



Photo Credit: Los Angeles Tourism & Convention Board



Annual Conference
Inform Innovate Influence

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CEO Forum
Veteran and Newly Minted CEOs

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WACVB

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For Member Bureaus ~ June 2013

newsnotes

Shaping the Future of Destination Marketing

The Roles of a DMO – Inform, Innovate, Influence

WACVB Annual Conference September 18-20

What is your role in shaping the future of destination marketing?

Everyday, DMO teams are working diligently to address numerous audiences as they Inform, Innovate and Influence.

Conference Host Kathy Smits, vice president of international tourism at the Los Angeles Tourism & Convention Board, and Planning Committee members Brad Burlingame, Tracy Farhad, Wayne Griffin, Donna Harris, Misti Kerns, Jim Kissinger and Julie Wagner—are ready to welcome industry colleagues from The West to the Annual Conference.

Join your industry colleagues September 18-20 at the Sheraton Universal in Universal City for this year's annual conference.

We'll kick off the conference with a state of the industry and trends update by Nan Marchand Beauvois, senior director, National Councils, and general manager, ESTO, at the U.S. Travel Association.

Get ready to learn about sustainable tourism initiatives from our Santa Monica panelists. The areas of sustainable economic development, social responsibility and stewardship of the natural environment will be addressed. Santa Monica is an award-winning destination in this regard.



Denise Pirrotti Hummel, CEO of Universal Consensus, will address the cultural motivations for why international tourists travel and spend. Unless we understand the cultural considerations for what drives the decision to travel and buy, precious dollars are being left on the table every day. Learn how to optimize the marketing, sales process and customer service to take advantage of this trend and be ahead of the curve, rather than struggling behind it. Pirrotti Hummel will also present a focused international markets work-



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WACVB CEO Forum in Park City

The Power of Influence



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. The program is designed exclusively for DMO leaders—whether an experienced bureau leader or a newly minted CEO.

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.

Bureau leaders will assemble for the 24th annual CEO Forum, August 8-10, in Park City. The CEO Forum Planning Committee members include host Bill Malone (Park City) and Aaron McCreight (Casper).

Participants 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, we are focusing on becoming an influential leader. Ty Bennett, from Leadership Inc., will present "The Power of Influence: Increase Your Influence & Your Impact." Based on his book, "The Power of Influence," Bennett will share his philosophies and tools for increasing one's influence and impact as a leader. All attendees will take home complimentary copies of two of Ty Bennett's books: "The Power of Influence" and his new book, "The Power of Storytelling."

At the Forum, build a face-to-face CEO network that will assist in garnering industry insights and resources from your colleagues. Bureau leaders will also participate at the popular 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. 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—Park City Chamber/Bureau, Madden Media and TripAdvisor.

If you are a CEO, plan to attend the 2013 CEO Forum—it's a great opportunity to deliberate industry issues and management challenges.

Register today at www.wacvb.com.

Photo Credits: Park City Chamber/Bureau and Stein Eriksen Lodge Deer Valley

Salary and Budget Online Surveys

Refinements to 2013 Editions

Results available only to member bureaus that participate

Salary & Benefits Survey – 2013 Edition Refinements

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

At the February Joint Boards Retreat, Association and Foundation Board members reviewed and recommended refinements to both the CEO and Staff Salary & Benefits Survey and the Bureau Budget Survey.

Thanks to Board President Jennifer Wesselhoff and the Membership Committee Chair and Vice Chair, Wes Rhea and Anne Jenkins, and for overseeing the refinements to the survey questionnaires.

You'll note the most significant changes in the Staff Salaries section of the Salary and Benefits Survey. Rather than continuing to use staff position titles, members will be reporting staff salary information by key function areas at various levels from executive level to support level.

If your DMO does not have a comparable position of any listed, you will 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 2013 edition of the WACVB CEO and Staff Salary & Benefits Survey will be online later this summer 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 a chief executive officer section focusing on salaries and benefits. Participating CEOs may download individual 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? Later this summer, plan to complete the 2013 edition of the Bureau Budget Survey 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. The Bureau Budget Survey is a "members-only" program, with results accessible *only* to survey participants.

