



Tourism Tech Summit Recap

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WACVB

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus ~ June 2009

newsnotes



BE FLEXIBLE



FIND BALANCE



MANAGE WISELY



INNOVATE OFTEN



CHALLENGE BRAVELY

20th Annual CEO Forum

Bureau leaders will gather for the 20th annual CEO Forum, August 6-9, at the Sundance Resort near Provo, Utah. CEO Forum Hosts and Co-chairs Joel Racker (Utah Valley), Bill Malone (Park City) and Scott Beck (Salt Lake) look forward to welcoming bureau leaders to this year's event.

Despite the economic woes that are on all of our minds, the Co-Chairs, Board and staff are committed to ensuring the CEO Forum is more relevant than ever to bureau leaders and their organizations. CVB chief executives face unique demands and have distinct

professional needs, and WACVB is steadfast in providing the educational services CEOs require.

Bureau leaders are searching for ways to stay fresh and keep their organization nimble. The CEO Forum provides insight into the evolving challenges facing DMOs and those who lead them.

CEOs will address the challenges driven by changes in funding sources and resource allocation, increased accountability and performance measures, escalating technology, and trends in the meetings and travel industry. Peer CEOs will facilitate the Forum sessions.

The CEO Forum is designed exclusively for leaders of destination marketing organizations—whether you're an experienced bureau leader or an

2009 CEO FORUM

August 6-9, 2009
Sundance Resort

up-and-coming CEO. First-time attendees will benefit from the new CEO mentor match program to facilitate your Forum experience.

Bureau leaders at the Forum also participate in a marketing idea exchange. It's a quick way to glean a handful of terrific ideas to inspire your promotional efforts.

CEOs—Plan to attend the upcoming Forum—it's a great opportunity to deliberate industry issues and management challenges.

An educational
opportunity for
destination marketers.

WACVB Annual Meeting & Vendor Showcase
October 14-17, 2009
Antlers Hilton Colorado Springs



2009 Annual Meeting

Industry education awaits you at this year's Annual Meeting in Colorado Springs. The Conference Planning Committee is busy confirming sessions and speakers. Experience Colorado Springs, the Convention & Visitors Bureau team, lead by CEO Terry Sullivan, is ready to roll out the welcome wagon for their industry colleagues from the West.

The 2009 WACVB Annual Conference & Vendor Showcase is scheduled for October 14-17 at the Antlers Hilton Colorado Springs.

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 homepage 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 and technology solutions.

The sales training sessions will be October 13 and 14 (see separate article this issue).

With stunning views of the 14,110-foot Pikes Peak, a dry alpine desert climate and more than 300 days of sunshine a year, Colorado Springs embodies the spirit of the West and the beauty of a mountain resort town.

Colorado Springs is home to the United States Olympic Committee (USOC), U.S. Olympic Training Center and more than 45 national governing bodies and other national sports organizations that live and train in the area on a year-round basis.

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

Library Resources Available

New Materials Welcome

Members are busy viewing and downloading materials from the online WACVB Resource Library. The library is at www.wacvb.com – click on Resource Library. This member service is available to WACVB-member bureaus and their staff members—a username and password is required—see the online library usage information.

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.

We invite you to submit materials to the library. Please send your PDF documents to WACVB staff at info@wacvb.com. Please show 'WACVB Library' in the subject line of your message.

What's Your Best Idea?

Do you have a new marketing campaign or membership project to brag about? If so, we invite you to submit any new projects your bureau has undertaken in this year's Best Idea Program. An award could be in your bureau's future! And, it's an added benefit to parade industry recognition with your stakeholders.

It's easy to submit an entry for WACVB's Best Idea Program; a handful of idea submissions will be honored at this year's annual conference in Colorado in mid-October.

The objective of the Best Idea Program is to share innovative techniques or imaginative approaches to promoting your destination, managing your organization, providing services, and communicating with stakeholders.

Submit your best idea online at www.wacvb.com/event_forms/bestidea.html. Using the project form, describe the best idea you've implemented during the past year, convey the project's effectiveness and include project costs and return on investment information.

Best Idea submissions are due by **September 14, 2009**. A Board-appointed Task Force reviews the Best Idea submissions and invites panelists from selected bureaus to present their best ideas at the annual conference in Colorado Springs. Best Idea presentations will be at the Thursday conference luncheon.

The **Best Idea Booklet**, which includes all project submissions, will be uploaded to the Resource Library following the Annual Meeting.

Congratulations to last year's award recipients:

- **Albuquerque CVB**
Summer 2008 Affordable Campaign
- **Beverly Hills CVB**
Walking in the Footsteps of Celebrities Walking Tour
- **San Diego North CVB**
Chef's Corner
- **Tri-Valley, California CVB**
Annual Meeting Video

Technology Strategies for DMOs

Tech Summit 2009

The Tech Summit is eagerly anticipated each year by destination marketers, and this year was no exception. WACVB sponsored its 4th annual Tech Summit, March 26 and 27, in Oakland. Each year, the Planning Committee continues to roll out the “next upgrade” for the Tech Summit.

Ninety-two percent of the CVB delegates completing the event evaluation survey ranked the Summit general sessions as good or excellent overall. Nearly 94 percent of survey respondents ranked the workshops as good or excellent. Slightly more than 50 percent of the survey respondents were attending the Tech Summit for the first time.

More than 130 CVB delegates, speakers, and exhibitors participated in general sessions, workshops and at the Vendor Showcase during the 2009 Tourism Tech Summit in Oakland.

The favorite general session at the Tech Summit was Martin Stoll's presentation—“How Twitter is Changing the Tourism Landscape.” The workshop deemed most valuable by survey respondents was a repeat from last year—Jeff Herrington's session on “Writing for the Web.”

Delegates had a variety of sessions to choose from at the Summit. A panel of meeting planners shared their thoughts about the use of technology and the facets of electronic marketing and DMO Web site features that influence them—such as an easy-to-navigate



A vital component of the Tech Summit is the two-day Vendor Showcase where delegates met with exhibitor representatives and previewed the newest technology tools, products and services available to DMOs. Thanks to our sponsors and vendors for joining us at the Tech Summit.

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Vendors

Aristotle, Inc.
www.aristotlewebdesign.com

The Go Travel Sites
www.gotravelsites.com

GoSeeTell Network
www.goseetell.com

Internet Destination Sales System (iDSS)
www.idss.com

ITI Marketing, Inc.
www.iti-marketing.com
www.meetings2go.mobi

JackRabbit Systems
www.jackrabbitsystems.com

Miles Media
www.milesmedia.com

National Parks Interactive
www.yellowstonepark.com

Nxtbook Media
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Ruf Strategic Solutions
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simpleview, inc
www.simpleviewinc.com

TIG Global
www.tigglobal.com

Travel Ad Network
www.traveladnetwork.com



section just for meeting planners.

Attendees learned the latest in SEO strategies and tactics, as well as trends and opportunities for e-mail marketing. Tips on turning Web analytics into action was another valuable session.

The general session about online travel planning trends and consumer usability featured a live linked presentation.

Continued on page 16

Foundation News

2009 Raffle Fundraiser Tickets Available

At Upcoming WACVB Events

This year's raffle prize package includes three nights lodging at the Sheraton Waikiki and three nights lodging at the Moana Surfrider Resort & Spa, both located on world-famous Waikiki Beach. The package will be valid from November 2009 to November 2010, courtesy of Starwood Hotels & Resorts, Waikiki.

Madden Media is back with us again as a Foundation supporter by donating funds for roundtrip airfare for two from a western gateway city to Honolulu.

The WACVB Education & Research Foundation will be selling raffle tickets for the Hawaii Trip Package at the CEO Forum and Annual Meeting. The ticket form is also available for download at www.wacvb.com/foundation.html.

Think sunshine, gentle ocean breezes and relaxation for six nights and seven days!

