



Sales & Marketing Programs

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CEO Forum
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Western Destinations Guide
WACVB/Convene

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WACVB **TECH SUMMIT**
Destination Marketing



March 25 & 26, 2010 • Seattle

WACVB

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For Member Bureaus ~ March 2010

newsnotes

seattle



Photo Credit Seattle's CVB

Destination Marketing

*Tech Summit & Vendor Showcase
March 25 & 26 – Seattle*

*Frightened of Facebook?
Tortured by Twitter talk?
Mystified by mobile apps?*

One of today's greatest challenges is finding ways to effectively break through the noise to engage your audience. Social media now has a firm

place in all successful marketing programs. Get an overview of the latest social media trends and what it means for your destination marketing program.

Creative and energizing, the Tech Summit & Vendor Showcase at the Renaissance Hotel Seattle will include technology strategies and solutions to benefit your staff and your organization. In a comfortable, casual and friendly environment, you and your staff will be engaged on all levels.

Thanks to our Seattle Bureau hosts and an enthusiastic Planning Commit-

tee, the Tech Summit includes an outstanding array of presenters. We're excited to have representatives from Microsoft, Expedia and Google joining us at the Tech Summit, along with a host of technology, marketing and research experts.

Social media marketing is big and getting bigger—but how do you measure, analyze, and report on your investment in this area? At the Summit, learn to design e-mail campaigns that communicate, interact and meet your business objectives.

Unless you are measuring you can't manage. Discover the essentials of Google Analytics.

Research shows that online video is one of the biggest opportunities for destination marketers. Want to learn about how meeting planners use the Web and technology? Curious about how to work with Microsoft's Meeting Division?

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2010 Annual Meeting

Salt Lake to Host

Mark your calendar now for the 2010 WACVB Annual Conference & Vendor Showcase in Salt Lake City—October 13-15—at the Hilton Salt Lake City Center. The team at the Salt Lake Bureau is planning a warm welcome for industry colleagues from the West.

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 and marketing training sessions will be October 12 and 13, with the conference beginning late afternoon on October 13. (See article in this issue for more information about the Advanced Meetings/Conventions Sales Training (SITII) Program and the Travel Industry Marketing & Sales Training (TIMST) Program.

WACVB President-elect Joel Racker (Utah Valley) will serve as Chair of the Annual Meeting Planning Committee, with Scott Beck from the Salt Lake CVB serving as our Host Chair. Manette Belliveau (Oakland), Dale Lockett (Albuquerque) and Kathy Smits (Beverly Hills) will serve on the Planning Committee. In addition, several senior staff members from the Salt Lake CVB will also serve on the Planning Committee.

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



About Salt Lake

Salt Lake is a vibrant metropolitan area of one million people flanked by the majestic Wasatch Mountains and is known as the “Crossroads of the West” for good reason. It is one of the most accessible destinations in North America and its nearly 800 daily scheduled flights are within a 2.5 hour flight of half the U.S. population. Located minutes from downtown and ranked the nation’s #1 on-time arrival and departure airport, Salt Lake City International (SLC) is served by all major U.S. airlines and is Delta’s western hub – Delta Airlines’ second largest. A modern light rail line connects the hotels, convention center, shops, restaurants and night spots within the convention district’s free-fare zone. Upon landing at SLC International, it’s a short 8-minute drive to downtown Salt Lake and its convention district.

Dining in Salt Lake is a culinary adventure, with hundreds of restaurants offering a remarkable variety of cuisine and atmosphere. The city’s thriving dining scene includes a wide variety of options, from organic and vegetarian to steak and seafood. And if you crave something exotic, you’ll find a rich ethnic mix available from Afghan to Vietnamese. You’ll also find friendly, relaxed brewpubs and fine-dining restaurants.

Tech Summit

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Discover how DMOs can use mobile media to engage visitors and meeting delegates. Wondering about editorial evaluation metrics? Online advertising has significant advantages over traditional media in the areas of price, targeting and measurement. Targeting can make or break an online media buy.

We’ve added a 101 session—What Does It All Mean?—on Thursday morning to get you started if you are new to technology solutions for your organization—included in the Summit registration.

Walk away from these dynamic, knowledge-packed presentations with tactics and strategies you can apply immediately and successfully.

Vendor Showcase

Tech Summit refreshment breaks and selected group 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 the Tech Summit Planning Committee

Chair: *Elias Calderon, Director, Marketing & Creative Services, Seattle*

Members: *Angela Byrd-Udovich, Tourism Development and Social Marketing Manager, Redding; Jason Chiang, Director of Interactive Marketing, West Hollywood; Kirsten Danielson, Director of Marketing, Yakima Valley; Nicole Gustas, Website and Marketing Manager, Monterey County; Sally McAleer, Vice President of Integrated Marketing, Lane County; Maresa Thompson, Interactive & Design Manager, Albuquerque; Bryan White, Director of Online Strategy, Portland*

Board Liaison: *Lorene Palmer, President & CEO, Juneau*

Tech Summit Microsite

Check out the conference microsite our hosts at Seattle’s CVB created for the Destination Marketing Tech Summit & Vendor Showcase. www.techsummitseattle.com

Meetings/ Conventions Sales Institute Training (SIT I) Program

**Exclusive Training Program
for CVB/DMO Personnel**

Question: Does your organization have sales staff new to the convention and visitor bureau industry?

