



Destination Marketing Tech Summit & Vendor Showcase

Version 10.0

PG 2



2015 Western Destinations Guide

WACVB & PCMA/Convene
Let's Market the West

PG 7



Destination Arena

Money-saving Offer for
WACVB Members

PG 16

Photo Credit: Sacramento CVB

WACVB

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For Member Bureaus ~ December 2014

newsnotes

WACVB Officers and Directors Elected

Wes Rhea, CTA, CDME, CEO of Visit Stockton, officially took office as WACVB Board President at the association's Annual Conference, September 17-19, 2014, in Albuquerque.

Other officers elected at the conference include President-elect Sara Toliver, president & CEO, Visit Ogden, and Secretary/Treasurer Aaron McCreight, CDME, CEO, Casper Area CVB. Bill Malone, president & CEO of the Park City Chamber/Bureau, will serve as Past President.

The following Directors were elected to two-year terms on the Board of Directors: Anne Jenkins, senior vice president, Travel Medford; and Bonnie Quill, executive director of the Mat-Su (Palmer, AK) CVB. Debbie Braun, IOM, president & CEO of the Aspen Chamber Resort Association, was elected to a one-year term to complete an unexpired Director term.

Board members continuing their terms as Directors include Kimberly Bennett, president & CEO, Visit Vancouver USA; Jim Kissinger, CTA, vice president, convention sales, Anaheim/Orange County VCB; John Reyes, CMP, executive vice president & chief sales officer, convention sales & services division, San Francisco Travel Association; and Julie Saupe, president & CEO, Visit Anchorage.



Outgoing Board President Bill Malone (Park City) (left) passes the gavel to incoming Board President Wes Rhea, CTA, CDME (Stockton).

Destination Marketing Tech Summit & Vendor Showcase

It's version 10.0 for the 2015 Destination Marketing Tech Summit & Vendor Showcase. Sacramento will be the host for the 10th annual edition of this popular conference, set for March 25-27, 2015, at the Sheraton Grand Sacramento.

Plan to join your DMO industry peers for sessions about clarifying complex technology choices and understanding how consumers and clients use technology to gather information and make travel and meeting decisions.

The Tech Summit begins on Wednesday afternoon, March 25, with two consecutive labs. The program begins with Lab #1 – Content Marketing Quick Start (workbook included). The lab includes worksheets and templates for creating a content marketing strategy, engaging internal resources, collaborating with an outside content team, developing a content calendar and promoting and distributing content.

The second lab of the afternoon is a Walk-shop. In Lab #2, delegates join the Sparkloft Media team on a workshop being conducted while

exploring Sacramento on foot. Small groups will explore the city using different tools, websites, apps and maps available to visitors, document their experiences and then compare notes with other groups in a roundup discussion.

The Tech Summit Planning Committee has been busy reviewing and selecting sessions about a range of destination marketing technology issues.

In this entertaining and thought-provoking session, “20 Ways to Ruin a Perfectly Good DMO Website,” attendees will be taken inside the psyche of their website audience and then learn about the common mistakes most DMOs continually make. Using examples taken exclusively from attending DMOs, the presenter will show how to improve the website of every DMO in the room.

It is critical that destination marketers begin to modernize the way the brand markets to and engages consumers during travel research through to the planning phases. The destination brand must remain relevant beyond the consideration and decision

phases. DMOs have the biggest opportunity to increase member value during the planning and travel phases. The demand for direct personalized engagement with consumers is becoming even more important, but we are all resource strapped and not built to be true content publishers. What's next? How are brands future-proofing using content marketing and technology?

During the “Tourism and Mobile Marketing: What You Need to Know” session learn about the current mobile landscape and how it's changing the tourism industry. Find out about the important roles of mobile sites, mobile apps and more, plus listen to compelling data about travel trends, both current and future. The session also includes actionable tips on how a destination can achieve mobile success.

The Planning Committee also plans to include a session about the importance of video in marketing strategies due to its appeal to consumers.

Another session will focus on how to breathe new life into the DMO email marketing strategy, and start leveraging the right online tools that allow DMOs to reach the right consumers, at the right time.

About Sacramento www.visitsacramento.com

Sacramento is the star on the map of California—where you will find cultural attractions to inspire you, cutting-edge cuisine to impress you, history to enrich you and surprises to put a smile on your face. Venture out in any direction and you will see why we are so fond of saying, “California begins here.”

Your visit to Sacramento can begin with food because you will be in America's Farm-to-Fork Capital; it can begin with history because the Gold Rush and California beginnings started here; or it can begin with nature because rivers, trails and park wind through the city for recreation.

Check out Sacramento365 (www.sacramento365.com), the citywide calendar of events, for a complete list of Sacramento-area events.

Cool without the pretense—that is Downtown and Midtown Sacramento where the city's main theaters, art galleries, cultural venues, plus boutique shops and entertainment venues live.

Sacramento is America's Farm-to-Fork Capital. No other major city in America is more centrally located amid such a diverse range of high-quality farms, ranches and vineyards. Award-winning chefs and restaurants provide the perfect complement.

After dinner, take a walk downtown where you'll find mermaids and mermen, wine bars and mechanical bulls. Your choice.

Old Sacramento is a 28-acre historic riverfront district with more than 125 boutique shops, restaurants and attractions. The State Capitol and the accompanying Capitol Park is alive with California's colorful political past and historic achievements. Sutter's Fort is the last remaining structure from the days before the Gold Rush

The American River Parkway is a biking/walking trail surrounded by natural, protected habitats, scenic bridges and acres of parks.

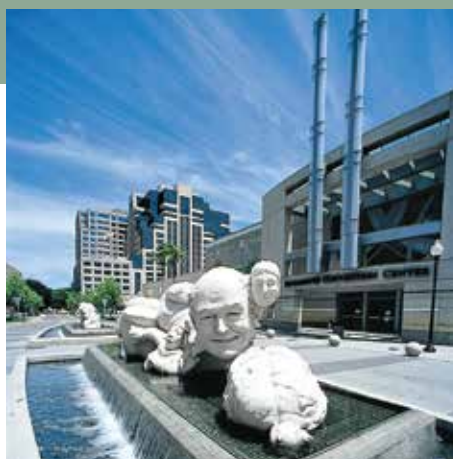


Photo Credit: Sacramento CVB



Other ideas being vetted by the Planning Committee include the use of drones to produce stunning aerial photos and videos. Learn about the technology available, laws and restrictions you should be aware of and best practices gathered from DMOs already using drones.

In a session about new tools like Snapchat, Whisper or Ello, learn about the fundamental shifts in consumer behavior, identify key principles for private and semi-private networks and gather hands-on insights to use in social strategy across all their platforms.

Have you thought about working with Vine video producers, Instagrammers or bloggers on influencer marketing programs? Learn best practices about how to find and contract influencers, run a program that takes your reach to a completely different level, understand important legal aspects to be mindful of and how to measure return on investment.

Digital Media is constantly evolving. What do you need to know about digital media buying and the traveler purchase cycle?

Team members from Visit California will share how the state tourism organization is using technology to leverage its marketing efforts.

Combining the 'What' (quantitative) with the 'Why' (qualitative) will provide your DMO with a long-term strategic competitive advantage. Review how to use qualitative tools like Google Consumer Surveys, Qualaroo, and iPerceptions to engage visitors on your site, as well as strategies for benchmarking user satisfaction such as the Net Promoter Score and the 4Q framework. Start learning not just what potential visitors are doing on your DMO website but why.

Content ideation is often the toughest part of getting started with content marketing. Discover how to jumpstart the process by providing a framework for ideation. Using a number of free tools and a simple proven process, assemble hundreds of ideas for content that will resonate with your audience and the search engines.

Everyone talks "integrated" but too often integration of marketing falls drastically short. If your advertising, campaigns, website and all marketing efforts are not synced, you are wasting time and money and not operating effectively. Gather tangible takeaways about how to integrate paid, earned, owned and social media.

When working with creative teams, clear goals, expectations and parameters are the building blocks to creation. Discover best practices to inspire great work. Whether working with internal, free-lance or agency resources, the principles are similar.

We have invited technology companies to participate in the Tech Summit Vendor Showcase to demonstrate their products and services for delegates.

Our hosts at the Sacramento CVB look forward to welcoming WACVB members to their city. The Summit includes a welcome reception at the hotel Wednesday, March 25, hosted by Drozian Webworks. The Sacramento CVB is planning an offsite event for Thursday evening, March 26.

Watch your email and WACVB's website for more information and registration materials for the Tech Summit in Sacramento. Registration will open in mid/late January.

Thanks to the Tech Summit Planning Committee members for their work in developing the curriculum for the conference.

