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**VFTCB Announces Date for Annual Luncheon**

**KING OF PRUSSIA, PA –** The Valley Forge Tourism & Convention Board (VFTCB) is excited to announce the date for its Annual Luncheon, which will take place on Friday, October 27. The event will be the first of its kind at the brand new Health Sciences Center at Montgomery County Community College, a new state-of-the-art venue on the Blue Bell Campus. A post event reception is planned at Normandy Farm Hotel & Conference Center.

The Annual Luncheon brings together representatives of the local travel and tourism industry, including hoteliers, restaurateurs, and employees from area attractions. For the first time in the VFTCB’s history, a record 525 members have been invited to attend. The luncheon also features area elected officials, which have included Pennsylvania Attorney General Josh Shapiro and Pennsylvania Secretary of Transportation Leslie Richards, who respectively served as Chair and Vice Chair of the Montgomery County Board of Commissioners. This year’s theme is “Experiential Marketing” and guests can expect a special guest keynote speaker and exclusive premiers at an experiential event.

The tourism board is coming off a record year. In 2016, tourism in Montgomery County brought in $1.5 billion (a 3.2 percent increase over 2015) and provided employment for nearly 20,000 people. Interest in Montgomery County is at an all-time high. In the 2017 fiscal year, the VFTCB generated over 100,000 room nights, and there were over two million pageviews on the VFTCB website [www.valleyforge.org](http://www.valleyforge.org), a new record!

“We’re delighted to host the Annual Luncheon for our largest-ever membership base at the beautiful Montgomery County Community College, to announce our record year, and to share more exciting things to come! We know that our members make Montgomery County the best place to live, work and, of course, stay and we’re excited to help keep the momentum going,” said Mike Bowman, VFTCB President & CEO.

For more information on becoming a member, visit [www.valleyforge.org/members/](http://www.valleyforge.org/members/).