If yes, register your sales manager(s) today for WACVB's Meetings/Conventions Sales Institute Training (SIT I) Program, March 23 and 24, in Seattle. The SIT I Program is an exclusive training program for CVB/DMO personnel.

The SIT I Program is designed specifically to refine existing techniques, introduce new selling skills, and accelerate the sales knowledge of sales personnel in the convention and visitor bureau industry. The program, custom designed by Steinhart & Associates, is a two-day session and includes the following topics.

- Three Pitfalls of Bureau Sales
- Analysis of Sales Skills
- Identifying New Accounts/
Gaining Market Share
- Making Effective Presentations
- Removing Resistance
- Negotiating
- Closing
- Prioritizing
- Analysis of People Skills
- Work Ethic
- Creativity
- Image
- 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 Sales and Marketing Training Programs Advanced Meetings/Conventions Sales Training (SIT II) Program October 12 & 13 • Salt Lake City

The advanced two-day sales training program is being presented in conjunction with the Annual Meeting. The re-tooled SIT II training program is designed to introduce the most advanced and state-of-the-art selling skills to accelerate the sales knowledge of sales personnel with several years of experience in the bureau industry or who serve in a leadership capacity responsible for the management of personnel. Participants are required to bring a laptop to the training program. Steve Steinhart is the instructor for the advanced program as well.

Prerequisite for Attendance: To register for this advanced sales training program, delegates must have at least three years of CVB sales experience OR have attended WACVB's SIT I program (introductory two-day workshop).

Travel Industry Marketing & Sales Training (TIMST) Program October 12 & 13 • Salt Lake City

This two-day marketing and sales training program is also conducted in conjunction with the Annual Meeting. Participants at this two-day course will more clearly define and achieve their objectives and goals in the development of travel sales programs. The goal is to elevate the manner in which participants define their goals, evaluate, create, and launch product. 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 economic base for the destinations they represent. Tere Stamoulis is the instructor for this program.

Association Survey Program

2010 Editions Available Soon

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

In few months, the 2010 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.

The CEO and Staff Salary and Benefits 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 2010 editions of the online surveys will be sent via e-mail and regular mail.

WACVB Education & Research Foundation News

“Business of Bureaus” Video Training Modules

Training Videos and Resource Materials at WACVB Resource Library

As a major new project for DMO professionals, the WACVB Education & Research Foundation is pleased to announce the “Business of Bureaus” video training modules and resource materials are available.

The video modules are designed as internal training tools for those new to the CVB profession or those who would like to learn how the other bureau departments function. If you want to see the “whole bureau” picture, you’ll want to view these video modules and related library materials. The video modules serve as valuable orientation resources for new staff or refreshers for veteran staff members.

The video modules are available via streaming video at www.wacvb.com—click on the Resource Library. A Resource Library username and password is required to access the videos and materials. If you do not have the Resource Library username and password, please contact staff at info@wacvb.com.

- Module 1: Media Relations & Community Relations
- Module 2: Leadership and Management
- Module 3: Marketing and Advertising
- Module 4: Sales (Conventions, Meetings, Sports & Leisure)
- Module 5: Services (Convention & Leisure)

The modules are also available for purchase as a series or individual DVDs.

Instructors in the video series—all WACVB Past Presidents—include Brad Burlingame, West Hollywood MVB; Linda DiMario, DiMario & Associates; Carol Lentz (retired), Travel Portland; and Cami Mattson, San Diego North CVB.

If you have questions about the Business of Bureaus video series or would like to purchase the DVDs, contact staff at info@wacvb.com or (916) 443-9012.

The Business of Bureaus video production was underwritten by simpleview inc.

I look forward to viewing the videos online and may purchase the DVDs as well. This will be an excellent resource for us, thanks so much!

Gina Keough
VCB Manager
Santa Maria Valley Chamber
of Commerce and Visitor
& Convention Bureau

I finally had a chance to peek at a couple of the videos and just want to say, great job! Thanks for all your hard work on this project.

Manette Belliveau
President and CEO
Oakland Convention
& Visitors Bureau

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.

Destination Marketing Tech Summit Scholarships

At press time, the scholarships were about to be awarded for attendance at the 2010 Tech Summit in Seattle. The Tech Summit scholarships include complimentary registration, travel and lodging at the Tech Summit, March 25 and 26.