2015 WACVB Tech Summit Planning Committee

Co-chairs

Sonya Bradley, Chief Marketing Officer, Sacramento

Wes Rhea, CTA, CDME, CEO, Stockton

Members-at-Large

Tami Ball, Online Marketing & Technology Director, Santa Cruz County

Brandon Darnell, Content Marketing Manager, Sacramento

Ariane Hildebrand, Interactive Media Manager, Sonoma County

Darren Johnner, Manager, Digital Marketing, Vancouver (BC)

Audrey Johnson, Web Manager, Albuquerque

Nina Simmons, Online Marketing Manager, Phoenix

Richard Tammar, Director of Online Strategy, Portland

Honorary Members (Vendors)

Martin Stoll, Sparkloft Media

Bobby Taylor, Miles

Adam Weber, Bluebridge Digital

WACVB TECH SUMMIT 2015
DESTINATION MARKETING
 MARCH 25-27 • SHERATON GRAND HOTEL • SACRAMENTO, CA

2014 Annual Conference

Taking Your Destination to New Heights

At the September 2014 WACVB Annual Conference in Albuquerque, the focus was learning how to raise the profile of local DMOs and destinations.

Trends guru Daniel Levine, director of the Avant-Guide Institute, outlined changes that are dramatically reshaping the way people travel and how destinations can benefit from these changes. In his session, “What Travelers Want...A Look Into the Lives of Today’s Visitors,” Levine discussed informative transparency, artisanal authenticity, facilitated connectivity, meaningful luxury and entertaining sustainability. A few of his suggestions for DMOs/destinations—create a list of what you do better than anyone else; know who talks about your destination online; don’t look at your competitors, listen to your customers; create and promote a sense of place by selling benefits, not features; sell social experiences; implement programs to bring visitors and locals together;

highlight initiatives that make sustainability fun; and use images of authenticity in your marketing.

The conference agenda also featured a general session about the “The Power of Sports.” Timothy Schneider, publisher of SportsTravel Magazine, was joined by Pete Isais, director of national events for USA Wrestling, and Dan Ballou, director of sports marketing at the Albuquerque CVB, to talk about the significant economic impact sports has for destinations large and small all over the West. The panelists presented insights into the size and scope of the sports-related travel market, the unique attributes of sports-related travel, its role in image building and creating TV exposure as well as overall economic development.

Marla Johnson and Kenny Lamb from Aristotle, Inc. and Aristotle Entertainment set the ‘tune’ for another general session. They noted that music has been inspiring travel for years and discussed how DMOs can use music as

a marketing vehicle to tell a destination’s story through music that delivers emotional, shareable and inspirational content and media. Using real-life success stories, the presenters explained how creativity, art and music—positioned at

the heart of an online marketing campaign—can return a better ROI from your marketing budgets.

Rob Enriquez, vice president, convention sales, services and sports, at the Albuquerque CVB, addressed the critical importance of ongoing prospecting for new business. He shared actual results achieved when the Albuquerque Bureau focused on the significant benefit of consistent prospecting and setting a departmental environment commitment to prospecting. In concert with Enriquez’s presentation, Nathan Jamail, president of Jamail Development Group, addressed the importance of practice in business today by citing that practice makes profits. He showed the difference between *training* and *practicing* in business. So often, employees and team members are becoming more tenured and more knowledgeable through technology and training, but due to lack of practice, they find themselves not getting better using the knowledge gained. He challenged current beliefs and fears about role playing, training and personal development to help understand that these

Shannon Gray, president & CEO, Gray Research Solutions, presented two workshops at the conference. She emphasized that decisions must be made with proof and for good reason, and the only way to find out how to successfully reach and convert visitors is by conducting research. Delegates learned how to conduct the research they need to get the answers for their respective destinations and they gathered information about common types of tourism research studies and how to use results. Gray also addressed using perception and images to your advantage. Attendees explored ways to identify one’s reputation in the minds of outsiders as well as tactics for revising, revamping or changing the conversation.

Thanks to PCMA/Convene for hosting the Best Idea Program luncheon. Four bureaus shared their innovative techniques or imaginative approaches



▲ Pete Isais (left), Director of National Events for USA Wrestling; Dan Ballou (center), Director of Sports Marketing at the Albuquerque CVB; and Tim Schneider (right), Publisher of SportsTravel Magazine, present “The Power of Sports: Scoring Big Wins for Travel” at the 2014 Annual Conference.



Soar with new marketing and sales strategies

Raise your DMO's statue in your community

Define lofty, but achievable goals

to promoting their destinations, including project effectiveness, costs, and return on investment information. Achievement awards were presented to Albuquerque, Santa Fe, Santa Monica and Tucson. (See separate article this issue.)

The popular Budget Roundtables brought together CEOs and staff members in an open-discussion format with the conversations guided by peer facilitators. Delegates shared ideas, challenges and solutions during the roundtables. Delegates submitted topics for the roundtables prior to the conference. Thanks to roundtable peer facilitators: Anand Patel and Christian Wentworth (Fairfield), Kari Westlund and Sally McAleer (Travel Lane County) and Julie Wagner and Jessica O'Brien (Beverly Hills).

Walt Judas, vice president of marketing communications, member services & sport, at Tourism Vancouver (BC), shared an overview of Vancouver's Tourism Master Plan (TMP). Vancouver is one of the few cities in North America to have developed a plan that covers four overarching goals focussed on Experience, Economics, Environment, and Employees. The extensive TMP development process produced eight recommendations covering areas such as Product Development, Visitor Experience Design, and Tourism Infrastructure Development.

Destination Debates was a new format addition to the conference. Thanks to six spirited DMO professionals who tackled three hotly debated topics in the destination and sales arena. Each topic had two debaters—one assigned



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Thank You!

WACVB thanks the following group of vendors for their involvement and support at the 2014 Annual Conference. At the Vendor Showcase, DMO representatives met with suppliers to discuss advertising and publishing opportunities, research and marketing strategies, as well as multimedia and technology solutions. WACVB Members—please look to these preferred vendors for opportunities and services.

Adara

www.adara.com

Aria

www.ariaagency.com

Aristotle, Inc.

www.aristotle.net

Barberstock

www.barberstock.com

Bluebridge Digital

www.bluebridgeapps.com

Catalyst Marketing Company

www.teamcatalyst.com

Certified Folder Display Service, Inc.

www.certifiedfolder.com

Destination Analysts, Inc.

www.destinationanalysts.com

Destination Arena (DMAI)

www.destinationarena.com

The EXPERIENCE Institute/Training

www.theexperienceinstitute.org

GumCo Inc.

www.gumco.com

iDSS - Internet Destination Sales System, Inc.

www.idss.com

IMEG, Internet Marketing Expert Group

www.imegonline.com

JackRabbit Systems

www.jackrabbitsystems.com

Madden Media

www.maddenmedia.com

Meetings Focus

www.meetingsfocus.com

Miles

www.milespartnership.com

Mindset Brands Destination

www.mindsetinc.net

mobiManage

www.mobimanager.com

National Association of Sports Commissions

www.sportscommissions.org

Orbitz Worldwide

www.orbitz.com

PCMA/Convene

www.pcma.org

Schneider Publishing

www.schneiderpublishing.com

Simpleview

www.simpleviewinc.com

Smart Meetings

www.smartmeetings.com

STR, Inc.

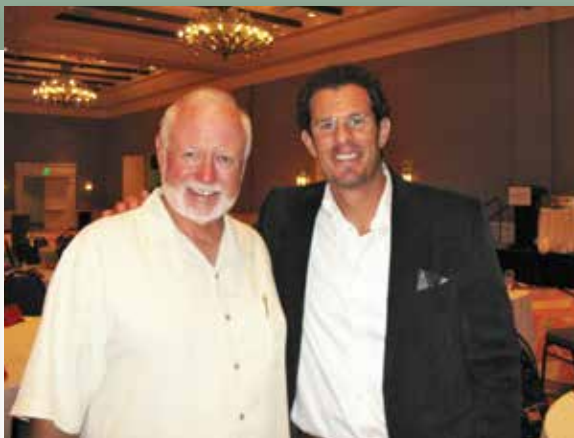
www.str.com

Tempest Interactive Media

www.tempest.im

Travelzoo

www.travelzoo.com



◀ Annual Conference Host Dale Lockett, President & CEO of the Albuquerque CVB, thanks travel writer and author Doug Lansky (right) for his presentation, "The Biggest Mistakes in Travel Marketing...and What We Can Learn From Them." Lansky traveled from Stockholm, Sweden, to speak at the conference.

WACVB Annual Conference

Continued from page 5

as Pro and the other as Con. After the debates, there was audience voting and discussion. You had to be there—it was a fun and informative session.

