



Annual Conference & Vendor Showcase

September 17-19, 2014
Albuquerque

PG 1



Salary/Benefits and Bureau Budget Surveys

Available Online for Completion

PG 3



Foundation News

Member-bureau Survey, Visitor Guide
User Study Summary,
Western Road Trip Raffle

PG 14

Photo Credit: Albuquerque CVB

WACVB

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For Member Bureaus ~ June 2014

newsnotes

Take Your Destination to New Heights

Annual Conference • September 17-19 • Albuquerque

Take advantage of the educational opportunities at the WACVB Annual Conference to gather strategies to “Take Your Destination to New Heights.”

Join your destination-marketing peers for valuable industry education and be inspired by the culturally rich destination of Albuquerque at the 2014 WACVB Annual Conference.

Albuquerque’s one-of-a-kind Southwestern culture is in everything from the quaint shops, Pueblo- and Spanish-inspired architecture and world-famous cuisine, to the music and art. In every way possible, the past seamlessly weaves through the fabric of present-day Albuquerque.

Conference Planning Committee Chair and Host Dale Lockett, president & CEO of the Albuquerque CVB, and Planning 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), John Reyes (San Francisco), Elise Rogers (Albuquerque), Julie Saupe (Anchorage), and Jennifer Wesselhoff, CDME (Sedona)—are ready to welcome industry colleagues from the West to the Annual Conference.

Join industry colleagues September 17-19 at the Hotel Albuquerque at Old Town for this year’s Annual Conference.

We’ll kick off the conference with trends guru Daniel Levine, director of the Avant-Guide Institute. Levine will present the opening keynote session, “What Travelers Want...A Look Into the Lives of Today’s Visitors.”

Destination marketers need to know what will be, not just what is now. So fasten your seat belts, put your tray tables in the upright position and get ready for an exhilarating look forward to the most intriguing and profitable social trends that are just around the bend. Packed with spectacular examples of what visitors are thinking and doing, this essential presentation takes a one-of-a-kind look at the profound changes that are dramatically reshaping the way people travel and how destinations can benefit from these changes. Levine is one of the world’s best-known trends experts. He is the author of more than 20 books, regularly featured in newspapers and magazines worldwide and is often on television and radio. Levine is also the global

*Soar with new marketing
and sales strategies*

*Raise your DMO’s statue
in your community*

*Define lofty,
but achievable goals*

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25th Annual CEO Forum

Thriving at the Top

DMO chief executives face unique demands and have distinct professional needs. Both new and veteran bureau leaders will gather for the 25th Annual CEO Forum, July 31 to August 2, at the Hotel Corque in Solvang, California.

For more than two decades, DMO leaders have gathered at the annual WACVB CEO Forum to explore industry priorities, share insights into challenges facing DMOs, and determine how to best market their destinations and lead their organizations. In addition to the Forum education and budget sessions, bureau leaders attending the Forum have the opportunity to build peer relationships and participate in the marketing idea exchange.

Planning Committee members – Tracy Farhad (Solvang), Kim Bennett (Vancouver USA), Debbie Braun (Aspen) and Layla Forstedt (Fresno/Clovis) – look forward to welcoming their colleagues to this year's event.

CEOs are searching for ways to stay fresh and keep their organizations nimble. The CEO Forum provides insight into the evolving challenges facing DMOs and those who lead them. Bureau leaders will address the challenges driven by changes in funding sources and resource allocation, increased accountability and performance measures, marketing strategies, escalating technology and complex trends in the meetings and travel industry.

At this year's CEO Forum, the focus is on Thriving at the Top. Joining delegates at the CEO Forum to present the opening keynote address, "Riding a Wave of Change: How to Deal with Risk and Uncertainty While Maintaining a Vision for the Future," will be Shaun Tomson. A critical thinker on self-empowerment, positive values and peak performance, Tomson is a sought-after speaker for Fortune 500 companies, schools and universities. He talks about the influence of a positive attitude on success in life and business based on his own experiences of overcoming seemingly insurmountable challenges on land and in the world's most dangerous waves as a world-champion professional surfer.

Tomson is a true entrepreneur having founded, managed and sold two \$50-\$100 million clothing brands—Instinct in the 80s and Solitude in the 90s—and has held executive positions with lifestyle brands Patagonia and O'Neill. He is the author of the best-selling books *Surfer's Code* and *The Code - The Power of "I Will"* and the writer and producer of the award-winning documentary film *Bustin' Down the Door*.

The CEO Forum provides an opportunity to build a face-to-face CEO network to garner industry insights and resources from industry peers. Bureau leaders at the Forum will also participate in a marketing idea exchange. It's a quick way to glean a handful of terrific ideas to inspire promotional efforts. Participants will also assemble for focused, small group discussions—based on bureau budgets—about funding sources, operations and staffing, with discussion guided by peer facilitators.

The WACVB Education & Research Foundation will host its annual golf tournament during the CEO Forum to raise funds for the organization's scholarship program.

Thanks to our event hosts—Solvang Conference & Visitors Bureau, Madden Media and TripAdvisor.

The CEO Forum—it's a great opportunity to deliberate industry issues and management challenges.



Photo Credit: Solvang CVB

About Solvang, California

www.solvangusa.com

Located within California's Central Coast in northern Santa Barbara County, Solvang is just 35 miles from oceanfront Santa Barbara, 125 miles up the coast from Los Angeles and 300 miles south of San Francisco. Known as "Little Denmark," Solvang features unique shopping experiences at independent shops and art galleries and culinary delights including a dozen wine-tasting rooms all within walking distance.

Salary and Budget Online Surveys

2014 Questionnaire Editions Available for Completion

Salary & Benefits Survey – 2014 Edition Refinements

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

Last year we made significant changes in the Staff Salaries section of the Salary and Benefits Survey. We discontinued the using staff position titles and asked CEOs to report staff salary information by key function areas at various levels from executive level to support level.

Reminder: If your DMO does not have a comparable position of any listed, leave the salary information blank for that position(s). For example, if your organization does not have a Vice President/Director of Communications, but has a Communications Manager, you would leave the lead-position salary box blank and report the average salary for your organization's Communications Manager in the appropriate box.

For a staff person with multiple department responsibilities, we are asking members to report the salary information for the staff person's *primary* responsibility.

The 2014 edition of the WACVB CEO and Staff Salary & Benefits Survey is now available online for completion. 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.

Bureau Budget Survey

Interested to know how your budget stacks up to others in your competitive set? Curious about changing budget allocations in today's environment? If so, plan to complete the 2014 edition of the Bureau Budget Survey this summer and encourage your fellow 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.

More completed online surveys means more relevant data. Your industry colleagues will appreciate your participation!

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

Travel Grew Twice as Fast as All Other U.S. Exports in 2014

***U.S. travel exports now
comprise nearly 10 percent
of all goods and services
exports***

Data released in early June by the Commerce Department's Bureau of Economic Analysis (BEA) further validate the travel industry's essential role in revitalizing the U.S. economic recovery.

While the U.S. trade balance declined \$3.0 billion in April to a deficit of \$47.2 billion, the travel industry continues to buck the trend, with its exports rising 6.1 percent from April 2013.

So far this year, travel exports have grown more than twice as fast as other U.S. exports and have accounted for 22 percent of U.S. export growth this year.

Travel imports fell slightly to \$11.9 billion (down 5.7 percent from April 2013), yielding a positive travel trade balance of \$6.7 billion.

The June 4 report was the first for which the Commerce Department included an expanded definition of travel in its international accounts. The Commerce Department's new definition now includes education- and health-related travel, and seasonal or short-term work travel, which were previously not included in the overall travel figures.

"This redefinition harmonizes the Commerce Department's measurement of travel exports with international norms," said David Huether, U.S. Travel's senior vice president for research and economics. "As a result of this change, U.S. travel exports now make up nearly 10 percent of all U.S. exports of goods and services. Travel is an increasingly important engine of economic growth for our country."

Source: U.S. Travel Association

www.ustravel.org

Bureau News



Advertising Campaigns

■ **Visit Seattle** recently announced a new national travel advertising campaign to promote Seattle as a destination for LGBTQ marriage. The Marry Me in Seattle campaign will appear in national LGBTQ travel and lifestyle media and include an innovative sweepstakes for engaged couples to win hosted trips and weddings in the Emerald City—and a chance to be married by Seattle's first openly gay mayor, Ed Murray. The campaign and wedding sweepstakes, which began July 1, were developed in collaboration with Visit Seattle's agency Copacino + Fujikado, in partnership with Here Media and with funding by the Seattle Tourism Improvement Area, a dedicated marketing fund assessed from guests at 54 downtown Seattle hotels and administered by Visit Seattle. Four wedding trips to Seattle will be awarded and Visit Seattle will host and coordinate all travel and wedding ceremony logistics. Ceremonies will take place on the first Wednesday of the month this September through December. Seattle Mayor Ed Murray will officiate the first wedding on September 3. Any LGBTQ couple that resides outside of Washington State is eligible to win one of the four wedding trips. Winning sweepstakes entries will be randomly chosen. The campaign website, 2DaysInSeattle.com/marryme, features an essential Seattle LGBTQ marriage checklist that includes a link to Washington State's marriage equality law (referendum 74 which was passed by Washington voters in November 2012), information and links for marriage applications and licenses and a list of LGBTQ officiants. The website also features a wedding resource guide that includes more than 30 Seattle romance packages, transportation, wedding music and DJs, florists, photographers, venues and catering companies. The site and resource list will be permanent and continuously updated.

Branding

■ Earlier this year, the Fairbanks CVB announced that the organization would be doing business under the new trade name of **Explore Fairbanks**. According to Bureau President & CEO Deb Hickok, "The more succinct and contemporary name will assist in promoting the Fairbanks region in the competitive destination marketplace." She added, "The FCVB already has brand equity in 'Explore Fairbanks' with nearly two decades of incorporating this term into the organization's website and email addresses." The newly designed Explore Fairbanks logo incorporates graphics to symbolize the aurora borealis and midnight sun, two key natural phenomena that distinguish the Fairbanks region, including the Interior and the Arctic, from most destinations around the globe.