Sales & Marketing Training Programs Scholarship

The Foundation’s newest scholarship program offers one ‘registration-only’ scholarship for each of these training programs: Meetings/Conventions Sales Institute Training (SIT I) Program, March 23 & 24, 2010; Travel Industry Marketing & Sales Training (TIMST) Program, October 12 & 13, 2010; and the Advanced Meetings/Conventions Sales Institute Training (SIT II) Program, October 12 & 13, 2010. The scholarship does *not* include lodging and transportation. At press time, the registration-only scholarship was about to be awarded for the SIT I Program in Seattle.

Executive Training Scholarships (CEOs and Senior-level Executives)

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. Scholarship grants include complimentary conference registration, travel, and lodging at the Annual Meeting. The 2010 Annual Meeting & Vendor Showcase is October 13-15 in Salt Lake City.

simpleview 

Fundraiser for the WACVB Education and Research Foundation

2010 CRUISE PRIZE PACKAGE



Time for a cruise!

Experience a dream destination on a Princess 7-day Caribbean or Mexican Riviera Cruise for two. The winner will have a

choice of two enticing regions, with boundless possibilities. There's something for everyone in both regions with more to do than you have ever imagined. Enjoy soft beaches, exotic flora and fauna, explore old forts, churches and pirate castles, and shop in glamorous boutiques or colorful local markets. What sports enthusiast could resist the chance to snorkel, swim, sail, kayak, golf, bike, fish, hike, go horseback riding or experience a jungle adventure? Princess offers the newest, most beautiful and innovative fleet in the Caribbean as you're sailing from one fabulous port to another. World-class cuisine will satisfy any palate with flexible dining options. Relax and pamper yourself and enjoy the activities on board because Princess' ships are destinations in themselves. Departure cities vary based on cruise selection; blackout dates apply during Christmas and New Year's and may apply for other cruise dates as well.

Thanks to Bruce Bustamante, Vice President, Community and Public Affairs for Princess Tours, for donating this trip package to the Foundation. The prize package also includes roundtrip airfare for two from a western gateway city to/from the cruise departure city.

The WACVB Foundation will be selling raffle tickets for the Cruise Package at these 2010 events: Tech Summit, CEO Forum and Annual Meeting.

Raffle Tickets

1 ticket = \$25 • 5 tickets = \$100

The raffle drawing is scheduled for October 15, 2010, during the WACVB Annual Meeting in Salt Lake. You need not be present to win. A downloadable form will be available soon at www.wacvb.com—click on Foundation/Scholarships.

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.

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 Research Project application.

Bureau News



Blogs

• On February 14, 2010, the Santa Monica CVB announced the launch of a dedicated Santa Monica blog titled www.santamonica.com/love, delivering an online forum for local Santa Monica residents and businesses to share fun, historic, memorable and personally enriching stories highlighting local experiences, attractions, events, personalities, and other topics the community celebrates. "Tourism is a billion dollar industry in Santa Monica and supports close to 16,000 jobs. This blog will serve as a forum where people in our community will be able to share personal stories and information about their experiences with tourism in Santa Monica," said Misti Kerns, president and CEO of Santa Monica Bureau. "Our goal is to keep the Santa Monica community up-to-date with fresh and relevant information for locals and visitors alike, and we look forward to the 'I Love Santa Monica' blog becoming an added resource for locals to share information on Santa Monica tourism with each other and with visitors." The blog will publish posts and add more behind-the-scenes detail and resources for travelers, the local community and residents alike. Topics will feature content relevant to everyone interested in tourism and will address key topics relating to travel news, economic impact of the hospitality industry, as well as expanded behind-the-scenes information on local events, city programs, and other happenings. The Santa Monica CVB has invited a number of local stakeholders to contribute to the blog including: the President of the Santa Monica Chamber of Commerce; the Executive Director of the Santa Monica Pier Restoration Corporation; the General Manager & CEO of Pacific Park on the Santa Monica Pier; and the Chair of the Santa Monica CVB, who is also the owner of a local restaurant. "It is our experience that there is passion about Santa Monica and a desire for an online outlet. The blog's focus will be broad and will spotlight the many positive aspects of our Santa Monica

community," added Kerns. Santa Monica CVB staff will distribute "I Love Santa Monica" stickers at official visitors centers during community events and in local newspapers, while offering discounts on Santa Monica retail items, providing an incentive for locals to log on and join the conversation.



Branding (and Rebranding)

• Visit Berkeley, the Convention & Visitors Bureau has launched a new Web site, www.visitberkeley.com, with travel tools to help Berkeley visitors build and optimize their experience. The new Web site also unveils a new name, logo and brand for the Berkeley tourism bureau. Free speech and flower power are forever in the city's "destination DNA," and Berkeley's new brand celebrates this legacy while spotlighting its more contemporary tourism attractions and assets. The initiative is designed to reposition Berkeley as a dynamic regional destination for the culture, cuisine and the arts. "Berkeley is a dynamic city where there's always something 'on,'" said Barbara Hillman, president of Visit Berkeley. "Our goal is to make visitberkeley.com the definitive Web address for what's

happening and where to stay, dine, shop and play in Berkeley," she added. The site's advanced maps and travel guides, hotel and restaurant reservations, "locals-only" destination tips and tour suggestions will help travelers hit the ground running. The new site is a great resource for leisure and business travelers, groups, locals and regional visitors alike. Dedicated sections offer tailored content for media, meeting planners, and the travel trade. Visit Berkeley recently moved its offices and the Berkeley Visitor Information Center to a new home at 2030 Addison Street, Suite 102.