Travel writer and author Doug Lansky was the closing conference speaker and he addressed "The Biggest Mistakes in Travel marketing...and What We Can Learn From Them." This was another session where you had to be there to appreciate the information Lansky shared with the audience. The presentation had delegates laughing, but also thinking about travel in a new light. Lansky spent nearly 10 years traveling the world full time...writing a nationally syndicated column and two books about his adventures, providing insider tips for travelers in books for both Lonely Planet and Rough Guides, reporting his globetrotting as a correspondent for Public Radio's Savvy Traveler show and as a Travel Channel host and contributing insightful travel-trends analysis about tourism. He also served as travel editor for

Scandinavian Airlines in-flight magazine for three years and has contributed to numerous publications over the years.

[Editor's Note: Several speakers provided their session presentations for posting to WACVB's website (www.wacvb.com); scroll down the home page to locate the link for the 2014 Annual Conference presentation downloads.]

Delegates renewed industry friendships and met new peers at the opening welcome reception at the hotel, hosted by the Catalyst Marketing Company. Then, it was time for a taste of New Mexico at one of many local restaurants.

The Albuquerque CVB hosted an offsite event at the New Mexico Museum of Natural History and Science, with a few extras! A replica "Breaking Bad" RV was parked at the Museum for show fans/delegates to experience! In addition, the Bureau set up its 'big picture frame' and took

photos of attendees (See Best Idea Program article for more about the 'big frame.') While enjoying scrumptious food, delegates took a break to learn more about the history of the museum and listen to a Native American flutist.

Conference attendees enjoyed the culturally rich destination of Albuquerque. Its one-of-a-kind Southwestern culture was reflected in everything from the quaint shops, Pueblo- and Spanish-inspired architecture and world-famous cuisine, to the music and art.

Visit Ogden sponsored the Friday breakfast buffet as the host for next year's Annual Conference, scheduled for September 23-25, 2015, at the Ogden Eccles Conference Center. Visit Ogden President & CEO Sara Toliver announced that the 75th DMO delegate to register for the 2015 Annual Conference will be 'decked out' with goods for a day on the slopes—ski coat and pants, skis and poles, all from locally based ski companies.



In addition, WACVB held a drawing for a free registration to the 2015 Annual Conference, which was won by the Anaheim/Orange County VCB.

Thanks to Dale Lockett (Albuquerque) for serving as the Conference Planning Committee Chair and Host Chair for the conference, along with Committee members—Tania Armenta (Albuquerque), Jennifer Bales (Las Cruces), Ashlee Ciora, (Palm Springs), Jim Kissinger (Anaheim/Orange County), Mike Mooney, (Phoenix), Randy Randall (Santa Fe), Elise Rogers (Albuquerque), Julie Saupe (Anchorage) and Jennifer Wesselhoff, CDME (Sedona).



Notes from Annual Conference Attendees

Thank you for organizing such a great conference!

Lisa Langer, IOM
Vice President of Tourism Marketing
Glenwood Springs Chamber Resort
Association

*Great Annual Conference, really
enjoyed the speakers.*

Mark Crabb, FCDME, CMP, CTA
Chief Sales Officer
Sonoma County Tourism

*Thank you again for all your hard
work at this year's WACVB Annual
Conference. The conference was well
organized, and from a participant's
perspective ran very smoothly.*

Kelly May
Group Sales Coordinator
Farmington CVB

*It was a really good conference, so a
big thank you for all your hard work!*

Ashlee Ciora
Vice President of Travel Industry Sales
Greater Palm Springs CVB

*We would like to thank you for all of
your consideration and planning
for the recent WACVB event in New
Mexico; we look forward to seeing
you all at the next conference.*

Candice T. McNamara
VP Business Development
IMEG (vendor)

*I am so glad I had the opportunity to
attend my first WACVB conference.
I want to reiterate how much I enjoyed
the conference. I will attend next year,
and will certainly recommend it to my
team and colleagues.*

Bennish Brown
President & CEO
Travel Tacoma + Pierce County

*Congratulations again on producing
such a great conference in
Albuquerque!*

Lucy Kay
CEO/President
GoBreck.com



2015 Western Destinations Guide

WACVB & PCMA/Convene Partnership to Market the West

WACVB and PCMA Convene® present the 17th Annual "Western Destinations Guide"—the ultimate opportunity for WACVB members to showcase western destinations to the meetings market.

Matching Editorial!

Available exclusively to WACVB members to showcase Western destinations, the WACVB guide will be a special section in the March 2015 issue of Convene and mailed to more than 30,000 meeting professionals.

All advertisers purchasing ¼ page or larger will receive FREE matching editorial, written by Convene staff to describe your destinations' many assets, and WACVB will receive up to six pages of editorial to promote the West as a meetings/conventions destination.

Reserve Your Space Now!

Contact WACVB staff or PCMA account executives for more information about the opportunity.

Diane Griffin
312.423.7213
dgriffin@pcma.org

Mary Lynn Novelli
312.423.7212
mnovelli@pcma.org

Wendy Krizmanic
312.423.7248
wkrizmanic@pcma.org

Let's promote the West together!
Take advantage of WACVB's
publication partnership with
Convene!

Best Idea Program Achievement Awards

Four convention and visitors bureaus received achievement awards in a recent competition with their colleagues from the West. Sponsored by WACVB, the annual Best Idea Program showcases innovative projects and creative marketing strategies as submitted by WACVB members.

This year's Best Idea Program awards were presented during the 2014 WACVB Annual Conference, September 17-19, in Albuquerque, New Mexico.

Following receipt of the entry forms, a Board-appointed Task Force reviewed the submissions and selected several ideas for presentation. Representatives presented their best ideas during the conference.

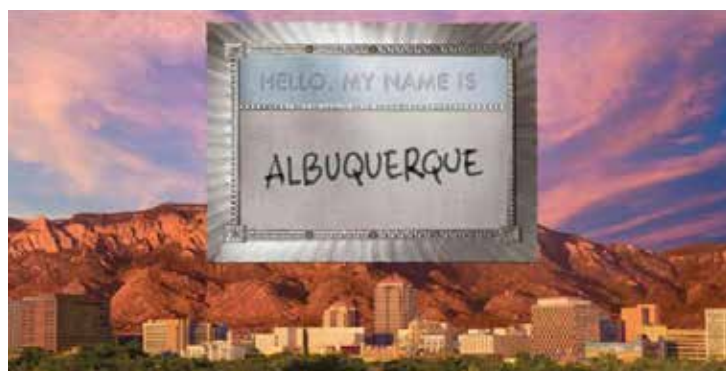
WACVB congratulates the following member bureaus for receiving outstanding achievement awards for their organizations in the 2014 WACVB Best Idea Program.



(Left to right) Cynthia Delgado, Marketing Director, Tourism Santa Fe; Richard Peterson, Executive Vice President, Santa Monica Convention & Visitors Bureau; Kelly Ryan Naranja, Social Communications & Tourism Manager, Albuquerque Convention & Visitors Bureau; and Allison Cooper, Vice President of Sales & Marketing, Visit Tucson.

Albuquerque (NM) Convention & Visitors Bureau Project Title: Larger-Than-Life Albuquerque Picture Frame

The Albuquerque CVB (ACVB) had been discussing utilizing a large frame concept for more than two years before discovering a company that could make its vision come to life. Albuquerque's sunsets and Sandia Mountain vistas serve as stunning backdrops for photography, and the ACVB wanted to capture those natural elements while promoting its brand. Specifically, the Bureau wanted something to use at the Albuquerque International Balloon Fiesta® (the world's largest hot air balloon festival) to generate more foot traffic to the Visitor Information Center (van) and social buzz around the world's most photographed event. ACVB staff knew that a large frame would provide a lasting ROI, and they were able to get it constructed prior to the 2013 Balloon Fiesta®. The Bureau found the frame to be successful, and the team looks forward to expanding its PictureABQ campaigns. ACVB wanted to create a marketing piece that was built to last and that ACVB partners would be able to utilize at their special events. The Bureau will be charging organizations a rental fee to use the frame to cover delivery/upkeep costs and to help cover the cost of the frame itself.



Tourism Santa Fe (NM)
Project Title: Green Chile
Cheeseburger Smackdown

Highlight Santa Fe's agricultural roots and celebrate Santa Fe's revered Green Chile via a high-profile Green Chile Cheeseburger chef cook-off contest during the annual Green Chile Harvest Festival. Tourism Santa Fe developed a high-profile, interactive user-driven contest to select the top local Santa Fe chefs to compete in a Green Chile Cheeseburger cook-off, which attracted in-state travelers and "stay-cationers" through targeted advertising in local drive markets (Albuquerque and Northern New Mexico). The program offered compelling reasons for visitors to extend their stay. The program's messaging and media placements was integrated with the New Mexico Tourism Department's "New Mexico True" campaign and enhanced and supported New Mexico Tourism Department's established statewide Green Chile Cheeseburger Trail. The Green Chile Cheeseburger Smackdown was promoted at locations such as the Santa Fe Farmers' Market Harvest Festival and Santa Fe Fiestas. The program generated more than 32,000 visits to the Smackdown landing page and more than 8,000 online impressions and more than 20,000 contest votes.



