

NEWSnotes

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus ~ March 2007



WACVB Celebrates 25 Years of Service

This year, WACVB is celebrating 25 years of providing industry education and services to destination marketing organizations in the Western United States and Western Canada.

To mark the occasion, WACVB will honor Past Presidents at a dinner in conjunction with the August CEO Forum in Lake Las Vegas/Henderson. This fall, the Association will include special Silver Anniversary activities at the Annual Meeting in Anchorage, October 10-13.

The origins of WACVB actually go back more than 70 years when the California State Association of Managers was established in 1936. Its name was later changed to the California Association of Convention & Visitors Bureaus.

In 1982, the California Association of CVBs expanded its geographic scope to become the Western Association of Convention & Visitors Bureaus and welcomed members from the Western States.

In 1990, WACVB further expanded its geographic scope and invited bureaus in Western Canadian Provinces to join the Association.

As a regional association, membership rests with the bureau and all bureau staff members are entitled to attend WACVB programs at the member rate.

WACVB is currently comprised of DMOs in 11 states and two provinces and represents a variety of destinations—from Wrangell, Alaska, to West Hollywood, Calif., and Lane County, Ore., to Las Vegas, Nev.

See page 3 for a short WACVB history quiz—just for fun—the answers are included. Enjoy!

Continued on page 3

Tourism Tech Summit

Technology Strategies for DMOs

Creative and energizing, the April 12 and 13, 2007, Tourism Tech Summit and Vendor Showcase include technology strategies and solutions to benefit destination marketing organizations. In a comfortable, casual and friendly environment, delegates will be engaged on all levels. Join your industry colleagues at the Hotel Albuquerque at Old Town, in Albuquerque, New Mexico, for this two-day program.

Dynamic keynote presentations, informative workshops, and a vendor showcase of technology products and services await destination marketers. Remember, if you aren't plugged in, you will be outdone by better-connected, hyper-networked competitors.



We have a distinguished slate of technology and marketing presenters and panelists—to name a few—Adrian Tennant from .Com Marketing, Marla Johnson and Jennifer Peper from Aristotle Interactive, Leah Woolford of USDM.net, Andrew Eklund of Ciceron, David Serino from Gammet Interactive, Chris Adams from Miles Media Group, David Bratton of Destination Analysts, and Ryan George from cvbTV.com.

Learn about the latest online strategies and tools to improve efficiency, build traffic and drive favorable results to your Web site. The proper positioning of your travel product online is increasingly important.

Technology and the consumer's demand for instantaneous information are driving the shift in media. Find out how to use tools like video news releases, RSS and search engines to distribute content to the media and directly to the consumer. Learn about the multiple options available through ad networks in terms of distribution, targeting and tracking.

Unless you are measuring you can't manage. The essentials of Web analytics and online research will provide an overview of the tools, methods and options in measuring and researching your online customers.

Gather information about how the travel industry can use social networks and user-generated content to compete in a new world of information. Learn about blogs and podcasts—development strategies, content issues and distribution options.

The rules of etiquette and the innovations of technology haven't always kept pace. Learn how you build your own personal brand by your use of technology. Discover the steps you can take to get "Webcentric" and develop integrated marketing campaigns that get results.

Listen to meeting planners discuss how they are responding to the Web/Internet and learn about the sites they are using. Discover what types of marketing communications appeal to meeting planners. Learn about the "Digital Nerve Center" concept that many bureaus are adopting—database consolidation and integration benefits.

DMOs, both large and small, are using the Web and e-mail marketing to cost effectively reach visitors in a range of international markets. What are the opportunities and issues in taking your online marketing global?

Several of the presentations will draw on the results of a recent survey of WACVB members (undertaken by Destination Analysts) about CVB members' activities in the area of online marketing—what they are doing and what works and what doesn't. A summary of the research will be released at the Summit.

Continued on page 10

WACVB Education & Research Foundation

Executive Training Scholarships Available

The WACVB Foundation offers an exciting opportunity for convention and visitor bureau CEOs and senior staff executives to earn scholarships to attend executive training programs (e.g., human resources seminar on employee law, university programs, industry conferences, etc.). The executive training programs must be presented by professional organizations or accredited institutions.

The Foundation established this memorial scholarship in honor of Rosalind Williams, former president & CEO of the Newport Beach (CA) Conference & Visitors Bureau.

The scholarship committee determines the number of scholarships to be awarded and the amount of each scholarship. No scholarship grant will exceed \$1,000. Scholarships are nontransferable. Scholar-

ship recipients must attend the full program of the designated educational event—barring any unforeseen emergencies. A scholarship grant must be used within 24 months from date of recipient notification. Grants may be paid to the organization or institution sponsoring selected programs or as a reimbursement to the scholarship recipient or employing bureau.

The next scholarship application deadline is **April 30, 2007**. Applicants will be notified of the Scholarship Committee's decision after the application deadline. An application is enclosed in this newsletter.

Applications for each of the Foundation's scholarship programs are available at www.wacvb.com—click on the *Foundation* link on the home page. ▼

CEO Forum in Lake Las Vegas

Bureau leaders will gather at the 18th annual CEO Forum, August 2-5, in Lake Las Vegas/Henderson, Nevada, to learn strategies for leading and succeeding at the top. Together, the group will discover answers to management problems as well as tips for working with staff and volunteer leaders. In addition, they will focus on understanding new and continuing challenges affecting our industry.



At the Forum, CEOs also build peer relationships and participate in a marketing idea exchange.

Delegates at last year's gathering had these comments after the event.

Very informative, good to know I'm not the only one with challenges. Good ideas and information regarding dealing with challenges.

I really liked the addition of a leadership session, professional development opportunity and the dinner by teams.

I specifically liked the opportunity to talk informally with other CEOs, and I liked the afternoon events.

I always take home some valuable information that helps me improve my performance as a CEO.

The Ritz-Carlton Lake Las Vegas will be the site for this year's Forum. Framed by mountains, Lake Las Vegas is a 320-acre man made oasis, surrounded by a 2,600-acre Mediterranean-style golf and residential village. Carved out of rough-hewn hills and desert wash, Lake Las Vegas is a gathering spot along a desert water supply that was used as an ancient trade route by Native Americans, a rest stop for travelers along the Spanish Trail and as farmland by early Nevada settlers. Just 17 miles from the famed Las Vegas strip, this lake community has become a welcoming retreat for guests of all ages.

Plan to attend the 2007 CEO Forum—it's a great opportunity to deliberate essential issues and partner with your CEO colleagues. ▼

LIBRARY news

Online Resource Library Debuts

Review marketing plans and annual reports, download membership surveys, study job descriptions and more—it's all at your fingertips on WACVB's Web site, www.wacvb.com.

WACVB's new online Resource Library, password required, is now available to members.

The materials have been contributed by a number of member bureaus and are available to assist in managing CVB operations and implementing marketing strategies. Materials will continue to be added to the library; please check back often for new additions.

If you would like to submit an item for consideration, please send your PDF documents to WACVB staff at info@wacvb.com. Please show 'WACVB Library' in the subject line of your message.