Raffle Tickets

1 ticket = \$25 • 5 tickets = \$100

Raffle Funds Go Toward Scholarships and Research Grants

Since 2003, the WACVB Foundation has funded 44 scholarships and issued research project grants totaling more than \$10,000.

The WACVB Foundation offers several opportunities for convention and visitor bureau personnel to earn scholarships to attend training programs. Information and applications for each of the Foundation's scholarship programs are available at www.wacvb.com—click on the Foundation/Scholarships link on the home page.



Special thanks to our trip package donors

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Web Site Research and ROI Project

The WACVB Foundation has partnered with TNS Travel & Leisure to assist DMOs in ensuring more competitive Web sites. Discover how your bureau can get involved in this research project. Contact Foundation staff at info@wacvb.com for an overview of the Destination Web Site Research and ROI Project—Web Site Evaluation: A Quantitative Measurement. The Foundation is providing shared-participant funding for qualifying bureaus; contact Foundation staff for the Web Site Project Application. As you evaluate participation in this project, the Foundation Board is aware that interested DMOs may wish to participate in a year or so. Please know the project and research grants will be available for future participation.

Scholarships Available

The WACVB Education and Research Foundation administers several scholarship programs to fund educational opportunities for CVB CEOs and staff. Scholarship applications are at www.wacvb.com/foundation.html.



Four of the five scholarship recipients at the Tourism Tech Summit in Oakland (L to R) Amy Sparks, Santa Clarita Valley Tourism; Cathryn Posey, Anchorage CVB; Mary Brelsford, Olympic Peninsula Visitor Bureau; and Joan Hammer, Box Elder County Tourism Office.

Tech Summit Scholarships

The Foundation granted scholarships to five CVB representatives who attended the March 2009 Tourism Tech Summit in Oakland. Each Foundation scholarship included Summit registration and travel expenses.

The purpose of the scholarship program is to assist bureaus with the cost of offering high quality professional development opportunities and continuing education to their staff and CEOs, thereby raising the level of professionalism in our industry.

Materials for next year's Tech Summit scholarship program will be posted to the WACVB Web site this summer (click on the Foundation button).

Scholarship recipients:

Mary Brelsford, *Communications Manager*

Olympic Peninsula Visitor Bureau
Port Angeles, WA

Joan Hammer, *Tourism Director*

Box Elder County Tourism Office
Brigham City, UT

Carolyn Hill, *CEO*

Southern Oregon Visitors Association
Medford, OR

Cathryn Posey, *Web Manager*

Anchorage Convention & Visitors Bureau
Anchorage, AK

Amy Sparks, *Tourism Analyst*

Santa Clarita Valley Tourism
Santa Clarita, CA



Carolyn Hill from the Southern Oregon Visitors Association was also a Tech Summit Scholarship recipient.

New Survey Reveals Future Booking and Cancellation Intentions of Professional Planners

44% to Plan Fewer Meetings in 2009/2010, 47% to Plan Same Number

Economy Remains Chief Concern in Addition to Perception of Spending On Meetings

When it comes to meetings, planners are grappling with both a recession and a perception problem. According to a new national survey, professional planners say that while constrained budgets due to the current economy represent the number one challenge facing their events, more than one-third also cite image, publicity and public policy concerns. The survey of 516 professional meeting planners

was conducted during April and May for the Professional Convention Management Association (PCMA), the PCMA Education Foundation, and American Express by Ypartnership. More than half (55%) of the respondents were association meeting professionals, with the remainder (45%) serving as corporate or incentive meeting professionals.

Selected highlights of the survey include:

- The most frequently planned meetings were for 100 attendees or fewer (52%), but just over one out of ten (12%) respondents planned off-site meetings for more than 1,000 attendees;
- Hotels were identified as the most frequently used venue (71%), followed by resorts (14%) and conference centers (10%);
- The average daily room rate typically paid for lodging accommodations was between \$150 and \$199 (53%);
- Four out of ten (44%) respondents expect to book fewer off-site meetings in 2009/2010 compared to the number they booked in 2008. This translates into an average of 19 fewer meetings in 2009 and 15 fewer meetings in 2010. Roughly half (47%) of all respondents expect to book the same number of off-site meetings in 2009/2010 compared to 2008;
- When asked about the primary reason for their expected decrease in the number of off-site meetings booked in 2009/2010, 90% of the respondents cited meeting budgets that have been reduced due to general economic conditions;
- More than half (56%) of planners expect their attendance at off-site meetings in 2009/2010 to fall below the comparable levels recorded in 2008;
- Professional planners also intend to make greater use of alternative meeting methods in the months ahead including Webinars (54%), teleconferencing (48%) and videoconferencing (30%).

A summary of the findings will be presented in PCMA's flagship publication, *Convene Magazine*, in the July issue.

Source: Professional Convention Management Association (PCMA) www.pcma.org and Ypartnership www.ypartnership.com

Bureau News



Branding

Continuing their branding efforts, the Yakima Valley VCB has embarked on a video project called “Yakima Valley Stories,” where local and international celebrities in a range of fields share their stories and memories of their time in the Yakima Valley. The first video is from Yakima native Kyle MacLachlan, currently starring on ABC’s “Desperate Housewives.” The vignette is located on their homepage at www.visityakimavalley.org.

Campaigns

The Central Oregon Visitors Association (COVA) premiered its new 2009 spring/summer marketing campaign at a special in-cinema presentation in early March. COVA’s spring and summer marketing platform is designed to attract in-state travelers to Central Oregon with an epic destination image campaign; the cornerstone being a 30-second cinema and television ad. COVA plans to show Oregon residents that a premier vacation destination can be experienced with just a short drive to Central Oregon. Thousands of potential visitors all across Oregon will be viewing this 30-second ad on the Big Screen when they visit their local cinemas during the blockbuster movie months of May, June and July. The COVA spot will also air on a selected cable and network television schedule throughout the Greater Metro Portland area.

For the spring and summer visitor season, the San Diego CVB and local industry leaders launched San Diego’s most aggressive tourism advertising campaign in history—*Happy Happens*. The \$8-million campaign has a boldly upbeat theme that focuses on positioning San Diego as a joyful, “good vibes” destination where visitors can find happiness in a wide variety of places and experiences. San Diego CVB officials are confident the new campaign will strike a positive chord amongst travelers and meeting plan-

ners who may have postponed or been ambivalent about taking a vacation or booking a meeting because of the recessionary economy. With the promise of a heightened sense of optimism and a positive emotional experience, these potential visitors and meeting clients are expected to embrace *Happy Happens* and book their fun-filled vacation or meeting in San Diego. The advertising campaign encompasses a multi-media approach including television, radio, print, and online promotions. *Happy Happens* was integrated into the look and feel of the San Diego CVB Web site, which was redesigned to reflect the new brand. The development of the new campaign resulted from extensive brand research conducted last year by the San Diego CVB, in partnership with its advertising agency. Focus groups consisting of past and prospective leisure travelers in key markets like Chicago, Dallas, Phoenix and San Francisco were interviewed along with an advisory group of top meeting planners. The campaign is expected to result in 456 million gross impressions and has a media value exceeding \$8.6 million, making it one of the most aggressive and integrated campaigns ever produced by the San Diego CVB.

Funding Sources

In response to requests from the Bend business community for opportunities to help bring major events and travel groups to Bend, Visit Bend has announced a program whereby local businesses will contribute to a Visitor

Development Fund to be used to attract major events, conferences and conventions to the City. This fund is separate from Visit Bend’s annual working budget, and will be used to offset outside costs and mitigate risk associated with bringing these events and groups to Bend. At the core of the Bend Visitor Development Fund is an advertising program that provides partners with online exposure on www.visitbend.com, print advertising in the official Bend Visitor Guide, and other benefits to businesses contributing to the Bend Visitor Development Fund. The resulting pool of money will be used to attract major events, concerts, festivals, conferences and conventions to Bend. Participation levels in the Visitor Development Fund range from \$180 to \$2,900 per year, depending on the advertising package a business selects. The Visit Bend Board of Directors will provide strategic oversight of the Visitor Development Fund, conduct due diligence on what events and industries to pursue, and oversee allocation of the collected funds toward these events.