■ **Visit Oakland** hosted its first Annual Tourism Breakfast on April 2, including members of the hospitality and business community, local sports teams, developers and residents. Guests gathered at the iconic Paramount Theatre for the new brand launch and year-in-review presentation. After a year of research conducted by travel industry research firm Young Strategies, Inc., Visit Oakland has developed a new corporate brand identity, website, destination brand architecture and targeted advertising campaign. Business leaders from a variety of market segments participated in vision workshops and focus groups throughout the creative process. The objective of Visit Oakland's brand and accompanying advertising campaign is to provide a consistent, positive voice and brand platform for Oakland. The new Visit Oakland logo is designed to showcase Oakland's diverse landscape and creativity through a multi-layered graphic that requires a second look. From yellows and greens of Oakland's forests, parks and sunny skies, to urban grays and waterfront blues, the circles represent a united and connected destination. The playful font is a nod to its creativity and innovation.



Community Relations

■ The **Santa Cruz County CVC** has embarked on local efforts to help illustrate how the CVC works to benefit the Santa Cruz County community. Beginning with a blitz in June, the goal is to visit all Tourism Marketing District (TMD) members! Dubbed the staff's "Hotel Hello" tours, CVC staff personally visited nearly 100 lodging properties throughout the county, distributing visitor information and collateral material prior to the start of the summer season.

Convention Centers

■ The **Riverside Convention Center** has completed a \$43 million renovation. The center now offers more than 65,000 square feet of indoor event space, upper and lower concourses and an events plaza with 9,500 square feet of outdoor event space. Other updates include an expanded main exhibit hall, additional meeting rooms and a new kitchen.

Destination Ambassadors

■ Bring It Home is a business referral program that rewards citizens of Las Cruces who help the **Las Cruces CVB** invite local, state, regional or national associations to hold their next meeting, convention or event in Las Cruces. The Las Cruces CVB officially launched its Bring It Home business referral program in January 2014. A special breakfast program kicked off the campaign with a wide array of community leaders in attendance to learn about the program. According to the Bureau, participation is easy for citizens who happen to be part of, or know of someone who is part of a professional association, society or organization who plans a conference or convention. Citizens fill out an information form and the Las Cruces CVB sales team takes it from there. If a citizen's referral results in a booking, that citizen is eligible to receive a Visa Gift Card of up to \$1,000.

■ Picture-perfect selfies meet stunning scenic shots. Jillian Harris, co-host of HGTV's *Love it or List it Vancouver*, was the first in a series of local ambassadors who took over **Tourism Vancouver's** (BC) official Instagram feed, *Inside_Vancouver*. A trained interior designer with irresistible charisma and style, Harris quickly captured hearts on ABC's *The Bachelor* and *The Bachelorette* and now runs a successful design firm. For a week in early April, Harris turned her artistic eye to her adopted home of Vancouver—photographing and sharing personal snaps and comments from her day-to-day life. In late April, the next local ambassador to go behind the lens for Tourism Vancouver's Celebrity Instagram Takeover Series was ET Canada's entertainment reporter, Erin Cebula. These are just two examples of the celebrities in the series.

Eco-friendly Transportation Partnership

■ In late May, the **Santa Monica CVB** announced its partnership with Santa Monica Free Ride on the launch of the Santa Monica Shuttle, a free hotel-sponsored service that will transport riders to Downtown Santa Monica, the Santa Monica Pier, Main Street and Montana Avenue. The Santa Monica Shuttle consists of three electric vehicles wrapped in Santa Monica destination branding that will be 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. As with Santa Monica Free Ride's existing service of electric vehicles, the Santa Monica Shuttle is not exclusive to visitors. Any pedestrian can flag down the three hotel-sponsored vehicles for transport within the service area. SMCVB hopes to expand the program with additional hotel properties sponsoring in the next year. "We are thrilled to partner with Santa Monica Free Ride to provide a fun, free and eco-friendly service that not only enhances our destination experience, but also frees up busy parking lots, reduces environmental impacts to our community and delivers visitors directly to our amazing local businesses," said Santa Monica CEO & President Misti Kerns. The Free Ride is an environmentally friendly shuttle service that uses GEM electric vehicles. The service is supported by sponsors and is completely free to ride. Currently, the operation is available in the Hamptons, Santa Monica and South Florida. Often passengers will even walk away with a free water, giveaway or discounts to a local business.



The Santa Monica Shuttle is a free hotel-sponsored service that provides eco-friendly transportation to and from the Santa Monica Pier, Downtown Santa Monica, Main Street and Montana Avenue. Photo by Fabian Lewkowicz

International Conferences

■ The Perfect (China) Co., Ltd conference, a 7,000-person meeting of top-tier direct marketing professionals visiting the western U.S., gathered at the **Anaheim Convention Center** Grand Plaza for a group photo, on May 27. The group held its main conference and banquet at the Anaheim Convention Center. Perfect China represents the largest single group meeting from China to visit the United States. The group visited various Orange County and Southern California destinations from May 19 through June 2.

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Tech Summit 2014 – Version 9.0

A fun, educational and relevant program

Highlights...

Instagram Walk: Experience Portland

(destination introduction with
perfect weather)

Hats off to our Travel Portland hosts

Educational Content

(innovative, inspiring and practical)

*Appreciation to the presenters
and vendors*

The Social Wall

(fabulous images and fun tweets)

*Special thanks to Postano and
Sparkloft Media and the delegates*

Best Conference Food Ever

(fresh, inventive and tasty)

*A salute to the Portland Marriott
Downtown Waterfront Hotel staff*

It was all about the delegates, their destinations and the newfound knowledge they gained at the 9th annual Tech Summit, March 12-14, in Portland.

WACVB's top-rated program included content for destination marketing organizations of every size. Destination marketers attended sessions about clarifying complex technology choices and understanding how consumers and clients use technology to gather information and make travel and meeting decisions. WACVB brought together marketing and technology experts to present strategies and solutions that have direct relevance to our industry.

The Tech Summit initial offerings were two consecutive labs. The Web Design Basics for Everyone assisted delegates in gaining a basic understanding of the building block of the web: HTML. It was a crash course on what makes the Web work and how all the pieces fit together. Thanks to web developers from Miles for presenting the lab.

The second lab—Instagram Walk—was a whirlwind walk around Portland to hone one's social photography skills. The lab participants posted more than 400 stunning images. The group definitely took to heart what they learned before the walk about the basic rules of photographic composition. Special thanks to team members from Travel Portland and Sparkloft Media, as well as the professional tour guides who introduced Portland to the attendees.

The fabulous food began with the first refreshment break and continued through until the closing luncheon. Kudos to the staff at the Portland Marriott Downtown Waterfront Hotel for their fresh and inventive menus, especially the vegan offerings.

Delegates, speakers and vendors mingled and noshed during the welcome reception at the hotel hosted by Drozian Webworks. Afterward, it was a lovely spring evening to stroll to nearby restaurants for dinner.

Many of the delegates got up early for the Clever Tools session with Martin Stoll from Sparkloft Media. Based on popular demand, the session highlighted even more tools—many of them did not even exist 12 months ago. The workshop was an even smarter sequel to the session Stoll presented at the 2013 Tech Summit in Mesa, Arizona.

Mo Sherifdeen, director of integrated marketing for Travel Oregon, presented the opening general session about a DMO's Digital Marketing Department and a DMO's Role in Content Strategy. The foundation of Travel Oregon's success in this arena is a sophisticated content marketing strategy that has a content database at its core, processes to integrate DMO and industry partners into the marketing strategy and the willingness to relinquish some of the editorial control to other parties like local experts or even travelers. He also discussed the DMO's role in content strategy with ideas about promoting partners, ensuring quality editorial, marketing to consumers, as well as an overview about the importance of functionality to websites.

The WACVB Education & Research Foundation collaborated with Destination Analysts, Inc. in a yearlong research project to develop a profile of travelers who use DMO-sponsored official Visitor Guides and estimate the Return on Investment these guides

bring to their respective communities. Erin Francis Cummings, managing partner at Destination Analysts presented the study findings at the Tech Summit.

Tim Hayden, principal at TTH Strategy joined the group to present "The Age of Mobility: Your Opportunity to Succeed." Hayden believes there has never been a better time to rethink



how one's DMO will drive both group and leisure business with new technology and tactics, at a lower cost of operations. He discussed how mobility is changing everything we know about business and marketing, and how a destination can capitalize on these changes.

Portland has a vibrant tech scene of companies that are working on the "next big thing." The Friday morning presentation, "The Next Big Thing," introduced delegates to several of Portland's rising tech startups in mobile, social and e-commerce. Martin Stoll moderated a panel that included Justin Garrity from Postano, Michael Jones from Little Bird and Tyler McKinley from Mobile RQ.

At the closing general session, delegates were inspired by representatives from four DMOs who shared an overview of recent innovative campaigns, with special focus on cost, resources used, measureable results accomplished and estimated ROI. Thanks to Sonya Bradley (Sacramento – America's Farm-to-Fork Capital), Scott Fortner (I Love Breckenridge because...), Jeanna Hofmeister, CDME, CTA (Spokane – Summer Golf Campaign) and Julissa Rodriguez (West Hollywood – Summer of Music).

A series of workshops focused on a variety of issues and strategies. Travel Portland staff presented a session about generating valuable content as the single best way to expand a DMO's reach and maintain relevance. A session by Alex Heimann from Tempest provided an overview of strategies to integrate PPC, display advertising, and social media to maximize the return on investment of marketing budget.

Aaron Babbie from Sparkloft Media presented a workshop focused on understanding social media and digital metrics of engagement across platforms has become increasingly important in measuring the effectiveness and ROI of any organization's online initiatives.

Ethology representatives Mike Corak and Kent Schnepf shared effective email marketing strategies and tactics, along with email research, strategy, planning and execution.



