




CEO Forum
August 6-9, 2009

PG-2



Bureau News
Who's Twittering?

PG-6



Meetings Mean Business

PG-10

WACVB

Published by the Western Association of Convention & Visitors Bureaus

For Member Bureaus ~ March 2009

newsnotes

Tourism Tech Summit

Technology Strategies for DMOs

Creative and energizing, the Tourism Tech Summit and Vendor Showcase includes technology strategies and solutions to benefit your staff and your organization. The Summit, March 26 & 27 in Oakland, www.oaklandcvb.com, includes a fabulous group of expert speakers and supportive vendors in a casual and friendly environment.

Plan to join your DMO colleagues at the Oakland Marriott City Center for the 4th annual WACVB Tech Summit. Register at www.wacvb.com.

Gather information 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.

Learn about social media and DMOs, including the ROI (Return on Investment) and ROP (Return on Participation) of social media. Discover the pros and cons of developing and building blogs and integrating third-party travel content into your Web site.

Technology and the consumer's demand for instantaneous information are driving the shift in media. What are the wants and needs of

online travel consumers?

Find out best practices in PR and Web 2.0 technology. How is online advertising evolving?

Learn about successful Internet co-op campaigns, including partner ideas and strategies to leverage your budget. Discover how DMOs can use mobile media to engage visitors and meeting delegates.

Review e-mail best practices, as well as tips for successful e-newsletters, e-letters and e-campaigns.

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




tourism
TECH SUMMIT
Technology Strategies for Destination Marketing Organizations

Continued on page 5

Meetings/Conventions Sales Institute Training (SIT I)

March 24 & 25 • Oakland

Attend the two-day Meetings/Conventions Sales Institute Training (SIT I) Program, March 24 & 25, to refine your existing sales techniques, learn new selling skills, and accelerate your sales knowledge in the meetings and conventions market. Then you'll be ready to produce results with your new skills. The program is custom designed by Steinhart & Associates.

"One of the best career training experiences I've had."

~From an attendee at the April 2008 SIT I Program.

Analysis of Sales Skills

- Identifying new accounts/gaining market share
- Making effective presentations
- Removing resistance at the point of sale
- Negotiating
- Closing
- Prioritizing

Personal Skills

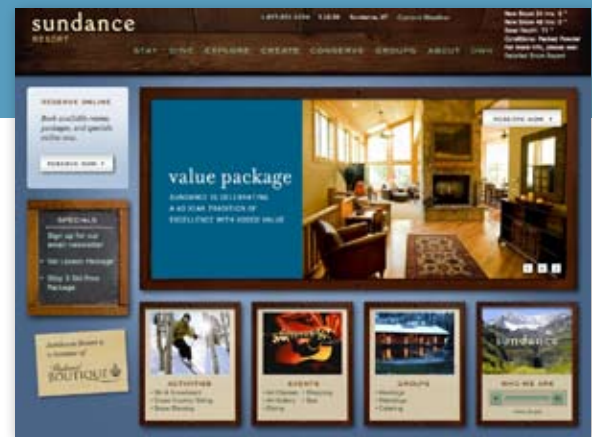
- Work ethic
- Creativity
- Image projection
- How to accelerate the rapport-building process with customers
- Identifying strengths and weaknesses
- Implementation of New Material into Daily Routine

Instructor Steve Steinhart, president of Steinhart & Associates, has spoken on the topic of hotel and destination sales and marketing to numerous professional organizations, including WACVB, the American Society of Association Executives, Meetings West, Meeting Professionals International, and Hotel Sales and Marketing Association International.

Additional Training Programs

The **Advanced Meetings/Conventions Sales Institute Training (SIT II) Program** is scheduled for October 13 & 14, 2009, 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 Sales Training (TIST) Program** is leisure focused and is designed for bureau sales staff responsible for the tour and travel and leisure markets. The next TIST program is scheduled for October 13 & 14, in Colorado Springs, Colorado. The TIST instructor is Tere Stamoulis, principal of The Stamoulis Group.



2009 CEO Forum First Forum in Utah

Bureau leaders will gather for the 20th annual CEO Forum, August 6-9, at the Sundance Resort near Provo, Utah. Joel Racker (Utah Valley), Bill Malone (Park City) and Scott Beck (Salt Lake) are planning 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 need. Bureau leaders attending the Forum have the opportunity to build peer relationships and participate in a marketing idea exchange.

First-time attendees: Benefit from the new CEO mentor match program to facilitate your Forum experience. CEOs attending the Forum for the first time will be paired with chief executives who have attended previous editions.

At the Forum create a face-to-face CEO network that will assist in garnering industry insights and resources from the colleague network.

Nestled at the base of 12,000-foot Mt. Timpanogos, the Sundance Resort is a 5,000-acre destination resort, committed to maintaining the balance of art, nature and recreation. Sundance offers diverse mountain recreation experiences and encourages the cultivation of art and self-expression, as well as the preservation of the land.

Founded by Robert Redford in 1969, Sundance is a haven for discovery and inspiration. Visit the Web site at www.sundanceresort.com. The Sundance Resort, located in the Wasatch Mountains of Utah, was listed in *Conde Nast Traveler's* Fifteenth Annual Gold List in the January 2009 issue. The resort offers an array of mountain activities including hiking, mountain biking, fly-fishing, and horseback riding as well as unique offerings such as art classes, exhibits and periodic film screenings.

Plan to attend the 2009 CEO Forum—it's a great opportunity to deliberate industry issues and management challenges.

2009 Annual Meeting

Colorado Springs
www.visitcos.com

Mark your calendar now for the 2009 WACVB Annual Conference & Vendor Showcase in Colorado Springs—October 14-17—at the Antlers Hilton www.hilton.com in Colorado Springs. The team at the Colorado Springs Bureau (Experience Colorado Springs at Pikes Peak) 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 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, with the conference beginning late afternoon on October 14.

Program Co-chairs for the conference are Dale Lockett (Albuquerque) and Harry Sladich (Spokane). Terry Sullivan from the Colorado Springs Bureau will serve as Host Chair. In addition, Lorene Palmer (Juneau) will serve on the Annual Meeting Planning Committee.

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

Host City: Colorado Springs
www.visitcos.com

Colorado Springs is the home of the Olympic Training Center, Pikes Peak, Garden of the Gods Park and the U.S. Air Force Academy.

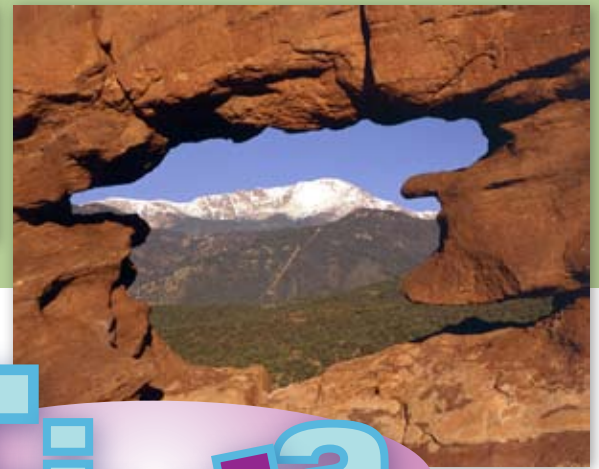
The stunning scenic beauty and the sunny and dry, mild climate attract people to the area. The Pikes Peak region lies along the extreme southwestern edge of what was the Louisiana Territory. In November 1806, American explorer Zebulon Montgomery Pike traveled through the area and is credited for “discovering” Pikes Peak, though he named the impressive landmark Grand Peak.