Green Initiatives

Travel Portland, with assistance from *Meetings Strategies Worldwide*, an award-winning environmental firm specializing in the meetings industry,

A screenshot of the 'THE PORTLAND GREEN MEETINGS TOOLKIT' website. The page features a header with the title and a sub-header 'EXPLORE OUR GREEN SCENE'. Below this is a navigation bar with tabs for 'TRAVEL', 'ATTRACTIONS', 'GETTING AROUND', 'PRE/POST', and 'DINING'. The main content area includes a map of Portland, Oregon, with various green meeting locations marked. To the right of the map are sections titled 'THE MEANS TO GREEN', 'TALK TO AN EXPERT', 'SUBMIT AN RFP', 'GET THE BOOK... FREE', and 'RUN THE NUMBERS'. The 'TALK TO AN EXPERT' section lists 'Green Meetings Consultants' and 'Green Meetings and Events'. The 'SUBMIT AN RFP' section mentions 'RFPs and Request for Proposals (RFP) and on how Travel Portland's award-winning sales managers pull the details together for you.' The 'GET THE BOOK... FREE' section offers a 'Green Meetings and Events' planning guide. The 'RUN THE NUMBERS' section provides a 'Best Places to Meet Green' calculator and a 'carbon calculator'.

recently launched an online *Green Meetings Toolkit*. Designed to assist planners interested in creating more sustainable events, the Web site contains tips, resources, interactive maps, links to experts, even a carbon calculator. Best of all, even though the

Web site highlights Portland as a meeting locale, much of the information it contains can be applied easily to other destinations. The toolkit opens with an overview of information on Portland, including venues, transportation, attractions, dining and pre-/post-tour ideas. All of the suggested businesses and tours are highlighted on interactive maps that link to www.goseeportland.com, a social-networking Web site on which planners will find ratings and reviews posted by various travelers to Portland. The toolkit's homepage also gives planners the option of submitting green-meetings questions to experts, filling out an RFP, and "running the numbers" on Meeting Strategies Worldwide's MeetGreen calculator. Because Travel Portland wants everyone to meet green (even if they aren't meeting in Portland), the Web site links to such green-meeting resources as the [Green Meeting Industry Council](#), [Convene Green and the Convention Industry Council's Green Meetings Report](#), as well as to blogs hosted by [The Green Meeting](#) and [Green Events Source](#).

■ Traveling by car or plane emits a fair amount of carbon dioxide into the atmosphere. To help combat the impact visiting Salt Lake has on the environment, the [Salt Lake CVB](#) recently launched its own online carbon offset program on its Web site. The Bureau's carbon offset program is in partnership with TreeUtah and done in conjunction with Salt Lake County's "One Million Trees" program. To jump start the program and practice what it preaches to Salt Lake visitors, the SLCVB estimated the staff's travel in 2009 (one million miles) and calculated its carbon footprint utilizing its carbon calculator (212 tons of carbon emissions). The Bureau then purchased 424 trees to double the offset of its own estimated impact on the environment. (The SLCVB Carbon Offset program estimates a \$10 purchase of trees to offset one ton of carbon emissions.) "We feel it's critical to not only offer such programs for our visitors, but to actively participate and show our stewardship for the environment and our future, particularly in Salt Lake where we're literally surrounded by nature," said Scott Beck, president & CEO of the Bureau. To maximize the benefits Salt Lake receives from this project, every tree purchased as part of the carbon offset program is being planted in Salt Lake County. To calculate your carbon emission and purchase the necessary trees to offset it, go to www.visitsaltlake.com/carbon_offset/.

Meetings/Conventions

■ "We have to ensure that the value and importance of the meetings and convention industry is made clear," said Rossi Ralenkotter, [Las Vegas CVA](#) president & CEO. "It is essential that we work hard to continue to promote business travel to Las Vegas." This spring, the LVCVA launched a comprehensive, online toolkit to provide information and resources for clients and hotel partners to stay abreast of developments in the meetings industry. Clients can access statistics, client testimonials and other information showing the reasons events are successful in Las Vegas, the LVCVA said. Hotel partners were provided tools to promote group travel to the destination, as well as updates on developments in business and Congress on the industry. The toolkit is online at www.vegasmmeansbusiness.com.

Technology

■ In February, [Experience Colorado Springs, the Convention and Visitors Bureau](#), formally introduced a new member of its online family. The Bureau teamed with CodeBaby, a new technology firm in Colorado Springs, to create Katharine, an animated online concierge. She has been added to the Bureau's new Web site to assist both leisure travelers as well as meeting and event planners navigate the site. Katharine will walk people through ordering a visitor guide and signing up for the monthly consumer e-newsletter. The purpose of the concierge is to infuse emotion into the online landscape and create a more engaging experience for the user. Tech savvy visitors can easily "park" Katharine if they do not wish to have her assistance. Her interaction is completely up to the user and their individual needs. Katharine is named in honor of Katharine Lee Bates, who wrote the words to *America, the Beautiful* after a trip to the summit of Pikes Peak. Katharine easily relates to the average Colorado Springs traveler as she is a working mother in her 40s who loves traveling and loves helping others plan their vacations and business meetings.

Tourism Business Improvement Districts

■ The [Newport Beach CVB](#) and the City of Newport Beach have created the Newport Beach Tourism Business Improvement District (TBID). Recently approved by the Newport Beach City Council, this all-new benefit assessment district is designed to accelerate

direct sales and marketing efforts to group oriented hotels at a time when gaining market share is critical. This increasingly popular funding approach has been used successfully in other destination areas throughout California to improve tourism and drive additional room nights. The assessment includes six initial group sales oriented hotels in Newport Beach. The Bureau, with the support of its Board of Directors, successfully implemented the TBID to complement the city's Transient Occupancy Tax (TOT) funding for the 2009-10 fiscal year. The TBID represents two percent (2%) on room rates; the assessment began May 15. Funds generated by the TBID will be used to enhance the sales and marketing efforts of the Bureau's sales and marketing teams. The hotels that are part of the TBID will benefit directly by the sales efforts of the CVB. Collections for the TBID will permit the assessed inaugural properties increased opportunities to participate in sales missions, trade shows and sales calls. It also frees up other resources to increase online marketing initiatives and increase advertising and social media. Cities across California are employing this funding strategy to more competitively sell in an increasingly more aggressive marketplace, especially in the group sales arena.

Visitor Marketing

■ Visitors to Anchorage, Alaska, get a bigger bang for their buck with the [Anchorage CVB's Gold Card](#) program, which launched in May. The program recognizes visitors for extending their stays in Anchorage and encourages them to experience more of what the city offers through upgrades, discounts, or special offers at participating businesses. The program provides hotel reservation staff an additional tool to encourage visitors to book an extra night in Anchorage. "The Gold Card is an informal packaging concept between hoteliers and members designed to celebrate Alaska's 50th anniversary of statehood and enhance the visitor experience to Anchorage by encouraging them to explore our local businesses and experience more of what Anchorage has to offer," said David Kasser, ACVB vice president of tourism development & sales. Visitors obtain the Gold Card when they check into their hotel or bed and breakfast if staying two or more nights. Visitors show the card to participating businesses, which may display a decal in the window or at the point-of-sale.

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PhoCusWright's Consumer Travel Report Reveals the Consumer Trends

Recessionary markets provide extraordinary opportunities to observe shifts in consumer behaviors and attitudes. PhoCusWright projects that the total U.S. travel market will decline 11 percent in 2009, returning the industry to pre-2006 levels. This decline reflects a dramatic shift in consumer demand levels, and new research from *PhoCusWright's Consumer Travel Report* provides insight into the changing behavior of today's traveler.

