

**MEDIA RELEASE**  
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May 7, 2009



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**SCCA PATRON WINS AIRLINE TICKETS**

SUFFOLK, VA: In March, Juanita Alphin of Walters, Virginia, treated her grandchildren to a performance of Peter Pan at the Suffolk Center for Cultural Arts (SCCA). She enjoyed a memorable evening with the children, not knowing that her tickets to the arts would lead her to a Southwest Airlines adventure.

In collaboration with the Suffolk Center for Cultural Arts (SCCA) and Southwest Airlines, the Suffolk Division of Tourism held a year-long travel promotion. SCCA ticket stubs throughout the 2008-2009 season were employed for patrons to enter a drawing for two round-trip airline tickets. Juanita Alphin was the winner amongst thousands of ticketed visitors to the Center during its third performing season which concluded on May 2.

The travel promotion is conducted in conjunction with National Travel and Tourism Week, May 9-17, a collective effort to promote a wider understanding of travel as a major industry. When measured by employment, the travel industry ranks as the 5th largest employer in the United States and among the top 10 industries. In 2007, travel and tourism in Suffolk generated \$50.9 million in visitor spending, supported 542 jobs and generated \$1.6 million in local taxes (Virginia Tourism Corporation).

The City tourism office also is celebrating with neighboring localities at Norfolk International Airport. Throughout the week, airport travelers will be greeted by a bright blue banner that reads "Thanks for traveling," on which logos

from the Hampton Roads convention and visitors bureaus will be featured. On Friday, May 15—"Thank the Visitor Day" —tourism representatives will share information about their cities and airport ambassadors will hand out decks of playing cards imprinted with photography from each locality.

The mission of the Suffolk Division of Tourism is to promote the city through creative marketing initiatives and cooperative programs which stimulate visitation and awareness of Suffolk as a tourism destination within the Hampton Roads region. The Suffolk Visitor Center is located in the historic Prentis House (c. 1800) at 321 N. Main Street and is open daily from 9 a.m. to 5 p.m. For more information call 757.514.4130 or visit [Suffolk-Fun.com](http://Suffolk-Fun.com).

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