Sample material suggestions to send to WACVB for possible inclusion in the online library include: annual reports, board policy manuals, bylaws, bureau contracts with your city/county, job descriptions, employee evaluation forms, sales and marketing reports, member surveys, economic impact reports, tracking reports, and emergency preparedness manuals. ▼





2007 Annual Meeting

Anchorage Big Wild Life™

Mark your calendar now for the 2007 WACVB Annual Conference & Vendor Showcase in Anchorage—October 10-13—at the Hotel Captain Cook. The conference will again have a Wednesday through Saturday pattern.

Recognized as a four-time All-America City, Anchorage is a modern city surrounded by spectacular wilderness. The team at the Anchorage CVB is ready to welcome industry colleagues from the West to their city.

The conference also includes the Best Idea Program featuring the “best new idea you’ve implemented during

the past year” via an electronic entry form (no fee). The entry form is online at www.wacvb.com—on the home page below the Annual Meeting calendar listing.

At the Vendor Showcase CVB representatives meet with suppliers to discuss advertising and publishing opportunities, research and marketing strategies, as well as multimedia, technology and Internet solutions.

The WACVB Annual Conference is the place for industry education; mark your calendar and join your industry peers in Anchorage.

Facts About Anchorage

Population—Anchorage is Alaska’s largest city with 42 percent of the state’s population (277,000).

Time Zone—Anchorage, and virtually all of Alaska, is in Alaska Standard Time, one hour behind Pacific Standard Time.

Size—Anchorage stretches from Portage Glacier to Eklutna, encompassing 1,955 sq. miles—about the size of the state of Delaware.

Sales Tax—There is no sales tax in Anchorage.

Mountains—You can see the Chugach, Kenai, Talkeetna, Tordrillo, Aleutian and Alaska mountain ranges from Anchorage. Mount McKinley, 130 miles (208 km) north of downtown, can be seen on clear days. This 20,320-foot peak is the tallest mountain in North America.

Glaciers—There are approximately 100,000 glaciers in Alaska, 60 of which are within 50 miles of Anchorage. Portage Glacier, just 45 miles (72 km) south of downtown, is one of the most visited attractions in all of Alaska.

Aviation—Alaska has about one registered pilot for every 58 residents, six times as many pilots per capita and 14 times as many airplanes per capita as the rest of the United States. ▼

25th Anniversary

Continued from page 1

WACVB History Quiz

- In 1984, two years after the Association expanded to become WACVB, how many organizations were members of the Association? (nine states represented)
 - 46 members
 - 48 members
 - 50 members
 - 52 members
- As of mid-February 2007, WACVB has how many members? (11 states and two provinces represented)
 - 140 members
 - 142 members
 - 147 members
 - 150 members
- Which of the following is not a past Annual Meeting theme?
 - The Human Element of Success
 - Prepare for the Worst
 - Smooth Sailing on Rough Seas
 - Prospecting for the Future
- When was the first CEO Forum?
 - 1989
 - 1990
 - 1991
 - 1992
- The annual Bureau Budget Survey has been a member service for how many years?
 - Fewer than 10 years
 - 10 years
 - More than 10 years
- Which item is the most requested item from the WACVB Resource Library?
 - Annual reports
 - Job descriptions
 - Marketing plans
 - Sales/marketing reports
- What is the name of WACVB’s newsletter? (Yes, you may look!)
 - NewsLine
 - NewsNotes
 - NewsBriefs
 - NewsUpdate
- On average, how many Position Announcements does WACVB post to its Web site during a calendar year?
 - Fewer than 35
 - 35-55
 - 56-70
 - More than 70
- What is the gender ratio of WACVB Past Presidents? (Answer excludes current President.)
 - 13 men and 12 women
 - 14 men and 11 women
 - 15 men and 10 women
 - 17 men and 8 women
- Of the 25 Past Presidents, how many are currently employed by a CVB?
 - Fewer than 50 percent
 - More than 50 percent

BONUS POINT

The Board meeting immediately following the conclusion of the October 1989 Annual Meeting in San Jose was adjourned early due to the occurrence of what natural phenomenon?

End of quiz!

Answers: 1.A; 2.C; 3.B; 4.B; 5.C; 6.C; 7.B; 8.B; 9.D; 10.A; Bonus: earthquake aftershocks

RESEARCH

Ten Trends to Watch in 2007

Travel predictions from Yesawich, Pepperdine, Brown & Russell:

- Demand for leisure travel services will continue to outpace that for business travel services, as more business travelers attempt to use the latest technology as a surrogate for business travel whenever possible and appropriate (and to manage the escalating cost of air transportation and lodging);
- Family travel (adults with children) will continue to grow at a faster rate than all other forms of leisure travel, as both parents and grandparents continue to look at travel as one way in which to “reunite” families in a contemporary world that is increasingly dominated by the demands of work...even if only for a few days;
- Practically all travel suppliers will attempt to raise fares and/or rates, as demand for travel services continues to grow, capacity becomes more strained, and operating costs escalate (on both airlines and in lodging accommodations, particularly in popular destinations like New York);
- The role of the Internet will continue to dominate the travel-planning/booking headlines, yet the incidence of Internet usage by both business and leisure travelers to plan some aspect of travel will remain flat, while the incidence of its usage to actually book reservations will continue to grow but at a significantly lower rate than we have observed during the past three years;
- Comparison shopping of suppliers’ fares and rates (and the corresponding “price transparency”) will become more commonplace as consumers discover the power (and intrigue) of the nascent meta search engines such as kayak.com, qixo.com and the like;
- The new “lifestyle” hotel brands such as NYLO, ALOFT, etc. will continue to gain both exposure and popularity among the next generation of travelers (the Millennials), as well as more mature travelers who wish to look, act and feel like Millennials;

- The concept of “inclusive pricing” (one price for a bundle of basic services) will grow in popularity beyond destination resorts to include commercial hotels seeking to provide road warriors with good value for “just the basics” (a comfortable bed, a good working desk, breakfast, High Speed Internet access, and reward points);
- Interest in spa-going will continue to grow as more consumers seek ways to manage the mounting stress in their lives (thereby igniting the next generation of spa development in commercial hotels);
- The cruise industry will continue to enjoy remarkable growth (precipitated by the arrival of exciting new ships, an aging population, and general marketing prowess), thereby becoming an even more formidable competitor of destination (land-based) hotels and resorts;
- The new .travel Internet domain will continue to grow in popularity as suppliers seek to market their products and services in a more refined online environment, and consumers seek refuge from the contamination and frustration that accompanies searches in the .com domain.

Most importantly, barring the impact of any catastrophic political, economic, social or terrorist event in the months ahead, 2007 should be another year for the record books. ▼

Source: Yesawich, Pepperdine, Brown & Russell

Comprehensive Culinary Travel Survey Provides Insights on Food and Wine Travelers

A first-of-its-kind national survey on the popular culinary travel niche market shows that 27 million travelers, or 17 percent of American leisure travelers, engaged in culinary or wine-related activities while traveling within the past three years, based on a new report from the Travel Industry Association (TIA), in partnership with *Gourmet* and the International Culinary Tourism Association. The future is bright for the culinary traveler market, as the share of U.S. leisure travelers interested in culinary travel in the near future (60 percent) is significantly larger than those currently engaged.