Top U.S. Traveler Trends

Move over Boomers—Generation Y has come of age

- Twenty-five to 34-year-olds are spending the most per household on travel and 18 to 34-year-olds are significantly more likely than older age groups to indicate that they plan to travel more this year.
- While Boomers are commonly described as the wealthiest generation, the 45 to 64 age group is spending the least per household on travel and is also the most likely to reduce travel spend this year.

It is going to get worse before it gets better

- Consumers who spend more than average on travel are more likely to reduce travel expenditure this year, and those who spend less than average are more likely to actually increase travel expenditure this year. The result of this mixed bag of intentions is that overall expenditure will decline considerably across the board, but budget brands will experience a smaller decline than upscale brands.

Online travel agencies will fare better than other channels

- It may seem surprising given the recent flurry of fee cuts and revenue-eroding promotions from online travel agencies (OTAs) like Expedia and Orbitz, but OTAs will outperform other channels in year over year bookings because of their consumer base.

Online travel is mature but not saturated

- Though the majority of travelers typically book online, there is still plenty of opportunity to grow online transactions; consumers who spend the most on travel still use a mix of online and offline methods.

Travel search engines are (finally) making a mainstream impact

- Travel search engines like Kayak are not new to the travel industry, but are now becoming a mainstream element in the travel planning process. More than a quarter (28%) of travelers typically turn to them when shopping for travel and new entrants like TripAdvisor will continue to broaden the audience.

Source: PhoCusWright's Consumer Travel Report uncovers the detailed behaviors and attitudes of the U.S. traveler and helps companies understand how consumers are adjusting travel behaviors and reacting to market trends. Trends and key findings from this report were presented June 9 at The PhoCusWright Analyst Forum in New York City. The report is available for purchase at www.phocuswright.com.

Deloitte: Americans Warm Up to Summer Travel

More Americans are taking some time to relax and refresh with the economy only slightly impacting their summer travel plans, according to a new study released today by Deloitte.

Nearly two-thirds (64%) said they are taking a summer vacation this year, although half of them said they will likely change some aspect of the trip due to economic/financial concerns. The most likely changes those consumers expect to make include: staying at less expensive hotels (50%), spending less on eating (50%), spending less on entertainment (46%), taking fewer trips (46%) and spending fewer nights away from home (45%).

“We are finding that Americans are planning to travel and take advantage of incentives and good deals on room rates. Economic concerns, however, have many travelers spending cautiously on accommodations and other expenses. While travel spending will likely not be as strong as several years ago, these survey results are a positive sign for the industry,” said Adam Weissenberg, Deloitte, US Tourism, Hospitality and Leisure leader.

Source: Deloitte. The survey was commissioned by Deloitte and conducted online by an independent research company April 24–28, 2009. The survey polled a nationally representative sample of 1,047 adult consumers. The survey has a margin of error for the entire sample of +/- three percentage points.

NBTA Releases Corporate Travel Report

The National Business Travel Association (NBTA) released a report that found nearly 85 percent of firms surveyed decreasing their travel spending since October 2008. More than 70 percent of 119 corporate managers surveyed in March expected continued decreases through 2009. According to the NBTA report, the top five travel management initiatives to cut costs are: overall travel and entertainment budget cuts; encouraging or requiring less air travel; sending fewer employees to events; emphasizing advance purchase of air tickets and strengthening travel policy mandates and enforcement of travel policies.

Source: National Business Travel Association (NBTA)

Above and Beyond

Salt Lake CVB Team Rides to Fight Cancer

In March, the "Visit Salt Lake" cycling team, comprised primarily of Salt Lake CVB employees, completed its third annual trek to Moab, Utah, for the Skinny Tire Festival, held in Utah's scenic Red Rock region of Southern Utah. The three-day event is a fundraiser for the Lance Armstrong Foundation and its fight against cancer. The fight against cancer is omnipresent for the SLCVB, having lost its former president & CEO, Dianne Nelson Binger, to the disease five years ago. Joining SLCVB team members Scott Beck, president & CEO; Mark White,

gram materials, heard motivational stories, and learned how to make their backpack drive successful.

Fairbanks Visitor Industry "Pounds Pavement" for Charity

Raising money for a good cause has never been so filling

In early May, the Fairbanks visitor industry, along with their family, friends, community nonprofit organizations and local businesses walked and ate (yes, ate) for charity in the Fairbanks 7th annual Alaska's Visitor Industry's Walk for Charity. Billed as the "4K Graze," the event is coordinated by the Fairbanks CVB and the

Alaska Travel Industry Association (ATIA) Fairbanks Chapter. All proceeds went to the nearly 50 local charitable organizations registered for the event.

More than \$163,000 has been raised in past walks for the local nonprofits.

"This 4K is the

Salt Lake Cycling Team members at the scenic Dead Horse Point, the turnaround point of day 2 of the Skinny Tire Festival. The team's efforts help raise money for the Lance Armstrong Foundation's fight against cancer.



vice president of sales; Chris Peterson, convention sales director; Eric Thompson, director of marketing; and Shawn Stinson, director of communications, were other members of Utah's hospitality community.

Santa Clara Convention Center Hosts Family Giving Tree's 2009 Back-to-School Drive to Benefit Low-Income Children

The Santa Clara Convention Center donated in-kind services totaling \$1,700 to host Family Giving Tree's "2009 Back-to-School Drive" luncheon on May 27. The Center hosted the space, food, and audio visual costs for the luncheon that benefits low-income children. The Family Giving Tree organization, along with more than 200 Silicon Valley companies, is providing new backpacks, filled with the tools they need to succeed, to more than 15,000 at-risk children in the Title 1 program. Registered hosts who attended the luncheon received pro-

only event where you can walk, may gain weight and raise money for charity all at the same time," announced the Walk's organizer, Karen Lane from the FCVB. Strolling musicians joined walkers along the course this year. A start-of-the-summer season "Celebration Station" greeted walkers at the end of the route at the Morris Thompson Cultural and Visitors Center (MTCVC), with dessert, door prizes, games and live entertainment. Each walker just needed a minimum donation of \$25 per adult and \$15 per child 6-12, children five and younger were free. The team that raised the most money was the first team out of the "grazing gate."

Bureau News

Continued from page 7

Offers vary from business to business. Visiting friends and relatives may also take part in the Gold Card program, even if they are not staying at a hotel, by stopping by the Log Cabin Visitor Information Center to pick up a card.

■ The San Francisco CVB is encouraging Northern Californians to vacation in San Francisco and "Escape to the City." A micro site on the Bureau's Web site, www.onlyinsanfrancisco.com/escape/, provides an insider's guide to the city and special offers. A free toolkit is available to SFCVB members allowing them to use the "Escape to the City" theme in developing their own package and promotions. Tools provided include marketing copy and ad templates with a signature photo. Additional tools include itinerary ideas from San Francisco "celebrities," in-depth information about the city's neighborhoods, a list of museum special admission days and free activities, audio walking tours, exclusive offers from American Express and more at www.onlyinsanfrancisco.com/escape/tool-kit.asp. American Express, as the official card partner of the Bureau, promoted the campaign every Sunday from April 5 to May 10, on a rolling deployment email schedule to a total of 60,000 California cardmembers.

■ Taking advantage of their wine country experiences and the growing interest in women group travel, the Yakima Valley VCB has developed www.winecountrygirls.com. The site is dedicated to girlfriend escapes and offers packages and events tailored to women travelers, including spa treatments, winery excursions and wine touring by horseback.



Voluntourism

■ Seattle's CVB has introduced a new voluntourism program for meetings and conventions. Meeting planners now have another reason to bring their meetings to Seattle with this new turnkey

Continued on page 17

Programs and Services

A Quick Reference of Member Programs and Services

The Value of Your Membership

In its 27 years of service to its members, the Western Association of Convention & Visitors Bureaus has enhanced and added new education programs and member services and created an education and research Foundation.

