



winter 2016 TOUR GUIDE

THE QUARTERLY GROUP TOUR
NEWSLETTER FROM THE
VALLEY FORGE TOURISM &
CONVENTION BOARD

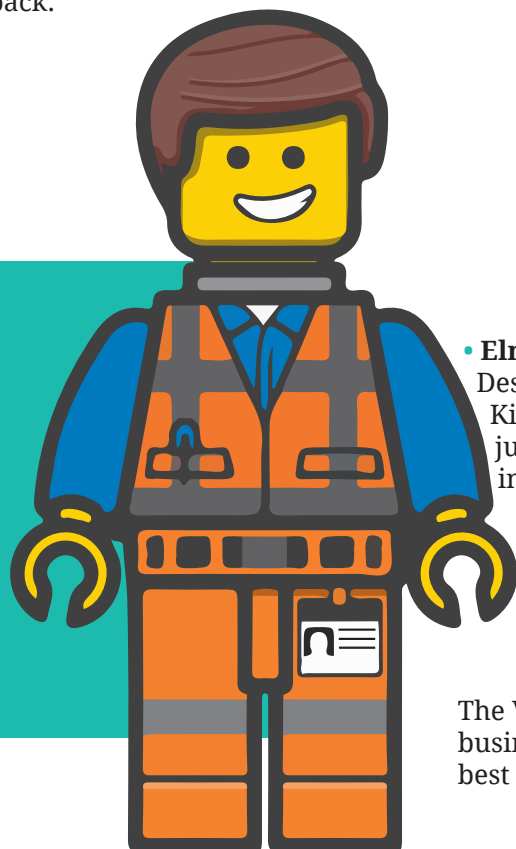
MONTGOMERY COUNTY *En Masse*

If 2016 was a building year for group tourism assets in Montgomery County, 2017 will be the time to leverage them and promote business both in and out of market.

Among the new experiences countywide:

- **The Carousel** at Pottstown, a project 16 years in the making, will debut in 2017. The 50 wooden animals and two chariots have been painstakingly crafted and await a flock of kids – young and old – to hop aboard. Further, the location makes a unique setting for group meetings or receptions.

- A new attraction at **Arnold's Family Fun Center** provides a unique team-building opportunity. It's a frightfully engaging twist on laser tag because here, the targets bite back.



- **Elmwood Park Zoo** is opening Trail of the Jaguar. Designed by the same team that created Disney's Animal Kingdom, the exhibit transports guests deep into jungles, forests and arroyos to encounter these animals in their natural habitats.

- **LEGOLAND** Plymouth Meeting will bring 33,000 square feet of creative play for novices and Master Builders alike. A collection of ten or more creative constructors qualify for discount pricing.

The VFTCB will eagerly promote these and all other businesses that draw group tourists and travelers to the best county in the Commonwealth of Pennsylvania.

WELCOME to the VFTCB's quarterly newsletter for group tour operators. We hope you not only enjoy this publication but also use it as a go-to resource when considering group-tour destinations that are enjoyable, engaging and memorable.



INTRODUCING COLLEEN SELNER

Horsham resident Colleen Selner has joined the Valley Forge Tourism & Convention Board as Tourism Sales Coordinator.

Selner is a Temple University alum, having graduated cum laude with a degree in Tourism and Hospitality Management. Her hotel experience includes positions with the Hampton Inn – Philadelphia Willow Grove, the Washington Dulles Airport Marriott and the Logan in Philadelphia.

Her experience includes planning and executing new room packages and specials, and providing social media support for her properties' online comments on sites like TripAdvisor. She also handled various training responsibilities, front-office management duties and rebranding initiatives.

Selner was a 2015 recipient of the Marriott "Spirit to Serve" award for exemplary commitment to quality service and customer satisfaction.

We are happy to have Colleen as the newest member of our team.

Her email is selner@valleyforge.org and her phone is 610.834.7982.