In 1859, the discovery of gold 60 miles to the West resulted in the “Pikes Peak or Bust Gold Rush.” More than 100,000 people flocked to the area in search of riches.

In 1869, General William Jackson Palmer, a Civil War hero from Pennsylvania, first came to the area and described its “most enticing scenery.” One year later, he founded the Denver and Rio Grande Railroad and purchased land to create Colorado Springs along its route. Within a few years of founding Colorado Springs, Palmer built and opened The Antlers Hotel, located

downtown on Pikes Peak Avenue, with the mountain serving as a spectacular backdrop.

In the 1890s, gold was discovered on the western slope of Pikes Peak, one of the richest gold strikes in American history. As a result, by the turn of the 19th century, Colorado Springs was called “the city of millionaires.” At the turn of the century, inspired by a trip to the summit of Pikes Peak, Katharine Lee Bates penned what has become our country’s most famous poem and song, “America the Beautiful.”



Trivia

Trivia for Colorado Springs and the Pikes Peak Region

Questions

1. What inspired Katharine Lee Bates to write “America the Beautiful”?
2. What popular breakfast food was originated in the 1890s by a Colorado Springs cereal food company?
3. At sunrise, the shadow of Pikes Peak can extend as far as how many miles to the west?
4. George Stokes opened a restaurant on Pikes Peak Avenue in Colorado Springs in the early 20s and served one item that became so popular it went on to be sold in cans and is still a best-seller today? Name the product.
5. What is the #1 man-made attraction in Colorado Springs?

Answers on page 16

In the 1940s, the U.S. Army opened Camp Carson, marking the beginning of what is now a strong military presence in this region. In 1954, the Air Force broke ground for the United States Air Force Academy to continue this military tradition. Today, Colorado Springs is home to a number of major military installations.

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 these 2009 events: Tourism Tech Summit, CEO Forum and Annual Meeting.

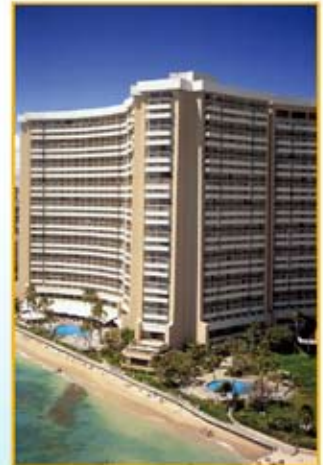
Think sunshine, gentle ocean breezes and relaxation for six nights and seven days!

Raffle Tickets

1 ticket = \$25 • 5 tickets = \$100

Raffle Funds Go Toward Scholarships and Research Grants

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

STARWOOD
HOTELS & RESORTS WAIKIKI

madden media
connecting people to places

Scholarships Available

The WACVB Education and Research Foundation administers several scholarship programs to fund educational opportunities for CVB CEOs and staff. Scholarship applications are available at www.wacvb.com – click on the *Foundation/Scholarships* link on the home page.

Tourism Tech Scholarships

(At press time, the scholarships were about to be awarded for attendance at the 2009 Tech Summit.)

Executive Training Scholarships

Rosalind Williams Memorial Scholarship Program

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.

WACVB Annual Meeting Scholarships

The WACVB Foundation grants scholarships for bureau CEOs and staff members to attend WACVB's Annual Meeting. The four-day conference brings together the West's top destination marketing executives and staff. The program includes seminars on sales and marketing strategies and management issues plus abundant opportunities for one-to-one networking. Scholarship grants include complimentary conference registration, travel, lodging, and scheduled meals at the Annual Meeting. The 2009 Annual Meeting & Vendor Showcase is October 14-17 in Colorado Springs.

Learn about the Web Site Research and ROI Project at the 2009 Tech Summit

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 at info@wacvb.com 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.

“Business of Bureaus” Learning Modules

Video Modules in Production

Last year the Foundation sponsored and videotaped a day-long Business of Bureaus workshop in Anaheim. The instructors—all WACVB Past Presidents—presented information on a multitude of bureau management and marketing activities—destination leadership, management issues, marketing, conference/convention sales and service, tourism sales and marketing, communications, community relations, membership and more.

The WACVB Foundation is editing the workshop content into several video modules to be delivered via DVD and streaming video. In addition, materials in support of each video module will be added to the WACVB Resource Library.

Presenters included Brad Burlingame, West Hollywood MVB; Linda DiMario, DiMario & Associates; Carol Lenz (retired), Travel Portland; and Cami Mattson, San Diego North CVB.

The Business of Bureaus video production is being underwritten by simpleview, inc. Founded in 1991, simpleview provides strategic planning, custom-built Web sites, destination management and sales software, interactive marketing services and customer support to more than 100 DMOs in North America.

Association Survey Program

2009 Editions Available Soon

Members tell us the Association’s annual survey program continues to be a valuable member service.

In a month or so, the 2009 survey editions will be available for completion—both are online questionnaires—**CEO and Staff Salary and Benefits Survey** and **Bureau Budget Survey**. Watch for more information about the annual surveys via e-mail.

The CEO and Staff Survey includes a bureau background data section (type of bureau, years in operation, etc.) as well as a chief executive officer and staff section focusing on salaries and benefits.

The Bureau Budget Survey is designed to determine member budget classifications and to provide a focus on those items having an impact on a bureau’s budget. Members use the survey information when creating budgets, researching funding sources, and planning bureau expenditures.

WACVB’s survey program is a “members-only” service, with results accessible only to survey participants. Your Association colleagues will appreciate your participation!

Additional information about participating in the 2009 editions of the online surveys will be sent via e-mail.

Tourism Tech Summit

Continued from page 1

Gather information about the latest Search Engine Optimization (SEO) strategies, tactics and trends. Listen to meeting professionals discuss technology—what they use and what influences them.

The WACVB Education & Research 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 Web site evaluation and ROI research project.

When writing copy for your Web site, do you know precisely how short sentences and paragraphs need to be to engage the online reader?

In today’s digital age, information is coming our way from many fronts and in abundance. Keeping track of it and leveraging it becomes very challenging.

Learn some key principles that can help you, your team, and your organization overcome the challenges of information overload.

Walk away from these dynamic, knowledge-packed presentations with tactics and strategies you can apply immediately and successfully. Sign up now for the Tourism Tech Summit; register at www.wacvb.com.