Last year we added a question tabulation feature to the Bureau Budget Survey—results available via the standard bureau 'profile' or download the tabulation version.

Remember, more participation means more relevant data. Your industry colleagues will appreciate your participation!

Preferences and Attitudes of Chinese Outbound Travelers

By Samantha Shankman, Skift

The entire travel and tourism industry is paying close attention to the more than 100 million Chinese travelers expected to cross borders by 2020; however, many global hotel brands with Western roots are struggling to cater to the distinct cultural tastes of their new guests.

The Center for Hospitality Research interviewed 51 outbound Chinese tour operators to understand what Chinese package bookers seek in their travels and published its findings in its most recent report, *Preferences and Attitudes of Chinese Outbound Travelers*.

The preferences and attitudes of Chinese travelers described by the Center for Hospitality Research are as follows:

- Bali, Korea, Macau, and Malaysia will be the most popular Asian destinations, but Chinese travelers will be much more interested in international trips.
- Europe is expected to receive the greatest boost in Chinese tourism, followed by North America. Travel to the United States is weakened due to its arduous visa procedures.
- Budget is, and will be, the most influential factor when planning a vacation, while Internet is the most influential when choosing a destination.
- Chinese travelers will allocate most of their budget to lodging and transportation and less on meals and entertainment.
- The fastest growing segment of Chinese travelers is expected to be families with young children, retired couples, and children.
- Chinese travelers would rather be in the center of a bustling city than in a rural setting and they prefer full-service hotels to resorts.

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Bureau News

Branding

■ On June 13, the Metropolitan Tucson CVB officially became **Visit Tucson**. For the past six months tourism partners, customers, stakeholders, local business leaders, elected officials and community members have been engaged in developing a new brand identity for the region. Teaming with marketing experts from MMGY Global, a vision was created that defines Tucson and Southern Arizona under the concept of “Free Yourself.” To understand the process and the new brand identity, visit this **Brand Resource** webpage.



■ The **Las Cruces CVB** kicked off its new brand, “Explore. Experience. Discover,” reflecting Las Cruces’ one-of-a-kind qualities, experiences and offerings. The CVB conducted extensive research and held focus groups both locally and in Albuquerque to develop the best possible brand identity. The resulting brand statement is: “Las Cruces is a community on the verge of great change and discovery.” It combines authentic people and experiences with traditional culture and cuisine allowing you to explore your senses and discover the True New Mexico. “This branding campaign will give us the flexibility to market to a range of potential visitors from seniors to families with children,” said CVB Executive Director Phil San Filippo. The renewed branding comes with a new logo, merchandise, updated photos and print ads, and a new website and social media design in process. The campaign builds upon the State of New Mexico “True” campaign while establishing a unique identity for Las Cruces. For more information, visit www.explorelascruces.com.



■ In early May, the **Visit Lodi! Conference & Visitors Bureau** introduced a new brand—“Wine is just the start of our story”—for use in advertisements, slogans and social media. Don McEachern, president & CEO of North Star Destination Strategies, presented the new brand. Nancy Beckman, president & CEO of Visit Lodi!, the CVB Board and McEachern gathered feedback from local businesses and organizations about Lodi’s image as part of the brand-development process.

■ Following a year of planning, the **Santa Cruz County CVC** formally introduced the local community to a fresh new logo and brand to help put this beachside destination on the map. The new brand was formally unveiled during Santa Cruz and Social Media, a special community event that took place May 9 during National Travel and Tourism Week. The Santa Cruz and Social Media event enabled the CVC to share the strategy behind the creation of the tourism brand, as well as provide insight about how the Visitors Council helps local business owners leverage their marketing dollars through cooperative partnerships, public relations and social media. Maggie Ivy, CEO & executive vice president of the CVC, described the new brand as “the quintessential California beach town personified.” The brand launch will carry the destination message across multiple channels, including web, social media outlets, e-newsletters, marketing opportunities with Visit California, online advertising and the debut of a new commercial to air in select domestic markets. The launch will focus on engaging local residents as well as prospective visitors and meeting planners in ways that emphasize the relaxed, cool California lifestyle Santa Cruz embodies.



