

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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GHOST TOWN RECEIVES “BUSINESS OF THE YEAR” AWARD

Maggie Valley, NC – The Maggie Valley Chamber of Commerce recognized Ghost Town in the Sky as Maggie Valley’s 2007 “Business of the Year” at the 44th annual Chamber Dinner and Induction Ceremony. Approximately 150 people attended the ceremony held at the Maggie Valley Inn, including local business owners, community leaders and public officials.

This is the first year that the Chamber has given a “Business of the Year” award, and the Board selected Ghost Town because of its significant contributions to the betterment of Maggie Valley.

“Ghost Town has gone above and beyond to bring new life and excitement to all businesses in the Maggie Valley community,” explained Teresa Smith, President of the Chamber. “Their spirit of hard work and dedication from the top town, and against some incredible obstacles, has paid off, not only in bringing more visitors to the valley, but also has once again enabled Maggie Valley to be a shining star of tourism in the region.

“A great many thanks goes to this organization’s partnership team for their vision of success – not only for their business but for Maggie Valley as well,” continued Smith.

David King, Local Sales and Marketing Manager, accepted the award on Ghost Town’s behalf. He thanked the community for their tremendous support and teamwork, and he re-affirmed Ghost Town’s commitment to bring even more visitors and business to the area through the upcoming years.

Ghost Town in the Sky re-opened on May 25 after a five-year hiatus while the park was for sale. So far, capital investment of \$8.4 million has been spent since inception of the project.

North Carolina’s mountain-top destination offers top-notch family entertainment, featuring the Geronimo Drop tower ride, a new museum, several rides and games, with ongoing live entertainment.

The impact that Ghost Town had made is also indicated by the testimonies of business owners and tourism officials who have reaped the benefits of a higher volume of traffic flowing into the valley and the significant increase in business that Ghost Town has created.

Restaurant owner and Tourism Development Authority Board Member James Carver said that Maggie Valley has become a new place since Ghost Town’s return. “Families with children are coming back,” he said.

Executive Director of the Maggie Valley Chamber Lynn Collins agrees that the park's comeback has contributed to a notable increase in overall traffic streaming into the Valley, with about a 40% increase in visitor inquiries.

Paul Dellicato, owner of Carolina Nights Dinner Theater said that Ghost Town's re-opening has created a mobility and momentum throughout the valley that is drawing people, notably families with children to the Valley.

At a recent meeting of Maggie Valley Hotels and Motels Association board members, it was reported that most accommodations throughout the area have experienced an increase in the number of overnight visitors during 2007, ranging from a 10 to 40 percent increase.

This fall, Ghost Town is offering Chairlift rides daily that take passengers 3300 feet up a mountain, providing majestic views of fall foliage. The full park is open Friday through Sunday now through November, weather permitting. A complete operating schedule can be found at www.ghosttowninthesky.com.

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