The Association is dedicated to the professional growth of its members. WACVB's primary goal is to promote and expand the influence of the convention and visitor industry through education. The Association serves more than 145 member bureaus in the western United States and western Canada.

Educational Programs

■ *Tourism Tech Summit and Vendor Showcase*

Creative and energizing, the Tourism Tech Summit and Vendor Showcase includes dozens of technology strategies and solutions to benefit your staff and your organization. Meet with vendor representatives at the Vendor Showcase and preview the newest tools, products and services available. In a comfortable, casual and friendly environment, you and your staff will be engaged on all levels.

■ *Meetings/Conventions Sales Institute Training (SIT I and SIT II) Programs*

The two-day Meetings/Conventions Sales Institute Training Programs are for convention/meetings sales managers and directors of sales. The programs are specifically designed to refine existing techniques, introduce new selling skills, and accelerate the sales knowledge of sales personnel. The programs are designed and presented by Steve Steinhart, Steinhart & Associates, and scheduled in conjunction with the Tourism Tech Summit and the Annual Meeting. The Association offers an *introductory* program in the spring and an *advanced* program in the fall.

■ *Travel Industry Marketing & Sales Training (TIMST) Program*

The two-day Travel Industry Marketing & Sales Training Program is leisure-focused and would be of interest to bureau staff responsible for the tour

and travel and leisure markets. The job of travel marketing and sales managers is to look at the tourism picture in their communities and determine practical programs to increase room night bookings and revenues, contributing to a more diversified and economic base for the destinations they represent. Instructor Tere Stamoulis, The Stamoulis Group, is a veteran of the hospitality industry. This program is presented in conjunction with the fall Annual Meeting.

■ *CEO Forum*

The Forum is designed to provide CEOs with strategies for surviving at the top—and includes discussions on solving management problems, working with volunteer and elected leaders, marketing ideas and understanding issues in the meetings and travel industries. The Forum is scheduled for July or August.

■ *Annual Meeting, Vendor Showcase and Best Idea Program*

Professional growth opportunities await you at the annual conference. The sessions focus on creative and resourceful marketing strategies, innovative technologies and tips for adapting to industry trends and organizational demands. The conference also includes a Vendor Showcase featuring trade publications, technology/information systems and marketing and research firms. The Showcase provides a relaxed yet productive business environment for delegates to meet with sponsors and vendors to discuss services and products. The objective of the Best Idea Program is to share innovative techniques or imaginative approaches to promoting your destination, managing your organization, providing services and communicating with stakeholders. The Best Idea Booklet is distributed at the conference. Submit your entries in the Best Idea Program using the Online Project Form.

Publications (online)

■ *Membership Directory*

WACVB's membership directory, with member-bureau profiles, is online. Each bureau profile lists key senior

staff and includes a brief sketch of the bureau. On the Web site, www.wacvb.com, click on Members/Find A CVB. To locate a member bureau, select either a state/province or input a bureau (destination) name to begin the search function. Then, you may search using the other fields.

■ *Peer Resource Guide*

The Peer Resource Guide is the Association's "Yellow Pages" for member expertise. When you need information or assistance specific to your work or a project, remember that our own WACVB members have a wealth of experience and expertise. The individuals listed in the various areas of expertise have offered to provide advice and counsel when contacted by a WACVB colleague. Click on Members/Find A CVB on the home page to locate the Peer Resource Guide.

■ *Newsletter*

The quarterly newsletter, *NewsNotes*, highlights WACVB activities and features industry and member news. The publication includes several ongoing columns such as "Bureau News," "People on the Move" and "Awards/Kudos."

■ *Western Destinations Guide (print)*

On an annual basis, WACVB partners with CONVENT, the award-winning journal of the Professional Convention Management Association (PCMA), to produce a special *Western Destinations Guide* (March distribution). This valuable marketing opportunity is available exclusively to WACVB members to showcase Western destinations.

Surveys (online)

■ *Bureau Budget Survey*

WACVB annually sponsors a bureau budget survey with results available to participating member bureaus. The survey is designed to determine member budget classifications and provide a focus on those items affecting a bureau's budget. The profile summary format provides valuable information for planning activities.

■ *CEO and Staff Salary and Benefits Survey*

The purpose of this online survey is to determine the salary and benefit schedules of bureau CEOs and staff members, as well as to collect data on such items as employment contracts and benefits. The survey results provide valuable information for member bureaus to use in planning and budgeting activities. In addition, participating CEOs can prepare individualized reports based on selected criteria such as bureau budget, type of bureau, number of full-time employees, etc.

Other Services

■ Web Site

The Association's [Web site](#) is designed primarily to assist and inform member bureaus and their staffs. WACVB created this site to serve as a communication tool and an information resource to promote and expand the influence of the convention and visitor industry through education. Check out upcoming events, review WACVB programs and services, download materials from the Resource Library, investigate job openings in Position Announcements and check out links to industry organizations. The "members" area includes e-mail and Web site links to member bureaus.

■ Position Announcements

The Position Announcement Service is available, at a minimal fee, both to member and nonmember bureaus seeking to fill CEO and senior-level staff vacancies. The announcements are posted to WACVB's Web site at www.wacvb.com.

■ Resource Library

Members looking for sample materials—such as bylaws, job descriptions, annual reports and marketing plans—are invited to download online library materials at www.wacvb.com. Contact staff for the user name and password to access the library materials. The materials are contributed by members and are available to assist in managing operations and planning marketing strategies.

■ Online Event Registration

Members may register online for upcoming programs at www.wacvb.com. Online event registration is available using an event registration form, with the addition of a secure credit card payment area. Members may also download an event brochure and registration form, complete the form, and fax or mail it to the Association office, along with a check or credit card payment information.

■ E-mail Communications

Contact staff with your industry or Association questions and comments at info@wacvb.com.

Scholarship Programs

The WACVB Education and Research Foundation administers three scholarship programs for bureau CEOs and staff members. Scholarship materials and applications for the programs may be found on the WACVB Web site – click on [Foundation/Scholarships](#) on the home page.

■ WACVB Tourism Tech Summit Scholarship

This program offers CEOs and staff personnel the opportunity to attend WACVB's Tourism Tech Summit & Vendor Showcase. The scholarship includes registration and travel expenses.

■ CEO & Executive-level Staff Training (Rosalind Williams Memorial Scholarship)

This Foundation scholarship program offers bureau CEOs and senior-level bureau executives scholarships to attend executive training programs

(e.g., workshops and industry conferences, university classes, etc.). The executive training programs must be presented by professional organizations or accredited institutions.

■ WACVB Annual Meeting Scholarship

This scholarship program, previously coordinated by WACVB, is administered by the Foundation. The Association continues to provide funds for these scholarships. This program offers CVB CEOs and staff personnel the opportunity to attend WACVB's Annual Meeting & Vendor Showcase. The scholarship includes registration and travel expenses.

Our Economy and DMOs Survey

In May, WACVB conducted a member survey regarding our economy and its influence on western destination marketing organizations. Eighty-six members participating in the survey. The survey focus was on program and staffing operations in a bureau's current budget year, as well as the projections or forecast for actions a bureau may take in response to future funding issues in their next fiscal year.

When asked if one's organization had experienced any reductions in funding sources (all sources) for the current fiscal year, 66 percent reported reductions. For those organizations that had reductions in public funding sources, the majority (29%) reported funding reductions of six percent to 10 percent. Nearly 55 percent reported program cuts or anticipated program costs in the current fiscal year (not including associated staff costs).

Survey participants reported a variety of operational cuts or savings their organizations have made or intend to make in their respective current fiscal years. A primary area of savings focused on renegotiated vendor agreements for professional services, office equipment, insurance, etc. Fifty-nine percent of respondents reported no changes in staffing costs made or planned for in their respective current fiscal years.

When asked if one's organization expects any reductions in funding sources (all sources) for their next fiscal year, 88 percent reported anticipated funding reductions, with 27 percent reporting expected funding source reductions from one percent to five percent and the same percentage (27%) reporting projected funding reductions of six percent to 10 percent.