Santa Monica (CA) Convention
& Visitors Bureau
Project Title: Eco-Friendly
Santa Monica Shuttle Service

The Santa Monica CVB collaborated with Santa Monica Free Ride, an environmentally friendly shuttle service that uses GEM electric vehicles, on the launch of a unique Santa Monica Shuttle in May 2014. The free hotel-sponsored service transports riders (visitors and local residents) to key neighborhoods, including Downtown Santa Monica, the Santa Monica Pier, Main Street and Montana Avenue. The shuttle consists of three electric vehicles wrapped in Santa Monica destination branding that are regularly available at Shuttles on the Beach Hotel, DoubleTree Santa Monica Suites and Loews Santa Monica Beach Hotel. The service runs seven days a week from 11:30 a.m. until at least 8:00 p.m., later on weekends and for special events. The Santa Monica Shuttle helps enhance Santa Monica CVB's car-free messaging. With 80% of Santa Monica hotel visitors never using a car while they are here, the shuttle offers an environmentally friendly way to explore the destination's unique neighborhoods while also offering "on the go" destination information at their fingertips, including official visitor guides and maps and in-shuttle tablets for web browsing and social sharing. SMCVB hopes to expand the program with additional hotel properties sponsoring in the next year.



Visit Tucson (AZ)
Project Title: "Like A Cowboy":
Country Music Video Product
Placement and Activation

The quandary facing every travel brand is how to get beyond the noise and resonate with target audiences. Visit Tucson tested a new channel of advertising—product placement in a music video—with the goal of attracting a new base of "loyal" customers—fans of country music. According to MRI data (2010), 95 million Americans (42%) identify themselves as country music fans. Music video product placement is a growing industry. Music can move people to change purchase decisions, brand loyalties and add immortality to brands involved with music. Visit Tucson contracted with chart-topping country music artist Randy Houser, who has had three consecutive #1 hits from his current album "How Country Feels," to place Tucson signage in "Like A Cowboy," an 1870s western-themed music video that was filmed in Tucson in late April, to give the rich ballad a sense of place and allow Tucson to become intrinsic to the plot. The cinematography of this epic music video, released in late June in both a long and short format (7 and 4 minutes respectively), illustrates beautifully why the Tucson region has been such a popular location for dozens of western movies starring A-List actors since the 1940s. Visit Tucson's goals and objectives for this project were to increase awareness for Tucson; garner 30 million cable television and 10 million online impressions through video views in first year; amplify its investment by activating a viral "Kick off Your Boots" sweepstakes promotional campaign across social platforms utilizing Randy Houser's likeness to draw country fans to enter to win a Tucson getaway. Visit Tucson successfully targeted Randy Houser's fans requesting to watch or listen to "Like A Cowboy" on YouTube with a branded, aspirational :30 pre-roll video ad. Lastly, in an effort to create stronger brand association, Visit Tucson continues to strengthen its relationship with the artist to more genuinely cross-promote brands as the song and video move up the charts.



Foundation News

Member Needs Assessment and Perceptions Survey

Key Findings

In May 2014, the WACVB Foundation Board of Trustees selected Destination Analysts, Inc. to conduct a Comprehensive Member and Prospective Member Needs Assessment and Perceptions Survey. The purpose of the surveys was to gather and prioritize identified member and prospective member needs for professional development and advocacy, and measure member/nonmember perceptions of WACVB and its current programs.

The survey included topics related to the Association's programs and services as well as issue facing destination-marketing organizations. In addition, survey participants had the opportunity to recommend ideas for industry research projects that the WACVB Education & Research Foundation could conduct that would be beneficial to the DMO industry.

The WACVB Board of Directors and the WACVB Education & Research Foundation Board of Trustees have reviewed the findings of both surveys. At a Joint Boards Retreat in early 2015, both Boards will use the survey outcomes to set priorities for Association educational programs and services and Foundation research projects.

This research was conducted to gain an understanding of the following:

- The current membership's needs and priorities, and how WACVB can help facilitate these needs
- How current members perceive WACVB and WACVB's programming, services and projects
- The advantages and benefits of membership, as well as suggestions for improvement
- Incentives or added-value options to ensure continued membership
- Potential desired research projects that will benefit members and the DMO industry

The survey was distributed to the designated representative (typically the CEO) of each WACVB-member bureau as well as dozens of CEOs from non-member DMOs.

In total, 91 fully completed responses were collected out of the 150 invited WACVB-member DMOs. This reflects a response rate of 60.7 percent. Of the 91 respondents who completed the survey, 58 respondents (63.7%) were the chief staff officer of the DMO.

Excerpts of Key Insights of WACVB Member Survey

- Most WACVB-member DMOs that responded to the survey reported that their DMO included departments focused on marketing (95.7%), public relations (93.5%), and tourism/travel trade (92.5%). About 76.3 percent include a department focused on convention, conference, or group meeting business. Nearly 58.1 percent include a membership department. Film commissions and sports commissions are less common, at 38.7 percent and 37.6 percent, respectively.
- Most survey respondents have been active in the organization for a relatively limited length of time. The largest response group has been personally active with WACVB was 1 to 5 years (36.6%). This suggests that, though the organization has been in existence since 1982, things like regular turnover in DMO staff mean WACVB needs to be constantly vigilant about "enrolling" DMO staff in their mission and programs.
- More than half the respondents (58.1%) consider themselves "Active" or "Very active" with WACVB. Together, these numbers suggest an engaged membership, something WACVB can build on.
- Time and money keep survey respondents from higher levels of engagement with WACVB. Lack of time to participate is the single biggest reason that keeps members and their DMOs from higher levels of participation in WACVB, with 48.7 percent of respondents citing this response. This is not uncommon in association surveys. Lack of financial means to participate was cited by 35.9 percent of respondents.
- In response to the open-ended question, "How would you describe WACVB's mission and purpose to a colleague?" four areas were mentioned most frequently, with the first three mentioned in a significant number of the responses: education, networking/sharing of best practices, research and advocacy.
- Nine in ten respondents (92.5%) feel the work WACVB does for the destination marketing industry in the West is "Important" (32.3%) or "Very important" (60.2%). This is an exceedingly high number, showing a great deal of confidence in the organization.
- Not surprisingly, given their perceptions of WACVB's mission, respondents reported that access to research, networking, and professional education were "Important" or "Very important" reasons for maintaining membership. Advocacy and Position Announcements are seen as relatively less valuable.
- Five WACVB program areas stand out as "Familiar" or "Very Familiar" to the organization's members: Annual Conference (89.0%), CEO Forum (86.8%), Tech Summit (85.8%), Budget Survey (79.2%), and the Salary/Benefits Survey (78.1%).
- The organization has a high level of participation in its events. All three of the WACVB events tested in the survey questionnaire had been attended by the majority of respondents (or someone in their organization) in the past three (3) years. These were:
 - Tech Summit: 75.9%
 - Annual Conference: 8.4%
 - CEO Forum: 68.4%