These travelers are younger, more affluent and better educated than non-culinary travelers. They are clearly motivated by unique experiences, reinforcing the benefits of focusing on a destination’s individual environmental and cultural elements. The survey was conducted by Edge Research among a representative sample of 2,364 U.S. leisure traveler respondents.

“The study demonstrates that a sizable proportion of the U.S. leisure market does indeed make travel decisions based on a desire for wine and culinary experiences. In fact, it confirms that wine and culinary experiences are a driver of destination choice,” said Laura Mandala, vice president of research for the Travel Industry Association.

Culinary activities participated in while traveling include cooking classes, dining out for a unique and memorable experience, visiting farmers markets, gourmet food shopping and attending food festivals. Wine activities included participating in winery tours, driving a wine trail, tasting locally made wines and attending wine festivals.

“These travelers are also more likely to take local foods and wines back home with them, providing a secondary opportunity for destinations to spread the word about their unique offerings,” said Mandala.



The study also provided in-depth data about what is being called the “serious” culinary traveler, one who intentionally seeks out wine and food experiences while traveling. These serious culinary travelers are significantly different from other types of travelers, which has implications for any travel providers’ strategy and marketing. Serious culinary travelers are more likely to shop, visit state and national parks and museums; specifically choose a destination to

experience local culture and cuisine and read epicurean magazines, as well as publications such as *Newsweek*.

"These differences suggest that this segment of the market may be responsive to travel packages that focus on the uniqueness of the destination and local food, wine and environment," said Catherine Makk, executive marketing director for *Gourmet*. "It also suggests that travel providers and destinations should work together to offer immersion into the local culture, through not only wine and cuisine but also the hotel experience, leisure activities and more."

The fact that serious culinary travelers read highly specialized publications that cater to their interests confirms that magazines remain a viable channel for reaching this travel segment.

The study showed a slight majority of culinary travelers who participate in just food-related activities while traveling, with one-in-ten leisure travelers (10 percent), or 16 million Americans, reporting having done so. Another one-in-ten (9.4 percent), or 15 million Americans, participate in just wine-related activities. About four million leisure travelers participated in both food and wine activities.

On average, food travelers spend \$1,194 per trip, with over one-third (36 percent or \$425) of their travel budget going towards food-related activities. Those considered to be "deliberate" food travelers (culinary activities were the key reason for trip) tend to spend a significantly higher dollar amount of their overall travel budget on food-related activities (\$1,271 average trip cost; \$593 or 50 percent spent on food-related activities).

The top 15 destinations for food-related travel visited by the respondents (in order) include: California (14%), Florida (10%), New York (7%), Texas (6%), North Carolina (4%), Georgia (4%), Louisiana (3%), Illinois (3%), Nevada (3%), Pennsylvania (3%), Washington (3%), Hawaii (3%), Michigan (2%), Arizona (2%), and Virginia (2%).

Wine travelers spend, on average, \$973 per trip, with about one-fourth (23 percent or \$219) of their travel budget going towards wine-specific activities. Those considered to be "deliberate" wine travelers spend more of their overall travel budget on wine-related activities (\$950 average trip cost; \$339 or 36 percent spent on wine-related activities).

The top 12 destinations for wine-related travel visited by the U.S. respondents in the survey include: California (31%), New York (10%), Missouri (5%), North Carolina (5%), Oregon (5%), Pennsylvania (5%), Washington (4%), Virginia (4%), Texas (4%), Florida (2%), Michigan (2%), and Ohio (2%).

"Culinary Tourism has reached the tipping point as a niche and an industry. Unique food and drink are the perfect attractions, especially for second and tertiary destinations that now must market more proactively in the globally competitive market," said Erik Wolf, president & CEO of the International Culinary Tourism Association. "It's also the perfect tool for economic and community development because visitors fly, buy and try new food and drink and look for it when they return home, helping boost value-added food and drink exports. Every community should be looking for ways to promote its unique food and drink experiences."

In addition to the lead sponsors, this comprehensive research was sponsored in part by the **Albuquerque CVB**, Arizona Office of Tourism, California Tourism, Greater Miami CVB, Illinois Grape Growers and Vintners Association, Las Vegas CVA, National Restaurant Association, North Carolina Department of Commerce, Ohio Division of Travel and Tourism, Oregon Culinary Tourism Association, Pennsylvania Tourism Office, Professional Association of Innkeepers International, Savannah Area Convention and Visitors Bureau, Virginia Tourism Corporation and the Washington State Department of Community, Trade and Economic Development.

To purchase the survey, contact Valerie Hutchinson, TIA, 202-218-3630 or vhutchinson@tia.org. ▼

Marketing to British Vacationers

Maintaining its advertising presence in the United Kingdom, the Travel Industry Association (TIA) has renewed its marketing partnership with Custom Marketing Group, the Atlanta-based company that has designed and implemented the campaign for more than six years.

To reinforce its new "Discover America" brand, TIA will unveil *Discover America Magazine* for insertion in newspapers when the campaign launches in March. Campaign elements include four-color travel publications that appear in major British newspapers, two magazines and online promotions with vacations sweepstakes, e-mail newsletters and banner advertising.

The 2007 campaign includes two promotional segments—March and September—to primarily influence spring-summer and fall-winter travel respectively. Each segment reaches more than 3.7 million British readers through print and another 6 million with online impressions. Seasonal editions of *Discover America Magazine* will include features on various destinations, travel tips and vacation ideas.

The UK remains America's leading source of overseas vacationers with more than 4.3 million arrivals in 2005. ▼

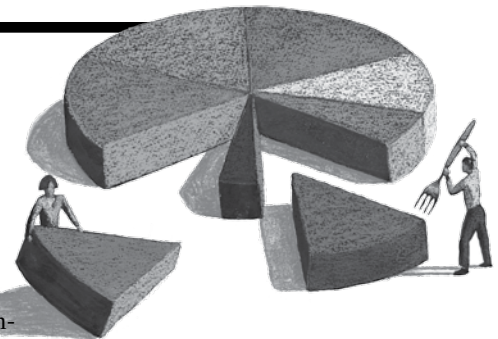
Source: Travel Industry Association of America (TIA)

Meetings/ Conventions Sales Institute Training Programs

April 10 & 11, Albuquerque

This fast-paced, high-energy sales training program concentrates on techniques to increase group leads and sales production. Instructor Steve Steinhart focuses on refining existing techniques, introducing new selling skills, and accelerating the sales knowledge of sales personnel.

Both sales rookies and those new to CVB sales benefit from the program. Designed specifically for CVB salespeople, "real situation" role-playing, self-evaluation quizzes, and authentic case studies are the thrust of this training seminar. During one exercise, participants are organized



by market segments and directed to design strategic presentations that are then analyzed and compared with the actual winning bids.

The two-day Meeting/Conventions Sales Institute Training (SIT I) Program will be presented April 10 & 11, 2007, in Albuquerque, in conjunction with the Tourism Tech Summit.