Nearly 70 percent of respondents expect some program cuts in their next fiscal year (not including associated staff costs) as a result of projected budget cuts/reduced income. In a companion question, only 32 percent expect to make changes to staffing costs in their next fiscal year.

Participants also answered an open-ended question asking if they plan to re-evaluate their organizations from top to bottom in regard to 'right-sizing' or realignment of asset allocations.

The full survey summary was distributed to participating member bureaus.

Thanks to those WACVB-member bureaus that participated in this timely survey. Your Association colleagues appreciate your participation as they manage the resources of their respective organizations.

Comments About the Survey

This is very helpful as we plunge into our budget plan for this next year.

—Lisa Mayo, Calaveras Visitors Bureau & Film Commission

It's great to have responses across a wide range of CVBs. I am also impressed that so many bureaus gave specific examples to the open-ended questions. To me, a survey such as this shows the relevance and value of WACVB. Great job!

—Kathy Smits, Beverly Hills Conference & Visitors Bureau

This is very valuable information and so relevant.

—Nanci Sikes, Tuolumne County Visitors Bureau/Yosemite North



National Travel and Tourism Week Celebrations

Support Tourism, Wear Blue

The Las Vegas CVA urged all Las Vegans to show their support for the No. 1 industry to its economy by wearing blue on May 12. "There has never been a more important time for all of Southern Nevada to come together to support our main economic driver," said Rossi Ralenkotter, president & CEO of the LVCVA. Las Vegas tourism officials called for hospitality workers, local businesses, government officials, and all residents to join the cause to draw attention to the importance of tourism. Blue is an official color of the State of Nevada. The LVCVA also held a travel and tourism rally at the Las Vegas Convention Center to mark the day. The local tourism industry employs approximately 250,000 Southern Nevadans and injects more than \$30 billion into our local economy every year. Tourism also generates tax revenue for the construction of schools, parks and roads.

Why "Travel Matters" to Palm Springs Desert Resort Communities

Highlighted by the tagline "Travel Matters," the Palm Springs Desert Resort Communities CVA kicked off National Travel and Tourism Week with a rally at "The Show" Entertainment Center at Agua Caliente Resort Spa Casino to show firsthand how travel benefits the Coachella Valley. Facing decreases in local travel, more than 670 Palm Springs area travel industry workers united to raise concern over the impact hitting so close to home. During the rally, significant travel and tourism facts and figures for the Coachella Valley were released by Bob Marra, President, Wheeler's Market Intelligence. "Travel and tourism plays a key role in the

Palm Springs area's economy," said CVA President & CEO Jeff Beckelman. "Our community relies on travel for tax revenue and jobs and the benefits these bring to our economy. We hope today's event raised awareness and showcased why travel matters to every hospitality employee throughout our desert."

Reno-Sparks CVA 'Travel Matters' Rally

Highlighted by the tagline "Travel Matters," the Reno-Sparks CVA kicked off National Travel and Tourism Week with a rally under the Reno Arch to demonstrate the importance of travel to Reno-Tahoe. Ellen Oppenheim, president & CEO of the CVA, stated, "The strong attendance at today's rally is indicative of the importance of the travel and tourism industry to Reno-Tahoe. More than 34,500 members of our community work in the leisure and hospitality sectors, representing 17 percent of Washoe County's workforce. Visitors contribute nearly \$5 billion annually to Northern Nevada's economy." As a part of the Travel Matters Rally, the RSCVA launched three new Web sites to draw visitors to the destination: (www.visitmeinreno.com, www.visitmeinsparks.com and www.visitmeintahoe.com.) These new sites allow locals to design a personalized electronic postcard and then send it to anyone they'd like to see visit the destination.

Tourism Week Celebration Cancelled in Santa Barbara Due to Fire

In a May 14, 2009, letter to the editor of the local Santa Barbara daily paper, the staff of the Santa Barbara CVB wrote (excerpts):

The Santa Barbara Conference & Visitors Bureau/Film Commission is very fortunate to have the honor of promoting tourism for this region. Last Thursday, while the Jesusita Fire raged, our organization was scheduled to hold our Annual Tourism Luncheon, the largest annual gathering of our hospitality industry, to coincide with the start of National Tourism Week. We cancelled our event given the circumstances and the fact that most of the 300 people scheduled to attend were personally impacted by the fire and/or hard at work providing for evacuees,

fire crews and emergency personnel, and fielding calls from visitors concerned about the viability of their upcoming vacations. As we regroup and recover, there are so many heroes to recognize, including the firefighters, emergency personnel, Red Cross and local media. We also want to acknowledge the hospitality industry, who responded immediately to the needs of the community. In the face of juggling power outages, reservation cancellations, demand for rooms and evacuation orders, our hotels rolled with the punches and exhibited the true meaning of community spirit. As Santa Barbara and Goleta hotels filled up with some of the one third of the local population under mandatory evacuation orders, hotels in the surrounding areas, from Pismo Beach to Anaheim, extended discounted rates to evacuees. Restaurants and museums also offered discounts and freebies to evacuees. This outpouring of generosity made the SBCVB&FC proud to be a part of the tourism industry. We did not get the chance to say so last week, but as National Tourism week ends, it is worth reminding residents that Santa Barbara County's economy depends heavily on tourism as a revenue generator and the industry supports 20,000 jobs in the county. While money and jobs are important, the generosity displayed during the Jesusita Fire reminded us that the tourism industry is ultimately about community.



On May 29, as a thank-you gesture on behalf of the Santa Barbara County travel industry, the Bureau notified California firefighters of a special California Firefighters Discount Program. Fifty hotels, restaurants, wineries, museums, events and attractions have extended special rates and offers for all California firefighters, available through December 31, 2009. Bureau President & CEO Kathy Janega-Dykes wrote, "This is our way of saying "thanks" to you, the brave men and women who have valiantly protected Santa Barbara County on several occasions in the past year. We would like you to have the chance to return under more pleasant circumstances and enjoy some well-deserved perks. And, for those of you who have not physically battled one of our blazes, as part of the amazing California firefighting network you are all heroes to us! We invite you to experience the relaxing side of Santa Barbara—kick back, relax and enjoy!"

People on the Go



As part of the restructuring at the San Francisco CVB, **Laurie Armstrong** has been named vice president of public affairs and will oversee the Bureau's community outreach,

stakeholder communications and public relations, working to ensure that the local community understands the value of tourism to San Francisco, the role of the SFCVB and the return-on-investment of the newly created Tourism Improvement District. Armstrong has been with the Bureau since 1998 as vice president, public relations,



At the San Francisco CVB, **Karen Bell** has filled the open position in the Stakeholder Relations division and been named managing director, development. Bell will

create and implement a development and partnership plan that provides a mutually beneficial relationship between businesses in the visitor industry and the SFCVB. Her experience includes working as the first executive director for Fisherman's Wharf Community Benefit District. Bell was also formerly director of marketing programs and promotions for the SFCVB and executive director of partnerships and marketing for Dollar Rent A Car Systems.

Industry veteran **Janet Christopher** stepped into the newly-created position of director of business development at Seattle's CVB. Christopher will work in conjunction with the Bureau's membership department and will be responsible for generating new members and developing a sponsorship program. Most recently she served as assistant executive director, convention services for the Washington State Dental Association. Prior to that, she served as regional director of sales for Weaver Multimedia Group where she oversaw

publishing for CVBs in San Francisco, San Jose, Vancouver and Seattle.



The Long Beach CVB has promoted **Jeff Forney** to vice president of marketing. Forney joined the Bureau in 2001 as membership director and was promoted to director of

marketing in 2005. In addition to his experience in promoting Long Beach, he has an extensive background in group packaging and incentive sales.



