



NEW YORK STATE TRAVEL & VACATION ASSOCIATION

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News Release

Registrations being taken for the 2nd Annual New York Rural Tourism Conference

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Auburn, New York – January 3, 2008 is the registration deadline for the second annual statewide Rural Tourism Conference, to be held January 17-18, 2008, at the Holiday Inn in Auburn, New York in the beautiful Finger Lakes Region. The conference theme is, "Back Roads to Front Porches."

Complete conference details and the registration form are accessible on-line at www.nyruraltourism.org, or e-mail inquiries to rural@nystva.org. The cost to attend the conference is \$160.00 per person, and includes all seminars, materials, breaks and meals.

The conference is planned and hosted by the New York State Travel & Vacation Association (NYSTVA), which is dedicated to professional development and promotion of the New York State tourism industry.

Seminar topics will include: blogging for beginners, e-marketing and agri-tourism, guerilla marketing on a budget, culinary tourism, bringing bicyclists to your community, and using tourism statistics.

Anyone with a stake or interest in rural tourism issues is invited to attend this event, including business owners, business association managers, and community leaders.

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