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

Special thanks to our Summit Planning Committee:

Manette Belliveau, Executive Director, Oakland CVB

Christopher Clark, Director, Marketing Services, San Francisco CVB

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

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

Erin Lair, Webmaster, Metropolitan Tucson CVB

Maresa Thompson, Interactive & Design Manager, Albuquerque CVB



Branding

■ After more than 15 years as the Convention & Visitors Association of Lane County Oregon (CVALCO), the Association has launched a new name, look and marketing strategy for Lane County. Tourism officials have announced that the organization will become **Travel Lane County** www.travellanecounty.org and market the destination as “Eugene, Cascades & Coast,” with the slogan “Real Adventures. Real Close.” The Association revealed the changes at its quarterly Tourism Forum breakfast; implementation of the brand officially began March 2. The new marketing focus on easily accessible adventures highlights the results of a near year-long research process, conducted by Oregon-based Total Destination Management. The research also indicated that promoting the destination with a Lane County-focused moniker was not resonating with travelers as well as the name recognition of Eugene, followed by the familiarity of the Cascades and coast regions. “The new brand positioning creates a sense of place that not only identifies where our destination is located, but provides a distinguished focus on the adventure experiences we offer,” said Kari Westlund, president & CEO. Meanwhile, the organization’s new name change to Travel Lane County reflects a growing alignment that convention and visitor associations are making across the state, including Travel Oregon and Travel Portland www.travelportland.com. The new brand will also be explored in the form of a new adventure-focused visitor center located in Springfield’s Gateway area near I-5, increasing efforts to connect with thousands of more travelers.

■ The Marin County CVB’s www.visitmarin.org new marketing slogan is “Marin, just a little out there.” The new tagline represents “the uniqueness, the funkiness, the things that make Marin, Marin,” Mark Essman, executive director of the CVB, told the *Marin Independent Journal*. The

bureau’s previous slogan was, “Marin County. Where wonders never cease.”

■ The Stockton CVB is proud to announce the release of the 2009 Official Stockton Activities Guide, formerly called the Visitors Guide. This year’s edition encompasses the new Stockton “Celebrate” brand identity with fresh bold colors and updated content. In 2007-2008, Stockton underwent an entire rebranding effort with the help of Roger Brooks of Destination Development (DD). The Activities Guide and the forthcoming Web site redesign with TIG Global are the first two public marketing projects put forth by the CVB with the new brand identity. The brand statement created by DD—“*Stockton is the destination of choice when you want to celebrate life, art, food, music, sports, theater, and recreation. What would you like to celebrate this weekend?*”—was the product of a partnership between the City of Stockton, the Stockton CVB and the Downtown Stockton Alliance. Look for the launch of the redesigned Web site www.visitstockton.org in early March. The 2009 Activities Guide can also be viewed online.

Convention Centers

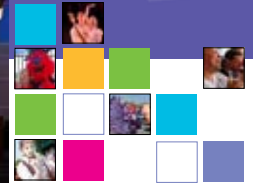
■ The new Pasadena Convention Center www.visitpasadena.com is scheduled to open in March 2009. The \$150 million expanded facility will include 60,000 square feet of new exhibit space, a new 25,000-square-foot ballroom and a 3,000-seat auditorium, among many new features.



Cooperative Marketing

■ Trends come and go, but when it comes to making a statement, few brands know how to consistently pave the way for the fashion elite more than Beverly Hills—a destination that has long dressed the movers and shakers of Hollywood—and essie cosmetics, famous for its bold color palettes and trend-setting clientele. For the early 2009 awards season, the two iconic brands teamed up to debut an exclusive, limited-edition nail polish. “Love, Beverly Hills xx” officially hit the shelves January 1, 2009, in salons, spas and beauty stores worldwide. The opulent red polish features an authentic shimmer thanks to the polish’s

Celebrate Stockton



2009 Activities Guide



special ingredient: 24 karat pure gold. Offered in 65 countries internationally, including more than 50,000 salons and beauty destinations in the United States, this limited edition is only available while supplies last, and at a price of \$18 per bottle, it’s the most reasonable gold on the market these days. “When I thought of the color red in Beverly Hills, I knew it had to dazzle,” said Essie Weingarten, founder and president, Essie Cosmetics, Ltd.

*Love,
Beverly Hills xx*

“Love, Beverly Hills xx’ is what happens to red in Beverly Hills – pure 24 karat gold shimmer. We are thrilled to partner with the Beverly Hills Conference & Visitors Bureau www.beverlyhillsbehere.com to create this gorgeous color.” “We are excited to have the opportunity to align forces with a brand as well-respected as essie and see Beverly Hills come to life in such a bold way. This is a true reflection of the timeless, world-class standard Beverly Hills sets across the board,” said Kathryn Smits, executive director, Beverly Hills CVB. One lucky grand prize winner will win a trip for two to experience the destination firsthand. The winner and a guest will enjoy two luxurious nights at the Beverly Wilshire, a signature “Love, Beverly Hills xx” manicure at Lea

Journo salon, a gourmet meal at The Blvd at the Beverly Wilshire, and roundtrip airline tickets. Entries were due by February 28.

Green Marketing

■ With Anaheim/OC growing as a green destination, the Anaheim/Orange County VCB www.anaheimoc.org has created an Anaheim Walking Map www.anaheimoc.org/pdf/anaheim_area_map.pdf to showcase all the things to see and do within walking distance of major convention hotels in the Anaheim area. The Bureau continues to encourage its visitors and business owners to do their part in sustaining the planet via the [Green OC Web pages](#).

■ The Sacramento CVB has launched a “green” blog to update readers on information about how the city is going green for visitors. <http://discovergoldingreensacramento.blogspot.com/>



filters for meeting hotels and special event venues to find capacities and meeting amenities. Planner may select any category or enter a range for the number of attendees to accommodate for theater or banquet-style seating.

Members/Partners

■ The Central Oregon Visitors Association www.visitcentraloregon.com is offering their members the opportunity to promote their special offers and video content via direct hyperlinks from their business profile listing on the COVA Web site. Currently, each member's complimentary Web site listing includes one image, a brief description and a hyperlink to their homepage. Now, COVA is offering its members the opportunity to direct the more than 500,000 annual COVA Web site visitors to their Special Offers and Video Content via hyperlinked fields in their online member listing.

Public Relations

■ Washington Wine Country has received a \$25,000 state grant to increase tourism by generating travel and lifestyle media stories on Washington's wine country. The grant will expand a current public relations campaign by developing itineraries of suggested travel routes and activities throughout the region plus distributing story ideas to the media on an ongoing basis through press releases, e-mails, and each participating partner's Web site. The public relations initiative focuses on the communities of the Yakima Valley, Columbia Valley, and Walla Walla Valley and their unique wine cultures, wineries, agricultural products, fine dining and other attractions. Partners in the project are Washington Wine Country, Yakima Valley VCB www.visityakima.com, Tri Cities VCB www.visittri-cities.com and Tourism Walla Walla www.wallawalla.org. The coalition has contracted with the marketing firm Green Rubino of Seattle to expand their services in 2009. The current public relations effort generated more than \$175,000 in media exposure for the region in magazines, newspapers and broadcast media in 2008. The tourism grant was awarded by the



■ The Sun Valley/Ketchum CVB www.visitsunvalley.com has created a section specifically for meetings and groups on their newly revamped Web site. The section was created in response to the number of groups that visit the famed Idaho resort area and were looking for information on meeting facilities, businesses services, dining options, and transportation. Meeting planners now have the option of completing an online request form that will then be forwarded to area lodging establishments who will respond with a proposal to fit the group's needs. “Sun Valley/Ketchum area hosts

everything from large corporate retreats to small family reunions,” commented Carrie Westergard, Sun Valley/Ketchum CVB marketing director. “There was a need to strongly communicate how we could assist in facilitating these groups, and now everything a meeting planner needs can be found in this one section of the CVB Web site.”