Meetings/Conventions

• The San Diego North CVB has invited planners to book a meeting in their destination and make a difference in the lives of children. For all business that travels prior to July 1, 2011, San Diego North hotels will contribute \$3 per room night to Outdoor Outreach, the Bureau's partner charity, or to the organization's charity of choice. **Outdoor Outreach** is a San Diego-based charity whose mission is to empower at-risk youth to make positive, lasting changes in their lives through comprehensive outdoor programs, including rock climbing, surfing, hiking and skiing trips. The organization has been in existence for more than 10 years and has a proven track record of success. The offer is only valid on new business that is booked through the San Diego North CVB, with a minimum of 10 rooms on peak night and consumed by June 30, 2011. The contribution is made after the group has traveled.

Online Videos

• Several months ago, the Santa Barbara CVB and Film Commission introduced "Inside Santa Barbara," a five-episode online video mini-series presenting a genuine insider's view of life on The American Riviera. The CVB and Film Commission enlisted the assistance of seven high-profile Santa Barbara residents to bring the spirit of the community to life and provide authentic local tips for visitors. The short, documentary-style videos reveal what motivated a world champion surfer, celebrity chef, film actor, reality television star, ocean explorer, composer and musician to plant roots in Santa Barbara, and what they each

love about their hometown. The videos are available at santabarbaraca.com/insidesantabarbara, and on YouTube and Facebook. Santa Barbara's Twitter followers also received tweets and quick peeks when each episode went live.

Partnerships

- The **Salt Lake CVB** recently joined forces with Visit Baltimore and the Fort Worth CVB in an innovative sales partnership to enhance the meeting and conventions sales efforts of the three sales and marketing organizations. The multi-city sales partnership is based on a national hotel model that encourages groups to sign multiyear contracts at properties located around the country, often with an incentive for doing so. By joining forces and co-selling each city, the three sales organizations have the ability to be more competitive by offering possible discounts for booking Salt Lake, Baltimore and Fort Worth in a multiyear deal. If one of the cities is not a good fit for a group, the respective sales team will promote the other two destinations. "In this day and age of shrinking resources it is exciting to join a team that shares our passion for sales, and can help share the message about Salt Lake's meeting and convention product," said Scott Beck, president & CEO, Salt Lake CVB. "When you look at our respective clients, like the National Sheriffs' Association, we clearly have a synergy that more convention and meeting clients need to know about, and this partnership will allow each of our unique destinations more exposure, and the opportunity to showcase our incredible product." The sales teams in each city will work to book convention business within the partnership package, a model that most recently led to a multi-city booking by SAGES, a worldwide community of surgeons, for Baltimore and Salt Lake in 2013 and 2014, respectively, that will bring 2,500 attendees to each city and utilize a total of 6,770 room nights.

Visitor Centers

- After nearly a year of planning and several months of interior construction and design, **Travel Lane County's** new Adventure Center in Oregon's Eugene-Springfield metro area is now open for business. Beyond the travel guides, brochures, maps, and retail gift products, the Adventure Center's design and interactive features go significantly further in incorporating the area's varied landscapes and abundant recreational offerings. Featured displays include everything from a McKenzie



River drift boat and ski lift to basalt columns and sand dunes. "The Adventure Center is designed to inspire people from the moment they enter the front doors," said Lisa Lawton, Travel Lane County's director of community relations. "First, we want visitors to immediately get a sense that our destination is about real, authentic adventures. Then, we want to provide them with all the necessary tools and tips to have a great experience." The Adventure Center significantly extends Travel Lane County's new destination marketing efforts. Nearly a year ago, Travel Lane County—previously the Convention & Visitors Association of Lane County Oregon—launched its new organization name and its Eugene, Cascades & Coast brand, focused on the slogan "Real Adventures. Real Close." The center will provide visitors with personal assistance in navigating area accommodations, restaurants, shopping districts, wineries, events, nature trails, bike paths and a host of other activities found throughout the Eugene, Cascades & Coast region. Other features include topographic tabletop maps for interactive trip planning, computer and Internet access, flexible meeting space for presentations and workshops, retail space filled with locally made products like wines and chocolates, and electronic display boards highlighting the availability of tours, rafting trips and more. Located near the intersection of Interstate-5 and Beltline in Springfield's Gateway area, Travel Lane County staff looks forward to serving at least 35,000 guests in its first year and upwards of 100,000 in subsequent years. A grand opening is planned for early March.

