

Alt. Angel Oktoberfest

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MEDIA RELEASE

For Immediate Release

MOUNT ANGEL OKTOBERFEST ONE OF NORTH AMERICA'S 100 BEST EVENTS FOR 2011

Mount Angel, OR - The American Bus Association (ABA) announced that Mount Angel Oktoberfest, to be held from September 15 to 18, 2011, has been designated as one of the Top 100 Events in North America for 2011 by an experienced expert tourism industry selection committee. Inclusion in the Top 100 indicates that Oktoberfest offers excellent entertainment value to both tour groups and individual travelers from around the world, according to the ABA. "The attractiveness of Mount Angel Oktoberfest as a don't-miss entertainment value is only part of why its selection this year is such a distinction for Oktoberfest," said Peter J. Pantuso, ABA's president and CEO. "The real news here is that Mount Angel has been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and our economy. The honor gives Mount Angel Oktoberfest an important boost in visibility among professional tour planners."

"Motorcoach groups spend more and stay longer," Pantuso said. "That's why Oktoberfest is truly a local economic asset. There is no better way to jump-start tourism than to attract motorcoach groups to a great event and convince them to extend their stay."

The 2011 Top 100 Events Selection Committee selected Mount Angel Oktoberfest from among a record number of more than 650 event nominations submitted by ABA members. Judges considered the event's broad appeal, its accessibility to motorcoaches and skill at handling large groups, and a variety of other relevant criteria.

Oktoberfest was one of only three events in Oregon selected for recognition. The others were the Rose Festival and Ashland's Shakespeare Festival.

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