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FOR IMMEDIATE RELEASE

NEWS from The Shires of Vermont
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**REGION WELL REPRESENTED AT DISCOVER NEW ENGLAND
SUMMIT 2012**

For the past six years representatives from The Shires of Vermont region have traveled to the *Annual Discover New England Summit and International Marketplace*. The event was held this year at the Boston Park Plaza Hotel and Towers and representatives from the Bennington and Manchester Chambers of Commerce, The Shires of Vermont RMO, Hildene, The Lincoln Family Home and The Arlington Inn were in attendance. Discover New England is the official regional marketing alliance led by the Directors of Tourism of the New England states. The alliance's mission is to increase domestic and international travel and tourism to strengthen the economic vitality of New England.

Attendees (suppliers) met with the more than 80 buyers from the UK, Europe and Japan to sell the region's travel product. The buyers included travel writers, U.S. receptive operators and international tour operators. The Shires of Vermont RMO was an exhibitor showcasing the southwest region of the Green Mountain State. Manchester and the Mountains Regional Chamber of Commerce sponsored the welcome breakfast for all attendees on the first morning of the Summit. This level of participation increased visibility for the entire area.

In his official welcome, Massachusetts Governor, Deval Patrick, sums up the impacts of the annual DNE Summit this way, "Every year, over 1.6 million international travelers come to New England to visit our historic sites, dine in renowned restaurants and explore all that our local businesses have to offer. This year, Discover New England is connecting tour operators from the UK, Europe and Japan with our local New England organizations to cultivate relationships and hone best methods to attract overseas visitors to our great region."

This is a process that takes time and our region and its tourism industry leaders have stayed the course and are beginning to reap the benefits with numbers that show increased international visitation over the past few years.

The 2013 Discover New England Summit will take place at the Stowe Mountain Resort in Stowe, Vermont. To learn more about Discover New England and the 2012 Summit visit www.discovernewengland.org.