



Tuesday April 27, 2010

### Cascade Park Breaks Ground

Last week along with several hundred officials and Tallahassee residents, the Visit Tallahassee staff attended the Ground Breaking ceremony at Cascade Park. Listed in the National Register of Historic Places because of its influence on Tallahassee becoming the state Capital, the new 24-acre park located in downtown Tallahassee will feature an amphitheatre, historic monuments, fountains and open green space for trails and community gatherings.

In 1821 when a territorial government was established, Governor William Pope Duval appointed two commissioners, one from Pensacola and one from St. Augustine to choose a location roughly halfway between the two cities to build the new capital. When they saw the waterfall that was originally a part of the land that is now Cascade Park, they were taken aback by its beauty and chose a nearby hill as the location for the future city of Tallahassee.

The park will also include historical features including the history timeline fence and a tribute to Smokey Hollow, the African American community that occupied the north half of the park.

Visit Tallahassee  
IS NOW ON  
**FACEBOOK!**  
Page Name: Visit Tallahassee

### Winnipeg Free Press Coverage on Tallahassee

In January, Visit Tallahassee hosted Lindor Reynolds, a freelance writer for the Winnipeg Free Press out of Canada. On assignment to cover the new International Airport in Panama City, Reynolds carved out some time to visit and experience the State Capital. As you can see by her article, she was very impressed with Tallahassee and made it the lead of her story. Big thank you to all of our participating partners who helped to make this individual visit a complete success including, the Tallahassee Museum, Mission San Luis, Historic Capitol, Museum of Florida History, Governor's Mansion and Harry's. A special thank you to Hotel Duval for hosting the journalist during her stay in Tallahassee.

To view the article in its entirety, visit  
<http://www.winnipegfreepress.com/travel/exposure-91996724.html>

Sales News

### 2010 Travel South

The Visit Tallahassee Leisure Sales Department participated in the 2010 Travel South USA Showcase held in Birmingham, AL this past month. As the Official Regional Destination Marketing Organization for the Southern United States, Travel South represents 12 states including, Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

During the conference, Visit Tallahassee secured 48 one-on-one appointments with key tour operators and travel agents from the around the United States and Canada. Information was shared on historic sites, outdoor activities and our amazing museums and attractions. Information on dining, nightlife and special events were also of interest to tour operators and travel agents.

----

### Leisure Travel Trend Watch

According to a recent Annual Travel Trends Survey put out by TripAdvisor, Americans expect to travel more in 2010 than in 2009. Out of the 3,000 plus U.S. travelers surveyed, forty-one percent of respondents said they plan to spend more on leisure travel in 2010 than they did in 2009 and 92 percent of travelers are planning to take two or more leisure trips in 2010, up from 89 percent last year. Sixty-six percent said the economy will not affect their travel plans for the coming year.

Source: TripAdvisor

## Industry Partner Opportunities

### July 4th Weekend Special Marketing Opportunity

Watch for a separate email explaining a special marketing opportunity Visit Tallahassee is working on for the July 4th weekend. It's free! But you will need to respond quickly if you want to participate. Stay tuned!

### FACVB Requests Auction Items for Dave Warren Scholarship

Every year, the Florida Association of Convention & Visitors Bureaus (FACVB) awards monies to individuals who want to advance their knowledge in the tourism industry through the Dave Warren Scholarship, named after a destination marketing pioneer. To help raise funds, the FACVB is looking for auction items for their Destination Marketing Summit in Orlando, June 2-4. If you are interested in providing an auction item to be included in the Tallahassee basket or a basket of your own, please contact Katie Kole at [Katie.Kole@VisitTallahassee.com](mailto:Katie.Kole@VisitTallahassee.com).

### Visit us online:

[Visitor Info](#) | [Accommodations](#) | [Dining](#) | [Getting Around](#) | [Attractions](#) | [Events](#) | [Sports](#) | [Great Outdoors](#)



### Visit Tallahassee

106 E Jefferson Street Tallahassee, FL 32301

850.606.2305/Fax: 850.606.2301

[www.VisitTallahassee.com](http://www.VisitTallahassee.com)

### About Visit Tallahassee

Visit Tallahassee is the official tourism marketing organization for Tallahassee and Leon County Florida, operating as a department of Leon County Government.

Visit Tallahassee promotes tourism to the area through direct sales, advertising, public relations, sports, film, product development and visitor services.

[Click here](#) to update your profile or remove your email from our mailing list.

