



# What's New in Lancaster County?

## Co-Op Partnerships & Freedom of Choice!

It's a fact that today's groups want more flexibility and customization in their itinerary options. Our new **U-Pick Tours** are designed to accomplish just that within a group tour setting by allowing your customers to tailor their tour to meet their individual desires.

The PA Dutch CVB is eager to work with tour operators who recognize the need to reach this changing market. We're excited to offer a series of co-op partnership opportunities to help you sell your tours to Lancaster County.

### Let us help you sell!

Incorporate a **U-Pick Tour** element into any new or existing tour that overnights in Lancaster County from May 18 – June 26, 2008, and we'll help you sell it with co-op newspaper advertising and *free* direct mail post cards. All can be customized with your tour message and your call to action!

Call us today for ideas on customizing your tour with **U-Pick Tour** options. Then let's see how we can work together to sell your tour. Simply complete the enclosed **U-Pick Tour** Co-Op Partnership Application to get started!

Yours in tourism,

Audrey Bialas, Director of Tourism Sales  
PA Dutch CVB



**One coach. 57 interests. Unlimited options.  
Happy people...Lancaster County!**



**U-Pick Tours** are a great way to offer your group freedom of choice. Tailor each tour with several options to meet individual desires. Let us tell you how to customize your tours with U-Pick Tour Options. **Add a U-Pick option to your overnight tour between May 18<sup>th</sup> and June 26<sup>th</sup> 2008 and we'll help you sell it!** Contact Audrey Bialas at 717-735-1640 for more information on co-op advertising partnerships and sales collateral.

**OUR MORNINGS ARE JUST THE BEGINNING.**

