



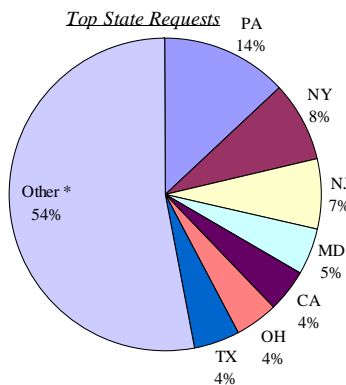
Bethany-Fenwick Area Chamber of Commerce

Quiet Resorts Visitors Guide Requests
 Quarter One (January-March 2008) Summary

Overall

A total of 602 requests were made during the first quarter of 2008. These requests came from 46 states, Canada and Puerto Rico. Forty-six percent of the requests can be attributed to Pennsylvania, New York, New Jersey, Maryland, Ohio, Texas, and California. This quarter Ohio, Texas and California remained tied for the fifth place position, each requesting four percent of the total.

Below is a summary of the top five requesters. Pie charts represent total volume of requests for each of the top counties and maps highlight the locations of represented counties.



*Other consists of requests from remaining 37 states, Washington D.C., Canada, and Puerto Rico

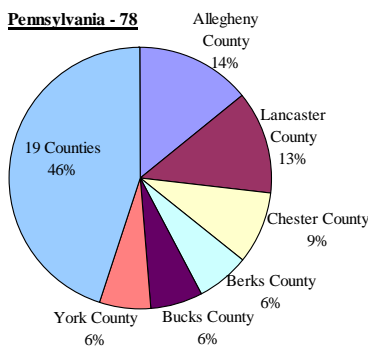
Pennsylvania

The state of Pennsylvania had the highest amount of requests, 68 this quarter. Nearly 40% of the counties in the state requested information.

Counties with the highest number of requests include Allegheny, Berks, Bucks, Chester, Lancaster, and York. Several major cities are included in these counties: Pittsburgh (Allegheny), Lancaster (Lancaster), West Chester (Chester), Reading (Berks), and York (York). Strong requests continue to come from Allegheny



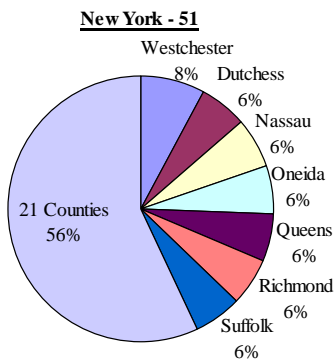
County as a result of strategic advertising placed in that media market.



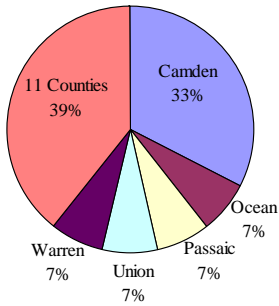
New York

The state of New York had the second highest amount of requests, totaling 51 this quarter. Counties with the highest number of requests include Dutchess, Nassau, Oneida, Queens, Richmond, Suffolk, and Westchester.

Several major cities are included in these counties: Yonkers (Westchester), Stanford (Dutchess), Malverne (Nassau), Utica (Oneida), Queens, and Riverhead (Suffolk).



New Jersey - 43

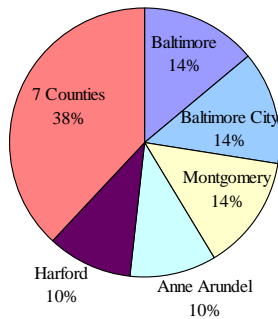


New Jersey

The state of New Jersey had the third highest amount of requests, totaling 43 this quarter. Counties with the highest number of requests include Cherry Hill (Camden), Ocean, Passaic, Union, and Warren. Several major cities are included in these counties: Camden, Toms River (Ocean), Paterson (Passaic), Elizabeth (Union), and Belvidere (Warren).



Maryland - 29



Maryland

The state of Maryland had the fourth highest amount of requests, totaling 29 this quarter. Counties with highest number of requests include Anne Arundel, Baltimore, Baltimore City, Harford, and Montgomery. Several major cities are included in these counties: Towson (Baltimore), Baltimore City, Rockville (Montgomery), Bel Air (Harford), and Annapolis (Anne Arundel).

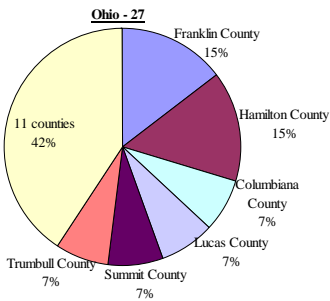


And it's a tie...

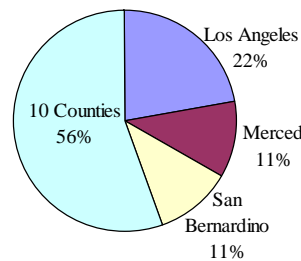
Three states tied for the fifth highest amount of requests this quarter. Ohio, California, and Texas each had 27 requests this quarter. Since all three states have appeared on previous reports, it was decided to include all three on Quarter One's report.

Ohio

The state of Ohio had requests totaling 27 this quarter. Counties with highest number of requests include Columbiana, Franklin, Hamilton, Lucas, Summit, and Trumbull. Several major cities are included in these counties: Columbus (Franklin), Cincinnati (Hamilton), Lisbon (Columbiana), Toledo (Lucas), Akron (Summit), and Warren (Trumbull).



California - 27

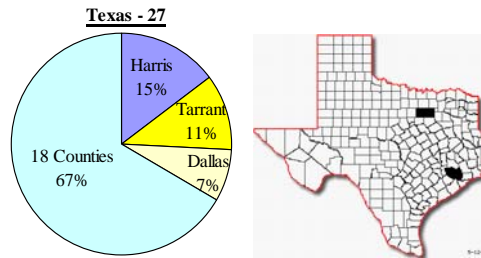


California

California requested a total of 27 requests. Counties with highest number of requests include Los Angeles, Merced, and San Bernardino. Several major cities are included in these counties: Los Angeles, Atwater (Merced), and Rancho Cucamonga (San Bernardino).

Texas

Texas requested a total of 27 requests. Counties with highest number of requests include Dallas, Harris, and Tarrant. Several major cities are included in these counties: Houston (Harris), Dallas, and Fort Worth (Tarrant).



Overall

At this time last year, numerous tourism co-op advertisements were placed during the first quarter of resulting in a total of 1,300+ requests. This year similar co-op advertising was not available until the second quarter and this may attribute to the dramatic decrease in quarter one requests. Despite the lower number of requests, clear trends can still be seen. Pennsylvania continues to have the highest number of requests. In addition, last year Texas and California requested high volumes of Visitors Guides placing them near or in the top five. This year they are continuing the pattern and we predict that it will continue. Advertising efforts in the Pennsylvania metropolitan markets continues to allow us to grow the Pittsburgh and Philadelphia markets.

We cannot conclusively say at this point if the number of requests is down based off this quarter alone. Numerous co-op advertisements were placed in late spring advertisements that will results in Visitors Guides requests made in the second and third quarter of 2008.