



## **The Sarasota Convention & Visitors Bureau Announces New Contract to Increase German Visitation to Sarasota County**

**October 21, 2008**

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SARASOTA, Fla. (October 21, 2008) – The Sarasota Convention & Visitors Bureau (SCVB), Sarasota County’s official tourism marketing entity, has signed an agreement with Yvon Rocca, Owner of Holiday & Sun Travel, to market Sarasota County as a tourist destination for the German & Scandinavian market. Mr. Rocca, who resides in Berlin, will be working with tour operators, travel agents and media as well as fulfilling visitor information request and brochure distribution.

Mr. Rocca represented Sarasota County for 6 years prior to September 11, 2001 and subsequent reductions in the marketing budget. In addition to Sarasota County, Mr. Rocca represents Manatee County and the Sarasota Bradenton International Airport.

“Mr. Rocca will assist SCVB staff in making sure that Sarasota & Her Islands becomes the must-see destination in Florida to the German market,” said Stephanie Grosskreutz, Managing Director of the Sarasota Convention & Visitors Bureau. “he will achieve this by attending trade and consumer show, arranging familiarization tours and appointments with SCVB staff when they travel abroad to Germany to promote the destination.”

The Sarasota Convention & Visitors Bureau is the sales and marketing organization contracted by the Sarasota County Tourist Development Council (TDC) to champion the growth of business and leisure tourism in Sarasota County. The tourism industry is a leading economic engine for the region, with 4 million visitors generating a \$2 billion economic impact and nearly 17,000 local jobs in 2007. For more information, contact Erin M. Duggan at (941) 955-0991, ext. 108, or [eduggan@sarasotafl.org](mailto:eduggan@sarasotafl.org).