- Based on the survey findings, WACVB's events, and especially the Tech Summit, are tremendously valuable assets to the organization. When asked about intent to attend upcoming WACVB events, 92.3 percent indicated that they or someone from their organization would attend the 2015 Tech Summit.
- The Tech Summit (86.8%) and CEO Forum (80.2%) were rated the most useful of the three programs. The Annual Conference was rated "Very useful" or "Useful" by 70.4 percent of respondents, and as "Somewhat useful" by 26.4 percent. While the very useful or useful ratings are high, they may reflect that the more varied audience that attends an annual conference may find it harder to find presentations that fit their needs.
- Four WACVB services stand out as having been most used by respondents in the past 12 months: NewsNotes (63.7%), Budget Survey (59.3%), Salary/Benefit Survey (59.3%) and Resource Library (48.4%).
- The WACVB proprietary survey/research services stand out as most useful to DMO professionals. The Bureau Budget Survey and the Salary/Benefits Survey were both rated as "Very useful" or "Useful" by more than 80 percent of respondents—the highest by far.
- When asked to rank which education topics would best serve them, WACVB members were clear in their top choice: Measuring and reporting ROI. Twice as many survey respondents selected this (28.6%) than Destination Branding (14.3%) and Leadership Development (14.3%), the next two most commonly chosen.
- WACVB members appear to conduct a wide variety of market research, although visitor profiles are the most common. The top types of research recently completed, currently being conducted, or scheduled in the next 12 months are: Visitor profile (74.8%), Industry economic impact (64.9%), Destination brand research (58.3%), and Conversion/ROI research (57.2%)
- When asked which types of research would be most valuable to their organizations, respondents selected the following top three: Best practices in DMO sales/marketing (75.3%), conversion/ROI research (74.2%), and economic impact research (67.4%). The WACVB Foundation can provide value by facilitating research on best practices based on member DMOs, and may also consider providing templates, methods, or examples of the other top selected choices.
- Professional education and research were clear top priorities when members were asked which was the single most important topic WACVB should focus on, with 45.1 percent and 33.0 percent, respectively, naming them.
- Member satisfaction is high; 81.3 percent of members are "Very satisfied" or "Satisfied" with the programs, services, and opportunities afforded by their membership in WACVB.
- Currently, more WACVB-member DMOs consider themselves more marketing focused than sales focused, with 57.2 percent saying their organization is "somewhat" or "significantly" more oriented to marketing. About one in four feel that their organization is equally focused on sales and marketing. Just 16.5 percent consider themselves somewhat or significantly more sales focused.
- When asked their opinion on whether DMOs will become more brand marketing or sales focused in the next three years, WACVB members appear not to see much change from the current state. The results were almost identical: 57.2 percent responded that DMOs will become somewhat or significantly more brand marketing focused, 15.4 percent responded that DMOs will become somewhat or significantly more sales focused, while 27.5 percent responded that these organizations would be equally focused on sales and brand marketing.
- When asked about the future of DMOs and the destination marketing industry, several themes emerged:
 - DMOs must be ahead of travel trends, not catch up to them. WACVB can play the role of calling out industry changes early.
 - The changing landscape includes interacting with OTAs and BIDs/TMDs, which can be considered by some as competitors to DMOs.
 - Big data and social media will change the way DMOs operate in ways not yet imagined. DMOs must be part of this change or face going the way of the travel agent.
 - DMOs can and should play a role in assisting local leaders create long-term plans to grow tourism in their regions.

Thanks to Foundation Contributors

Thanks to the many WACVB-member bureaus that made a voluntary contribution to the Foundation when they remitted their 2014-15 Association membership dues.

(List as of November 14, 2014)

2014-15 Contributors

Albuquerque, Anchorage, Berkeley, Beverly Hills, Breckenridge, Casper, Catalina Island, Central Oregon, Costa Mesa, Elko, Fresno/Clovis, Gilroy, Haines, Humboldt County, Huntington Beach, Juneau, Kenai Peninsula, Lake Tahoe Incline Village, Crystal Bay, Lancaster, Lane County, Long Beach Peninsula (WA), Lubbock, Manteca, Mat-Su, Medford, North Lake Tahoe, Oakland, Oceanside, Ogden, Olympic Peninsula, Oxnard, Page Lake, Powell, Park City, Pasadena, Phoenix, Placer County, Portland, Prescott, Salt Lake, San Francisco, San Juan Islands, San Mateo County, Santa Barbara, Santa Cruz County, Santa Monica, Santa Rosa, Seattle, Sedona, St. George, Stockton, Tempe, Tri-Valley, Tuolumne County, Vacaville, Vancouver BC, Vancouver USA, West Hollywood, Wrangell, Yolo County, Yosemite/Mariposa County, Yosemite Sierra and Yuma.

Continued on page 18

People On the Move

The Board of Directors of the Vallejo CVB has promoted two Bureau employees to new positions within the bureau. **Mike Browne** has been promoted from the bureau's executive director to president & CEO and **Carrie Baulwin** has been promoted from sales manager to director of sales. "Both Mike and Carrie have done outstanding work for many years for the bureau and the Board of Directors felt it needed to recognize those achievements," said Board Chairman Mike Paluszak, general manager of the Solano County Fairgrounds. "The board also wanted to elevate their job positions so that their hard work and accomplishments would be acknowledged by their peers and to help our CVB remain competitive in the travel and tourism industry."

Travel Lane County (Oregon) has welcomed a new team member to manage housing for convention groups and events as well as provide assistance to delegates, hotels and planners. **Jesse Lally** will serve as the group housing manager where he will manage Passkey, an online housing program that streamlines the booking process by managing reservations for multiple properties through one unified system. Most recently, Lally worked as the front desk Adventure Specialist and Office Assistant for Travel Lane County's downtown office. Previously, he worked for more than a decade in the hospitality and entertainment industries in Oregon and Colorado as an artistic director, producer and theatrical designer, as well as the front of house management for several established restaurants.

The new director of PR and media at the Yosemite Sierra Visitors Bureau is **Kim Lawson**. She has more than 10 years of experience in marketing and media with high-profile motorsports teams in NASCAR and Grand AM as well as small nonprofit organizations.



In October, the Catalina Island Chamber of Commerce & Visitors Bureau named **Jim Luttjohann** as the organization's president & CEO; he started his new position November 10. Luttjohann has more than 20 years of experience in organizational leadership, marketing, sales, public relations and operations. His past work experience includes his positions as executive director of the Santa Fe CVB, executive director of the Ventura VCB and the director of operations at the Ventura Music Festival Association. His duties in Santa Fe included oversight of destination marketing, Convention Center, Arts Commission, Film Office and the City's Occupancy Tax Advisory Board. Prior to Santa Fe, Luttjohann served eight years as the executive director of the Ventura VCB. During that time, he led the organization through a comprehensive rebranding process, strategic planning processes, expanded operations including the development of two new Visitors Centers and a Film Office and secured a multi-year contract with the City of Ventura. Under his direction, the organization received numerous awards for its innovative programs and graphic designs. Luttjohann has served on numerous boards, including WACVB, CalTravel, Central Coast Tourism Council, the Tourism Association of New Mexico and New Mexico State Tourism's Region Five. Additional board service includes many years with both The Ventura Music Festival Association and Downtown Ventura Organization where he was a founding board member, ten years on the City of Ventura's Cultural Affairs Commission.



Callie Malone has joined the staff at Visit Laguna Beach as partnership manager. In her new position, Malone will oversee and develop local and national partnerships, as well as foster and maintain all existing partnerships through in-person communication. She will also work to continually enhance the partnership benefits package and solicit new partners. Malone brings her expertise to the position, having served as group sales digital manager with the Bloomington (Minnesota) CVB, working as a private dining/events coordinator in the hospitality industry and as a sales coordinator for an event center.

As of early September, **Laurine Regan** is the new executive director of the Valdez CVB. Regan brings 30 years of experience in sales and marketing in Australia to the VCVB. She was responsible for marketing global brands such as Hewlett Packard, Symantec, Samsung and others within the retail consumer marketplace. Regan relocated to the U.S. in 2010 and shortly thereafter to Valdez.

Adrienne Thomas is the new administrative assistant at the Yosemite Sierra Visitors Bureau. Thomas has experience in an array of industries from medical billing to nonprofit organizations. She spent time with the international nonprofit, Zambikes, where she helped develop sustainable social enterprises in Africa. Most recently, Thomas specialized in SEO and paid advertising opportunities in the online retail industry for Running Warehouse.

Awards and Kudos

Park City Chamber/Bureau Wins Awards at the 2014 Utah State Chamber of Commerce Conference

The Utah State Chamber of Commerce serves as a coordinating entity for chambers throughout Utah. It connects Utah's 42 chambers of commerce into a "chamber of chambers" that promotes Utah's business climate by sharing information and collaborating on business events, training and advocacy.

At its recent annual Summer Conference, the organization's Board of Directors presented eight awards to Utah chambers for outstanding performance in areas specific to chambers of commerce. The Park City Chamber/Bureau won two of the eight available awards: "Best Member Engagement Practice" for its LinkedIn Member-to-Member Group, and "Best Social Media Campaign" for its various social media initiatives and platforms.

Oakland Receives Award for Website

Visit Oakland is proud to announce that their website, visitoakland.org, has been chosen by Travel Weekly as a 2014 Silver Magellan Award Winner. Entries were received from top travel organizations and professionals worldwide. Being selected as a Magellan Award Winner represents a high level of excellence within the travel industry.

Visit Oakland debuted their new brand identity and website in April 2014. The website was created by Atlanta-based Collinson Media and focuses on content marketing and storytelling. The "Oakland story" is told on the homepage and navigation bars with featured stories by local writers and a curated mix of consumer-generated content from social media.

"I was thrilled to learn that Travel Weekly has awarded the Silver Magellan award for Destination Website," says Natalie Alvanez, director of marketing and operations at Visit Oakland. "We built the website to showcase the best of Oakland, its creativity, culture and diversity. The website continues to be a primary resource for both visitors and residents alike, and with the new design and functionality we can truly showcase our city!"

