



FOR IMMEDIATE RELEASE

Travel Media Showcase coming to Concord, North Carolina “Where Your Next Story Lives”

CONCORD, NC (August 22, 2016) — Cabarrus County has been selected to host Travel Media Showcase (TMS), August 22-25, 2017, at the Embassy Suites Charlotte-Concord Golf Resort & Spa. Celebrating its 18th year in 2017, TMS is an internationally recognized travel media convention bringing together more than 175 top travel media and destinations from across North America and beyond.

“As the producer of Travel Media Showcase I am thrilled to feature Cabarrus County, North Carolina for our 2017 showcase,” said Joanne Vero, president, J. Vero & Associates. “When I announced this at our closing dinner the cheering from the media attendees was loud and clear, they are ready to get in the fast lane and experience firsthand how this amazing destination entertains its visitors, so let the planning begin!”

TMS consists of a series of meetings between travel media and destination marketing professionals. Attendees will also participate in local tourism product focusing on Cabarrus County’s attractions, hotels, shopping, motorsports, quaint downtowns and much more.

“Cabarrus County is honored and excited to be the host for TMS 2017,” said Donna Carpenter, President and CEO of the Cabarrus County Convention and Visitors Bureau. “This is a unique and wonderful opportunity for travel media to showcase Cabarrus County to various media from around the country and we know that the 2017 convention will be a huge success.”

The announcement was made on Thursday, August 18 in Grapevine, TX the host of TMS 2016. Previous host cities include Irvine, CA; Oklahoma City, OK; Kansas City, MO; and Rockford, IL. J Vero & Associates is based in Freehold, NJ. Registration to attend the conference will open in November 2016.

About the Cabarrus County Convention and Visitors Bureau

As a destination marketing organization, the CCCVB is dedicated to promoting Cabarrus County as a visitor destination and enhancing the complete visitor experience. We also represent and support the interests of the local tourism industry and promote public awareness of the importance of tourism. In 2015, tourism generated \$411.85 million in visitor spending, \$92.97 million in payroll, \$30.73 million in state and local taxes and 4,320 jobs. For more, visit www.CabCoCVB.com or find us at [Facebook.com/VisitCabarrus](https://www.facebook.com/VisitCabarrus) and [@SpeedCityUSA](https://twitter.com/SpeedCityUSA).

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