Visit www.wacvb.com to register online today. ▼

Editor's Note:

A new *Advanced Meeting/Conventions Sales Institute Training (SIT II) Program* is slated for October 9 & 10, 2007, in Anchorage. This new advanced program is designed specifically to introduce advanced selling skills and accelerate the sales knowledge of sales personnel with more than three years of experience in the bureau industry or who serve in a leadership capacity responsible for the management of personnel.

BUREAU news

Editor's Note: To make member-bureau projects and activities more meaningful for CVB staff, Bureau News is reported by subject matter rather than by bureau name. We hope you find this format valuable as you plan innovative projects at your bureau.

Branding

• After a year of development, a new Anchorage brand designed to appeal to residents, visitors and the business community was unveiled before a crowd of more than 1,000 Anchorage civic and business leaders in late January. The brand, "Anchorage Big Wild Life," seeks to express the unique, larger-than-life lifestyle of Anchorage residents. Whether skiing the Coastal Trail on a lunch hour, summer fishing for wild Alaska salmon at Ship Creek, hiking Flattop, enjoying a fine dining experience with a view of the Chugach Mountains or taking in a First Friday art exhibition, Anchorage residents lead a life that's bigger and a little wilder than most. The Municipality of Anchorage (MOA), Anchorage CVB (ACVB) and the Anchorage Economic Development Corporation (AEDC) announced the new brand at AEDC's 2007 Economic Forecast Luncheon at the Egan Convention Center. It was followed by a community celebration in Town Square featuring Alaska wildlife, entertainment and exhibitions and complimentary T-shirts hung in Town Square trees for the public. Two advertising firms, the Nerland Agency, Anchorage, and Stone Mantel of Colorado Springs, Colo., used existing research on Anchorage and new research including phone interviews with visitors, decision-maker interviews, a facilitated public forum and other research to help create the brand. The MOA, ACVB and AEDC spent \$80,000 on developing the brand and the two advertising agencies donated \$20,000 in work. Nerland and Stone Mantel explained that extensive brand research unveiled the many benefits that Anchorage provides: Its functional benefits (convenience, access, beauty), social benefits (community, opportunity) and emotional benefits (wild, unpretentious, spirited, open-hearted) are all essential to the brand. Learn more about the brand at www.big-wildlife.net. ACVB is also developing an aggressive "Anchorage Big Wild Life" advertising and promotional campaign that will launch in California, Washington, Oregon and Colorado in late March. As part of the effort, ACVB has re-designed its Web site, www.anchorage.net, to immediately reflect the brand.

Convention Centers

• Despite the rising costs of the convention centre expansion, Tourism Vancouver maintains that the business plan and rationale for tri-

pling the size of the current facility is solid. Along with provincial and federal government contributions, the organization has invested \$90 million in the expansion. Tourism Vancouver chair Jim Storie notes that the province's commitment toward expansion demonstrates its vision for the tourism industry, and toward the goal of creating jobs and economic benefit for residents. "We know that incremental revenue from the expanded centre is some \$240 million annually. That represents growth in the tourism industry and other sectors, permanent jobs and significant ongoing economic impact year over year," said Storie. While last year's figures are still being tallied, in 2005, Vancouver attracted 21 major conventions that generated some \$1 billion in economic impact. On average, convention delegates spend \$800 each during their stay, 40 percent on hotels with the remainder on restaurants, taxis, entertainment and in stores. In recent months, Tourism Vancouver's convention sales department, along with industry partners, have booked several key meetings for the expanded centre. These conventions would not have committed to Vancouver without the expansion.

Culinary Tourism

• The Southwest Regional Culinary Tourism Symposium, May 14, 2007, is being co-hosted by the International Culinary Tourism Association and the Greater Phoenix CVB. Attendees at the symposium will learn new ways to make their businesses more competitive and increase the appeal of the Southwest as a culinary destination. Symposium sessions include: Culinary Tourism: The Hidden Harvest; Creating Memories with Southwest Food & Wine; Perfect Partners—Lodging, Shopping & Cuisine: How the Partnership Works & Why; Who Owns Southwest Cuisine: The Importance of Regional Food & Beverage Branding; Spa Cuisine: What's Hot and What's Not; and Educating the Visitor: Independent Versus Chain Dining. Immediately after the Symposium is the MarketPlace, a networking opportunity for delegates and exhibitors. For more information, visit www.culinarytourism.org/southwest.

Environmental/Green Issues

• Tourism Vancouver has committed to "greening" all of its air travel with the purchase of carbon offset credits through Uniglobe Travel's Green Flight program. It is the only

program of its type in Canada, and Tourism Vancouver is the first destination marketing organization to commit to offsetting all of their flights through the program. In 2007 Tourism Vancouver will offset approximately 220 metric tons of emissions resulting from the organization's air travel through investing in sustainable green energy projects in Western Canada that have been approved by the federal government. The organization will not only offset flights taken by staff traveling for sales and marketing business, but also those flights purchased to bring travel influencer clients, customers and media to Vancouver. "The staff at Tourism Vancouver felt very strongly about joining this program," said Tourism Vancouver president & CEO Rick Antonson. "Having such a spectacular destination means that we're no strangers to getting out and truly enjoying our environment and we understand that we need to make a commitment to preserving it." "Given the nature of our business, the tourism industry has often been at the forefront of environmental responsibility. This is the right thing to do for the environment. We encourage all of our industry colleagues and partners to take similar steps in this direction." Through Tourism Vancouver's partnership with Uniglobe Advance Travel, the organization will also be offering the opportunity to purchase carbon offset credits to all convention delegates coming to Vancouver for conferences and meetings, further extending the impact of the program.

International Marketing

• The San Francisco CVB, in partnership with San Francisco International Airport (SFO), has opened its second representation office in China, this one in Beijing. Recognizing that the outbound Chinese travel market has enormous potential, the SFCVB first retained representation services in 1999 in Shanghai, making San Francisco the first U.S. city to have representation services in mainland China. San Francisco's representatives in both Shanghai and Beijing work to promote San Francisco to the professional travel trade, consumers, media and airlines. They aid airlines promoting service to San Francisco, encourage press coverage of the region and assist the travel trade with information to help them generate increased bookings to San Francisco. This includes business travel, technical visits and convention attendance as well as the burgeoning leisure travel market.



“Many conventions in San Francisco have a very high percentage of international attendees, particularly in the medical and high-tech fields. This segment presents a great opportunity to expand the delegations that come from China,” said Deborah Reinow, vice president, tourism for SFCVB. San Francisco International Airport currently has 21 non-stop flights from China including United Airlines’ daily non-stop service from Shanghai and Beijing and a non-stop Air China flight from Beijing. China has a population of 1.3 billion people. It is estimated that more than 225 million have the resources to travel internationally in the near term. In 2005, San Francisco received more than 70,000 visitors from China. That number is expected to have double-digit growth annually over the next few years.