Gregg Shapiro from Tempest Interactive Media highlighted emerging design methodologies and strategies DMOs can use as the Internet moves toward responsive design as the standard for website design and development. He discussed the pros and cons of responsive website design.

All DMOs rely on vendors and third-party suppliers in their marketing and sales efforts. During the "Help Me Help You: Successful Client/Vendor Relationships," workshop, vendor representatives Aaron Babbie, Sparkloft Media; Tom Farney, Simpleview; Doug Ralston, mobiManage; and Nate Huff, Miles, explained how they work with DMOs, how they price their services and how they deliver ROI for their clients. The panelists then discussed—from their respective perspectives—best practices about how to manage vendors to achieve the best results and efficiently manage project budgets. Thanks to Kari Westlund (Lane County) for facilitating the workshop.

Sparkloft Media team members Kat Reese and Tess McBride presented the "Build Your Own Content Factory" workshop Friday afternoon. In this concise, three-part workshop, the speakers focused on visual content and explained how to generate great photos and videos with tools as simple as an iPhone. The second part centered on written content and explored what makes a great story and what works in different media. The third part tied everything together by showing workflows and tools that can be used to collect, curate and publish all the content, regardless of whether it comes from staff, agency partners, freelancers, members or users.

During their workshop, presenters Sonya Bradley, Sacramento CVB; Janis Ross, Travel Lane County; and Mya Surrency, Smith & Surrency, shared

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"It was a great conference. Thanks again."

-Liz Sullivan, Social Media & PR Manager, Visit Tri-Valley (delegate)



Thank you again for having me join such a fantastic event. The feedback I've heard from many attendees is mixed with praise for the quality of the event and attendees, and excitement for "the shift" in how DMOs may market themselves, thanks to the great content. I can personally say that this has been one of my favorite events to attend over the past two years.

-Tim Hayden, Principal Strategist, TTH Strategy (speaker)



Thank you so much for your hard work that went into this year's Tech Summit. I found it extremely valuable!

-Jessica O'Brien, Director of Marketing, Beverly Hills CVB (delegate)



On behalf of the entire team at Tempest, we thank you for opportunity to be a part of this year's Tech Summit. We all had a great time, and heard many positive comments about the conference from all of the attendees with whom we spoke.

-Alex Heimann, Tempest Interactive (speaker and vendor)



Great job again on a very successful Tech Summit!

-Anand Patel, Fairfield CVB (delegate)



Thanks again for a great conference. It was well run, informative and useful. We met a lot of people and had a good time!

-Steve Driggs, GumCo (vendor)

Sports Marketing

■ **Visit Tri-Valley** has developed a Sports Facilities Guide to showcase the region's indoor and outdoor athletic areas. The eight-page, foldout guide highlights the leading sports in the Tri-Valley and includes a chart of 64 athletic fields across Pleasanton, Livermore, San Ramon, Dublin and Danville.

Training for Front-line Hospitality Employees

■ In mid-February, **Visit Laguna Beach** led 30 front-line hospitality staff members on a five-hour Insider's Laguna: Destination Training & Tour. This complimentary bi-annual training was designed three years ago to familiarize new hires and to provide an informative update for current employees of lodging establishments in Laguna Beach and the surrounding area. This single-course session highlights exclusive insider information about Laguna Beach's most popular attractions, historical landmarks, new businesses, upcoming happenings and events, and much more. Due to the overwhelming response from hotels and their staff members, Visit Laguna Beach added two additional spring training programs, in addition to the already-scheduled program and tour in June. As of February, more than 350 participants have completed the training program.

Videos

■ Michael K. Krouse, the world's greatest salesman for the **Greater Ontario (Calif.) CVB**, is showing the world why Greater Ontario is the ideal place to host meetings, conventions and events. Krouse will be producing ongoing videos addressing many of the different facets of our industry—from destination marketing to event planning, travel and tourism, market analysis and economic impact. An example of one his videos is an explanation of everything that Greater Ontario offers when planning a meeting or event. Naturally, it also includes a bit of Krouse's trademark enthusiasm. "What are you waiting for?" Krouse asks. "Book your next convention today!"

■ Skiing, rock-climbing, restful spas and action-packed ice hockey are just some of the many activities portrayed in a **new video** unveiled in late March by the **Greater Ontario (Calif.) CVB** to showcase the abundance of entertainment options available in the region. The non-narrative, 2.5-minute video draws on visuals to represent a variety of travel and tourism options in the Greater Ontario region. "Welcome to Greater Ontario. Meet, explore and connect in tomorrow's West," are the only words spoken, but the message is clear. The video will be used to promote visitation to Greater Ontario through multiple sources, including through direct sales, industry trades, leisure advertising, trade shows, events, social media and more.

Websites

■ In March, the **Central Oregon Visitors Association** launched a redesigned and enhanced **visitcentral-oregon.com** website, ahead of its spring cooperative marketing campaigns—including Travel Oregon's Seven Wonders, Sunriver Go Free, Central Oregon Legends Resort Collection and Central Oregon Golf Trail. The new site features a state-of-the-art accommodations search tool and boasts numerous sample travel itineraries, an interactive map, region-wide calendar of events, extensive blogging, enhanced imagery and videos and a downloadable visitor guide.

■ The **Tempe Tourism Office** recently launched a new website. The new site, **www.tempetourism.com**, is a resource for visitors who are planning their trips or looking for information on the go. The new site includes detailed information about Tempe accommodations, attractions, shopping, restaurants, special events, outdoor recreation and transportation options. All listings can be viewed on an interactive map. There is a special emphasis on neighborhoods, or regions, of the city in a "Discover Tempe" section. Visitors can create their own itinerary with ease. They can add activities, such as events, attractions and restaurants, and save them in their own Trip Planner. Their personalized schedule can be printed or emailed. The Tempe Tourism Office has also provided sample itineraries. The website has a fully responsive

design that adapts to varying screen sizes with seamless content integration from desktops to mobile devices. Last year, the Tempe Tourism website saw nearly 400,000 visitors.

New Project for Association and Foundation

Comprehensive Member and Prospective Member Needs Assessment and Perceptions Survey

WACVB and the WACVB Education and Research Foundation have retained the research firm, Destination Analysts, inc., to conduct a member and prospective member survey to gather and prioritize identified member and nonmember needs for professional development and advocacy, and measure member/nonmember perceptions of the Association's and Foundation's current programs and services.

When contacted this summer, we invite CEOs/designated representatives to WACVB to participate in the Member Survey. Your input and recommendations will be tremendously valuable to the future direction of WACVB and the Foundation.

The survey will include topics related to the Association's programs and services and issues facing destination marketing organizations. In addition, we are interested in your ideas for industry research projects that the WACVB Education & Research Foundation could conduct.

The online survey will be distributed to the designated representative (typically the CEO) of each WACVB-member bureau. We encourage these individuals to participate in the survey on behalf of their organizations.

Survey outcomes will be used to establish priorities for Association and Foundation programs, services and research projects.

Tech Summit 2014

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digital marketing techniques to help DMO staff reach today's meeting planner. The tips included integrating sales and marketing strategies to reach planners effectively and learning how to overcome negative perceptions of your destination via one-to-one communications techniques and how to use social media effectively to find new business.

Delegates had an opportunity to see a bit more of Portland during the offsite reception, hosted by Travel Portland, at The Gerding Theater at the Armory, a sustainably renovated historic building in the Pearl District. After enjoying locally sourced small bites and music featuring a local swing/jazz trio, attendees explored the neighborhood's galleries, stylish shops and acclaimed eateries.

We salute Travel Portland staff members for hosting an exceptional Tech Summit. WACVB's 9th annual Tech Summit was a terrific program in terms of educational content and networking opportunities for DMO professionals. Each year, we work with the host bureau to make each event a valuable and memorable educational experience for our members. Travel Portland more than fulfilled its commitment to hosting a first-class WACVB Tech Summit.

Mark your calendar for March 25-27, 2015, for the 2015 WACVB Destination Marketing Tech Summit & Vendor Showcase in Sacramento...number 10.

Thanks to our Tech Summit Planning Committee for their involvement in selecting and presenting the educational content.

Chair

Wes Rhea, CDME, Stockton

Members-at-Large

Sonya Bradley, Sacramento

Ashley Johnson, Laguna Beach

Sissy Lawty, Portland

James Minton, Anchorage

Anand Patel, Fairfield

Nina Simmons, Phoenix

Richard Tammar, Portland

Eric Thompson, Salt Lake

Honorary Members (Vendors)

Martin Stoll, Sparkloft Media

Patrick (Pat) Goddard, Miles

Bobby Taylor, Miles



Tech Summit Sponsors

Special thanks to our host bureau and major sponsors.

Travel Portland

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Sparkloft Media

Miles

TripAdvisor

Tech Summit Vendors

We appreciate the support of many sustaining and new vendors at the Tech Summit in Portland.

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www.adaraglobal.com or www.adaramedia.com

aRes Travel, Inc.

www.aresttravelinc.com

Barberstock

www.barberstock.com

Bluebridge Digital

www.visitapps.com

Collinson Media and Events

www.collinsonmedia.com

Drozian Webwork

www.drozianwebworks.com

Expedia Media Solutions

www.advertising.expedia.com

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www.gumco.com

HD Relay

www.hdrelay.com

Internet Destination Sales System, Inc. (iDSS)

www.idss.com

JackRabbit Systems, Inc.

www.jackrabbitsystems.com

Madden Media

www.maddenmedia.com

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www.milespartnership.com

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Simpleview

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Travel Spike

www.travelspike.com

TripAdvisor

www.tripadvisor.com

Utrip, Inc.

www.utrip.com

XplorIt

www.xplorit.com

People On the Move

Morgan Aue was appointed in June as the director at the Turlock Convention & Visitors Bureau.



Kara Bowman, a 16-year veteran in the meetings and events industry with experience as a planner and hotelier, joined the Anaheim/Orange County VCB as director of meeting sales, focusing on the Mid-Atlantic region pursuing non-convention center business. She will be working in collaboration with the Bureau's convention sales Mid-Atlantic regional directors, Kim Lord and Dan Ketelsen.