Welcome New Members

In Nevada...

CARSON VALLEY VISITORS AUTHORITY

1477 Highway 395 North, Suite C
Gardnerville, NV 89410
(775) 782-8145

www.visitcarsonvalley.org

A.J. Frels, Executive Director

Ali Moffitt, Marketing & Social Media Manager

In Texas...

VISIT LUBBOCK

1500 Broadway, 6th Floor
Lubbock, TX 79401
(806) 747-5232

www.visitlubbock.org

John Osborne, President & CEO

Amy Zientek, Director of Sales

Holly Givens, Director of Marketing

Scott Harrison, Director of Sports

In Washington...

TRAVEL SALEM

181 High Street NE
Salem, OR 97301
(503) 581-4325

www.travelsalem.com

Angie Morris, President & CEO

Irene Bernards, EVP & Director of Marketing & PR

Debbie McCune, VP & Director of Sales

Resource Library

Member Submissions Add Value

In the recent WACVB-member survey, respondents selected the Resource Library as one of four association services having been most used in the past 12 months.

The library is at www.wacvb.com – click on Resource Library. This member service is available to WACVB-member bureaus and their staff members—a username and password is required—instructions are online regarding library access.

Recently Added Materials

ANNUAL REPORTS

Lane County Annual Report FY14

Medford Annual Report 2013

Seaside Annual Report 2013

FINANCE & OPERATIONS

Organizational Charts

Albuquerque Org Chart 2015

Anchorage Org Chart 2014

Lane County Org Chart 2014

Mesa Org Chart Rev 2014

Palm Springs Org Chart 2014

Park City Org Chart 2014

Santa Monica Org Chart 2014

Tucson Org Chart 2014

MARKETING & SALES

Marketing & Strategic Plans

Lane County Marketing Plan
FY15

We invite you to send your documents (PDF) to info@wacvb.com—please type **WACVB Library** in the subject line of your message.

Sample material suggestions include:

- annual reports
- board policy manuals
- job descriptions (CEO and staff)
- employee evaluation forms
- marketing plans
- sales and marketing reports
- economic impact reports
- tracking reports
- emergency preparedness manuals

Bureau News

Campaigns

It's West Coast meets East Coast in a new collaboration between the **Marina del Rey CVB** and the **Delray Beach Marketing Cooperative** as the two DMOs launched a cross promotion between Marina del Rey, California, and Delray Beach, Florida. From Marina del Rey to Delray Beach, the "Beach Buddies" initiative showcases activities, attractions, dining and hotels in each destination while highlighting parallels between the two. One of the latest connections between the two coastal towns is American Airline's new direct flight from Los Angeles International Airport (LAX) to West Palm Beach International (PBI), with both airports approximately a 15-minute ride to their respective destinations. Inspired by the shared "del Rey" name and the chic small town resort vibe of both communities, the idea to collaborate was an easy one. With ocean views, trendy waterfront eateries, on-the-water attractions, beachside activities and modern hotels just steps from the water's edge, travelers flock to the contemporary communities for similar coastal experiences while locals have a fun "stay and play" perspective. What's more, is the destinations also have opposite shoulder seasons and will use this collaboration to encourage "Beach Breaks" to one another when the wave of travelers is expected to slow down. "We're excited to partner with Delray Beach on this unique cross-promotion. Although our coastal communities are on opposite ends of the continent, we share many unique characteristics and also offer a variety of new experiences for our 'Beach Buddies' exchange program," said Janet Zaldua, executive director of the Marina del Rey CVB. "When it cools down in Marina del Rey, Delray Beach will be ready to heat things up for our west coast visitors," added Stephanie Immelman, executive director of the Delray Beach Marketing Cooperative. Social media will take the lead in generating awareness with Instagram photo contests, videos, blogs, custom hashtags, and Facebook updates. The official destination mascots will also get in on the fun by "visiting" their "Beach Buddies" and providing regular updates with Marty the Pelican giving a "bird's eye view" of Delray Beach while Swinton the Turtle "comes out of his shell" in Marina del Rey. For more information about the "Beach Buddies" initiative, go to www.visitmarinadelrey.com/promo/beachbuddies.



Technology

The **Santa Clara CVB** is encouraging visitors to take selfies in front of Levi's Stadium and at other visitor attractions and events throughout the city. The winner of the photo contest will receive two tickets to see the San Francisco 49ers play the San Diego Chargers on December 20. There will be runner-up prizes awarded as well. The contest requires users to follow the CVB's "Visit Santa Clara" Instagram page and also take a selfie with one of the "49 Awesome Things To Do in Santa Clara," posting the photo using hashtag #SantaClara49. A complete list of the 49 suggested photo sites is at <http://visitsantaclara.wordpress.com/>. According to David Andre, vice president of marketing & communications for the Bureau, "Our goal is to publicize the vast number of visitor attractions and events here in Santa Clara."

Visitor Marketing

The **Washington County Visitors Association (WCVA)** recently launched another tool to help visitors navigate their way through Oregon's Washington County: Tourism Assistance Portals (TAP). The TAP information kiosks provide travelers with in-destination information, including restaurants, wineries, breweries, shops and attractions, and handy interactive maps will help them with way finding. "The installation of the Tourism Assistance Portal is one more way that visitors can find updated information about things to see and do while here in the Tualatin Valley," said Carolyn McCormick, president and CEO of the WCVA. "These kiosks complement the existing tools we produce to help our visitors, such as visitor guides, bike maps and nature passports." Kiosks have been installed in 40 participating hotels and chambers of commerce throughout the county. A kiosk also is located at the WCVA's new visitor information center, located on the first floor of the City of Beaverton's new City Hall at the Round.



Technology (continued)

Santa Cruz County's vineyards, farmer's market and local eateries will be seen by 1.2 million page views (478,000 visits) from around the world as videos, photos and information about this iconic California destination goes live on DiscoverAmerica.com. The website is the online presence for Brand USA, created in 2010 to encourage travelers from all over the world to visit the U.S. The Santa Cruz County Visitors Council's current promotion with Brand USA is comprised of two international content packages: an enhanced city page, and featured content on the local food and wine scene. Santa Cruz can be found more easily by visitors to **DiscoverAmerica.com** with an enhanced city page placement. A tile enhancement identifies Santa Cruz in the "Places" section of the site, along with five other destinations from around the state and more than 100 cities from around the United States. Rotating images and accompanying editorial describe the various attractions and activities throughout the county. The Travel Journals section of DiscoverAmerica.com includes a hosted video highlighting the food and wine scene in the county, a lead story and dynamic photography illustrating the destination. Winetasting at Nicholson Vineyards in Corralitos, the Farmer's Market in Downtown Santa Cruz, The Picnic Basket and Assembly restaurants were all featured. This new content can also be found at www.santacruz.org, which hosts more than half a million visits annually. Additionally, the CVC is utilizing the content through its own marketing, media relations, and social media efforts and providing the video to partners to supplement their own promotional efforts.

Local Events

A salsa experience like no other occurred in Las Cruces in late August. The **Las Cruces CVB** teamed with the **Downtown Las Cruces Partnership** to host a weekend full of salsa fun. The two-day, weekend festival in late August in downtown Las Cruces, with live entertainment, food-booths, vendors, dancing and live Lucha libre wrestling. Participants in the salsa-making competition competed for cash, prizes and bragging rights for the best salsa in Las Cruces.



Tourism Community

The **Anaheim/Orange County Visitor & Convention Bureau (AOCVCB)** has launched Part II of its "Faces of Tourism" video series. This tourism community series consists of five, short videos that feature the area's engaging frontline staff and tourism industry pioneers. The video series shares real-life stories of individuals whose lives and lifestyles are personally touched by the success of tourism's billion-dollar business in the Anaheim area.

Beginning October 7, 2014, the "Faces of Tourism" videos were released on a weekly basis and posted on the AOCVCB's YouTube channel.

- October 7 - Kevin Kidney, Anaheim community organizer and Disney designer.
- October 14 - Tom Allday, Anaheim Resort Transportation driver/trainer keeps it fun.
- October 21 - Bruno Duarte, Ralph Brennan's Jazz Kitchen charismatic special events manager.
- October 28 - Werner Escher, legendary South Coast Plaza marketing pioneer.
- November 6 - Judy Hamrick, ARAMARK catering captain, has the heart and soul of hospitality.