- Delta Airlines recently launched direct service between Salt Lake City/Mexico City and Salt Lake City/Guadalajara. In conjunction with this expanded service, the Park City Chamber/Bureau has undertaken a cooperative marketing campaign with the State of Utah and the Salt Lake City Department of Airports to target Mexican travelers. In addition to the advertisements in both Mexico City and Guadalajara, the Chamber/Bureau initiated a second component that includes a media familiarization tour (FAM) with journalists from both cities, a photo shoot with *Quien* magazine, a Park City Vacation give-away in *Nueva* magazine and filming of the Mexican Travel television program, Rene Franco. In February, a Chamber/Bureau representative attended the Expo Vacaciones Trade Show in Mexico City, Mexico. During the event Mexican tour operators met with U.S. suppliers.

Religious Meetings Market

- The Greater Phoenix CVB and its partners have launched faithinphoenix.com, a Web site that caters to the growing religious meetings market. The site promotes recent enhancements to Phoenix’s convention package, which include the expansion of the convention center, the addition of 1,200 hotel rooms downtown and the construction of a state-of-the-art light rail system. More specifically, faithinphoenix.com touts the city’s family-friendly attractions, downtown safety and proximity to the Grand Canyon—all selling points for faith-based delegations. “We really set out to create a Web site that would provide one-stop shopping for religious-meeting planners,” said Donald Oswald, national convention

sales manager for the Greater Phoenix CVB. According to a survey conducted by the Religious Conference Management Association, more than 17,500 religious meetings were held in 2005, an eight percent increase from 2004 and the third year in a row of big gains. These meetings often attract tens of thousands of delegates. The Seventh-Day Adventists Church, for example, expects to bring 70,000 people to Phoenix for its general conference in 2010. The Web site launch is being accompanied by a mailing campaign that is sending customized planning guides to religious-meeting planners already in the convention sales team’s database, as well as to members of the Religious Conference Management Association.

Visitor Centers

- The City of Oxnard has been designated as a site for a new California Welcome Center. The Oxnard CVB bid on a California Welcome Center in spring 2006 and was granted the designation by the California Travel & Tourism Commission, along with Pismo Beach, to represent the Central Coast region. The Oxnard site, which joins 12 other similar centers strategically positioned across California, will serve as a “gateway” to the LA Basin to the south and attractions to the north. “We are so thrilled and honored to be awarded this prestigious designation,” stated Janet Sederquist, president & CEO of the Bureau. The Oxnard CVB will relocate their offices from Heritage Square in downtown Oxnard to the new Welcome Center site off Highway 101 to better serve the visiting public. The California Welcome Center Oxnard will be open seven days a week. As with other California Welcome Centers statewide, the new Oxnard site will be funded by the private sector. Many of the CWCs have found a variety of companies, individuals and public agencies for sponsorships or partnerships. Cal Trans will install highway signs directing visitors to the California Welcome Center site in Oxnard. The signs will contain the Traveling Bear Logo, an official state icon, which is used on all California Welcome Center Signs. The center is slated to open in mid-March, with a grand opening celebration in May.

- In early January, the Southwest Washington CVB opened its new visitor information center in the heart of downtown Vancouver (WA) on Main Street between 7th and 8th streets.

National Tourism Week

May 12-20, 2007

Each May, National Tourism Week is celebrated by the industry and communities across the nation to help promote travel to and within the United States. The goal of National Tourism Week is to highlight the powerful economic, social and cultural impacts of travel through events and celebrations.

The 24th Annual National Tourism Week, scheduled May 12-20, 2007, is an annual event sponsored by the Travel Industry Association of America (TIA) and commemorated by states, cities and organizations across the nation. This year’s theme is: “Tourism: America’s Front Door.”

The History of National Tourism Week

Each year hundreds of communities across the nation participate in the celebration. Today this premier public advocacy program represents the single TIA activity that assists both members and nonmembers in pushing the power of travel to its most basic grassroots level.

National Tourism Week was established in 1983 when the U.S. Congress passed a joint resolution designating the week to be celebrated in May 1984. In a White House Ceremony, President Ronald Reagan signed a Presidential Proclamation urging citizens to observe the week with “the appropriate ceremonies and activities.” ▼

Continued on page 8

BUREAU news

Blue directional signs on Interstate 5 and Highway 14 direct visitors to the new location that is conveniently located to shops, eateries, and attractions. The center, which is open seven days a week, offers regional travel guides and brochures on the area's many things to see and do.

- **Placer Valley (CA) Tourism** and the Roseville Telephone Museum crossed wires on January 24 in downtown Roseville. The occasion was the grand opening of the new Placer Valley Visitor Center and the reopening of the Roseville Telephone Museum under one roof. Festivities included a ribbon-cutting ceremony, entertainment provided by Magic Circle Theatre, re-enactments of the first Roseville telephone call, complimentary-themed guest photos, refreshments, and Visitor Center and museum tours. The Roseville Telephone Museum houses the largest collection of telephones and memorabilia in the West. The four-gallery exhibit features displays of antique and rare telephones, some designed by Alexander Graham Bell, dating as far back as 1876. The offices of Placer Valley Tourism are also at the new location, 106 Vernon Street, Roseville, California.

- A new visitor kiosk now greets travelers at the Port of Los Angeles' World Cruise Center. The Port of Los Angeles Executive Director Geraldine Knatz and Mark Liberman, CEO and president of LA INC. The Los Angeles Convention and Visitors Bureau, opened the new interactive Visitor Information Center kiosk inside the World Cruise Center. The new kiosk opened this past fall, timed with the start of the cruise "high season" in Los Angeles—the largest cruise port on the West Coast. The kiosk is staffed by friendly guides and offers maps and brochures about local attractions around the LA Waterfront at the Port of Los Angeles. Other tourism materials, as well as video programming on the kiosk's three overhead plasma screens, provide lively and informative information about the Port town of San Pedro and neighboring Wilmington, as well as regional attractions throughout Los Angeles. "It is our goal to encourage passengers cruising in and out of the Port of Los Angeles to extend their stay in LA by availing themselves of all the opportunities that LA has to offer," said Liberman. Using concierge services as an inspiration, the kiosk is staffed from 9:00 a.m. to 3:00 p.m. when ships are in port. Guides direct and assist ticketed passengers, offer suggestions for the best



Dr. Geraldine Knatz, Executive Director of the Port of Los Angeles, and Mark Liberman, President and CEO of LA INC. The Los Angeles Convention and Visitors Bureau, showcase the new visitor information kiosk at the World Cruise Center.

way to use their wait time as well as offer information about the LA area. Passengers can even purchase See's Candies, a Los Angeles-based company, at the kiosk. For more information about the new kiosk, log on to www.cruisela.com.

Visitors Guides/Collateral

- A new tourism map of Monterey County is available to assist visitors in planning literary pilgrimages to locations associated with John Steinbeck, Robert Louis Stevenson, Jack Kerouac, Lawrence Ferlinghetti and a number of other writers. The free Scenes for Your Senses Literary & Film Map is produced by the Monterey County CVB.