Newly hired sales coordinator **Maggie Davis** will support the Anaheim/Orange County VCB's small meetings efforts and collaborate with the Bureau's regional sales directors.

The Anaheim/Orange County VCB has promoted **Victoria Diaz** to director of meeting sales for the eastern region of the U.S. Prior to her appointment, Diaz served as the client services manager and small meetings coordinator for the bureau.

Becky Fenton has been named manager, convention events, at the San Francisco Travel Association. Since joining San Francisco Travel in 2007, Fenton has managed the street banners that welcome groups. In addition, she is taking the lead on sales missions, more trade shows, working with sponsors, and managing the Customer Advisory Council including its websites, giveaways and promotional items.

Taylor Fry has been hired as a sales coordinator to support the Anaheim/Orange County VCB's small meetings efforts and partner with the Bureau's regional sales directors.

Wayne Griffin, ACE, president & CEO of the Catalina Island Chamber of Commerce & Visitors Bureau has announced his



decision to retire, effective November 30, 2014. Griffin has been CEO of the Catalina Island Chamber for 26 years. The Chamber/Bureau team market the City of Avalon and Catalina Island as a year-round island resort destination. Griffin started his Catalina Island Chamber career in January of 1988, the same month the first cruise ship arrived in Catalina. Over the years, cruise ship visitation has increased 36% and with the arrival of a second cruise ship this year, it is expected to increase even more. The Chamber's marketing budget to promote the Island has increased 341%, mainly due to Griffin's efforts to create a partnership with the City of Avalon that allocates 22% of transient occupancy taxes to marketing by the Chamber. The City of Avalon ordinance allocating the marketing funds was approved by Avalon voters in 2000. During his professional career, Griffin earned the Accredited Chamber Executive designation (A.C.E.) from the Western Association of Chamber Executives (WACE.). He is one of just 47 chamber executives in 18 western states who has earned this professional designation. Griffin is also a past Chair of the California Travel Association (Cal-Travel), having led that organization in 2001-2002. He is a frequent presenter at chamber and tourism industry events, and is a facilitator of strategic planning sessions for organizations and businesses.

Charles Harris has been named senior vice-president of marketing at the Anaheim/Orange County VCB. Most recently, Harris served as vice-president of marketing for Luxe Hotels in Los Angeles.



The Park City Chamber of Commerce/Convention & Visitors Bureau selected **Linda Jager** as its new communications manager. Jager has more than 20 years of experience in public relations and nonprofit management. She recently

returned from the 2014 Sochi Olympic Winter Games, where she worked as press officer for the U.S. Biathlon Team. Most recently, Jager was the communications director for U.S. Speedskating and U.S. Short Track press officer at the Vancouver 2010 Olympic Winter Games. Previously, she was the marketing and public relations manager with the Utah Olympic Park (UOP). While at the UOP, she co-chaired the Chamber/Bureau's Marketing Advisory Committee and hosted visiting domestic and international media.

The Board of Directors of Visit Laguna Beach has announced that **Ashley Johnson** has been promoted to the lead role overseeing all Bureau operations and marketing efforts. Johnson's new title of director of brand marketing & communications allows her to continue to lead strategic destination marketing efforts regionally, nationally and globally, in addition to overseeing day-to-day operations. She will continue to spearhead local partnerships with the City of Laguna Beach keeping Visit Laguna Beach at the forefront and continuing to be the brand steward for the destination. Johnson was selected as one of "30 Emerging Leaders Under 30" by the California Travel Association in 2012. Johnson assumed the leadership role effective June 23, replacing Judith Bijlani, who announced her resignation in January 2014.



Marketing veteran **Emmy Kasten** has joined Visit Tri-Valley in the newly created position of vice president of marketing. Kasten is responsible for leading all marketing and communications aspects of Visit Tri-Valley. Kasten grew up in the Bay Area. She recently returned to the West Coast from New York City where she oversaw public relations globally for video game giant Rockstar Games. In addition, Kasten launched Red Bull Energy Drink as director of communications and the brand's chief spokesperson for North America. She also spent seven years as



editor-in-chief of multiple regional luxury lifestyle publications (*Item*, 944, and *Modern Luxury Hawai'i*).

The newly formed GoBreck Board of Directors hired **Lucy Kay** as CEO for GoBreck, the destination marketing organization for the Town of Breckenridge, Colorado. Kay, formerly of Vail Resorts (VR), has been involved in the Breckenridge community since 1989 when she first joined the Breckenridge Ski Resort (BSR) marketing department. She was instrumental in developing the resort's unique branding and marketing programs that garnered strong national and international recognition resulting in BSR being the most-visited ski resort in the U.S. for many years. Since leaving VR as chief operating officer for BSR in 2009, Kay has run a successful consulting business assisting prominent Rocky Mountain clients with strategic planning, business development, and transition and change management. She began her new position with GoBreck on April 14.



At the San Francisco Travel Association, **Kimberly Lee** is now senior manager, convention services, with responsibilities including overseeing the city information desks at Moscone Center and managing client appreciation events. She joined the organization in 2004.

Oscar Lee has joined the San Francisco Travel Association as manager, convention services. Lee worked with Hyatt Hotels since 2006, and was previously national sales manager at the Grand Hyatt San Francisco. He also worked in the sales department at the Argente and ANA Hotel (now the Westin Market Street). He will be working with citywide conventions and self-contained meetings held outside of Moscone Center.

Oleg Nakonechny has been promoted to director, convention services, at the San Francisco Travel Association. He will create an updated process for the hundreds of site inspections San Francisco holds each year. He has been with San Francisco Travel (formerly the San Francisco CVB) since 1991.

Elsie Ordoñez has been hired as a sales coordinator to support the Anaheim/Orange County VCB small meetings efforts and collaborate with the Bureau's regional sales directors.

In late May, the Santa Monica CVB announced that industry veteran **Richard Peterson** has joined the Bureau team as executive vice president. In this newly created role, Peterson will be primarily responsible for executing the Bureau's comprehensive five-year strategic plan and for the general management of all Bureau operations that market the Santa Monica destination brand to specifically targeted international and domestic travelers. Peterson joins SMCVB from the California Academy of Sciences – Golden Gate Park, where he served as director of sales and business partnerships for the previous six years. In this position, Peterson directed all tourism industry relations and strategic business partnerships, in addition to spearheading the Academy's sales and marketing initiatives, digital licensing and brand launch and development. Peterson was also instrumental in the creation of client programs, products and experiences that delivered attributed revenues through engaging customer experiences. Prior to his time at the California Academy of Sciences, Peterson held senior leadership positions with the Los Angeles Tourism and Convention Board, Visit Florida and Hilton Hotels Corporation.



Dana Pickle, a sales veteran who spent much of her 26-year career at the Greater Houston CVB and Dallas CVB, has joined the Anaheim/Orange County VCB as director of convention sales for the central region of the U.S.

In January, **Barbara Quigley, CTA**, joined Sonoma County Tourism as a full-time employee. She now serves as a national sales manager with a focus on welcoming groups from the Midwest, New York and the Washington, D.C. region, where she will partner with Jamie Ward to expand the D.C. Metro area market. Since 2007, Quigley has served as a part-time sales representative in the Midwest for Sonoma County Tourism, and has represented a number of destinations in her 25-year

career, including San Jose, Los Angeles and Pasadena.

Tourism Santa Fe (formerly Santa Fe CVB) has named **Randy Randall** as executive director. Randall has more than 45 years of experience, including 10 years as general manager of Eldorado Hotel & Spa in Santa Fe. He also served on the board of directors of the American Hotel & Lodging Association, chaired the New Mexico Lodging Association and worked on the civic center advisory committee that conducted the feasibility study for the Santa Fe Community Convention Center.



Ty Speer has been appointed as president and CEO of Tourism Vancouver (BC), the 111-year-old destination marketing and management organization. Speer joins Tourism Vancouver from the Glasgow 2014 Commonwealth Games where he was deputy CEO before accepting his new role in Vancouver. Having built his reputation on being a dynamic, strategic and collaborative leader, Speer brings a private-sector, international perspective to Tourism Vancouver, with extensive experience working with boards of directors, multi-levels of government, corporate sponsors and media. In his most recent role with the Commonwealth Games, Speer led a commercial program that exceeded some \$168 million in revenues. For London 2012, his responsibilities included leading all client partnerships (55 sponsors) and managing commercial relationships with the British Olympic Association, the British Paralympic Association, and various public sector partners such as Greater London Authority, Visit London and UK Sport. Prior to his recent consecutive games' experiences, Speer held senior positions with the Australian Broadcasting Corporation, the Melbourne Commonwealth Games, and Octagon (formerly Advantage International). Speer will formally take up his CEO responsibilities with Tourism Vancouver on July 14, 2014.



Awards and Kudos

The Association Forum of Chicagoland Names Ken Fischang to Board

Ken Fischang, CHME, CMP, CTA, Sonoma County Tourism's president & CEO, has been appointed to the Board of Directors of the Association Forum of Chicagoland. The Association Forum of Chicagoland, the "association of associations" in Chicago, has 3,800-plus members who represent nearly 1,600 Chicago organizations and operates under the mission of advancing the professional practice of association management. "I am thrilled to be named to this prestigious board," Fischang said. "I understand the industry and this organization, having worked with it throughout the last 25 years. "My professional philosophy is 'the power of many in one,'" he added. "Volunteering my time to this board will help foster that, as well as build important business relationships for Sonoma County Tourism in the Midwest." Fischang first became involved with the Association Forum while working for the Hyatt Regency Hotels in the Chicago area. He has maintained a close relationship since that time, including serving as Holiday Showcase chairperson and supply partner working group chairperson. In 2006, he was named Supplier Partner of the Year for the Chicago association market.