- The **Yolo County Visitors Bureau** has relocated its visitor center and bureau office to 604 2nd Street inside the historic Hunt Boyer Mansion in the heart of downtown Davis, California. The new visitor center is located on the first floor. The center is open Monday through Friday, 8:30 a.m. to 4:00 p.m.



Visitor Resources

- In response to increasing requests by visitors for local resources related to outdoor adventure, the **Ventura VCB** compiled an online Gear Guide, a listing of outdoor adventure resources. The Gear Guide provides a comprehensive listing for those travelers seeking outdoor activities showcased in Ventura, including surfing, hiking, biking, paddle boarding, fishing, snorkeling and more. The complete guide is available at www.ventura-usa.com/gear.

Web Sites

- The **Las Cruces CVB's** Web site has a new look and home; www.mustseelc.org was designed by the bureau's advertising agency and now offers visitors new and updated features and content. The site's design was patterned around the Bureau's award-winning print advertising campaign "the crossroads." The new site boasts new features not available on the previous site such as built-in video and a news and events feed. "We wanted to give visitors the best online experience possible when researching information about Las Cruces," said CVB Executive Director Ken Mompellier. Future plans for the site call for an integration with the Bureau's sales



software that will allow for more detailed listings of restaurants, hotels, attractions and events. The bureau is also looking to expand the photo gallery and integrate more video of local attractions and facilities.

Research/ Trends

Culinary Research

The International Culinary Tourism Association (ICTA), in partnership with New Zealand-based International Culinary Tourism Development (ICTD), has announced the first State of the Culinary Tourism Industry Report and Readiness Index. The 225-page report is being heralded as the most comprehensive, unbiased report of its kind and the go-to guide to the latest trends, hotspots, and future of the culinary tourism industry. The analytical report includes both in-depth qualitative and quantitative research on product development and marketing efforts in key culinary destinations, as well as extensive analysis of the current state of the world's culinary tourism industry. The report also discusses new culinary traveler behavioral research as well as implications for the future of the culinary tourism industry as a whole. The report is available for purchase for US\$495 for individuals and small organizations or US\$1995 for larger organizations and multi-company team projects. The report can be purchased at: <http://www.culinarytourism.org/?page=SOTIpurchase>.

Interesting findings:

- Thirteen kinds of culinary traveler (consumer) behavior emerged from the new research study: Adventurer, Ambiance, Authentic, Budget, Eclectic, Gourmet, Innovative, Localist, Novice, Organic, Social, Trendy, and Vegetarian.
- Among more than 11,000 culinary travelers surveyed worldwide, the five most popular types of culinary travel behavior are (in order): 1) Localist, 2) Novice, 3) Eclectic, 4) Organic, and 5) Authentic. The three *least* popular type of culinary traveler behaviors are (in order of popularity) Innovative, Trendy and Vegetarian.
- Culinary traveler behavior results support the global growth of trends in buying locally and



seasonally; increase in organic food market share; fostering a low carbon footprint; and overall desire to eat healthier (even while traveling).

For more information about the report, visit: <http://www.culinarytourism.org/?page=IndustryReport>.

Green Traveler Study 2009

Rising public awareness of sustainability issues and understanding consumer preferences and behaviors presents new opportunities for the tourism and hospitality industries. The fundamental question today is not “whether” sustainability will influence consumer choice and your bottom line, but “how.”

In 2009, tourism research expert Community Marketing, Inc. launched the pioneering Green Traveler Study, designed to provide industry leaders with information and insights to understand, reposition and leverage the opportunities of the emerging sustainable travel marketplace.

Specifically, the CMIGreen Green Traveler Study explores:

Sustainable Traveler Trends: Anticipate the shifting trends in psychographic attitudes and consumption patterns. Reveal insights on how



consumers and business travelers are responding to the latest trends and offerings such as: voluntourism, eco-tourism, localism and staycations, green meetings, green weddings, green hotel initiatives, green seals and certification programs, travel alternatives and supplements such as Web conferencing, carbon-offsets and/or renewable energy credits, among others.

Consumer Attitudes: Identify current attitudes, perceptions and expectations regarding sustainability and the travel industry, including which products, services and experiences are currently seen as taking a leadership role and delivering on the promise of sustainable travel, and why.

Branding: Which brands stand out as leaders in this space, and why? Are certain segments within tourism and hospitality taking the lead in consumers' minds? If so, how did they attain that position?

Measuring ROI: The study will endeavor to establish a baseline from which future growth of this segment can be gauged. Evaluate available tools to be resilient and prosperous through the historic transformation that is upon us. Begin to quantify the ROI potential when “green” is part of your practice, product and message.

To receive a complimentary pdf copy report, email your request to: report@cmigreen.com. Include your name, title and organization. You will receive a link to download the pdf of the report, plus updates to the study, and opportunities for future participation.