■ The Anaheim/Orange County VCB www.anaheimoc.org has launched a new search tool to help meeting professionals plan their next meeting or event. There are easy-to-use search

Meetings/Conventions

■ L.A. INC., The Los Angeles CVB has launched a new marketing campaign to attract meetings dubbed, “That's So LA.” The campaign features a series of ads that highlight key meeting sites around the city and includes images of Walt Disney Concert Hall, L.A. LIVE entertainment district and nightlife in L.A. New ads can be viewed on the Bureau's revamped Web site, www.discoverlosangeles.com. Planners can find mapping tools and sample itineraries, among other features.

Continued on page 8

Bureau News

Continued from page 7

Washington State Tourism Commission of the Community Trade and Economic Development (CTED) department of Washington State. The objective was to award grants to local and regional organizations to support marketing activities that enhance tourism economic development.

Religious Meetings

■ In December the Anaheim/Orange County VCB www.anaheimoc.org hosted the 2008 Faith Partnership Celebration for local religious community leaders at the House of Blues Downtown Disney. This “Gospel Brunch,” which is regularly held every Sunday, connected industry suppliers, such as hotels and transportation companies, with faith based religious meeting planners from all over Southern California. Religious gatherings are typically the most stable when it comes to the convention business. Regardless of economic factors, faith-based meetings will usually maintain solid attendance.



Follow Travel Portland on Twitter

As you may already know, Twitter asks its users to answer the question, “What are you doing?” If what you’re doing is planning a trip to Portland — or just looking for cool places and happenings around town — you should follow Travel Portland. We share tips on making the most of this city we love, and we’re happy to answer any questions you may have, whether you’re a first-time visitor or a seasoned pro. Follow @travelportland for an unfiltered look at Portland.

Already using Twitter? Follow us: @travelportland.

New to Twitter? Twitter is a service that allows people to stay connected with friends, associates, candid celebrities and businesses and organizations (like Travel Portland!) through the exchange of short status updates. In 140 characters or less, you can let your circle of “followers” know every interesting (or deadly boring) thing you’re up to, and keep up with those you “follow.” It’s amazing what 140 little characters can convey, and the process of “tweeting” is surprisingly satisfying — which might explain why Twitter is one of the fastest growing networks on the Web.

Social Media

■ In February, Portland became the first U.S. city to launch an official “Twisitor Center.” This cyber-style cousin to the more traditional walk-in visitor information center relies on Twitter technology to connect travelers with those who can answer their

questions and help plan their trips. Although many cities are connecting with visitors through Twitter, Portland is the first to set up a virtual visitor center to which people can direct travel questions just by adding a simple tag to their tweets. Twitter users seeking information on Portland can add #inpx to their questions; tweets tagged with this code are sought out by Twisitor Center staff members who then send back suggestions. But the beauty of Twitter is that other users who aren’t affiliated with Travel Portland www.travelportland.com or the Twisitor Center can also chime in with additional tips. Learn more about Twitter and the Twisitor Center and follow us at twitter.com/travelportland.

■ The West Hollywood MVB www.visitwesthollywood.com has launched a new blog entitled OnePointNine. The new blog highlights West Hollywood’s unique mix of celebrity sightings, cultural events, and hot news such as restaurant, hotel, spa, or club openings. Located at www.onepointnine.com, the blog furthers the Bureau’s ongoing commitment to Web 2.0 initiatives by applying new Web technologies to destination marketing. The City of West Hollywood is 1.9 square miles in size and is located between Beverly Hills and Hollywood in Los Angeles County. According to Bureau staff, “OnePointNine is a quick way to let our visitors and those with vested interest in West Hollywood know what the trends and hot spots are in the city, along with the latest celebrity activity happening within our borders. We monitor celebrity news and then compile it all into one location. Trends can often change very fast in our city, so this gives people an insight into where to go.” The OnePointNine blog is interactive, allowing comments and discussion as well as providing links to West Hollywood’s main tourism site. For example, postings on the new blog include maps that highlight the hotspots of selected hit television shows. The maps not only show locations where filming took place, but also where the stars go on their own time. Visitors can print these maps and use them as a walking tour or just look to them when they want a night out on the town!

Videos

■ A new video produced by the Carson City CVB www.visitcarsoncity.com with well-known travel writer and videographer Erik Hastings invites armchair travelers to click it and hit the road. Hastings has chronicled many historic and exotic destinations from Hilton Head and Valley Forge to Kuala Lumpur. He is also host of the fast-paced, celebrity-packed Travel Show on 77 WABC-AM in New York. The new video, which the Bureau added to its Web site, brings to life various area attractions and provides viewers a better feel for the region’s personality.

Web Sites

■ Experience Colorado Springs at Pikes Peak has begun using its new (and much shorter) domain name www.visitcos.com. The site was previously www.experiencecoloradosprings.com, which is still forwarded. This new domain name is one of many changes that the entire site has undergone. New features include an ongoing blog with Experience Colorado Springs mascot VIC the elk, ability to receive weather alerts via hand-held devices, a mobile version of the entire site, a media opt-in area, video and various language translations for the site. Another valuable tool is the up-to-the-minute local events and happenings linked from www.peakradar.com located on the home page.

■ The Oxnard CVB www.visitoxnard.com recently launched a new, improved Web site, which contains the latest web technology, making it easier to find information and easily book a trip. Among the many features, the Oxnard site allows visitors to create an itinerary while visiting the area, map attractions of interest, review special offers and make reservations directly on the site at Oxnard hotel properties. Visitors can even blog about their experiences in Oxnard and send an e-postcard from the expanded photo gallery. Within the new site, visitors can easily find what there is to see and do in Oxnard with the many highlighted sections. Visitors are also able to review the Calendar of Events and obtain downloadable maps. The new site also provides businesses with an opportunity to advertise on the site and reach potential customers.



26th Annual National Tourism Week

May 9-17, 2009 – “Discover Great American Traditions”

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. National Tourism Week (NTW) is a USTA-sponsored program that works to increase awareness of the travel and tourism industry’s economic, social, and cultural contributions to the United States.

Join hundreds of cities, states and businesses nationwide in the annual salute to travel and tourism in America, presented by the U.S. Travel Association. National Tourism Week is a collective effort to promote the power of travel through customized events in communities nationwide. The goal is to enhance the country’s economy, security and perception, and recognize the cultural and social benefits created by travel and tourism.