GoBreck Named Best DMO by Readers of Colorado Meetings + Events

Voters in the Colorado Meetings + Events magazine's 8th annual people's choice awards named GoBreck the best DMO for a town or area with fewer than 25,000 in population. GoBreck is the destination marketing organization for the Town of Breckenridge. The organization beat honorable mentions Telluride Tourism Board and Vail Valley Partnership. "With much of our business coming from within the state of Colorado, it's a huge honor that these planners and our peers have voted us number one," said GoBreck Sales Director Donna Horii. This was GoBreck's second win in the category (the sales and conference team also received this award in 2012) and the fourth year in a row that the organization has been in the finals. The meeting planners, event planners and suppliers who read Colorado Meetings + Events magazine select the Readers' Choice Best of Awards winners. This year saw the largest voter response in the history of the competition.



Colorado Meetings + Events editor Beth Buehler (left) presented the GoBreck sales and conference team (from right, sales manager Stacy Long, sales manager Angela Wirth and sales director Donna Horii) with the best DMO award for a town or area with a population of 25,000 or less. Photo credit: Allée Photography

Santa Fe – Top Destination for a Girls' Getaway Trip

Santa Fe, the capital city of New Mexico, has been voted the top destination for a girls' getaway trip. The city is known for its fine art galleries, restaurants, hotels/spas, shopping, live music and history from four district cultures.

USA Today sponsored an online contest through its 10Best Readers' Choice Awards and Santa Fe was No. 1 in the "Best Girls' Trip" category out of 20 nominees and 10 overall winners. "Staging a girls' getaway in quaint Santa Fe means staying in historic adobe inns, browsing galleries along Canyon Road and shopping the boutiques and jewelry markets of the Plaza," the online citation read in part. A panel of travel experts and *USA Today* contributors selected nominees before online voting.

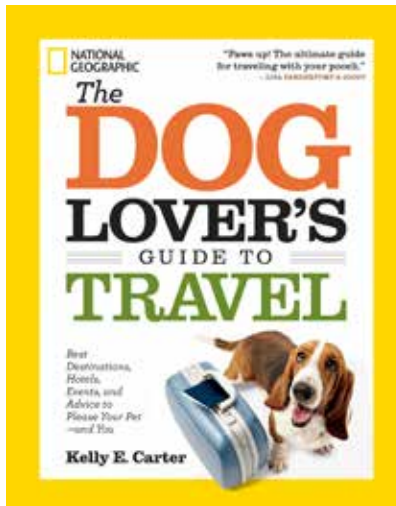
The winners appeared in the April 11 print edition of *USA Today*.

Santa Fe	Savannah
Charleston	Las Vegas
Tuscany, Italy	New York
Carmel	Tucson
Nashville	Chicago

Yakima Valley Featured in National Geographic Book on Dog Travel

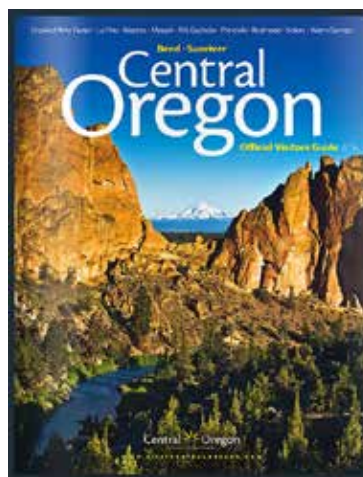
National Geographic Books has released "The Dog Lover's Guide to Travel," which includes dog-friendly businesses, attractions and outdoor areas in 75 pet-friendly cities and regions across the United States and Canada. The Yakima Valley is one of six communities in the Pacific Northwest featured in the book. Kelly Carter, a New York Times best-selling author and pet travel expert for AOL's PawNation and Elite Traveler, wrote The Dog Lover's Guide to Travel. In each destination, Carter highlights pet offerings including hotels, parks, pet shops and pet-friendly businesses.

Features of the book include walks to take with your dog, insider tips from local pet owners and sidebars detailing opportunities for people with a dog in tow. Yakima Valley Tourism approached Carter in early 2013 as the book was being developed. In 2012, the tourism office had created WineDoggies.com, an award-winning program developed to assist visitors traveling with their dogs to the Yakima Valley. "When we found out she was writing this book we knew the Yakima Valley was the right fit," stated John Cooper, president & CEO of Yakima Valley Tourism. WineDoggies.com provides pet-friendly businesses and must-see stops in the region. It also includes a 'Doggie Bloggie' hosted by a local canine, an interactive map of 50 plus dog-friendly businesses with open-pet policies and a section where dog-friendly businesses and guests can add pictures and stories of their dogs enjoying Washington's wine country. In addition to featuring the Wine Doggies website, the book highlights numerous Yakima Valley walking and hiking trails, local pet services, dog-friendly wineries and pet events. The other Northwest cities included in the book are Seattle, Portland, Bend, Coeur d'Alene and Missoula. The Dog Lover's Guide to Travel can be found at local bookstores, Amazon.com and National Geographic's online bookstore.



Central Oregon Visitors Association Wins Award for Visitor Guide

The Central Oregon Visitors Association has been honored with a 2014 MAGGIE Award for its 2013 Official Visitors Guide. The Western Publishing Association (WPA) presents the MAGGIEs each year. For more than 60 years, the WPA has awarded businesses and individuals for work deemed "Best in the West" in a variety of publishing categories. The 2013 edition was named "Best Visitor Guide" (circulation over 75,000). The guide is filled with descriptive stories, inspiring itineraries and amazing images compiled and written by COVA staff and its partners at 1859 Media. One hundred thousand copies of the 100-page glossy-style magazine guide are distributed each year.



Best Cycling Towns

Twenty-two percent of residents commute on bikes and 95% of city roads have bike paths, so it's no real surprise that Davis, California, has taken top honors with readers for Best Cycling Town in the April 2014 USA TODAY 10Best Readers' Choice travel award contest.

Colorado's Fort Collins, with its 310 miles of trails, mountain bike opportunities and even a Bike-In Cinema Series, ran a tight race and landed a very solid second place.

It is notable that so many cities in northern latitudes gained traction with pedal-pushing readers.

After four weeks of voting by the public, the top 10 winners are (WACVB members in bold):

1. **Davis, California (Yolo County)**
2. Fort Collins, Colorado
3. Minneapolis, Minnesota
4. Madison, Wisconsin
5. Greenville, South Carolina
6. Chattanooga, Tennessee
7. **Tucson, Arizona**
8. Durango, Colorado
9. **Sacramento, California**
10. **Bend, Oregon**

Because George Hincapie selected the original 20 nominees, cities landing on that list also have bragging rights. The remaining cities that competed for votes from the bicycle crowd include Ann Arbor, Mich.; Asheville, N.C.; Austin, Texas; **Boulder, Colorado**; Gainesville, Fla.; Malibu, Calif.; Moab, Utah; **Park City, Utah**; **Seattle, Washington**, and **Portland, Oregon**.

Between bike share programs, the availability of bike paths, great scenery and local cycling groups, these cities make a great must-visit list for active vacationers of all ages.



Foundation News

DMO Visitor Guide User & Conversion Study Findings

Executive Summary Available for Download

In our ever-increasing digital world, printed visitor guides—particularly those published by DMOs—continue to be an important resource for both inspiration and trip planning for many travelers.

Destination Analysts presents the findings of the Foundation's yearlong study of 11 DMO Visitor Guides—including who uses these guides, their rates of conversion and the economic impact they generate for their destinations.

The WACVB Education & Research Foundation Board of Directors is pleased to announce that the study's executive summary is available to the DMO industry. Download the summary at www.wacvb.com on the home page.

During the 2014 Tech Summit in Portland, Erin Francis-Cummings, managing partner with Destination Analysts, presented the findings of this industry research along with additional research about how visitor guides fit with digital media use.

On May 19, the WACVB Foundation and Destination Analysts sponsored a complimentary webinar to present the findings of the study.

"I just wanted to let you know I thought the research was extremely valuable and well presented. Thank you for your efforts on this project!"

~Carol Chaplin, Executive Director, Lake Tahoe Visitors Authority

Background About the Study

The WACVB Foundation Board earmarked specific funds to support this industry research project in conjunction with discounted fees that paid by participating DMOs.

During 2103, Destination Analysts, on behalf of the WACVB Foundation and participating DMO partners, conducted a DMO Visitor Guide User and Conversion Study. This research used an online survey methodology to develop a profile of travelers who use DMO-sponsored official Visitor Guides and estimate the ROI these guides bring to their respective communities.

Study participants included Albuquerque, Anchorage, Fairbanks, Lane County, Los Angeles, Mendocino, San Francisco, Sedona, Visalia, St. George and Vancouver (BC). Each DMO study participant received its respective comprehensive report of findings (specific to the DMO's visitor guide, including custom questions) as well as conversion analysis and ROI estimates.

Save Money!

WACVB Foundation Scholarships Available

Information and application form at <http://www.wacvb.com/foundation.html>

The WACVB Education & Research Foundation has several scholarship programs available. Complete your application today for attendance at the 2014 Annual Conference in Albuquerque.

- 2014 Annual Conference Scholarships (includes registration and lodging/travel) to attend the September 17-19 program in Albuquerque (application deadline July 25)

Scholarships Awarded

Tech Summit

The WACVB Education & Research Foundation granted scholarships to applicants to attend the 2014 Tech Summit in Portland.

2014 Tech Summit Scholarship Recipients

Molly Blancett

*PR and Social Media Manager
Travel Lane County (OR)*

Marcus Carney

*Director of Visitor Experience
Tacoma Regional CVB (WA)*

Tiffani Dilley

*Executive Sales Assistant
Visit Ogden (UT)*

Kara Kuh

*Public Relations Manager
Travel Salem (OR)*

Lisa Mayo

*Director of Sales & Marketing
Tuolumne County Visitors
Bureau (CA)*

Tammy Piper

*Visitor Information Coordinator
Haines CVB (AK)*

Georgette Riley

*Integrated Marketing Manager,
Lake Tahoe Visitors Authority (NV)*



The 2014 Tech Summit Scholarship recipients in Portland (L to R): Lisa Mayo, Tuolumne County Visitors Bureau; Kara Kuh, Travel Salem; Tiffani Dilley, Visit Ogden; Molly Blancett, Travel Lane County; Georgette Riley, Lake Tahoe Visitors Authority; Marcus Carney, Tacoma Regional CVB; and Tammy Piper, Haines CVB.