FutureWatch Analyzes Shift in Meetings, Events Industry

Technology enhancements, CSR, greater flexibility set tone for 2010

In the eighth edition of its annual research, Meeting Professionals International (MPI) and American Express have released **FutureWatch 2010** to highlight trends and competitive factors shaping the future of the meeting and events industry. The report was released in January.

“As our businesses shift from the mindset of survive to thrive, it’s imperative that we have the ability to analyze relevant data and translate it into business success,” says MPI Chief Executive Officer Bruce MacMillan, “The 2010 edition of **FutureWatch** empowers industry professionals with timely data they can utilize to make critical business decisions.”

FutureWatch highlights that the worldwide meeting and events industry is transitioning into an era of creativity, flexibility and strategic relationship building. Evaluating the global perspective of both planners and suppliers alike, some of the key trends identified include:

- Meetings located closer to home, fewer participants will travel long distances to get onsite.
- Performance that organizations receive from the meetings they host will continue to be a major focus for planners.
- Corporate social responsibility (CSR) will be a continuing interest for meetings and events professionals’ organizations, and a potential differentiator for companies and associations that can demonstrate a strong, sustainable commitment to effective CSR programs.

The in-depth report features insights into the overall outlook for 2010 as well as how planners and suppliers will do more with less. **FutureWatch** indicates that United States based planners are expected to plan 21 percent more meetings while spending 3.5 percent less per meeting.

Because of MPI’s international breadth, the report also profiles the variations in needs and expectations across Europe, Asia and the Americas. From the selection criteria of meeting locations to the importance of CSR in business decisions, **FutureWatch** is able to profile the expected needs of planners and suppliers in these various regions. One shift the 2010 research indicates is U.S. planners expect to locate 80 percent of their meetings within the U.S. in 2010, compared to 61 percent in 2009.

FutureWatch also indicates that meeting planners and suppliers alike have a strong appetite for technology solutions, which is consistent with previous editions of the report. While evaluating 16 different areas of technology, planners rank the highest priority to improve the audiovisual experience for their participants, while suppliers’ highest priority is to improve their customer relationship management or CRM software.

A copy of the **FutureWatch 2010** Executive Summary is available at no cost at www.mpiweb.org. MPI members can access the full report at no cost and the nonmember price is US\$299.

Source: Meeting Professionals International (MPI)

National Travel and Tourism Week

May 8 – 16, 2010

The Annual Salute to Travel and Tourism in America

The first full week of May is annually recognized as National Travel and Tourism Week, a tradition first celebrated in 1984. Localized events are presented in cities, states and travel businesses nationwide to champion the power of travel. It was established as National Tourism Week when the U.S. Congress passed a joint resolution in 1983 designating the week to be celebrated in May. In a White House ceremony, President Ronald Reagan signed a Presidential

Proclamation urging citizens to observe the week with “the appropriate ceremonies and activities.”

Since its establishment, the U.S. travel

**TRAVEL
ADVANCES
AMERICA**

community has collectively marked the event in a number of creative ways, from staging local rallies and conducting media outreach to securing proclamations and resolutions from local legislative bodies.

The U.S. Travel Association provides a number of free, useful resources to help bureaus plan and stage effective activities in support of National Travel and Tourism Week, including materials to organize and host a local rally for U.S. Travel Rally Day on May 11, 2010. The toolkit is at <http://www.ustravel.org/marketing/national-travel-and-tourism-week/toolkit>.

Source: U.S. Travel Association www.ustravel.org

People on the Go

The Fairbanks CVB recently hired **Greg Allison** as tourism sales manager. Allison is responsible for contributing to the economic development of the community by selling the Fairbanks region to tour operators, travel agents and other travel professionals. Since 1997, he worked for Holland America, making his way up the ranks from driver/tour guide to manager of guest sales and services in Fairbanks to his most recent position as Gray Line of Alaska tour and hotel supervisor in Seattle.

The Fairbanks CVB has named **Helen Renfrew** as director of meetings and conventions. Renfrew is responsible for contributing to the economic development of the community by selling the Fairbanks region as a meeting destination. She brings more than 12 years of hotel sales experience to the position. For the past eight years, she has been employed as the sales manager for the Fairbanks Princess Riverside Lodge. Renfrew has actively participated in the FCVB Meetings and Conventions Committee throughout her tenure in hotel sales. Her travel industry career actually began in 1993 working for the Fairbanks CVB.

Welcome New Members

In Arizona...
FOUNTAIN HILLS & FORT MCDOWELL VISITORS BUREAU
P.O. Box 17598
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WACVB Supports Face-to-Face Meetings as Critical Business Opportunities

“Face Time. It Matters.” is a grassroots industry campaign theme designed to promote the benefits of meeting face-to-face. The campaign was developed in response to one of the most challenging years ever faced by the meeting, convention and exhibition industries. It was based on the findings of a recent national survey of corporate and association meeting planners, plus in-depth personal interviews with the industry’s leading executives as well as focus groups consisting of corporate and association executives, business travelers and professional meeting planners.