- As temperatures dipped this past winter season, vacation planners could look forward to daydreams of sand castles and warm sun when the Santa Cruz County CVC announced the publication of its 2007 Official Santa Cruz County Traveler's Guide. The 2007 Guide is the agency's largest issue in its 12-year history of publishing the magazine. This special collectible edition of the Guide features vintage photographs from the past 100 years, along with timelines highlighting the county's more historic moments. The legendary Santa Cruz Beach Boardwalk, the West Coast's oldest seaside amusement park, celebrates its centennial birthday in 2007. "As the Beach Boardwalk celebrates its 100th birthday in 2007, we felt it would be a good opportunity to commemorate a century of tourism in Santa Cruz County," said Maggie Ivy, CEO of the Visitors Council. The Guide features a complimentary bonus gift inside (postcards). Destination

and theme-oriented stories with accompanying photography round out the guide, making it one of the CVC's top marketing resources for promoting Santa Cruz County to visitors.

- The OC Travel Guide allows visitors to dive deeper into the real OC during their next visit to Anaheim/Orange County. Featuring a new name, smaller size and local insider tips, this year's visitor guide, published by the Anaheim/Orange County VCB, incorporates the trendsetting edge of contemporary Orange County, popularly recognized today as "The OC." Exclusive feature stories, such as Homegrown Fashion From OC Designers, Eye on OC Trends, Restaurants With a View and Secrets of OC Theme Parks, as well as itineraries and user-friendly maps fill the 160-page, digest-size guide designed with travelers' needs in mind—fitting easily in a purse, backpack or pocket.



Web Sites

- The Santa Cruz County CVC has enhanced its Web site with new technology, enabling visitors to view the complete 2007 Official Santa Cruz County Traveler's Guide online in addition to ordering a hard copy through the mail. Using NXTbook's interactive technology, Web site visitors who log on to www.santacruzcounty.travel may view the full guide directly from the homepage. NXTbook software enables the online traveler's guide to pop up in any type of browser window. The new online Guide—whose pages appear to "turn"—reads just like a printed guide but with a significant additional feature. Completely interactive, the electronic guide enables potential visitors to click through to advertisers' Web sites. In addition, search capabilities, bookmarks and print functions can all be accessed with the click of a mouse. The online version of the glossy, magazine-style Traveler's Guide is identical to the hard copy. ▼

PEOPLE *on the go*



The Tri-Valley CVB has hired **Natalie Alvarez** as the director of communications and membership. Alvarez is the primary liaison for the organization's 360+ members, and is

responsible for recruitment, retention and on-going member service and communication. She will also plan and execute numerous bureau events, as well as oversee the Bureau's marketing and communication efforts. Alvarez most recently worked as a corporate event planner for RITA Medical Systems, managing national and international trade shows, educational symposiums, hands-on workshops and hospitality programs.

Amy Anderson has been promoted to the position of director of communications at the West Hollywood CVB. She previously served as marketing manager. Anderson replaces Daniel Guerrero who has taken a position with KOR Hotel Group. Anderson will be working with the press regarding West Hollywood news, distributing press releases, and other various related tasks. Projects such as the Bureau's newsletter, *OnePointNine*, and the new Web site, onepointnine.com, will also become her responsibility.

Larry Atchison was recently promoted from director of sales to senior director of sales at the Albuquerque CVB. In addition to his current sales role recruiting government, ethnic, veteran, trade, religious, military meetings and reunions to meet to Albuquerque, he will act as a second point of contact for ACVB's convention sales and services team. Atchison has helped ACVB bring convention business to Albuquerque for 14 years.

Char Beltran, president & CEO of the Sedona Chamber of Commerce, has announced her retirement as of June 1, 2007. Beltran has been with the Chamber for more than five years and has been responsible for restructuring the organization and positioning the chamber as one of the leading destination marketing organizations in the state.

The Sacramento CVB has announced the promotion of **Sonya Bradley** as the new vice president of marketing. Bradley has been with the SCVB for nearly five years and before that, served eight years with the San Jose CVB. As the director of market-



ing services for the SCVB, she was responsible for executing the "Discover Gold" brand strategy for the convention and tourism (trade and consumer) markets, which included media buying and collateral development, and overseeing the Web site, trade shows and client events, and sales prospecting. Replacing former SCVB senior vice president & chief marketing officer Leonard Hoops, Mike Testa (see below) and Bradley will split the management of 14 employees.

Bruce Bustamante, president & CEO of the Anchorage CVB, has resigned his position. Bustamante plans to join Princess Tours as its vice president of community and public affairs; he will be based in Anchorage. Princess Tours is a Seattle-based cruise and tour company. Bustamante will start in mid-May, or sooner if the CVB names a replacement before then.

Linda Carlson is the new executive assistant to Albuquerque CVB president & CEO Dale Lockett. Carlson comes to the Bureau with an extensive background in not-for-profit hospital and foundation work in Denver, Colo. She also serves as a liaison to the ACVB Board of Directors.

Nicole Cox has been named special events manager at the Lake Tahoe Visitors Authority. Cox will be responsible for overseeing the strategic development of new events and facilitation of existing ones. She will also develop and maintain event budgets, solicit and secure corporate sponsorship, recruit, coordinate and manage volunteer staff and establish event guidelines and programs.

The Vallejo CVB has hired **Amber Estrada** as its new administrative assistant and marketing assistant. Estrada most recently worked as a freelance graphic artist and Web designer. She also has experience as a marketing coordinator for Group Outings, LLC, a wine tour business, and as a customer services representative with Wine.com.

The Oxnard CVB recently hired **Rachel Harris** to manage the new California Welcome Center in Oxnard. Harris has seven years of marketing experience within California State Tourism and was instrumental in opening the California Welcome Centers in Santa Ana and Oceanside. She will oversee the overall operation

from running the facility to coordinating a volunteer ambassador program.

Susan Leiper has joined the Albuquerque CVB as a national sales manager. Leiper brings 20 years of travel industry experience to the job, previously working as a meeting planner, in management, and most recently, sales and new business development. Early in her career, she spent five years working for Carnival Cruise Lines.

At the Albuquerque CVB **Megan Mayo** has been promoted from public relations specialist to communications manager. Mayo will continue to focus on travel media relations and management of ACVB's public relations efforts, and will now be responsible for additional local media relations duties. Prior to ACVB, she worked in public relations and marketing at Jane Butel's Cooking School and the College of Human Ecology at Kansas State University. Mayo has been with ACVB for two years.

The Southwest Washington CVB Bureau has added a new member to its sales team—**Susan Mitcheltree**. She will work part-time to bring meetings and convention business to Vancouver. Mitcheltree has more than 10 years of experience in the hospitality industry.



LA INC. The Los Angeles Convention and Visitors Bureau has announced the promotion of **Dan Mishell** to director of research. In his new role, Mishell will be responsible for providing both

LA INC. and outside organizations with research information related to the tourism economy. He will help the Bureau develop integrated marketing strategies for each facet of the organization. Mishell has been LA INC.'s primary analyst of traveler profiles and visitors characteristics for five years. During that time, he has also created and managed systems for tracking the effectiveness of corporate partnerships and marketing campaigns. He is a member of the Travel and Tourism Research Marketing Association and is on the research committee for the California Travel Industry Association (CalTIA).