2014 Western Road Trip Raffle

Funds Support Research Projects

The WACVB Education & Research Foundation Board of Trustees is pleased to promote the 2014 Western Road Trip Raffle. Special thanks to Trustee John Reyes (San Francisco) and the participating destinations.

Trip Itinerary

- 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 Tour
- Dinner for two 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

Valid trip dates: January 1, 2015 to September 30, 2015.

All trip package components are based on space availability; blackout dates apply.

All trip package components are for two (2) adults.

Raffle Tickets

The WACVB Education & Research Foundation will be selling raffle tickets for the 2014 Western Road Trip at these 2014 WACVB events: Tech Summit, CEO Forum and Annual Conference. A raffle ticket downloadable form will also be available at the WACVB website (www.wacvb.com/foundation).

1 ticket = \$25
5 tickets = \$100

Raffle Drawing

The WACVB Education & Research Foundation will conduct a raffle drawing for the 2014 Western Road Trip raffle in September 2014. You need not be present to win. Proceeds benefit the Foundation. Donations are tax deductible.



Scott Chernis



Sonoma County Tourism



Monterey County CVB

San Francisco • Sonoma • Monterey

San Francisco "Everybody's Favorite City"

San Francisco is often called "Everybody's Favorite City," a title earned by its scenic beauty, cultural attractions, diverse communities and world-class cuisine. Measuring 49 square miles, this very walk-able city is dotted with landmarks like the Golden Gate Bridge, cable cars, Alcatraz and the largest Chinatown in the United States. A stroll of the City's streets can lead from Union Square to North Beach to Fisherman's Wharf, with intriguing neighborhoods to explore at every turn. Views of the Pacific Ocean and San Francisco Bay are often laced with fog, creating a romantic mood in this most European of American cities. World-renowned, The Fairmont San Francisco hotel presents an awe-inspiring picture of historic San Francisco. The grandeur of the luxury hotel atop Nob Hill coupled with its reputation for impeccable service promises a truly memorable experience during your San Francisco trip. Centrally located, this luxury San Francisco hotel is a short cable car trip from the bustling Downtown, Financial District, Union Square and Fisherman's Wharf. In fact, The Fairmont San Francisco hotel is the only spot in San Francisco where each of the City's cable car lines meet. Scoma's has been family owned and operated for 50 years. Scoma's legacy of fresh, sustainable seafood has made it a true San Francisco tradition with an award-winning wine list, unsurpassed views and service. The restaurant is located on the west end of Fisherman's Wharf on Pier 47.

Sonoma County Delights

Just a 45-minute drive north from San Francisco's Golden Gate Bridge, Sonoma County is a traveler's paradise in California. The world-class Sonoma wine region offers more than 400 wineries—from wine castles to simple and rustic tasting rooms. Sonoma County was named the top wine destination in the U.S. by TripAdvisor's Travelers' Choice Awards 2012. Sonoma County represents the best of Northern California—premium wine, farm-to-table dining, ancient redwood forests, more than 50 miles of stunning Pacific Coast, oak-covered mountains and quiet rivers. Breathtaking Highway 1 delights visitors with crashing waves, sea lions and otters sunning on the beaches and amazing sunsets that color the sky in brilliant hues. The Fairmont Sonoma Mission Inn is the ultimate Wine Country destination. Blessed by natural mineral hot springs in Sonoma Valley and an idyllic, world-famous wine-growing region abundant with local products, the Willow Stream Spa, championship Sonoma Golf Course and the Michelin award-winning restaurant Santé, offer an unforgettable retreat. The Fairmont Sonoma Mission Inn & Spa is just a short drive from downtown Sonoma, a charming town offering year-round outdoor activities, events, festivals, dining and shopping.

Monterey Moments

Monterey offers iconic California experiences. Experience the top road trip in the United States as you wind along the breathtaking Big Sur coastline on Highway 1. Take time to explore the shops and attractions of iconic Cannery Row. Sip handcrafted wines at tucked-away tasting rooms where the winemaker might just be the person pouring. Take a surfing lesson and catch a glimpse of a barefoot beach wedding as you ride your board to shore. Play 18 holes at legendary golf courses, or just hang out at the 19th hole and watch the pros practice. Monterey County has something special for everyone. Enjoy panoramic coastal views, radiant sunsets and a breath of ocean air on beautiful Monterey Bay at the InterContinental The Clement Monterey. Overlooking the sapphire waters on Monterey Bay on Cannery Row, The Clement is a vibrant waterfront hotel, resort and spa. Located next to the Monterey Bay Aquarium on historic Cannery Row, InterContinental The Clement Monterey is steps from fashionable boutiques, delectable eateries, galleries, attractions, beaches and a lively street scene. The hotel is a short drive to Fisherman's Wharf, Downtown Monterey, Pebble Beach, Carmel and the Monterey Wine Country. The hotel is walking distance to the Monterey Bay Coastal Recreation Trail along Monterey's breathtaking coastline.

Continued on page 16

Welcome New Members

(and Returning Members!)

In California...

BUELLTON VISITORS BUREAU

597 Avenue of Flags, Unit 101
Buellton, CA 93427
(805) 688-7829
www.visitbuellton.com
kathy@buellton.org
Kathy Vreeland, Executive Director

EL DORADO COUNTY VISITORS AUTHORITY

542 Main Street
Placerville, CA 95667
(800) 457-6279
www.visiteldorado.com
tourism@eldoradocounty.org
Jody Franklin, Director of Tourism

VISIT SAN LUIS OBISPO COUNTY

835 12th Street, Suite 204
Paso Robles, CA 93446
(805) 541-8000
www.visitsanluisobispocounty.com
stacie@visitsanluisobispocounty.com
paul@visitsanluisobispocounty.com
Stacie Jacob, CEO
Paul Sloan, Director of Sales & Marketing

In New Mexico...

ALBUQUERQUE HISPANO CHAMBER OF COMMERCE CONVENTION & TOURISM DEPARTMENT

1309 4th Street SW
Albuquerque, NM 87102
(505) 842-9003
www.ahcnm.org
michelle@ahcnm.org
V. Michelle Garcia, Vice President, Convention & Tourism

In Utah...

BOX ELDER COUNTY TOURISM

1 South Main Street
Brigham City, UT 84302-2548
(435) 7334-3315
www.boxelder.org
tourism@boxelder.org
Joan Hammer, Tourism Director

HEBER VALLEY TOURISM & ECONOMIC DEVELOPMENT

475 North Main Street
Heber, UT 84032
(435) 654-3666
www.gohebertvalley.com
ryanstarks@gohebertvalley.com
Ryan Starks, Executive Director

In Wyoming...

CAMPBELL COUNTY CONVENTION & VISITORS BUREAU

1810 South Douglas Highway, Suite A
Gillette, WY 82718
(307) 686-0040
www.visitgillette-wrightwyo.org
cccvb.director@orbitcom.biz
Mary Silvernell, Executive Director

Foundation News

Continued from page 15

CEO/Senior Executives Scholarships Granted

Rosalind Williams Memorial Scholarship Program

The WACVB Education and Research Foundation awarded three scholarship grants as part of the CEO/Senior Executives Scholarship Program. Each recipient plans to use his or her grant toward attendance at the 2014 CEO Forum in Solvang. Congratulations!

Andi Day
Executive Director
Long Beach Peninsula Visitors Bureau (WA)

Lee McMichael
Tourism Director
Page Lake Powell Tourism (AZ)

Chastity Starrett
Executive Director
Kodiak Island CVB (AK)

WACVB Foundation Project

Job Shadow Day at a DMO

Materials Available

Is your organization interested in collaborating with local high schools to provide junior- and senior-year students with an up-close look at career opportunities in the tourism/travel industry?

A Job Shadow Program reinforces the importance of continuous education, as well as the required employment skills needed to become career-ready.

The WACVB Foundation Board of Trustees thanks Antoinette Lara, director, human resources, at the Los Angeles Tourism & Convention Board for developing materials for a Job Shadow Day at a DMO.

The materials include an overview for implementation as well as a sample format for a Job Shadow Day. A sample agenda and timeline, along with a sign-up sheet for use by students, are included in the packet.

Lara recommends that the program be conducted within a three- to four-hour period so that students can be exposed to most aspects of the organization's operations/department(s). A letter can be sent in advance to students providing them with a program overview. Some schools have utilized Job Shadow Days as a reward for academic achievement. This is a good opportunity for your organization to earn a seat at the table and become involved in promoting careers in the destination marketing industry.

Materials at www.wacvb.com – see the Foundation page.

May 3-11, 2014

NATIONAL TRAVEL & TOURISM WEEK

Celebrations

'Faces of Tourism' Videos Highlight Tourism's Impact on Local Community

The Anaheim/Orange County VCB launched **"Faces of Tourism"**—a new video series consisting of five, three-minute videos featuring engaging and personable frontline staff and hospitality industry veterans. The video series reveals meaningful real-life stories of individuals, families and businesses whose lives, lifestyles and livelihood are personally touched by the success of tourism's billion-dollar business. This video launch coincided with National Travel and Tourism Week (May 3-11, 2014).

Beginning May 7, one "Faces of Tourism" video was released each day through May 11 on **AOCVCB's YouTube channel**.

Videos:

May 7 – Rose Gianquinto,
The Catch Restaurant

May 8 – Steve Valkenburg,
Disneyland Resort

May 9 – Lynda Santos,
Healthy Junk

May 10 – Greg and Barbara
Gerovac, Anaheim Brewery

May 11 – Rashika and Bharat Patel,
Castle Inn & Suites

Each of the video personalities were chosen for their unique perspective and experience within the hospitality industry.

