



FOR IMMEDIATE RELEASE

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SOUTHLAKE VISITORS RECEIVE OPTIONS FOR PLANNING THEIR STAY

Southlake, Texas –

The Southlake Chamber of Commerce is expanding its visitor services by introducing *Southlake Tour Itineraries* to its website at www.southlakechamber.com. Itineraries feature Southlake's finest amenities, restaurants, and shopping venues. They are designed to enhance guest experiences by putting a great time right at their fingertips.

Itineraries will be added monthly so that guests have options throughout the year. Proposed tours will include golf outings, spa and wellness specials, winery tours, enhanced shopping experiences, and more.

The itineraries were initiated during the holiday season and are designed to showcase Southlake businesses to visitors while simultaneously generating additional sales tax revenues for the City of Southlake. Chamber president Giovanna Phillips said, "The itineraries are one element of our visitor services plan for 2009 and believe they will be well-received by guests and local businesses alike."

Complete itineraries may be viewed by clicking on *Tour Itineraries* under the *Visitors* tab of the Chamber's homepage. For additional visitor services information, please contact Jill Johnson, the Chamber's visitor services coordinator, at jill@southlakechamber.com or call (817) 481-8200.

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