Updated resources and details on 2009 event planning are available from the U.S. Travel Association www.ustravel.org.

History of National Tourism Week

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.” Industry leaders and public relations professionals from the major travel and tourism trade associations were the first volunteers to manage the annual event. By January 1986 industry leaders had formed a permanent full-time office at the U.S. Travel Association to sponsor the event and expand tourism awareness into year-round programs.

Future National Tourism Week Dates

May 8-16, 2010 (27th Annual)

A Comparative Outlook on the Global Business of Meetings and Events

2009: The Year of the Economy

This year (2009) is shaping up as a decisive year for the global meetings/events industry, in which cost savings, value, flexibility, and innovation will be the key drivers of success. *FutureWatch 2009*, produced by Meeting Professionals International (MPI) www.mpiweb.org in partnership with American Express, revealed the issues facing meeting professionals, and the practical steps they are taking to position meetings as an essential resource in a tightening economy.

Based on responses from 2,740 meeting professionals in 53 countries, and in all 68 MPI chapters, *FutureWatch 2009* found that:

Selected highlights of interest to DMOs/CVBs:

- Meeting planners and suppliers expect that global economic uncertainty will lead to continued reductions in bookings, travel, meeting and event budgets, staffing, and event attendance. The overall trend will continue, they say, until the broader economy begins to rebound.
- Corporate meeting planners are already changing the way they do their jobs in response to serious budget reductions, and 17 percent predict further cuts in 2009. Twelve percent of association planners and 10 percent of government planners expect budget cuts in the next year.
- Attendance, per meeting, is expected to decline by five percent in the United States. U.S. planners expect 15 percent fewer attendees at association meetings but 12 percent higher numbers at corporate meetings.
- Across all regions, 12 percent of association planners expect conference attendance to decline in 2009, due to corporate budget cuts and high travel costs. A small number of association planners also expect their organizations to lose members. Membership numbers and conference attendance are expected to recover once the economy improves.
- Meeting planners anticipate a nine percent decrease in the number of meetings their organizations will hold in 2009.
- As funds become more scarce, meeting professionals expect a greater effort to anticipate Return on Investment before a meeting is booked, based on past performance, attendee satisfaction, adherence to budget, and the ability to negotiate “extras” like free transportation and complimentary meals.

The Industry Responds

- Meeting and event professionals still see face-to-face meetings as the most effective tool for a variety of purposes that are central to their organizational missions: to build relationships and trust, engender a sense of community, conduct highly interactive programs, engage participants at an emotional level, and demonstrate new products that require physical use, from medical devices to sporting goods.
- Faced with a tough global market, the meeting and event industry in 2009 will sharpen its focus and streamline its activities to the necessities of economic life. Planners’ operational decisions will be driven overwhelmingly by cost, secondarily by practicalities like airlift for destinations, and customer service for hotels and meeting venues.
- The overall relationship between planners and suppliers is becoming a buyer’s market, where planners can expect to negotiate more generous concessions, incentives, rates, and other contract provisions. Planners and suppliers alike expect to build more flexibility into their contracts to account for an uncertain market.
- About 25 percent of meeting professionals around the world expect that a reduction in the number of available flights will reshape the way they plan and conduct meetings.

Continued on page 11

MEETINGS MEAN BUSINESS.

Travel Industry Launches Campaign to Defend Business Meetings and Events from Politicized Attacks

“Meetings Mean Business” Gives Voice to Millions of Working Americans, Hundreds of Local Communities

In early March, the U.S. Travel Association launched the “Meetings Mean Business” campaign, a major initiative intended to push back against the political demonization of business meetings and events. The campaign comes as companies—most of which have not received taxpayer assistance—cancel thousands of meetings and events, often out of fear that they will be singled out by politicians.

“Make no mistake, companies that have received taxpayer assistance must be held to a different standard and conduct their business in a transparent and responsible manner,” said Roger Dow, president and CEO of the U.S. Travel Association. “But the pendulum has swung too far. The climate of fear is causing a historic pullback of business meetings and events, with a devastating impact on small businesses, American workers and communities.”

According to a new survey by *Meetings and Convention Magazine*, more than 20 percent of companies that have not received taxpayer assistance have cancelled events due to recent media and political attention. More than half (52%) claim the news coverage has been extremely or moderately influential on their companies’ decisions to hold events.

“Our campaign will challenge policymakers to tone down the dangerous rhetoric, embrace sensible guidelines for companies receiving assistance and promote travel as an economic solution,” says Dow.

The “Meetings Mean Business” campaign—www.meetingsmeanbusiness.com—is a comprehensive effort, including extensive grassroots mobilization, paid advertising and new media strategies. Campaign components include:

- Development of local coalitions representing workers, small businesses and community leaders, who will speak out on the benefits of meetings and events;



Stakeholders in the convention and meeting industry—wearing pins and carrying banners with the Meetings Mean Business message—attend a March 6 rally in Spokane.

- Groundbreaking research that demonstrates the return on investment of meetings, events and performance incentive travel;
- Economic impact analysis at the state and congressional district level in terms of jobs, economic growth and tax revenue associated with meetings and events;
- Aggressive print and online paid advertising that clearly identifies the value of meetings and events and the unintended victim of its demise; and
- The creation of a rapid-response war-room to counter-act false accusations against legitimate travel activities.

Meetings and events are responsible for nearly 15 percent of all travel in the United States and create \$101 billion in spending, one million jobs and nearly \$16 billion in tax revenue at the federal, state and local level. Without the jobs generated by travel for meetings and events, the unemployment rate in the United States would jump from 7.6 percent to 8.2 percent.

U.S. Travel is conducting its campaign in partnership with the American Hotel and Lodging Association, Destination Marketing Association International, International Association of Exhibitions and Events, Meetings Professional International, National Business Travel Association, Professional Convention and Management Association and SITE (formerly the Society of Incentive Travel Executives).

These associations recently released recommended meetings and events guidelines for companies receiving taxpayer assistance. The groups are strongly encouraging the U.S. Treasury Department to embrace these guidelines and, in so doing, establish transparent standards for those who have accepted federal government support.

Source: United States Travel Association (USTA)

Meeting Mean Business—Local Profile

Hundreds of Millions at Stake in Spokane

All across the nation, the meeting and convention industry is under attack, an assault which could cost the Spokane Region hundreds of millions of dollars in business and thousands of jobs.

In 2008, 162 meetings, conventions and events were held in Spokane County generating \$198.4 million in economic impact.

Media reports exposing irresponsible spending by major corporations receiving taxpayer assistance and then using that money to pay for extravagant retreats is now causing responsible companies and organizations to second guess their own convention plans.

The Spokane Regional Convention & Visitors Bureau www.visitspokane.com is standing with its partners regionally and nationally to protect the positive reputation of the convention and meeting industry. The CVB hosted a rally in downtown Spokane March 6 with the support of more than 200 elected officials, business owners and frontline employees wearing pins and carrying banners with the Meetings Mean Business message. The NBC affiliate, KHQ-TV, even streamed the rally live on their Web site, KHQ.com.