Jay Burruss, president and CEO of the Anaheim/Orange County VCB, presented the one-minute "Faces of Tourism" promotional video at the Anaheim City Council meeting on May 6, and unveiled it at the Orange County Visitors Association conference on May 7. "Faces of Tourism" posters were also displayed at businesses throughout Orange County.

Visit Oakland Rally Day for National Travel & Tourism Week

On May 6, the Visit Oakland staff and Oakland International Airport volunteers handed out donuts to travelers arriving at the airport to welcome them to Oakland.



On Tuesday, May 6, Visit Oakland and Oakland International Airport (OAK) staff celebrated National Travel & Tourism Week by greeting incoming visitors with donuts at the Oakland International Airport Terminal 2.



Visit Oakland President & CEO Alison Best speaks to press about the increase in travel to Oakland as a part of National Travel & Tourism Week. Visit Oakland promoted the importance of travel and greeted visitors to OAK with donuts in Terminal 2.



Visit Oakland handed out more than 1,000 donuts to travelers visiting Oakland at Oakland International Airport on Tuesday, May 6, as a part of National Travel & Tourism Week.

Las Vegas Celebrates No. 1 Economic Driver

The Las Vegas CVA hosted several events during the week of May 3-11 to celebrate National Travel and Tourism Week.

The centerpiece of the week's celebrations was a community tourism rally on May 6 at the Mob Museum, National Museum of Organized Crime and Law Enforcement. The LVCVA partnered with the NV 150 Sesquicentennial Commission to recognize the state's birthday and the part tourism has played in that history.

Rally attendees were encouraged to wear blue to show their support for the industry and its workers. Following the rally, a tourism celebration was held on Downtown 3rd on Third Street, featuring complimentary food. Later that evening, the Fremont Street Experience debuted a Tourism Week video recognizing the history of tourism. The tribute featured dozens of historical photos from the Las Vegas News Bureau.

To recognize the efforts of the people who work with Las Vegas guests every day, the LVCVA continued its Hospitality Hero program. The recognition program was established in 2008 to honor frontline workers. This year, the LVCVA recognized 60 workers throughout the hospitality industry.

In addition, various iconic sites throughout town showed their support by turning blue during Tourism Week, including the Fremont Street Experience canopy, the High Roller at the Linq, Las Vegas City Hall and more. Several hotel marquees displayed Tourism Week messages and Krispy Kreme offered special blue glazed doughnuts at two locations during the week.

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Programs and Services

The Value of Your Membership
www.wacvb.com



In its 32 years of service to its members, the Western Association of Convention & Visitors Bureaus has enhanced and added new education programs and member services and established an education and research foundation.

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

Education Programs

Destination Marketing Tech Summit and Vendor Showcase

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

CEO Forum

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

Annual Conference and Vendor Showcase and Best Idea Program

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

Publications

Membership Directory (online)

WACVB's membership directory, with member-bureau profiles, is online. Each bureau profile lists key senior staff and includes a brief sketch of the bureau. On the website, www.wacvb.com, click on Members/Find A CVB. To locate a member bureau, select either a state/province or input a bureau (destination) name to begin the search function. Then, you may search using the other fields.

Peer Resource Guide (online)

The Peer Resource Guide is the Association's "Yellow Pages" for member expertise. When you need information or assistance specific to your work or a project, remember that our own WACVB members have a wealth of experience and expertise. The individuals listed in the various areas of expertise have offered to provide

advice and counsel when contacted by a WACVB colleague. Click on Members/Find A CVB on the home page to locate the Peer Resource Guide

Newsletter (online)

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

Western Destinations Guide (print)

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

Surveys

Bureau Budget Survey (online)

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

CEO and Staff Salary and Benefits Survey (online)

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

Website www.wacvb.com

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

Position Announcements

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

Resource Library

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

Online Event Registration

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

E-mail Communications

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



WACVB Education & Research Foundation

"Business of Bureaus" Video Modules

The training modules are available via streaming video at www.wacvb.com—click on the Resource Library. Modules to date: Media Relations & Community Relations, Leadership and Management, Marketing and Advertising, Sales, Services, and Social Media. The videos are also available for purchase as a series or individual DVDs.

Scholarship Programs

Scholarship materials and applications for the programs may be found on the WACVB website—click on Foundation/Scholarships on the home page.

WACVB Tech Summit Scholarship

This program offers CVB personnel the opportunity to attend WACVB's Tech Summit. The scholarship includes registration and lodging.

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

This Foundation program offers scholarships to bureau CEOs and senior-level bureau executives to attend training programs (e.g., workshops and industry conferences, university classes, etc.). The executive training programs must be presented by professional organizations or accredited institutions.

WACVB Annual Conference Scholarship

This program offers CEOs and staff personnel the opportunity to attend WACVB's Annual Conference. The scholarship includes registration and lodging.

Research

In mid-2014, the WACVB Foundation is conducting a **Comprehensive Member and Prospective Member Needs Assessment and Perceptions Survey**.

In early 2013, the WACVB Education & Research Foundation Board of Trustees commissioned a **DMO Visitor Guide User and Conversion Study**, designed to assist DMOs in developing a profile of travelers who use DMO-published official Visitor Guides and estimate the ROI these guides bring to their communities. Eleven western DMOs participated in the yearlong study. The Foundation has produced an executive summary of the study as an industry report. The summary is available at www.wacvb.com.



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Best Idea Program

Bragging Rights...and Awards

What are you doing to take your destination to new heights? Let's get the momentum going for WACVB's **Best Idea Awards Program** at this year's Annual Conference in Albuquerque—September 17-19, 2014.

Do you have a new brand, marketing campaign or partnership project to brag about to your peers? If so, we invite you to submit any new projects your bureau has undertaken in the past two years in the 2014 Best Idea Program (no entry fees).

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

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

Best Idea submissions are due by **August 21, 2014**. Representatives from selected bureaus will be invited to present their best ideas at the Thursday (September 18) conference luncheon in Albuquerque.

The Best Idea Booklet, which will include all project submissions, will be uploaded to the Resource Library following the Annual Conference.

Congratulations to last year's (2013) award recipients:

Albuquerque (NM) Convention & Visitors Bureau
Project Title: Breaking Bad Tourism

Aspen (CO) Chamber Resort Association
Project Title: Defy Ordinary

Visit Mendocino County (CA)
Project Title: Director of Barketing

Yosemite Sierra (CA) Visitors Bureau
Project Title: Majestic Mountain Loop



WACVB ANNUAL CONFERENCE
& VENDOR SHOWCASE
September 17-19, 2014

HOTEL ALBUQUERQUE • ALBUQUERQUE, NEW MEXICO

BEST IDEA PROGRAM

*Submit your ideas that
take your destination
to new heights...*

WACVB
Western Association of
Convention & Visitors Bureaus



Photo credit: Albuquerque CVB

About Albuquerque

www.visitalbuquerque.org

The one-of-a-kind character of Albuquerque is the result of many different forces, perhaps none as important as the centuries of history that have shaped the city of Albuquerque, New Mexico. Starting with the Native Americans who have lived here for thousands of years and continuing through Albuquerque's official founding in 1706, the city has grown into a multi-cultural metropolis of approximately 840,000 people. While the modern city of Albuquerque is a center of high-tech industry and research, it retains vital connections to the past, such as the ancient rock carvings at Petroglyph National Monument, the historic Old Town Plaza and the trail of vintage neon signs along Route 66 spanning the city.

Albuquerque proudly celebrated its Tricentennial in 2006—but its roots go back much farther. It is important to understand all of the people who have influenced the area to appreciate the complexity of the history of Albuquerque. The Rio Grande Valley has been populated and cultivated since as far back as 2,000 B.C. The Pueblo people who lived in the area when Europeans arrived had a sophisticated culture and advanced skills in stone masonry, ceramics and a wide range of arts and crafts. Many of these traditional techniques are practiced to this day, handed down through the generations.

The first Spanish explorers arrived in Albuquerque in approximately 1540 under General Francisco de Coronado, and later expeditions brought settlers deep into New Mexico's river valleys. In 1706, a group of colonists was granted permission by King Philip of Spain to establish a new villa (city) on the banks of the Rio Grande (which means big or great river).

The early Spanish settlers were religious people, and the first building erected was a small adobe chapel where today's San Felipe de Neri Church still stands in Albuquerque's Old Town. Its plaza was surrounded by adobe homes, clustered close together for mutual protection. The church is the anchor of Old Town, the historic and sentimental heart of Albuquerque.

Today, Albuquerque is a major Southwestern city with a diverse population and some of the nation's leading high-tech research facilities including Sandia National Laboratory, Intel and University of New Mexico. At the same time, its cultural traditions continue to be an essential part of everyday life in the city.

With one foot in the past, one foot in the present and both eyes on the future, Albuquerque is a fascinating place to visit.

Annual Conference

Continued from page 1

editor of the popular trends website WikiTrend.org where he leads a huge international team of “trend spotters”—more than 9,000 researchers who chronicle the latest ideas, products and experiences from around the globe. Levine has deep roots in travel and tourism. He started his career writing 10 of the top selling Frommer’s books—including Frommer’s California and their iconic guide to Europe—and his tourism-related trends keynotes have enriched some of the industry’s top events.

Also on the conference agenda is a session focused on “The Power of Sports: Scoring Big Wins for Travel,” with Timothy Schneider, publisher of SportsTravel Magazine, moderating the panel. Sports-related travel generates hotel room nights and significant economic impact for destinations—large and small—all over the West.

The panelists will present 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. This session will also include an examination of what sports-event organizers look for in destinations and travel partners when choosing a location for their events.