The Santa Cruz County CVC has named **Marsha Mullins** as visitor and trade services director. Mullins' background includes more than 15 years of experience in business management and group sales. She previously worked for Santa Cruz Answering Service and Santa Cruz Operation. As lead visitor and trade services director, Mullins is responsible for over-

Continued on page 10

PEOPLE on the go

Continued from page 9



seeing all customer-service programs for visitors to Santa Cruz County. Her duties include facilitating immediate and friendly responses to visitor inquiries, providing ongoing training to front desk personnel to ensure high standards of customer service, facilitating the weekly lodging availability process, maintaining and producing updated calendars of events and other publications, and compiling reports on visitor activity.

Jonelle Norton, CEO of Placer Valley Tourism, has resigned her position and accepted a position with the California Travel and Tourism Commission as its rural tourism manager. The Board of Directors is working to name a new CEO.

Coleman Peiffer has been promoted to director of sports tourism for Placer Valley (CA) Tourism. In his new role, Peiffer oversees sales and marketing programs aimed at attracting tournament-style youth, amateur and professional sporting events to Placer Valley. He also manages and helped form the 80-member ALL STARS committee, or Allied Leaders for Sports Tourism and Recreation. The purpose of ALL STARS is to conduct an in-depth study for the purpose of building a major sports complex in Placer Valley. Placer Valley comprises the cities of Roseville, Rocklin and Lincoln, and the rural communities of Granite Bay, Loomis, Newcastle and Penryn.

At the Palm Springs Desert Resort CVA **Kevin Rice** has been promoted to senior travel industry sales manager. Rice has worked for the CVA since 2001 and previously owned and operated the Triangle Inn in Palm Springs.

Clyde Showalter has been named travel industry sales director for the Palm Springs Desert Resorts CVA. Showalter's 20 years of industry experience include a previous position as international sales training manager for Collette Vacations and Western regional manager for Far & Wide Travel.

Monica Smith, CMP, CASE, has been appointed director of sales for the Pasadena CVB. In her new position, Smith will direct the Pasadena CVB's efforts to bring meetings and conventions to the city. In addition to overseeing a four-person sales staff, she will analyze the ever-evolving



meetings market and work closely with Pasadena's hotels. With the \$121.6-million Pasadena Convention Center expansion underway, Smith will also develop targeted sales strategies to market the facility to corporate groups and associations. Smith comes to the Pasadena CVB from the Newport Beach (CA) CVB, where she served as vice president of sales from January 2006 to January 2007 and corporate sales manager from July 2004 to December 2005. Before moving to California, Smith was a senior sales manager for InterContinental Hotels of Cleveland from June 2002 to July 2004. Smith's additional CVB and convention facility experience came as an account executive at the CVB of Greater Cleveland and as national sales manager for the Greater Columbus Convention Center.

Anne Sutterfield is the new Web site and operations manager at the Lake Tahoe Visitors Authority. Sutterfield has more than 10 years of sales experience. She will be responsible for updating the www.bluelaketahoe.com Web site, as well as working with visitor center staff.

The Lake Tahoe Visitors Authority has named **Paul Swanston** as director of sales. Swanston brings 12 years of experience to the position. He will be responsible for increasing meeting and convention bookings in Lake Tahoe's South Shore.



Mike Testa has been named vice president of communications and public affairs at the Sacramento CVB. Testa will develop the SCVB's strategic communications plan, including objectives, tactics, and budgets. He will work directly with top CVB executives, sales staff and key stakeholders to develop and implement communications and positioning strategies that support the SCVB marketing programs and enhance awareness of Sacramento as a convention and visitor destination. He will also identify and evaluate potential media opportunities and develop programming to meet this objective. In February 2007, Testa marked his sixth year with the SCVB. In those six years, he has held a variety of positions including director of consumer marketing, director

of public relations and director of community relations. From 1992 to 1995, Testa worked for Pacific Gas Transmission Company (PGT), a wholly-owned subsidiary of PG&E, in the corporate communications department. In 1996, Testa was hired by Townsend, Raimundo, Besler & Usher as the deputy campaign manager for Proposition 192, the Seismic Retrofit Bond Act, which was approved by more than 60 percent of voters. Prior to the SCVB, Testa served as the director of marketing & public relations for the Downtown Sacramento Partnership.

The Albuquerque CVB has promoted **Joni Thompson** from vice president of finance and administration to chief operating officer (COO). She will continue in her current role and will now be involved in broader strategic initiatives including leadership/coordination of activities related to the Destination Master Plan. Thompson has been with ACVB for eight years and brings a strong financial and operational background as well as an understanding of marketing and sales to her new position.

The Sedona Chamber of Commerce Board of Directors has announced that **Jennifer Wesselhoff**, currently vice president of the chamber, will be named president & CEO in June. She will replace Char Beltran who is retiring. ▼

Tech Summit
Continued from
page 1

**Meet
Our Vendors—Our
Tourism
Tech**

Summit refreshment breaks and selected meal functions are strategically located so attendees may spend time with our vendors, learning about technology products and services available to destination marketing organizations.

Walk away from the dynamic, knowledge-packed presentations at the Summit with tactics and strategies that you can apply immediately and successfully.

Visit www.wacvb.com to download the Tourism Tech Summit brochure and register online today. ▼





Awards/Kudos

Congratulations

The Vallejo CVB is celebrating its 20th anniversary this year. One of the ways the Bureau is celebrating is with a new masthead for its quarterly *Tourist Times* newsletter. "We wanted to create something to not only honor the Vallejo CVB's two decades of service to the city of Vallejo but to also recognize our understanding tourism partners including Six Flags Marine World and Vallejo's Baylink Ferry Service," said Mike Brown, executive director. The fun, colorful masthead is just one of many ways the Bureau will be celebrating its 20 years. ▼

Top 25 Most Extraordinary Minds in Sales & Marketing Named by HSMIAI

The Hospitality Sales & Marketing Association International (HSMIAI) recognized and saluted the greatest minds in hospitality, travel and tourism sales and marketing with the release of its list of the "Top 25 Most Extraordinary Minds in Sales & Marketing" for 2006. The "hot list" pays tribute to outstanding individuals who define innovation, vision and achievement. Congratulations to Terry Jicinsky, senior vice president of marketing at

the Las Vegas CVA, for his achievement as one of the 25 honored at the HSMIAI Adrian Awards Gala on January 29. The 2006 winners join an impressive roster of previously cited industry leaders and trendsetters.

It's interesting to note that four of the 25 honorees have been speakers at past WACVB education programs.

Ronald N. Andruff, president, Tralliance/The Travel Registry – speaker at 2006 Tourism Tech Summit • Terry Jicinsky, senior vice president of marketing, Las Vegas CVA – speaker at 1999 and 2002 Annual Meetings • Cindy Novotny, managing partner, Master Connection Associates – speaker at 2004 Annual Meeting • Michelle Peluso, president & CEO, Travelocity – speaker at 2003 Annual Meeting.

Recipients were nominated through a "call for entries" to the industry at-large and judged by a panel of senior industry executives. Individuals were judged for their work over the last year based on the following criteria: creativity and innovation; cutting-edge sales or marketing campaigns; triumph in challenging situations; and sales efforts that resulted in dramatic gains. ▼

Achievement Award

In late November, the San Francisco CVB received an "Export Achievement Award" from the U.S. Commercial Service for success in promoting San Francisco as an international visitor destination. The U.S. Commercial Service is part of the U.S.