FEATURED
ITINERARY

ALL HAIL *King of Prussia*

King of Prussia has been welcoming visitors for centuries. From a tourism perspective, however, it is as vital and fresh as ever. Groups will find appealing shopping (of course) but also dining, family fun, and even a touch of adventure.





King of Prussia Mall

King of Prussia Mall has opened a new corridor features space for 50 more stores and a unique array of dining options. The crown jewel of the local shopping scene now shines brighter than ever.

Among other upgrades are a high-tech parking garage and a concierge lounge. The former lists available spaces per level; the latter is not only a comfortable meeting place (especially for groups), it also provides multilingual support and customized services.

Group amenities include special discounts for 10 or more shoppers travelling together.



iFLY

It's time for a high-adrenaline experience with **iFLY**, an indoor skydiving experience.

iFLY approximates the feeling of freefall through a series of high-power turbines that create a column of air. When they cycle up to full power, it provides enough lift to simulate weightlessness.

Group amenities include private space, catering and transportation. So suit up and soar.



Escape Room

To dial-back the thrills some, groups can tackle one of four escape rooms in King of Prussia's newest brain challenge.

Escape Room Mystery presents visitors with one of four scenarios to try to figure out.

The Billionaire's Den accommodates 10 players; the other rooms hold eight. For large groups, all four rooms can be reserved for the full 90-minute experience.



Town Center

King of Prussia Town Center is a residential-retail-restaurant trifecta of open-air attractiveness.

The dining possibilities include several locations making their Montgomery County, Pa., debut: Palaldar, b.good, City Works, honeygrow, Naf Naf Grill, Davio's and Fogo de Chão, for example.

Group dining possibilities run throughout the King of Prussia Town Center. Details can be found on our website, valleyforge.org.



Valley Forge National Historical Park

Central to the local exploration of the Revolutionary War throughout Montgomery County, **Valley Forge National Historical Park** has completed a number of spruce-up projects for 2017.

Valley Forge is also opening Fort Moore, a recreated defensive fortress on the Muhlenberg Brigade. This earthen-work protective structure is called a redoubt, meaning "place of retreat."

Group tour options for Valley Forge are numerous and can include a step-on guide for a Motorcoach, in which the history of the site is explored over 2.5 hours. In summer and during the holidays, riders can board a festive trolley and visit park highlights.

HEADING *Aboard*



As the group industry changes, the Valley Forge Tourism & Convention Board continues to spread the word of our unique offerings to operators across the pond. Recently, Marc Kaminetsky and Mike Bowman attended World Travel Market London to meet with tour operators and receptive operators interested in including the Valley Forge region in their U.S. offerings. The pair met with representatives from England, Ireland and Scotland to discuss itineraries that highlight the region's rich shopping and history.



UPCOMING TRADESHOWS

The VFTCB Tourism Sales team is always on the move. Our schedule of upcoming events follows; if any of these are also on your agenda, be sure to find us for a heartfelt hello and handshake.

2016 & 2017

DECEMBER, 2016
2-4

**National Council for the Social Studies
Annual Conference**
Washington, DC

JANUARY, 2017
14-17, 2017

**American Bus Association's Annual
Marketplace**
Cleveland, OH





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The hotel front desk might be able to provide those forgotten toothbrushes, but what if you want something more memorable from the destination you just visited?

The VFTCB provides complimentary welcome gifts to all groups overnighing in a member hotel. We are consistently rotating and trying new gift ideas, eager to provide something useful or even just whimsical.

If you have any suggestions for an appropriate giveaway, let us know. Drop an email to:

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WIN A NIGHT OUT!

Let Us Know What You Think

We are very much interested in your response to this publication. Take our quick survey at valleyforge.org/survey. You'll not only help guide future issues, you'll also have a shot at a **\$50 gift card** to a fabulous restaurant near you. Three respondents will walk away with a great meal, so let us know your opinion and get ready to chow down on us.

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