

Press Release



Contact:
Courtney Wolfrom
Marketing Manager
704-987-3300
wolfrom@lakenorman.org

FOR IMMEDIATE RELEASE

American Bus Association Names the Carolina Renaissance Festival One of North America's 100 Best Events for 2010

The American Bus Association (ABA) has announced that the Carolina Renaissance Festival has been selected as one of the Top 100 Events in North America for 2010. The festival, held annually in Huntersville, NC for the last 16 years, draws an average attendance of 160,000 and is a major tourism generator for the region.

The festival was nominated by Visit Lake Norman, the convention and visitor's bureau for Cornelius, Davidson, and Huntersville. Visit Lake Norman maintains an annual membership with ABA, and consistently strives to bring motorcoach groups to visit the area for the positive economic impact. Recent studies from George Washington University show a single overnight visit by a motorcoach group can infuse up to \$13,000 tourism dollars into a destination's local economy. Those dollars are spent on hotel accommodations, dining, shopping, attractions, gas, services and local taxes. www.visitlakenorman.org.

"The real news here" said Peter Pantuso, CTIS, ABA's President and CEO, "is that the Carolina Renaissance Festival has been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and economy. The honor gives Visit Lake Norman and the Renaissance Festival an important boost in visibility among professional tour planners."

ABA launched the Top 100 program in 1982 to help motorcoach and tour operators plan itineraries. Each year, 100 U.S. and Canadian events are selected for the program. Now in its 28th year, The Top 100 events receive worldwide attention via the media--television, radio, online, and print--such as USA Today and CNN. ABA distributes some 10,000 copies of the Top 100 Events in North America magazine, featuring the winners, to all of its members and to thousands of travelers worldwide. www.buses.org/top100.

The Carolina Renaissance Festival opened the 2009 season on October 10th, with over 20,000 people attending its opening weekend. The Festival features 22 acres of 16th century European fun, and is filled with 10 stages of non-stop entertainment, comedy and acrobatics, 500 costumed characters, a tournament arena for jousting knights on horseback, an open-air market with over 100 artisan shops, games of skill, and fun family rides. "The Renaissance Festival has always been a place where people can go to set aside their daily cares and experience a more simple time filled with unique entertainments, shopping, and food. We are honored to be recognized by the ABA as a Top 100 Event." says Matt Siegel, marketing and entertainment director.

Located on Poplar Tent Rd. in Huntersville, the festival runs Saturdays & Sundays 10 AM - 5:30 PM, Oct 10th-Nov 22nd. The 2010 season will kick off the 17th year for the Carolina Renaissance Festival next October. www.royalfaires.com/carolina/ for additional information.

For more information please contact Courtney Wolfrom, Marketing Manager, Visit Lake Norman at 704-987-3300 or wolfrom@lakenorman.org or Matt Siegel, Marketing and Entertainment Director, Carolina Renaissance Festival at 704-896-5555.

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