The videos showcase the individuals' distinctive hospitality style and their unique story of how the tourism industry has made a difference in their lives. Kevin and his partner Jody are art designers and storytellers by trade, and have worked with Disneyland on iconic shows and parades. Kevin is involved with the Anaheim Historic Society, owns a historic Anaheim home, and is an active participant in Anaheim's downtown renaissance and community events. Tom Allday is driver-trainer for Anaheim Resort Transportation (ART). He came out of retirement to drive an ART shuttle and ended up loving this job and is now sharing his perspective of the driver's role in making someone's vacation unforgettable. Bruno Duarte knows how to let the good times roll. It's a bit of Mardi Gras every day at Ralph Brennan's Jazz Kitchen with Bruno, as his charm and enthusiasm extend to all of his interactions with staff, guests and clients. He makes sure that every special event happens seamlessly and with the flair of a Broadway show. Tourism industry icon Werner Escher is a born storyteller. He has shared South Coast Plaza's story from the humble lima bean fields to international shopping mecca with people throughout the world for the past four decades. His infectious charm and dedication have helped make this world-class destination shine. Judy Hamrick is a leader with heart. She has been with ARAMARK at the Anaheim Convention Center for more than 25 years, beginning as a server and working her way up to catering captain. She's seen lots of changes during that time, and knows that some things don't go out of style—great service, a winning attitude and going the extra mile.



Continued on page 17

Destination Arena

Money-saving Offer for WACVB Members

Do you wonder how your website traffic stacks up?

Or, how well your social media efforts compare to industry averages?

Or, how you're doing on meeting leads and definite bookings compared to other DMOs?

Destination Arena has a money-saving offer for WACVB members to learn the answers to those questions and more.

The WACVB Board of Directors believes Destination Arena will help to strengthen the DMO industry by providing better and more objective research, measurement and trend information for long-range planning, destination development and strategic decision-making.

OVERVIEW

www.destinationarena.com

Destination Arena is an industry-led initiative to develop a comprehensive database of performance, efficiency and competitiveness metrics for the DMO world. Destination Arena's services will transform the knowledge environment for DMOs and act as the global repository for DMO comparative data. Destination Arena's goal is to become the standard for benchmarking. It will provide powerful tools for fact-based decision-making. Destination Arena is powered through DMAI's strategic partnership with three industry organizations – InterVistas, GainingEdge and Simpleview.

MODULES/TABS (seven categories)

- **Meeting Sales**, including bookings, booking ratio, attendees and room nights plus most sales data points indexed per full-time employee (FTE)
- **Booking Pace**, including future room nights leads, booked and lost
- **Membership**, such as numbers of active, new and prospective members, membership revenue, referrals, listing views, expenses and more

- **Leisure**, including new and total counts for inquiries and contacts, plus mailing addresses, email addresses and inquiries per budget dollar
- **Interactive and Mobile** (separate categories), with reporting on total visits, unique visitors, page views per visit, average time on site and bounce rate
- **Social**, covering more than 15 measures of engagement for blogs, Facebook, Twitter, YouTube

BENEFITS FOR DMOs

- Validate the DMOs impact and value as a destination sales and marketing channel
- Assist with Informed decisions on investments, activities, goal setting and performance measures
- Gain strategic insight on where to make investments
- Provide competitive positioning and tracking of current and future business
- Eliminate the need for multiple surveys and act as the authority for research and the most current industry data.

INFORMATION SERVICES DESTINATION ARENA PROVIDES (examples)

- An annual state of the industry report
- Benchmarking reports
- Customized reports and research for individual DMOs
- Real-time Dashboard reports on 100+ metrics to enable DMOs to compare information in real time relating to meeting sales, booking pace, leisure marketing, membership, interactive, mobile and social

Pricing and Modules/Tabs

There is new pricing and a FREE version that allows a DMO to compare itself against an industry average. The custom comp set dashboards have the following reduced pricing and a DMO can choose from the following seven modules/tabs: meeting sales, booking pace, membership, leisure, interactive, mobile and social.

Based on bureau budget (annual subscription)

- 0-3 million: \$50 per month per tab
- 3-6 million: \$75 per month per tab
- 6+ million: \$100 per month per tab

GOAL

We know that a number of WACVB members are already participating in either the free or paid version of Destination Arena. The goal is to increase the number of DMOs participating in the program.

OFFER TO WACVB MEMBERS (review carefully)

If at least 10 (ten) WACVB members agree to purchase two tabs on the Arena platform, those WACVB members will receive the third tab FREE for a year.

This offer is also available to WACVB-member bureaus that have already purchased just a few tabs. If your bureau purchases two additional tabs, you will receive another tab FREE for a year.

OFFER AVAILABLE UNTIL February 20, 2015

Note: The offer activates when 10 WACVB-member bureaus purchase a minimum of two (2) tabs.

TAKE ACTION TODAY

For more information about the program and/or to activate this special offer available to WACVB members, contact:

Richard (Rick) Vaughan, CDME
DMAI Senior Vice President and
Managing Director for Destination
Arena

rvaughan@destinationmarketing.org
(520) 360-2294

Technology (continued)

Anyone interested in visiting **Las Cruces** can now learn about the city with just a tap on their phone screen when they download the new Las Cruces Visitor's Guide app from the **Las Cruces CVB**. The app is free and available for Apple iPad and iPhone users as well as Android mobile devices. Philip San Filippo, executive director of the CVB says the app improves their efforts to market Las Cruces as a destination. "We make every effort to utilize the latest technology available to us to improve the city's visibility in the digital world," said San Filippo. "The app is a convenient way to reach out and engage new visitors, as well as inform people about new activities in Las Cruces. This is an important marketing tool, there are millions of mobile device users who use apps on a daily basis to acquire information that affect their consumer habits. This app will assist us in reaching these potential visitors." App features include the ability to share content socially, view maps and directions to places listed in the guide and to print pages in PDF format. The interactive app has details on the city's history and community, outdoor recreation, dining, shopping, golf, day trips, museums, monuments, historic attractions, performing and cultural arts, annual events, local wineries, main street attractions, pet friendly venues, facilities, transportation and maps of the area. The app is available at the Apple App Store and Google Play Store. A digital version of the visitor's guide can be downloaded or a hard copy may be requested from the CVB at explorelascruces.com.



Sports

Central Oregon's amazing maze of mountain bike trails and outdoor recreation was the focus of an extensive, three-week photo and video shoot for BIKE Magazine's "Bible of Bike Tests" issue set to hit shelves in January. The magazine selected Central Oregon's Sunriver as its home base after a dogged effort from both **Travel Oregon** and the **Central Oregon Visitors Association (COVA)**. Talks with BIKE editors began in the spring and continued this summer. The result? One of the most influential magazines in the mountain bike industry deciding to focus an entire issue on Central Oregon, Oakridge and Lane County. The issue will include dozens of pages of amazing images and a 10-page story about Central Oregon and the state as a mountain bike destination. In addition, the publication will post more than 700 minutes of online video showcasing area trails. The magazine has already been posting online, including a story about Bend's Best Bike Shops. Designed to inspire and invite winter destination visits, the **Central Oregon Visitors Association** and Mt. Bachelor launched a cooperative advertising campaign, which ran primarily in key target markets in the San Francisco Bay Area (plus support messaging in Oregon) from October through November. Featuring family friendly Ski Mt. Bachelor/Stay Sunriver packages, this campaign was designed to extend and leverage the voice COVA has established in the Bay Area with its comprehensive spring-focused destination campaigns that have run in the Bay Area consistently in 2013 and 2014. By expanding COVA's spring/summer messaging to winter, Central Oregon moves to a four-season presence in its key growth market. The campaign included imagery on strategically placed outdoor billboards in San Jose and the East Bay. The traditional billboard campaign was complemented with a strong digital campaign including in-stream video (pre-roll with social overlay), geographic, demographic, behavioral and channel targeting, PPC, creative retargeting and Google adwords.

Visitor Centers

The **Central Oregon Visitors Association (COVA)** will open a state-of-the-art Central Oregon Visitor Information Center in the Village at Sunriver in December 2014. COVA will continue to represent all visitor attractions, communities, businesses and Chamber of Commerce/Visitor Association partners from around the region in the new Regional Visitor Information Center. The visitor population in Sunriver skyrockets to an estimated 16,000+ people per day throughout the summer and peak holiday periods; establishing Sunriver as the most highly concentrated epicenter of destination visitors in the region. The Village at Sunriver has undertaken a stunning multi-million dollar renovation, featuring more than 40 tenants, with the new Visitor Information Center at the heart of this core of activity. To serve the presently unmet need to provide visitor information to the estimated 2.5 million annual destination visitors who basecamp their Central Oregon vacation in Sunriver, COVA will operate the regional Visitor Information Center seven days a week, year-round. COVA's visitor information specialists will provide vacationers with options for activities, outdoor recreation, attractions, dining, shopping and culturally rich travel experiences throughout Central Oregon's communities. COVA research indicates that destination guests stay longer (average 4+ nights), and spend more money per day (\$224 per person) on accommodations, activities, dining and shopping while on vacation. Visitors to COVA's Visitor Information Center will be surveyed on site. The data collected will provide critical insight into consumer travel preferences, visitor demographics, seasonality and the travel planning habits of destination visitors to Central Oregon.