The San Francisco CVB has named **Dan Goldes** as executive vice president and chief stakeholder officer. Goldes originally joined the SFCVB in 1989 and served as membership services manager

until 1999. Goldes returned to the Bureau in 2005 as vice president of member and community relations and was promoted to executive vice president, strategy and development in October 2008.

The Southwest Washington CVB has hired **Cynthia Holloway** as convention sales manager. Holloway will work with the Bureau's existing sales team to generate leads and bring meetings and conventions to Vancouver and Clark County. Holloway has more than 16 years of experience working in hospitality and the travel industry. Prior to joining the Bureau, she spent seven years as vice president of sales and marketing for a local business travel management company.



At the San Francisco CVB, **Leonard Hoops** has moved into a new position as executive vice president and chief customer officer, emphasizing his role in

attracting, satisfying, and retaining business from the convention and travel trade industries. He joined the Bureau in 2006. Most recently, Hoops served as the executive vice president of sales and marketing.



The Long Beach CVB has appointed **Allison Lesser** as vice president of sales. Prior to joining the Bureau, Lesser was a director of sales and marketing with W Hotel and

Sheraton Suites in San Diego and a director of group sales with the Westin Hotel in Long Beach.

Christine Mueller joined Seattle's CVB as director of sales in February. Mueller is responsible for the day-to-day leadership of the Bureau's convention sales team. She most recently worked as managing director of strategic account management for Starwood Hotels & Resorts Worldwide.



Sam Ross is the new executive director at Visit Carlsbad. Ross spent seven years with the San Diego CVB in membership and ultimately assumed the responsibilities of director of

partnership marketing and member opportunities. He has a background in corporate advertising, marketing and sales.

In May, **Rick Shoup** was appointed as the new CEO at the Big Bear Lake Resort Association. Shoup replaces Ken Brengle who resigned to accept the CEO position at the Torrance Chamber of Commerce. Since 1992, Shoup has been the president of The Advice Group, a marketing consulting firm located in Sherman Oaks. In that capacity, Shoup facilitated the planning of the Big Bear Lake Resort Association before its inception in 1994, and has worked as the Association's marketing consultant since 1996. Prior to his 17 years with The Advice Group, Shoup worked as a senior executive for major Los Angeles advertising agencies.

Matt Stiker has joined the San Francisco CVB in the newly created position of executive vice president and chief marketing officer. Stiker will be



responsible for developing and executing marketing strategies across all departments. He has 23 years of experience in advertising and consumer marketing. He led marketing

programs for global consumer brands from Coca-Cola and adidas to ESPN and Xbox. Most recently, Stiker led joint marketing partnerships and activation efforts with DreamWorks, the NBA, and Starbucks at Hewlett-Packard. Prior to that, he served as senior vice president at McCann Worldgroup San Francisco as well as at Publicis in the West, Seattle, where he directed the State of Washington Tourism account.



Jennifer Thomson has joined the San Francisco CVB as communications manager and will manage stakeholder communications for the Bureau, including online and printed newsletters and

other messaging. Thomson was previously marketing director for West Coast Green.

Awards/Kudos



Brynn Kloster Recognized

Brynn Kloster, senior sales manager with the Yakima Valley VCB was named the 2009 Associate Member of the Year by the

Washington Society of Association Executives (WSAE) in recognition of her professionalism and service to WSAE and the industry. Kloster has been with the Bureau for nearly three years. Previously, she was a teacher with the Yakima School District.

veteran sales team member. The Dianne Nelson Binger Sales Leadership Award is presented to the Bureau's top sales person, in honor of Dianne Binger, a tireless advocate for Salt Lake and the state. Binger served the Bureau and Salt Lake for 18 years, becoming president and CEO in 2001. According to Bureau President & CEO Scott Beck, 2008 was a monumental year for the sales team at the Bureau, booking 460,830 convention room nights representing \$326 million in direct convention delegate spending.

Regional Meetings Magazine Honors Colorado Springs CVB's Kathy Reak

Colorado Meetings + Events magazine recognized Kathy Reak, director of convention sales for Experience Colorado Springs, the Convention & Visitors Bureau in its Best Of Colorado 2009 Awards. She was awarded Best Supplier. Reak has more than 25 years of experience in the hospitality industry and has been with the Colorado Springs CVB since 1997. The readers' choice awards honor the dedication and creativity of event professionals who have earned the respect and admiration of their clients and peers. The award winners for all categories were selected through an online reader poll.

Sally O'Neill receives the Dianne Nelson Binger Sales Leadership Award from Scott Beck, Salt Lake CVB president & CEO, during the organization's 2009 Annual Meeting.



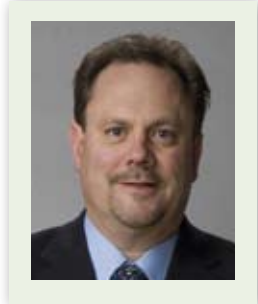
SLCVB's Dianne Nelson Binger Sales Leadership Award Presented to Sally Tilson O'Neill

During the Salt Lake CVB's 25th anniversary annual meeting in March, Scott Beck, president & CEO of the Bureau, awarded the fourth annual Dianne Nelson Binger Sales Leadership Award to Sally Tilson O'Neill. O'Neill, director of convention sales and an employee of the Bureau since 1987, is a



Harry Sladich Appointed to Washington State Convention & Trade Center Board

At a time when the convention industry nationally is fighting to be recognized as an economic engine, Gov. Christine Gregoire has appointed Harry G. Sladich to the Board of Directors of the Washington State Convention & Trade Center (WSCTC) in Seattle. The appointment came just days before Gov. Gregoire showed her support for the convention and tourism industry by vetoing a \$22 million transfer from the WSCTC budget



to the general fund. The transfer would have also eliminated \$9 million in tourism marketing dollars, according to a press release from the State of Washington Office of the Governor. Sladich currently serves as president & CEO of the Spokane Regional CVB. Gov. Gregoire appointed Sladich to the board of the Motion Picture Competitiveness Program in summer 2006. He also serves on the boards of directors for WACVB and the Washington State Destination Marketing Organization.

San Francisco Bureau Kicks Off Centennial Celebration on July 7

The San Francisco CVB, founded in 1909, will begin its centennial celebration at its 99th Annual Luncheon on July 7. The program will reflect upon the successes and challenges San Francisco's tourism industry has had over the past 100 years with an emphasis on looking ahead to the next century. A high point of the luncheon is the presentation of the Silver Cable Car award, which this year will be presented to Fisherman's Wharf.

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Oakland CVB President & CEO Manette Belliveau (left) presents a complimentary 2009 Annual Meeting registration certificate to Stacey Malstrom (Travel Lane County).

presenting new and complex ideas. A number of Tech Summit presentations are online at www.wacvb.com—see the Summit information on the home page.

Comments from the 2009 Tech Summit Delegates

Thank you; it was my first summit and I loved it! I can't wait for Seattle!

—Sergio Oliveri
Production Coordinator, Santa Clara CVB

This year's Tech Summit was once again loaded with fantastic information; WACVB does a terrific job putting on this conference every year!

—Kristy Neighbors
Community Promotions Director, Medford VCB

Thanks for an outstanding Summit—truly one of the best conferences I have attended—great content, networking and format.

Cathryn Posey
Web Coordinator, Anchorage CVB

New and exciting ways of using mobile tools and strategies for meetings and the leisure market were explored at a luncheon presentation. Successful Internet co-op campaigns and the evolution of online advertising provided valuable information for attendees.

A session on destination Web site evaluation and ROI focused on a WACVB Foundation project to discover the impact a DMO's Web site has on "persuading" visitation to the destination and the Web site's return on investment. The components of the research project include Web site traffic analysis, Web site survey with full analysis, conversion study with ROI analysis and key driver analysis. Special thanks to the Metropolitan Tucson CVB for sharing the results of their research in this Foundation project.

A popular session with PR/communications representatives was "New PR 2.0 Technologies for Online Visibility & Media Coverage."