Spokane Mayor Mary Verner, Spokane County Commissioner Mark Richard and local business owner Deena Caruso stood with Spokane Regional CVB President & CEO Harry Sladich and Spokane Public Facilities District Executive Director Kevin Twohig in proclaiming the economic accelerator generated by convention business as part of the Meetings Mean Business campaign launched by the U.S. Travel Association.

The timing for taking a stand is crucial as the CVB's sales team is preparing for an upcoming blitz in Washington, D.C., in an effort to lure major convention groups to our community.

The CVB has taken several steps proactively to generate more convention business and inform the business community on the economic impact of conventions and meetings:

- The CVB has partnered with efforts lead by Seattle's Convention & Visitors Bureau www.visitseattle.org on a newly created Web site, www.whytourismmatters.com. A river guide from Spokane Parks and Recreation and a wait person from a local restaurant will be featured on the site as tourism ambassadors alongside their peers from across the state. The new site launched March 9.
- The CVB Sales Team is heading to Washington, D.C., for a blitz of meeting planners and professional organizations to generate new convention leads.
- The CVB has formed the www.hartfordmadisonspokane.com alliance offering incentives for meeting planners who book two of the three cities.
- The CVB is bringing its hotel, restaurant and retail partners together to support the U.S. Travel Association's Meetings Mean Business campaign.



Spokane Regional CVB President & CEO Harry Sladich speaks to elected officials, business owners and frontline employees at the March 6 CVB-hosted rally in downtown Spokane to protect the positive reputation of the convention and meeting industry.

Outlook on the Global Business of Meetings and Events

Continued from page 9

- Planners and suppliers are still in the market for technologies that will help them meet specific objectives related to attendee feedback, onsite Internet access and wireless networking, customer relationship management, audio-visual services, and buyer-seller relationships. However, they are not always satisfied with the technology choices available to them.
- *FutureWatch 2009* respondents see virtual meetings as an important trend, and many of them predicted a shift to Web-based learning as a way to control meeting and travel costs. However, they are not entirely convinced that the enabling technologies are ready for prime time.
- One in 10 *FutureWatch 2009* respondents predicted a continuing trend toward greener, more environmentally friendly meetings.

Economy Impacts Budgets and Attendance

Ultimately, the 2,740 meeting planners and suppliers who responded to this year's *FutureWatch* survey tie the health of meetings and events to the broader economic picture.

- Corporate meeting planners are already changing the way they do their jobs in response to serious budget reductions, and 17 percent predict further cuts in 2009. The biggest changes have occurred in the United States, but the pattern is repeating in the other countries.
- About 10 percent of government planners worldwide predict budget cuts in 2009. Several reported that their meetings are "required," and therefore less vulnerable to the economic pressures facing the private sector.

Source: Meeting Professionals International (MPI) www.mpiweb.org.

People on the Go



The Salt Lake CVB recently announced that **Laura Barnes** is taking on the role of tourism communications manager and working with local, national and international media. Barnes

will also focus on the Bureau's social media content and be involved in keeping its "My Salt Lake" section of blogs and visitor-generated feedback current and up to date. Most recently with Salt Lake's Love Communications as an account coordinator, Barnes worked in public relations and strategic communications representing a variety of clients. Prior to that, she worked in the marketing department of Winder Farms, serving as marketing coordinator.



The Salt Lake CVB has announced the appointment of **Lowell "Eddie" Canaday**, CHSP, CHME as its second director of convention sales, Washington, D.C. satellite office.

Based in the nation's capital, Canaday joins Carey Fenn-Moses in representing the CVB and promoting Salt Lake as a convention and meeting destination to corporate and association planners. Canaday brings both sales and CVB experience to his new position, offering a unique perspective to Salt Lake's clients and potential clients. Prior to managing destination and events sales for Washington D.C.'s NAVTEQ, Canaday spent 11 years with the Charleston CVB in different capacities, from convention sales manager to president of the organization. Canaday also spent seven years as director of sales for a Charleston, WV, hotel.



Melissa Coen is the new convention services and housing coordinator for the Spokane Regional CVB. Coen was previously the sales assistant at the Red Lion Hotel at the Park. She

grew up in Des Moines, WA and graduated with a degree in Hospitality Business Management from Washington State University. After graduation, she worked for The Broadmoor in Colorado Springs and then the West Coast Hotel in Wenatchee before moving to Spokane in 2003. Coen worked for the Red Lion Hotel at the Park for five years. She began with Red Lion as a front desk agent and was promoted to executive assistant, group reservations assistant and then sales coordinator.



Visit Bend has hired **Angie Darby** to the newly created position of director of sales. As such, Darby will be responsible for leading a group sales effort to bring corporate

groups, business associations/organizations, conferences/conventions, and major events to Bend. She most recently served as director of sales for The Riverhouse Resort in Bend, where she was responsible for leading the sales efforts for The Riverhouse's new 30,000-square-foot convention center. Prior to joining The Riverhouse, Darby spent four years managing a sales and convention services team of 20 as director of sales at the Doubletree Hotel Portland Lloyd Center. She brings more than 12 years of experience to Visit Bend.

The Fresno City and County CVB Board of Directors has appointed **Jeff Eben** as interim president and CEO. Eben is a long-time local educator and motivational speaker who recently completed a two-year term as Fresno's

Deputy Mayor. Laura Whitehouse recently announced her resignation as president and CEO effective January 31, to pursue multiple consulting opportunities. While head of the CVB, she completely revamped the organization's infrastructure and lobbied for the support of all fifteen cities in Fresno County for the CVB's three-year strategic plan. Whitehouse also facilitated the first-ever Destination Fresno County Marketing Symposium, as well as the CVB's first international sales trip to Australia and New Zealand last October.

Mark Erikson started as the San Diego North CVB's new vice president of sales and marketing in June. He brings 35 years of hotel management, sales and marketing experience to the job. Most recently, he served for ten years as corporate director of sales and marketing at the luxury five-diamond Grand America Hotel and the Little America Hotel and Towers in Salt Lake City.

Dayna Farris joined the San Diego North CVB in October as a national sales manager. Farris has been in the hospitality industry for nearly 20 years, with experience in sales management, catering and meeting planning. Most recently she has worked in a sales manager capacity at the Rancho Bernardo Inn and Paradise Point Resort & Spa.

In October, the San Diego North CVB named **Erin Hanna** as a national sales manager. Hanna has extensive hospitality sales management experience, including sales positions at the Hilton San Diego/Del Mar and Hyatt Regency Mission Bay Resort & Spa, as well as sales and marketing management experience at hotels in Hawaii, Boston and Yosemite.

Yolanda Hartley is the new business development manager at the San Diego North CVB. Hartley has more than 20 years of sales and account management experience working with corporate and association markets and third-party providers throughout the West Coast region. Her role as business development manager is to generate leads from all markets and to serve as the organization's destination specialist by introducing and educating new meeting planners to our diverse area.