■ **Visit Mesa** officials unveiled their new brand, Mesa City Limitless, on opening day of IPW in Las Vegas. Mesa, Arizona, is the third-largest city in the state. In addition to a name change, the marketing organization has been engaged in a six-month marketing makeover highlighting the unique visitor products in Mesa and the surrounding region. The brand, Mesa City Limitless, is emblemized in a new logo with directional arrows expressing a dynamic destination with limitless possibilities and opportunities for all visitors. Visit Mesa has developed updated travel itineraries highlighting a variety of new travel experiences unique to Mesa—Desert Beauty, Outdoor Adventure, Shopping, Western & Native American Heritage, Sports & Recreation, and Culinary Experiences. Mesa is set to complete the \$99 million-dollar Chicago Cubs stadium sports and entertainment complex later this year.



Blogs

■ **Bellingham Whatcom County Tourism** has a new team of insider bloggers sharing insight and inspiration for outdoor adventure; golf; beer, wine and spirits; and food, history and family fun.

Campaigns

■ Breckenridge is placing chalkboards around town to find out what makes the destination so magnetic. **GO-Breck** is photographing the authentic, emotional, and comedic responses from the chalkboards and using them to promote the town.

Examples:

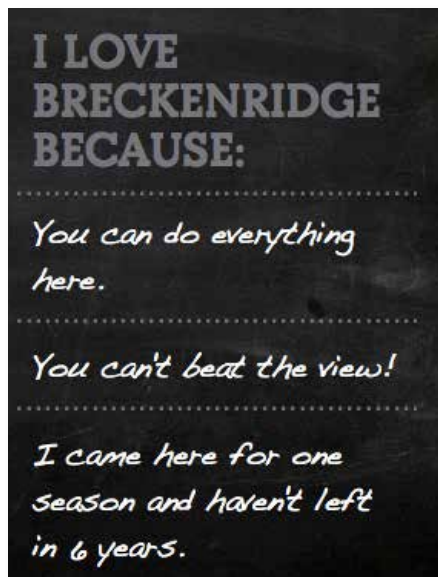
I love Breckenridge because...

-Because the trail access is freakin' unbelievable.

-It's not a place to go; it's a place to be.

-Adrenaline is an aphrodisiac!!

■ Whatcom County offers an abundance of choices to visitors—food, culture, and a variety of outdoor adventure excursions ranging from snowboarding to kayaking. Focusing on one feature alone would misrepresent this diversity, so **Bellingham Whatcom County Tourism** and a local design firm opted instead to focus on the audience, using language that speaks to the interior experience instead of external circumstances. Behold the BE campaign. The resulting campaign—BE in Bellingham—is simple and adaptable. The first part is tailored to the audience: BE bold or BE adventurous for promoting outdoor recreation or racing events; BE in awe for promoting nature and scenery; BE indulged to promote food. The second part BE in Bellingham connects the different messages together. Other assets and messages worked alongside this concept, creating a unified presence that worked for website, brochures, print collateral, airport signage, print ads, and more.



Culinary Marketing

■ Oregon beer has garnered national recognition with sustainable brewing, award-winning craft brews, and distinctively cool microbreweries, pubs and beer festivals. Eugene—now dubbed “Brewgene”—has been at the forefront of this sudsy revolution! The **Travel Lane County** team has invited meeting planners to add a fun outing to their conferences: a microbrewery tour led by passionate local brewmasters. Eugene’s Whiteaker neighborhood boasts seven microbreweries within a two-mile radius. View a **fun video** on the Eugene microbrewery scene, plus other gastro-delights available throughout the Eugene, Cascades & Coast region.

Meetings and Conventions

■ Meetings can earn a significant donation with the **Santa Fe CVB’s** new booking program. With the newly introduced Book For Good incentive, holding a meeting in Santa Fe now means a donation can go to the group’s own foundation, a scholarship fund or a nonprofit of choice. All of Santa Fe’s group facilities, services, Old World charm and beautiful Rocky Mountain setting are part of the deal. Eligibility is simple; confirm a qualifying Santa Fe meeting by December 31, 2013, for any time in the future and receive a donation based on room nights and the time of the meeting.