The multi-faceted campaign—“Face Time. It Matters.”—launched in January 2010 encourages organizations in the meetings and events industry to roll out the logo, theme and related marketing tools on members’ Web sites, in trade partner and consumer advertising, and at their meetings, shows and events. The Sacramento Hotel Association supports the campaign and has added the “Face Time. It Matters.” Information to its Web site.

While virtual meetings and communications have their merits, face-to-face events have certain intrinsic benefits that are unequalled in other forums. According to the research:

- Face-to-face meetings build trust and relationships;
- Education and training are more effective in a live setting;
- Live meetings actually save time and money;
- Live meetings result in a more effective exchange of ideas;
- Face-to-face meetings provide the human connection that powers business; and
- Face-to-face meetings create jobs and power the economy.

Major industry associations have aligned under the Convention Industry Council (CIC) to develop a unique grassroots industry effort to promote the benefits of meeting face-to-face.



Nine leading industry trade associations have adopted the campaign theme that was developed under the auspices of the Convention Industry Council (CIC). Those associations are:

- American Society of Association Executives
- Destination Marketing Association International
- International Association of Exhibitions and Events
- Meeting Professionals International
- Professional Convention Management Association
- Society of Incentive Travel Executives
- International Special Events Society
- Center for Exhibition Industry Research
- Financial & Insurance Conference Planners

For more information about the “Face Time. It Matters.” campaign, visit www.facetimematters.org.

CEO Forum

Sedona Site for 2010

Bureau leaders will gather for the 21st annual CEO Forum, August 5-7, at the Enchantment Resort in Sedona, Arizona. Jennifer Wesselhoff (Sedona), Tracy Farhad (Solvang) and Bob Brown (Ontario) are planning this year's event.

CVB chief executives face unique demands and have distinct professional needs—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.

CEO Forum delegates shared comments about this year's event in Utah.



"Just a short note to thank you so very much for organizing an outstanding event. I learned more than I could have anticipated. Again, thank you for an informative event in a spectacular destination."

"Each year the CEO Forum exceeds my expectations. I was able to keep this in my budget because of the value I receive in managing our bureau."



Plan to attend the 2010 CEO Forum, August 5-7, in Sedona, Arizona—it's a great opportunity to engage in dialogue about crucial industry issues in an interactive atmosphere.



The West



WACVB/Convene Western Destinations Guide

The West: A Perfect Place for Groups to 'Unplug' and Reconnect

The 12th annual WACVB/Convene *Western Destinations Guide* is a special section within the March 2010 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
- Moab Area Travel Council
- Montrose Visitors & Convention Bureau
- Salt Lake Convention & Visitors Bureau
- Seattle's Convention & Visitors Bureau
- Sonoma County Tourism Bureau
- Spokane Regional Convention & Visitors Bureau

Included in the special section is a WACVB membership listing with contact information (telephone, fax, e-mail and Web site address). In addition, a welcome letter from WACVB President Stephanie Nowack inviting readers to come West for face-to-face meetings also appears in the section. In her letter to readers, President Nowack promotes the "Face Time. It Matters" campaign. WACVB is also promoting the campaign on its Web site.

The section also includes responses to questions about the importance of face-to-face meetings and incentives and value-adds offered to groups meeting in the West. Responses from the following WACVB-member bureau representatives are featured in the special section: Kari Westlund, Travel Lane County; Richard Vaughan, Metropolitan Tucson CVB; John Cooper, Yakima Valley VCB; and Kathy Smits, Beverly Hills CVB.

Convene is mailed to 30,000 association decision makers. Additional copies of the supplement are available upon request, contact WACVB staff at info@wacvb.com.

Awards and Kudos

Diversity Certification

Michael C. Smith, Travel Portland's vice president of convention sales, recently became the nation's first convention and visitors bureau staff member to achieve Certified Diversity Meeting Professional (CDMP) accreditation from the International Association of Hispanic Meeting Professionals (IAHMP). Smith received his certification in December, following the completion of the CDMP certification program at IAHMP's 2009 Educational Conference. The CDMP course is designed to help travel industry professionals better understand and work with meeting planners whose cultures, traditions and backgrounds may be very different from their own. Topics range from the importance of meeting facilities with kosher kitchens for Jewish conferences to the significance of certain colors to various cultural groups. "Obviously, a certification course can't address every possible cultural contingency," said Smith. "But the CDMP program does do a great job of encouraging us to think more carefully and thoughtfully about what our clients might want or need. It reminds us to not make assumptions based solely on our own upbringing or experiences." The CDMP certification, which was launched in the U.S. in 2008, is the only industry certification that focuses on diversity and sustainability issues as key skills for successful meeting planning. The certification was first offered as a master's-level class at the University of Lisbon, Portugal, in 2007. For more information on IAHMP or the CDMP certification, visit www.iahmp.org.