The Sacramento CVB has promoted **Nick Leonti** to tourism sales manager. He joined the SCVB in 2005 as tourism coordinator. In his new position he is responsible for domestic and international clients.

Jeanette Anderson Moores, formerly of A M Communications, is back on board with the Anchorage CVB as vice president of communications and marketing programs. Moores began her work with the Bureau as public relations manager from 2000 to 2003. She continued contracting with the Bureau through her own public relations company through January 2009. In her new position, Moores will be responsible for local, statewide, national and international public relations, advertising, marketing, graphics, branding image, Internet and collateral materials developed for ACVB and its marketing partners. Moores has more than 30 years of experience in the travel industry, and more than 25 years in public relations and marketing experience. She started her career as a public relations account manager for Ogilvy & Mather/West. She also has worked as director of sales and marketing at Alyeska Resort, marketing specialist for Providence Health System Alaska and strategic communications manager for Providence Imaging Center. Moores has been recognized by multiple Public Relations Society of America Alaska Chapter Aurora Awards for work completed on behalf of, or in conjunction with ACVB.

The Clackamas County Tourism and Cultural Affairs Office (Oregon's Mt. Hood Territory) has hired **Tim Morgan** as the new tourism development manager. In his new role, Morgan joins the Clackamas County Economic Development Team in Business and Community Services. His position is designed to assist existing and prospective businesses strike a balance between creating tourism business development opportunities, creating sustainable jobs, and maintaining quality of life. A favorable county funding structure contributed to the creation of the position. Clackamas County, unlike anywhere else in Oregon, stipulates that 100 percent of its lodging tax is allocated directly to the tourism council. While most tourism organizations can provide funding only for marketing, in Clackamas County it can also be earmarked for tourism development. This creates a tangible advantage for new and prospective businesses. Morgan most recently served as the director of tourism for the Delaware Economic Development Office. In that role, he helped create economic development opportunities for that state's tourism industry, including securing two nationally-televised sports events. He also brings

experience working throughout various levels of the sports industry, including the National Football League, U.S. Olympic Committee, and Nike.



Christy Nauta has been hired as a Spokane Regional CVB convention sales manager. Nauta joins the CVB from Red Lion Hotels Corporation where she was in convention sales for

their Spokane properties. Nauta grew up in Spokane Valley and attended college in California where she worked for U.S. Suites, a full service relocation company offering corporate housing

and affiliated with Embassy Suites. When she returned to Spokane, she worked for eight years for the Red Lion Spokane Valley, now the Mirabeau Park Hotel and Convention Center, climbing the ranks from banquet supervisor to catering sales to director of catering. She was promoted to Red Lion Hotels Corporation in 2005.

Laurel Pendle, CMP, started her role as senior national sales manager at the San Diego North CVB in September. Pendle has worked in the hospitality industry for more than 13 years with CVBs and hotels and most recently owned her own consulting company.

Jack Shehab just joined the San Diego North CVB team as a national sales manager. Prior positions include director of sales and marketing for a major golf championship course in Pittsburgh, and general manager and director of golf for a golf course resort development in Puerto Rico.

Awards/Kudos

Hillary Burton Honored



The California Society of Association Executives (CalSAE) has named **Hillary Burton**, senior convention sales manager for the Sacramento CVB, its "2008 Associate of the

Year." The announcement was made at CalSAE's Seasonal Spectacular Luncheon in December. Burton has been with the SCVB for five years and currently oversees the state association market. She has worked in the hospitality industry for 15 years. Burton has been active with CalSAE and MPI and was named the MPI/Sacramento Sierra Nevada 2005-06 Chapter Leader of the Year and the 2006-07 Supplier of the Year.

Blaschka Appointed to CalTIA Board

President and CEO of the Tri-Valley, California CVB, **Amy Blaschka**, has been appointed to the Board of Directors of the California Travel Industry Association (CalTIA). The Association is the unified voice of California's travel industry. Blaschka is also Chair of the newly formed CalTIA Ambassador Council, a program designed to communicate CalTIA's brand, purpose and advocacy to California's travel industry partners.

Anchorage CVB Garners Awards

The Anchorage CVB recently received the Best in Show, Award of Excellence for the 2008 Official Anchorage Visitors Guide, along with six additional communications awards for other marketing and public relations efforts from the Public Relations Society of America (PRSA) Alaska Chapter, during the Aurora Awards Banquet, held in January. The Awards of Excellence recognizes the design, creation and production of a single public relations tool within 18 categories. This year's awards were judged by the PRSA Chapter of Albuquerque, N.M.

Tempe CVB Honored for Access Tempe Brochure

At the 11th Annual City of Tempe Human Relations Commission MLK Diversity Awards Brunch, community members and groups who have demonstrated a commitment to diversity in Tempe were honored. The Tempe CVB was honored along with several individuals and organizations. As part of their mission to promote Tempe nationally and internationally as a travel destination, the Bureau has intentionally reached out to people with disabilities, to the lesbian, gay, bisexual and transgender (LGBT) communities, and to travelers from Mexico. In addition, the TCVB partnered with the City of Tempe Diversity Department in the creation of Access Tempe, a brochure designed to answer the needs of both Tempe residents and travelers visiting Tempe who have disabilities.

Continued on page 15

Member Updates



TravelGREEN USTA

TravelGreen Web Site Debuts

As the industry directly engaged in bringing the world together, it is critical for the travel community to embrace initiatives that ensure sustainable travel and make appropriate contributions to the environment. Even in the face of strong economic headwinds, advancing voluntary efforts to be more eco-friendly must remain among our highest priorities.

As part of that effort, the U.S. Travel Association (USTA) has introduced www.travelgreen.org, a comprehensive site for travel professionals to learn more about travel and the environment, and the enormous number of ways travel businesses are already stepping forward to responsibly address this critical issue. USTA invites the various travel industry segments to review this site closely and adopt the best ideas for your respective segment. According to Roger Dow, USTA's president and CEO, "We must collectively challenge ourselves to evolve and adopt new policies that will serve our customers' interests and help our own interests in the long run."

Created by the U.S. Travel Association and its partner in travel, American Express, the site is an easy-to-use "one-stop shop" to better understand what sustainable travel is, what other travel organizations are doing, and how government policies could impact the travel community. Dow further commented, "By taking steps now to embrace sustainability, we will be ready to meet customers' increasing demand for more environmentally sensitive products and services. At the same time, we will better be able to demonstrate to policymakers that we are already engaged in changing the ways we do business in order to positively impact the environment."

USTA invites you to study www.travelgreen.org to learn new ways to creatively develop programs and products that provide customers with safety, comfort, enjoyment and eco-satisfaction.