WACVB Foundation Scholarships Available

2015 Tech Summit

Information and application form at www.wacvb.com/foundation.html

The WACVB Education & Research Foundation has several scholarship programs available. Complete your application today for the March 2015 Destination Marketing Tech Summit in Sacramento.

- 2015 Tech Summit Scholarships (includes registration and lodging; travel not included) to attend the March 25-27, 2015, program in Sacramento (application deadline February 2, 2015)

Scholarship Applicant Criteria

The WACVB Education & Research Foundation Scholarship Committee will select the scholarship recipients.

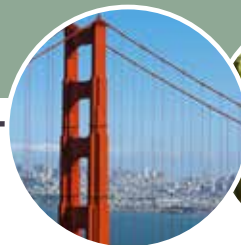
Criteria

1. Applicant must be employed on a full-time basis, and for at least one (1) year, at a local destination marketing organization (convention & visitors bureau, association, authority, council, chamber) responsible for destination marketing.
2. Applicant may not have received a previous scholarship to attend the WACVB Destination Marketing Tech Summit.
3. Bureau/organization must be financially unable to pay the registration fee and associated travel and lodging costs for the scholarship applicant. *(No financial documentation required, honesty appreciated.)*

Scholarship Awards (new policies)

Scholarships are for attendance at the WACVB Destination Marketing Tech Summit. The WACVB Education & Research Foundation Scholarship Committee selects the recipients.

- Each scholarship includes the WACVB Destination Marketing Tech Summit registration fee and two nights lodging. Any additional room nights, other meals, activities or incidentals will be the scholarship recipient's responsibility.
- Scholarship recipients are responsible for their own travel arrangements and expenses (e.g., airfare) to attend the Tech Summit.
- No bureau may receive more than one scholarship per Destination Marketing Tech Summit



Scott Chernis



Sonoma County Tourism



Monterey County CVB

2014 Western Road Trip Raffle

Winner to Visit San Francisco, Sonoma County and Monterey County

The lucky winner of the 2014 Western Road Trip raffle is Erin Hennessy, marketing manager at Visit West Hollywood. The WACVB Education & Research Foundation conducted a raffle drawing for the San Francisco, Sonoma County and Monterey County road trip in September.

During the trip in 2015, Erin Hennessy and a guest will enjoy the following as they explore Northern California.

- Roundtrip airfare for two to/from San Francisco
- Rental car for a week
- Three-day, two-night stay at The Fairmont San Francisco
- San Francisco Tours
- Dinner for two at Scoma's Restaurant San Francisco
- Three-day, two-night stay at Fairmont Sonoma Mission Inn & Spa
- Sonoma County Wine Tour
- Three-day, two-night stay at Intercontinental Hotel The Clement Monterey
- Monterey Bay Aquarium Tickets

Thanks to Foundation Trustee John Reyes, CTA (San Francisco Travel Association), for coordinating the trip components.

Since 2003, the WACVB Foundation has awarded more than 90 industry-education scholarships to DMO personnel and issued more than \$50,000 in research project grants.

Watch for news about the 2015 Western Road Trip Raffle in the next edition of NewsNotes. The Foundation leadership will be selling tickets at 2015 programs. In addition, a downloadable raffle form will be available in mid-March.

2014 Annual Conference Scholarships

The Foundation Scholarship Committee selected four applicants to receive scholarships to attend the 2014 Annual Conference, September 17-19, in Albuquerque.

Congratulations to the 2014 Annual Conference scholarship recipients.

Virginia Camacho, CEO, Manteca CVB

Alan Humason, Executive Director, Yolo County Visitors Bureau

Veronica Russell, Information Specialist, City of Seaside Visitors Bureau

Janet Zaldua, Executive Director, Marina del Rey CVB

Salary and Budget Online Surveys

Has Your Bureau Completed the 2014 Questionnaires?

Salary & Benefits Survey

Everyone is interested in salaries and benefits for DMO CEOs and staff!

As with all WACVB surveys, the salary and benefit survey is a participatory survey, with access to results only available to those member bureaus completing the online survey.

The survey includes a bureau-background data section as well as chief executive officer and staff sections focusing on salaries and benefits. Participating CEOs may download survey summary reports based on operating budgets.

Is your Bureau listed?

Thanks to these WACVB-member bureaus that have completed their 2014 Salary and Benefit Surveys. (List as of November 24.)

Albuquerque	Lane County	Placer Valley	Temecula Valley
Amador	Las Vegas	Prescott	Tempe
Anchorage	Manteca	Redding	Tri-Cities
Beverly Hills	Marin	Redondo Beach	Tri-Valley
Breckenridge	Mat-Su	Salem	Tucson
Calaveras	Mendocino	Salt Lake	Utah Valley
Campbell County	Mesa	San Francisco	Vallejo
Carlsbad	Napa Valley	San Juan Islands	Vancouver USA
Corvallis	North Lake	Santa Monica	Ventura
Fresno/Clovis	Tahoe	Santa Rosa	Yolo County
Gilroy	Oceanside	Sedona	Yosemite/
Heber Valley	Ogden	Solvang	Mariposa County
Kenai Peninsula	Ontario	Spokane	Yosemite Sierra
Kodiak	Oxnard	Stockton	
Laguna Beach	Page Lake Powell	Tacoma Pierce	
Lake Tahoe	Park City	County	

Attn CEOs: Bureau Budget Survey

Are you interesting in knowing how your budget stacks up to others in your budget set? Curious about changing budget allocations in today's environment? If you have not yet completed the online survey, plan to complete the 2014 edition of the Bureau Budget Survey as soon as possible and encourage your peer CEOs to do the same. Members use the survey information when creating budgets, researching funding sources and planning bureau expenditures.

The annual 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. Participating CEOs will find the bureau profiles useful for planning purposes. Results available via the standard bureau 'profile' or download the tabulation version.

The Bureau Budget Survey is a "members-only" program, with results accessible only to survey participants. Use the same login and password to access both surveys.

Remember, the more bureaus that participate in the surveys, the more valuable the data.

Bureau News

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International Marketing

Visit Oakland was in London in late September to support the Oakland Raiders. While there, Visit Oakland appeared on multiple media outlets to promote the city as a travel destination to the UK audience.

Oakland On the Map in London: Kim Bardakian, director of PR & community relations for Visit Oakland, and former Oakland Raiders player (1996-2003) and broadcaster Lincoln Kennedy took to the studios to discuss how Oakland is making headlines overseas. Oakland has been a hot travel destination for UK travellers attracted to the culinary, art and music scene. Visit Oakland was in London to host media and forge potential business opportunities in partnership with the Oakland Raiders.



HAPPY NEW YEAR FROM THE WACVB BOARD OF DIRECTORS AND STAFF

2015 Calendar of Events

Destination Marketing Tech Summit & Vendor Showcase

March 25-27, 2015 • Sacramento, California

Sheraton Grand Hotel

Registration fee includes Tech Summit sessions and group meal functions.

Registrant from a WACVB-member bureau:

\$370 includes March 25 afternoon labs and March 26 & 27 sessions/meals/reception

\$295 includes March 26 & 27 sessions/meals/reception (**no** March 25 afternoon labs)

Registrant from a nonmember CVB/DMO:

\$740 includes March 25 afternoon labs and March 26 & 27 sessions/meals/reception

\$590 includes March 26 & 27 sessions/meals/reception (**no** March 25 afternoon labs)

Hotel Reservations

Group rate: \$169 plus 12% room tax and 3% tourism assessment; s/d occupancy

CEO Forum

July 30 - August 1, 2015 • Anchorage, Alaska

The Hotel Alyeska

Registration fee includes Forum sessions and group meal functions.

CEO Registrant from a WACVB-member bureau:

\$400 includes Forum sessions and group meal functions

CEO Registrant from a nonmember CVB/DMO:

\$600 includes Forum sessions and group meal functions

Hotel Reservations

Group rate: \$249 plus \$12% room tax and \$10 nightly resort fee; s/d occupancy

Annual Conference & Vendor Showcase & Best Idea Program

September 23-25, 2015 • Ogden Eccles Conference Center • Ogden, Utah

Hampton Inn & Suites and Hilton Garden Inn

Registration fee includes conference sessions and group meal functions.

Registrant from a WACVB-member bureau:

\$295 for the first member registrant

\$220 for each additional member registrant from the same WACVB-member bureau

Registrant from a nonmember CVB/DMO:

\$590 for each registrant

Hotel Reservations

Group rate: \$119 plus 12.1% tax; single/double occupancy

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*The Western Association of Convention
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