-Hold a meeting from April to October and receive \$5 back for each room night

-Hold a meeting from November to March and the donation doubles to \$10

-A minimum of 200 room nights is required to receive the donation

The donation can be made to the association’s nonprofit of choice or even to the group’s own foundation.

■ The **Reno-Sparks CVA** is offering qualified meeting planners a customized app that will not only keep attendees more informed, but also allow organizers to update information as needed throughout the course of an event. The complimentary service represents more than a \$10,000 value and provides an avenue for planners to engage a wider demographic of attendees. “This app gives meeting planners total control of their information, and also allows attendees to be more informed and more connected with their colleagues via the social media platforms,” said John Leinen, RSCVA vice president of convention and tourism sales. Meeting planners will be able to customize the app’s features to include company logos, maps, schedules, key sponsor information and areas of interest throughout the Reno Tahoe area. Attendees will be able to add key speakers and exhibitors to a personal reminder list, and they will have access to share their experiences on Twitter and Facebook while using the app. A photo album can be created within the app, where only attendees can post and view pictures as the convention progresses. Post-event feedback can be generated through the app, giving attendees a simple way to express what pieces of the event were successful and what could be done better next year.

Research

■ Meetings and tourism generate millions of dollars for Pasadena and its surrounding communities each year. According to a recent study, in 2011 visitor expenditures generated \$475.4 million in revenue for the city, a 6% increase from 2010 and a 12.6% increase from 2008. The tourism industry captured \$10.4 million in measurable tax revenues for Pasadena, up 8% from 2010 but still down 6.8% from its high in 2008. Pasadena’s hotel and motel guests are responsible for 57% of total visitor spending. Convention and meeting delegates follow, with 24.6% of visitor spending credited to this group. (This includes day-visit meeting and tradeshow attendees only. Overnight convention delegate expendi-

Continued on page 6

tures are reflected in the hotel/motel guest figure.) Private house guests round out the mix, accounting for 18.4% of visitor expenditures. The study also shows a dramatic increase in the economic impact of meetings and tradeshows over the past few years. This positive news can be attributed directly to the expanded Pasadena Convention Center. In 2009, with the new space operational, the total economic impact from this sector increased significantly from 107.7% to \$115.1 million, up from just \$55.4 million in 2008. The Pasadena Center Operating Company, which oversees the Pasadena Convention Center, **Pasadena CVB**, Pasadena Civic Auditorium and Pasadena Ice Skating Center, commissioned PFK Consulting to conduct the economic impact study in late 2012.

■ Los Angeles welcomed a record 41.4 million visitors in 2012, a 2.5% increase over the previous record-high 40.4 million visitors in 2011 and slightly ahead of the mid-year forecast of 41.3 million visitors, **Los Angeles Tourism & Convention Board (LA Tourism)** executives announced in mid-January. Total domestic visitation accounted for 35.3 million visitors, a 2.7% increase over 2011; total international visitation set a record with six million visitors, a 1.2% increase over 2011, with China becoming the destination's top overseas market for the first-time ever. In addition, direct visitor spending, hotel occupancy and hotel room nights sold set all-time record highs. Early tourism forecasts estimate the destination will welcome 41.9 million visitors in 2013. To continue visitation momentum, LA Tourism launched a new domestic consumer branding campaign to promote spring and summer travel and will continue its popular dineLA Restaurant Week and Discover the Arts programs. Expanded marketing efforts will also debut in Canada, the United Kingdom and Australia, along with increased emphasis on international meetings and convention business.

Social Media

■ In mid-March, the **Anaheim/Orange County VCB** announced the launch of a new Pinterest account to promote the area as a leading travel and leisure destination. "Each Pinterest board offers leisure and business visitors a glimpse into the OC lifestyle through visual storytelling, and allows us to inform and connect with our visitors in new and engaging ways," said Jay Burrell, AOCVCB president & CEO. The **AOCVCB's Pinterest site** displays imagery on a variety of themed boards pertaining to all things Orange County and the surrounding area. The Pinterest account currently features 18 boards, including Outside Adventures, OC Beaches, Theme Parks, Sports, OC Style, Just for Kids, Culture, Deals & Discounts and OC Weddings & Venues.