Source: U.S. Travel Association (USTA)

New Members

In Alaska...
KENAI PENINSULA TOURISM MARKETING COUNCIL
35477 Kenai Spur Highway, Suite 205
Soldotna, AK 99669
907-262-5229 | 907-262-5212 Fax
shanon@kenaipeninsula.org
www.kenaipeninsula.org
Shanon Hamrick, Executive Director

In California...
YOSEMITE/MARIPOSA COUNTY TOURISM BUREAU
P.O. Box 967
5320 Highway 49 North, Suite 4
Mariposa, CA 95338
(209) 742-4567 | (209) 742-5176 Fax
jeffh@homeofyosemite.com
www.homeofyosemite.com
Jeffrey Hentz, Executive Director

In Colorado...
BRECKENRIDGE RESORT CHAMBER
311 South Ridge Street
P.O. Box 1909 (mailing address)
Breckenridge, CO 80424
(970) 453-2913 | (970) 453-7238 Fax
jmcMahon@gobreck.com
www.gobreck.com
John McMahon, Executive Director

MONTROSE VISITORS & CONVENTION BUREAU
1519 East Main Street
Montrose, CO 81401
(970) 252-0505 | (970) 249-2907 Fax
jenni@visitmontrose.net
www.visitmontrose.net
Jenni Sopsic, Executive Director

In Utah...
BOX ELDER COUNTY TOURISM OFFICE
01 South Main Street
Brigham City, UT 84302
(435) 734-3315 | (435) 732-2728 Fax
tourism@boxelder.org
www.boxelder.org
Joan Hammer, Director

In Wyoming...
CASPER AREA CONVENTION & VISITORS BUREAU
992 Poplar Street
Casper, WY 82601
(307) 234-5362 | (307) 261-9928 Fax
aaron@casperwyoming.info
www.casperwyoming.info
Aaron McCreight, CEO

Member Updates

Change of Address, New E-mail and Web Site
MARINA DEL REY CVB
4551 Glencoe Avenue, Suite 260
Marina del Rey, CA 90292
Telephone and fax are the same.
info@visitmarinadelrey.com
www.Visitmarinadelrey.com

Change of Address
PASADENA CVB
300 East Green Street
Pasadena, CA 91101-2399

Calendar of Events

2009

Awards/Kudos

Continued from page 13

Salt Lake Named "Fittest City in America"

Salt Lake City was been named the "Fittest City in America" by *Men's Fitness* magazine, as announced in the February 2009 issue. The title was secured as a result of the magazine's annual survey of the top 50 U.S. cities to determine which urban locale demonstrates the strongest commitment to health and fitness. This accolade is in addition to being recently singled out as the best city for women by *Women's Health* and the third best city for men by *Men's Health* in their respective January/February 2009 issues. Salt Lake's wealth of natural, nearby resources for staying fit year round is a huge draw for the majority of its residents. In addition to being home to four world-class ski resorts, Salt Lake boasts a network of biking, walking and hiking trails that wend through the city and offers immediate access to outdoor recreational opportunities in the Wasatch Mountain range that forms the backdrop to the city. The *Men's Fitness* title was secured as a result of the magazine's annual survey of the top 50 U.S. cities. Now in its 11th year, the rankings are determined through the magazine's collaboration with a research firm, to gather such city data as accessibility to fitness centers, air quality, and television viewing habits.

Sustainable Destinations and Geotourists

National Geographic Society's Center for Sustainable Destinations has joined organizations in Washington and Oregon to publicize the world-class natural and cultural attractions of the Central Cascades. A community-based nomination process launched in mid-January will be used to create a National Geographic "Geotourism MapGuide" for the region.



Meetings/Conventions Sales Institute Training (SIT I) Program

March 24 & 25, 2009
Oakland Marriott City Center
Oakland, CA

Tourism Tech Summit & Vendor Showcase

March 26 & 27, 2009
Oakland Marriott City Center
Oakland, CA

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 Sales Training (TIST) Program

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

Annual Meeting & Vendor Showcase

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



The "Central Cascades" area designated for the map stretches from Mount Rainier National Park to Crater Lake National Park, including communities plus private and public lands in both states. The printed Central Cascades MapGuide will be available in September 2009. A parallel interactive Web site is also being developed. Nominations may be made through March 29, 2009, at www.thecentralcascades.com. Beyond open-to-the-public map point nomination, the MapGuide development process calls for oversight by a regional committee. The Central Cascades Stewardship Council has been formed; it represents geotourism perspectives that include community leadership, historic

preservation, natural resources, public lands management, indigenous peoples, traditional and local arts, agriculture, tourism promotion and local businesses. A primary task for the Stewardship Council will be to review and evaluate nomination submissions prior to sending them to National Geographic. National Geographic will have final say on the selected sites, an estimated total of 150 map points. According to a 2002 study by *National Geographic Traveler* magazine and the U.S. Travel Association, more than 55 million adults in the United States could be described as "geotourists," who travel to enjoy the distinctive character of places and want them to stay appealing. These travelers control more than half the household income of all U.S. travelers.

WACVB/Convene Western Destinations Guide

The West: Value-added Destinations—Building Attendance with Online Tools and Incentives

The 11th annual WACVB/Convene *Western Destinations Guide* was mailed with the March 2009 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 *Western Destinations Guide*:

Boise Convention & Visitors Bureau
Davis Area Convention & Visitors Bureau
Fairbanks Convention & Visitors Bureau
Oakland Convention & Visitors Bureau
Greater Phoenix Convention & Visitors Bureau
Salt Lake Convention & Visitors Bureau
Santa Monica Convention & Visitors Bureau
Seattle's Convention & Visitors Bureau
Sonoma County Tourism Bureau
Spokane Regional Convention & Visitors Bureau
Metropolitan Tucson Convention & Visitors Bureau
Meet in Utah
Washington County Visitors Association
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 Carol Waller.

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



WACVB Board of Directors

PRESIDENT **Carol Waller**

Executive Director
Sun Valley/Ketchum Chamber & Visitors
Bureau

PRESIDENT-ELECT **Stephanie Nowack**

President & CEO
Tempe Convention & Visitors Bureau

SECRETARY-TREASURER **Joel Racker**

President & CEO
Utah Valley Convention & Visitors Bureau

PAST PRESIDENT **Jonathan Walker**

President & CEO
Metropolitan Tucson Convention & Visitors
Bureau

DIRECTORS

Scott Beck
President & CEO
Salt Lake Convention & Visitors Bureau

Manette Belliveau
Executive Director
Oakland Convention & Visitors Bureau

Dale Lockett
President & CEO
Albuquerque Convention & Visitors Bureau

Mo McElroy
Executive Director
Santa Rosa Convention & Visitors Bureau

Lorene Palmer
President & CEO
Juneau Convention & Visitors Bureau

Harry Sladich
President & CEO
Spokane Regional Convention & Visitors
Bureau

Kathryn Smits
Executive Director
Beverly Hills Conference & Visitors Bureau

EXECUTIVE DIRECTOR **Teresa Stephenson** WACVB

*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.*

WACVB

950 Glenn Drive, Suite 150
Folsom, CA 95630

(916) 443-9012
(916) 932-2209 Fax

info@wacvb.com

www.wacvb.com

www.wacvb.travel

www.thewest.travel

www.westerndestinations.travel



Answers to questions about Colorado Springs

1. A trip to the summit of Pikes Peak;
2. Shredded Wheat;
3. 50 miles;
4. Chili;
5. Air Force Academy Visitor Center and Chapel