENT DUE AT TIME OF REGISTRATION

Visa, MasterCard, American Express or Check accepted. Make checks payable to Asheville Chamber of Commerce and mark on check Packaging Seminar 2/3/11. Cancellation policy: For full refund, all cancellations must be received by 5:00 p.m., Thursday, January 27, 2011.

Space is limited so reserve your seat today! Don't miss out on this great opportunity.

Contact:

Lauren Harris; 828.258.6102 or lharris@exploreasheville.com

or

Heather Backer; 828.258.6139 or hbacker@exploreasheville.com

What others are saying...

“Joe’s presentation on travel packaging was extremely well-researched, thoroughly organized and delivered with enthusiasm.” Vicki Doyle, Metropolitan Tucson CVB

“The hands on pricing lists and package brainstorm sessions were fantastic.” Christie Black, Central Pennsylvania CVB