The Friday morning general session will bring an interesting note (or notes!) to DMO online marketing. Kenny Lamb, director of Aristotle Entertainment, and Marla Johnson, CEO of Aristotle Inc., will present “Does Your Online Marketing Sing? What the Music Business Can Teach Tourism Marketers.” As a marketing vehicle, music can deliver emotional, shareable and inspirational content and media. Since Coke taught the world to sing in the 1970s, music has provided the foundation for marketing millions of products from iPods to SUVs to pre-packaged rice dishes. Music has been inspiring travel well before Paul Simon “bounced into Graceland,” but how many DMOs use music to tell their destination’s story. In this enlightening session, learn about the power of music and technology to work together to drive traffic, define your brand and expand your reach.



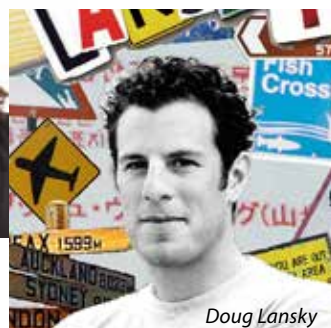
Daniel Levine



Kenny Lamb



Marla Johnson



Doug Lansky

At the Friday closing luncheon, we’ll conclude the conference with travel writer and author Doug Lansky presenting “The Biggest Mistakes in Travel Marketing...and What We Can Learn From Them.” Marketing disasters are amusing to everyone...well, except the ones who committed them. Lansky will present hilarious highlights from the world’s largest collection of travel-related marketing mistakes including the worst tourism slogans and hotel names. Those amusing mistakes can go viral and cause serious brand damage, but they can also be prevented with some basic control measures.

This program will have 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 Pubic Radio’s Savvy Traveler show and as a Travel Channel host and contributing insightful travel-trends analysis about tourism. In addition to the 10 years spent traveling, Lansky has spent an additional 10 years living abroad in several countries. He served as travel editor for Scandinavian Airlines in-flight magazine for three years, has contributed to publications such as National Geographic Traveler, Reader’s Digest, Esquire, Men’s Journal, The Guardian, National Geographic Adventure, and Huffington Post, and has worked with Visit Sweden to create and develop new components for their digital tourism outreach. On the speaking circuit, Lansky has given acclaimed lectures at nearly 100 universities, spoken to a sold-out audience at National Geographic Headquarters. He set the attendance record for keynote lectures at the 2012 and 2013 ITB Berlin conferences.

The Planning Committee is proud to sponsor a series of creative and practical workshops for conference delegates.

It’s time to revisit the critical importance of ongoing prospecting for new business. Discover what the Albuquerque CVB has done to achieve consecutive increases in its group lead generation. Rob Enriquez, vice president, convention sales, services & sports at the Albuquerque CVB, will share actual results achieved when the Albuquerque Bureau focused on the significant benefit of consistent prospecting and setting a departmental environment commitment to prospecting.

Vancouver, British Columbia, is one of the few cities in North America to have developed a Tourism Master Plan (TMP) 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*. The TMP has drawn international interest from cities and countries looking to develop their own tourism master plans modeled on what Vancouver has produced. In this workshop, Walt Judas, vice president, marketing communications, member services & sport at Tourism Vancouver, will outline the TMP development process and, more important, provide insight into the recommendations and the progress to date for implementation of the various components of the plan.

Shannon Gray, president & CEO at Gray Research Solutions, joins the list of conference speakers to present “The View From the Outside: Using Perception and Image to Your Advantage.” Without thinking about it, we file information about places from other people, social media, TV, radio,

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magazines, and ads to create an image of that place in our minds. Of these, the most powerful are recommendations and word of mouth. So, how can communities know what is being said about them and what impact image and reputation is having on visitor volume? This workshop explores ways to identify your reputation in the minds of outsiders as well as tactics for revising, revamping or changing the conversation.

Marketing 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. Shannon Gray from Gray Research Solutions presents “If You Measure It, They Will Come: A User-friendly Guide to Research-based Success.” Research eliminates the need for guessing and provides a road map to success, which is particularly useful for destination marketers working with boards.

DMOs are responsible for selling a destination. Learn about the principal of influential selling from skilled sales trainer Nathan Jamail. Gather practical and proven insights about how to develop your strengths and talents as an influencer. Discover a proven and effective sales process that is as easy as conducting a conversation. Persuasion is a short-term activity while influencing is a long-term investment that will continue to deliver results.

We’re featuring “Destination Debates” as one of the workshops. Come enjoy this fun and informative session as your fellow DMO pros tackle three hotly debated topics in the destination marketing and sales arena. After the debates, there will be audience voting and discussion.

The popular roundtables continue as part of the conference program. CEOs and staff members participate in open discussions with the conversations guided by peer facilitators. It’s the time to share ideas, challenges and solutions (roundtables by budget size).

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

Visit with and learn from industry peers at the Wednesday welcome reception at the Hotel Albuquerque.

Then, assemble a group for a taste of New Mexico at one of many local restaurants from which to choose.

Experience the destination during the Thursday evening offsite event at the New Mexico Museum of Natural History and Science, hosted by the Albuquerque CVB. Explore the night sky from the Hall of Stars to the Observatory and the first museum dedicated to the machine that has revolutionized the way we live and work. Food and entertainment will complement this unique Albuquerque venue.

Mark your calendar and join DMO peers for industry education at the Annual Conference.

Submit Your Ideas Today

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 at http://www.wacvb.com/event_forms/bestidea.html. Enter your ideas by **August 21**. A favorite component of the conference is **Best Idea Program** luncheon—this year we plan to feature even more innovative presentations about creative and imaginative approaches to marketing destinations and managing our organizations. Thanks to host PCMA/Convene for sponsoring the luncheon.

Post-Conference Trip to Santa Fe—September 19-22

Tourism Santa Fe has arranged a special post-conference trip to Santa Fe. Details will be in the 2014 Annual Conference registration brochure, which will be uploaded to the WACVB website July 17. Online registration opens July 17 at www.wacvb.com.

National Travel and Tourism Week

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Santa Monica Celebrates U.S. Travel Rally Day and Invites Local Hospitality Employees to a Free Ride on the Pacific Wheel

5th Annual Travel & Tourism Summit to Release 2013 Economic Impact Report

On May 2, the Santa Monica CVB announced that 12,908 Santa Monica jobs were supported by tourism in 2013, a 5.6% increase from 2012. In recognition of U.S. Travel Rally Day and the many hospitality employees who contribute to Santa Monica’s reputation as a world-class destination, SMCVB and Pacific Park on the Santa Monica Pier invited hospitality employees to a free ride on the Pacific Wheel on May 6 from 12 noon to 3:00 p.m.

“Tourism supports 14.9 million jobs nationwide and is one of Santa Monica’s most dynamic economic drivers,” said SMCVB President & CEO Misti Kerns. “It’s important that we recognize the positive impacts tourism has on our community and celebrate the many local employees whose livelihoods depend on it. Since our hospitality community is known for providing visitors with referrals of places to see in Santa Monica, it seemed fitting to return the favor and invite them to relax above the Pacific Ocean and enjoy one of our city’s best views.”

Santa Monica’s celebration of National Travel & Tourism Week does not end

there. The 5th Annual Santa Monica Travel and Tourism Summit was presented May 9 where the full 2013 Economic Impact Report results were released and the outlook for Santa Monica’s travel and tourism landscape discussed.

The event provided a year-one update on SMCVB’s five-year strategic plan, announced updates on Santa Monica’s visitor population and provided industry updates from Visit California. Speakers at the event included: Visit California President & CEO Caroline Beteta, SMCVB President & CEO Misti Kerns and City of Santa Monica Director of Planning and Community Development David Martin.

The results of the 2013 Santa Monica Tourism Economic and Fiscal Impact report were released at the summit and highlighted several important changes to Santa Monica’s visitor profile within the past year. The report, which has been conducted on an annual basis since 1983, revealed that visitors to Santa Monica from outside the United States remained steadily above 50%, an important balance to maintain as international visitors tend to stay longer, use public transportation and spend more money during their visit. Also notable were figures revealing that tourism jobs in Santa Monica increased 5.6% to 12,908, and that overnight visitors to Santa Monica rose 5.2% from 2012 to 2013.

Brand USA Launches Culinary Initiative to Entice the World to Discover the Tastes of the United States

With the late June 2014 release of Discover America: Great American Food Stories culinary guide, Brand USA, the destination marketing organization for the United States, is launching its culinary initiative aimed at promoting gastro-tourism and showcasing the U.S. as a top culinary destination for world travelers.

"American cuisine captures inspiration from all over the world, truly embodying the diversity and history of the United States," said Christopher L. Thompson, president & CEO of Brand USA. "We're excited to invite travelers to experience the culinary highlights of each region of the country."

The Department of State's Diplomatic Culinary Partnership, established in 2012 in cooperation with the James Beard Foundation, collaborated with Brand USA to produce the guide, which is published in six languages. The guide features 31 James Beard affiliated chefs with recipes from all regions of the U.S.

Five of the chefs featured in the culinary guide will travel to five different key markets in Asia. The chefs' travel coincided with U.S. Independence Day celebrations at U.S. missions in China, Australia, Japan, Taiwan, and South Korea. The participating chefs include: Rick Bayless of Chicago, IL; Tory McPhail of New Orleans, LA; Barbara Lynch of Boston, MA; Bryce Gilmore of Austin, TX; and Sam Kass of Washington, D.C. The guide will be available in other markets where Brand USA has representation.

A digital platform for the Discover America culinary guide will be broadcast on all Brand USA channels, and will include U.S. culinary destinations and Q&A sessions with participating chefs. Brand USA invites travelers to visit its consumer call-to-action at DiscoverAmerica.com/foodstories and to share their own U.S. food and culinary travel experiences on social media platforms utilizing the hash-tag #FoodStoriesUSA.

Source: Brand USA www.thebrandusa.com

2014-15 Calendar of Events

CEO Forum

July 31 - August 2, 2014 • Solvang, California
Hotel Corque

Annual Conference & Vendor Showcase

September 17-19, 2014 • Albuquerque, New Mexico
Hotel Albuquerque

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: \$129 plus tax; s/d occupancy

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 tax & tourism assessment; s/d occupancy

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*The Western Association of Convention
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