The luncheon presentation on productivity in the digital age gently brought to light ways to nudge colleagues along who may be resisting technology and its tools.

A special thank you to our outstanding speakers—they did a terrific job of



Suzi Brakken (right) (Plumas County) now has plans to attend the 2010 Tech Summit in Seattle, as she accepts a complimentary registration certificate from Oakland CVB CEO Manette Belliveau.

Thanks to our Summit Planning Committee for their involvement in recommending session topics and speakers.

Manette Belliveau, President & CEO, Oakland CVB

Christopher Clark, Director, Marketing Services, San Francisco CVB

John Fuhr, Vice President of Marketing, Anaheim/Orange County VCB

Erin Lair, Webmaster, Metropolitan Tucson CVB

Maresa Thompson, Interactive & Design Manager, Albuquerque CVB

Pat Holmes, Vice President of Partner Development, Salt Lake CVB

At the Summit welcome reception, hosted by the Oakland CVB, several lucky attendees took home prize packages courtesy of our host bureau and WACVB.

With input from delegates, we already have a number of program ideas for next year's Summit. One attendee recommended "any topic about the newest 'it' technology—whatever it happens to be next year."



Diane Pritchett (right) (Costa Mesa) was the lucky winner who took home the Oakland CVB gift bag at the welcome reception.

Thank you again for having me as a presenter. I thoroughly enjoyed my trip! I received some great comments and feedback on our session.

—John Kirk
Vice President of Sales & Marketing, Blue Sky Factory

Thank you for producing another great conference! I found the information very valuable and took nine pages of typed notes that I look forward to sharing at the office. It was full of great ideas and seems to get better each year.

—Maresa Thompson
Interactive & Design Manager, Albuquerque CVB



Dale Lockett (Albuquerque) shows off the fleece jacket he won, courtesy of the Experience Colorado Springs CVB and the site of the 2009 Annual Meeting.

Calendar of Events



Awards/Kudos

Continued from page 15

Las Cruces CVB Achieves Destination Marketing Accreditation

The Las Cruces CVB has been awarded accreditation from the Destination Marketing Accreditation Program (DMAP), one of the highest honors attainable in the visitor industry. "We are extremely honored to have received this award," said Las Cruces CVB Executive Director Ken Mompellier. "We are very pleased to have been recognized by the destination marketing community for our hard work, commitment and dedication to the tourism industry's high standards. Our staff put an incredible amount of work into the process to achieve this award." DMAP accreditation standards cover a wide range of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, brand management, destination development, research/market intelligence innovation and stakeholder relationships. DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing developed by Destination Marketing Association International (DMAI). The Las Cruces CVB is a City of Las Cruces department.



Moscone Center Receives EPA Environmental Achievement Award

The U.S. Environmental Protection Agency (EPA) Pacific Southwest Region 9 awarded San Francisco CVB members—SMG and The Moscone Center—the prestigious 2009 Environmental Achievement Awards for operating as a sustainable building that has helped to protect the environment. Sustainable purchasing, green cleaning, and management of toxic materials are all practiced throughout the facility. Energy and resource usage is managed in the building as well. Water management includes drip irrigation landscaping,

CEO Forum

August 6-9, 2009
Sundance Resort, Sundance, UT

Advanced Meetings/Conventions Sales Institute Training (SIT II) Program

October 13 & 14, 2009
Antlers Hilton, Colorado Springs, CO

Travel Industry Marketing & Sales Training (TIMST) Program

October 13 & 14, 2009
Antlers Hilton, Colorado Springs, CO

Annual Meeting & Vendor Showcase

October 14-17, 2009
Antlers Hilton, Colorado Springs, CO

low-flush value plumbing and water-saving devices in restrooms. Moscone Center's recycling program is celebrating its 10th year. More than 20 materials are handled for diversion or donation.

The Best Neighborhoods in America

Men's Journal Magazine ranked 'The Best Neighborhoods in America' in its June 2009 issue. The *Men's Journal* 'Best Neighborhoods in America' article looked at median home price, cost of living compared to the rest of the U.S. and sunny days per year for this ranking. All stats were according to www.bestplaces.net. Thirty-one cities were singled out by the publication as among the "coolest hoods" in America. Cities in the West included:

- Dogpatch/San Francisco, Calif.
- Leucadia/Encinitas, Calif.
- North End/Boise, Idaho
- Ballard/Seattle, Wash.
- Old Southwest/Reno, Nev.
- Mount Tabor & Hawthorne/Portland, Ore.
- Bootleggers Cove/Anchorage, Alaska
- Ogden, Utah

To read the story online, visit: <http://www.mensjournal.com/the-best-nabes-west>.

Bureau News

Continued from page 9

solution to bridge one's meeting with public service. A growing national industry trend, voluntourism taps the charitable spirit of convention attendees to benefit the community. Seattle's CVB and Seattle Works have partnered to assist in maximizing outreach for voluntourism opportunities. Meeting planners outline their group's parameters and Seattle Works designs events customized to those specifications. To learn more about Seattle Voluntourism, visit www.visitseattle.org. Some examples of what groups might do in the program include harvesting organic produce for local food banks, sorting donated food and clothing, and helping to restore salmon habitat.

Career Sales Training

Meetings/Conventions Sales Training (SIT I)

[Editor's note: See article about these programs set for October 13 & 14, 2009, in Colorado Springs: Advanced Meetings/Conventions Sales Training (SIT II) Program and Travel Industry Marketing & Sales Training (TIMST) Program.]

Twelve CVB sales professionals from five states assembled for two days of training at the March 24 & 25 Meetings/Conventions Sales Institute Training (SIT I) Program in Oakland. This is the ninth year WACVB has been presenting the sales training program taught by Steve Steinhart, president of [Steinhart & Associates](#).

Designed specifically for CVB salespeople, "real situation" role-playing, self-evaluation quizzes, and authentic case studies are the thrust of this training seminar.

Attendees at the training program shared their thoughts about this fast-paced, high-energy sales training program that concentrates on techniques to increase group leads and sales production.

"I had a great time at the WACVB Sales Training in Oakland. It was an intensive two days, but I walked away with a lot of valuable information. It was also a great benefit as I received re-enforcement that what I have been doing is along the right path. It is a great course for beginners in sales, but it would be a valuable refresher course for experienced sales professionals. I would very much like to attend the advanced course to continue the training. I really enjoyed meeting all the other attendees, and it was wonderful to see the many bureaus they represented."

—Erin Nicholson, Sales Manager, Pasadena CVB

Upcoming Training Programs

October 2009

The Advanced Meeting/Conventions Sales Institute Training (SIT II) Program is scheduled for October 13 & 14, in Colorado Springs, Colorado. The 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. The topics and materials in the SIT II program are advanced and include the analysis of case studies. The challenging case studies are developed by real meeting, event and travel planners. Other topics include developing customers and analyzing customers' characteristics. Steve Steinhart is the instructor for the advanced program.

The Travel Industry Marketing & Sales Training (TIMST) Program is leisure focused and is designed for bureau staff responsible for the tour and travel and leisure markets. The job of travel marketing and sales managers is to look at the tourism picture in their communities and determine practical programs to increase room night bookings and revenues, contributing to a more diversified and economic base for the destinations they represent. Instructor Tere Stamoulis, The Stamoulis Group, is a veteran of the hospitality industry. The next TIMST program is scheduled for October 13 & 14, 2009, in Colorado Springs, Colorado.

Registration Fees/Policies

Participants must attend both days of the selected training program. Membership in WACVB rests with the bureau, and all member-bureau employees attend at the member rate.

\$425—per member registrant • \$525—per nonmember registrant

Fees include two-day workshop, workbook, morning and afternoon refreshment breaks, and a daily group luncheon.



Participants and instructor Steve Steinhart (seated) take a break at the sales training program in Oakland.

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The Western Association of Convention & Visitors Bureaus serves more than 145 member bureaus. Membership is open to bureaus in the western United States and the western provinces of Canada.

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