Bureau Accreditation

LA Inc., The Los Angeles Convention & Visitors Bureau has earned accreditation from the Destination Marketing Association International's (DMAI) Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by Destination Marketing Association International (DMAI). In earning the **DMAP accreditation**, destination marketing organizations (DMOs) communicate to their community, buyers and potential visitors that

their DMO has attained a significant measure of excellence. DMAP accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships. DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing. For additional information on DMAP visit www.destinationmarketing.org.



Design Award

The **Bakersfield CVB** office building (about 4,800 square feet) received a 2009 Design Award of Merit given by the Golden Empire Chapter of the American Institute of Architects. The building was designed and nominated by Ordiz Melby Architects, Inc. of Bakersfield and recognized at a ceremony in January. "The uniqueness of the building really lends itself in making a great first impression on visitors to Bakersfield," said Bakersfield CVB Manager Don I. Cohen. "Our staff gets compliments on the look of the building on a daily basis and it is an asset to the revitalization of the downtown area." The award program recognizes architects who demonstrate vision, creativity and design innovation. The CVB building was nominated in the Commercial and Industrial category which includes office, retail and manufacturing structures. "Ordiz-Melby Architects is very proud to have

been recognized for our design of the Bakersfield Convention and Visitors Bureau Office Building," said Danny Ordiz, principal and architect at Ordiz-Melby Architects, Inc. "We envisioned this building as a strong, forward-looking and yet welcoming front door to our growing vibrant community."



Cheerleading competition at Six Flags Discovery Kingdom in Vallejo

Readers' Choice Award

SportsEvents magazine, the sports events industry's only magazine dedicated to helping organizers of sports events be more successful and efficient with their events, has announced that the

Vallejo CVB has won one of the magazines Annual Readers' Choice Awards. The special feature is included in the January 2010 issue of *SportsEvents* magazine and spotlights industry professionals from across the country who have exhibited a high level of professionalism, creativity and excellence in hosting sports events. "We are extremely excited to have received this award since the winners were nominated by readers of the magazine and by our industry peers," said Mike Browne, Executive Director of the Vallejo CVB. "Sports event planners were asked to nominate their favorite destinations and venues for hosting sporting events and we are happy that they recognized our bureau and the Vallejo area. Our location, affordable lodging and Six Flags Discovery Kingdom all help make Vallejo an ideal place to bring these events. We were acknowledged for excellence within Sports Destination Marketing Organization category and were one of only two California

destinations so honored.” In addition to being profiled in the Readers’ Choice Awards special feature, the sports planners and organizations will receive special recognition at the National Association of Sports Commissions (NASC) Symposium this April in Columbus, Ohio.

10 Best Drivers’ Cities in America

Several western cities were selected by *Car and Driver* magazine as Best Drivers’ Cities. The WACVB-member destinations receiving this distinction include:

- Santa Barbara, CA
- Mill Valley, CA (Marin County)
- Phoenix, AZ
- Colorado Springs, CO

According to *Car and Driver*, it’s “more than just quality of roads, lenient cops, and free parking spaces, some cities cater better to the car enthusiast than others, whether by way of weather, history, or the collective knowledge of its inhabitants. We like towns where people know what the left lane is for and what a carburetor does, and maybe, just maybe, they even know how to fix one.”



Eureka, North Coast Featured in National Magazines

A photographic essay on the North Coast and Eureka was featured on the Web site of *Smithsonian* magazine, and the piece was also part of the magazine’s February print edition. The images, by John Meyer, can be found at www.smithsonianmag.com/departments/my-kind-of-town/your-kind-of-town/Eureka-CA.html. The county’s redwoods were featured in a recent edition of *National Geographic* magazine. Tony Smithers, executive director of the Humboldt County CVB, told the *Eureka Times-Standard* newspaper that being featured in such national magazines has an immediate and powerful impact on tourism and on Humboldt County.

Calendar of Events 2010



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EXECUTIVE DIRECTOR
Teresa Stephenson
WACVB

The Western Association of Convention & Visitors Bureaus serves more than 135 member bureaus in the West.

WACVB

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Meetings/Conventions Sales Institute Training (SIT I) Program

March 23 & 24, 2010
Renaissance Seattle Hotel
Seattle, Washington

Destination Marketing Tech Summit & Vendor Showcase

March 25 & 26, 2010
Renaissance Seattle Hotel
Seattle, Washington

CEO Forum

August 5-7, 2010
Enchantment Resort
Sedona, Arizona

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

October 12 & 13, 2010
Hilton Salt Lake City Center
Salt Lake City, Utah

Travel Industry Marketing & Sales Training (TIMST) Program

October 12 & 13, 2010
Hilton Salt Lake City Center
Salt Lake City, Utah

Annual Meeting & Vendor Showcase

October 13-15, 2010
Hilton Salt Lake City Center
Salt Lake City, Utah