Department of Commerce. SFCVB's partnership with the U.S. Commercial Service has yielded positive media coverage about San Francisco in emerging markets in Asia, Europe and South America, as well as new stories in established Asia/Pacific markets. ▼

Boise CVB Receives Accreditation

The Boise Convention & Visitors Bureau is one of six destination marketing organizations (DMOs) that recently achieved accreditation from the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by Destination Marketing Association International (DMAI) to establish universal standards for DMO operations. In earning the DMAP accreditation, DMOs communicate to their community and potential visitors that they have attained a significant measure of excellence. To become accredited, a DMO must successfully complete a rigorous application process, requiring them to provide evidence of compliance with 54 mandatory standards and 33 voluntary standards. DMAP accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships. ▼

Frommer's Top Travel Destinations for 2007

By The Frommer's Staff

The votes are in! This year, the editors at Frommer's Travel Guides and Frommers.com scoured the globe and polled its stable of authors and experts to identify 12 surprising, thriving, or emerging travel destinations. After careful thought and consideration, they announced their picks of the places not to be missed in 2007. Frommer's top destinations for 2007 are:

- Krakow, Poland
- Tokyo, Japan
- Minneapolis, Minnesota
- Panama
- Asheville, North Carolina
- Ethiopia
- Portland, Oregon
- Virgin Gorda, British Virgin Island
- Okanagan Valley, British Columbia
- Glen Canyon, Utah
- Zurich, Switzerland
- Portland, Maine

WACVB/CONVENE Western Destinations Guide

The West: Wide Open to Possibilities

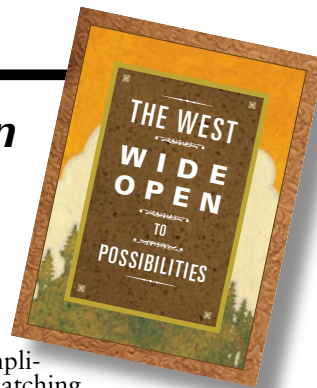
The 9th annual WACVB/CONVENE Western Destinations Guide was mailed with the March 2007 issue of CONVENE magazine. This valuable marketing opportunity showcasing western destinations to top-notch meeting professionals was available *exclusively* to WACVB members from CONVENE magazine, the official journal of the Professional Convention Management Association.

Thanks to these WACVB-member bureaus that advertised in the supplement: Boise, Central Oregon, Davis Area, Fairbanks, Pasadena, Newport Beach, Salt Lake, Sonoma County, Spokane, Tucson, West Hollywood and Whidbey & Camano Islands. Each advertiser that purchased a

quarter page or larger ad size received complimentary matching editorial to describe their destination's many assets.

Included in the supplement is a WACVB membership listing with contact information (telephone, fax, e-mail, and Web site address) and a welcome letter from WACVB President Kathy Janega-Dykes.

The supplement was mailed to CONVENE's entire audience of 30,000 association decision makers. Additional copies of the supplement are available upon request. ▼



MEMBER *information*

Welcome New Members

In Arizona...

Chandler Office of Tourism
P.O. Box 4008
Chandler, AZ 85244-4008
(480) 782-3037
(480) 782-3040 Fax
kimberly.janes@chandleraz.gov
www.visit Chandler.com
Kimberly Janes, CHSP, Economic
Development Tourism
Marketing Coordinator

In California...

Placer County Visitor Council
13411 Lincoln Way
Auburn, CA 95603
(530) 887-2111
(530) 887-2134 Fax
jancdecker@visitplacer.com
www.visitcwc.com
Jan C. Decker (Mr.), Executive
Director

San Diego East Visitors Bureau
5005 Willows Road, Suite 208
Alpine, CA 91901
(619) 445-0180
(619) 445-0880 Fax
info@visitsandiegoeast.com
www.visitsandiegoeast.com
Eric Lund, Executive Director

In Colorado...

Vail Valley Partnership
100 East Meadow Drive, Suite 34
Vail, CO 81657
(970) 476-1000
(970) 476-6008 Fax
info@visitvailvalley.com
mrobinson@visitvailvalley.com
www.visitvailvalley.com
Michael Robinson, President
& CEO

In Washington...

Whidbey & Camano Islands
Tourism
P.O. Box 189
Clinton, WA 98236
(360) 929-6871
(360) 341-4487 Fax
roseann@islandcountytourism.com
www.whidbeycamanoislands.com
RoseAnn Alspektor, Marketing
Coordinator

Member Updates

New Address

Placer Valley (CA) Tourism
106 Vernon Street
Roseville, CA 95678

New Address

Vacaville (CA) CVB
1671 E. Monte Vista Avenue,
Suite N112
Vacaville, CA 95688

BOARD of DIRECTORS

PRESIDENT

Kathy Janega-Dykes
President & CEO
Santa Barbara Conference & Visitors
Bureau and Film Commission

PRESIDENT-ELECT

Bruce Bustamante
President & CEO
Anchorage Convention & Visitors Bureau

SECRETARY-TREASURER

Carol Waller
Executive Director
Sun Valley/Ketchum Chamber & Visitors
Bureau

PAST PRESIDENT

John Cooper
President & CEO
Bellingham Whatcom County Tourism

DIRECTORS

Manette Belliveau
Executive Director
Oakland Convention & Visitors Bureau

Maggie Ivy

Executive Vice President & CEO
Santa Cruz County Conference & Visitors
Council

Maureen "Mo" McElroy

Executive Director
Santa Rosa Convention & Visitors Bureau

Stephanie Nowack

President & CEO
Tempe Convention & Visitors Bureau

Joel Racker

President & CEO
Utah Valley Convention & Visitors Bureau

Jonathan Walker

President & CEO
Metropolitan Tucson Convention & Visitors
Bureau

Kari Westlund

President & CEO
Convention & Visitors Association of Lane
County Oregon

EXECUTIVE DIRECTOR

Teresa Stephenson
WACVB

The Western Association of Convention
& Visitors Bureaus serves more
than 140 member bureaus. Membership
is open to bureaus in the western
United States and the western
provinces of Canada.

WACVB

785 Orchard Drive, Suite 225
Folsom, CA 95630-5558
(916) 443-9012
(916) 932-2209 Fax
info@wacvb.com
www.wacvb.com
www.wacvb.travel
www.thewest.travel

CALENDAR *of events*

2007 WACVB Calendar

Meetings/Conventions Sales Institute Training Program

April 10 & 11, 2007
Hotel Albuquerque at Old Town
Albuquerque, NM

Tourism Tech Summit

April 12 & 13, 2007
Hotel Albuquerque at Old Town
Albuquerque, NM

CEO Forum

August 2-5, 2007
Ritz-Carlton Lake Las Vegas
Henderson, NV

new program

Advanced Meetings/Conventions

Sales Institute Training Program

October 9 & 10, 2007
The Hotel Captain Cook
Anchorage, AK

Travel Industry Sales Training Program

October 9 & 10, 2007
The Hotel Captain Cook
Anchorage, AK

Annual Meeting

October 10-13, 2007
The Hotel Captain Cook
Anchorage, AK