Sustainable Tourism and Meetings

■ Beginning in March 2013 as part of their commitment to the environment and sustainability and in keeping with the City's efforts overall to be more green, the **San Francisco Travel Association** is installing banners made of an eco-friendly material called EkoFlex, from AAA Flag & Banner. The colorful new banners are on display around Moscone Center. In 2012, the Golden Gate National Parks Conservancy tested the eco-friendly materials on banners to celebrate the 75th anniversary of the Golden Gate Bridge. Other organizations in San Francisco also tested the banners recently, including the America's Cup Event Authority and the California Academy of Sciences.



■ The car is no longer king in LA. With more than 120 miles of new bike ways created within the city of Los Angeles in the last two years, increased Metro transit options and the expanded frequency and reach of CicLAvia—the nation's largest open streets event—the city is putting the brakes on its car-centric roots. Launched on Earth Day, April 22, 2013, the **Los Angeles Tourism & Convention Board (LA Tourism)** invites travelers to be a part of this green movement with the launch of "Car Free LA." The program features a series of itineraries centered around exploring various neighborhoods on foot, bike and public transportation while highlighting the city's iconic attractions, music scene, historic architecture, arts and culture, cuisine and entertainment. Itineraries are available at <http://www.discoverlosangeles.com/carfreela>. In January 2013, Los Angeles adopted a new bike rental program that will put 4,000 bikes on the road with 400 rental stations throughout the city. Designed as a long-term tourism initiative, LA Tourism will add new "Car Free LA" itineraries on an ongoing basis.

■ The **Las Vegas CVA** set a record in 2012 by recycling 68% or 3,288 tons of materials at the Las Vegas Convention Center and Cashman Center. The amount of items recycled is roughly the equivalent of diverting 14.5 Statues of Liberty or 651 school buses from landfills. The LVCVA partners with Evergreen Recycling, a subsidiary of Republic Services, to sort and recycle materials during and after trade shows in the building. The LVCVA is also partnering with the local non-profit Repurpose America to provide additional options for repurposing a wide variety of materials back into the community. Repurpose America has used post show materials to create shading structures at local schools and provided items to the local artists for community projects. The LVCVA also utilizes environmentally friendly cleaning supplies, energy-efficient lighting, is an Energy Star Partner, participates in the Water Sense program and is a partner in the EPA's WasteWise Program.



Technology

■ Users of the iPad now have the Official Travel Guide to Greater Phoenix at their fingertips. The **Visit Phoenix** application is available as a free download in Apple's App Store. The app contains insider content about things to do and places to dine in Greater Phoenix, and provides first-time visitors with overviews of the metro area's most-visited communities. The Visit Phoenix app includes an article on Greater Phoenix chefs who have achieved TV fame, as well as a Q&A with Phoenix resident (and NASCAR star) Danica Patrick. The app also features an events calendar, a weather chart and tips on getting around town. "Like the best travel apps, this one is super visual and user friendly," said Melissa Gogel, vice president of marketing, tourism and communications for Visit Phoenix. The free Visit Phoenix app is in the Apple App Store as "Phoenix Official Travel Guide 2013."



■ In early 2013, the **Albuquerque CVB** launched a mobile version of Albuquerque's official visitor website, www.itsatrip.org. It provides a convenient way of exploring Albuquerque's activities, lodging, dining, shopping, events and deals through mobile devices. Visitors can use the Plan Your Trip tool to create their own Albuquerque itineraries and the Near Me function to explore the city once they arrive. Visitors who visit itsatrip.org on their mobile device will be automatically redirected to the mobile version. The site offers additional opportunities to connect with Albuquerque as a destination through social networks, Visitor Guide and eNewsletter requests. Each category provides the same Search and Near Me functionality provided on the home screen as well as filter options by type and area in Albuquerque. Weather, business listings and social networks links are also available on the mobile website.

■ The **Reno-Sparks CVA** has a new mobile

app designed to help visitors plan a trip, and enhance their experience upon arrival. The Reno Tahoe USA app provides potential visitors with information about services and events at the destination. Once visitors arrive, the app uses their location to help them find activities of interest within walking distance. The app also provides easy access to a variety of coupons, deals and discounts offered by dozens of local businesses. One new user of the Reno Tahoe USA app will be given a three-day, two-night stay each month through October 2013. The app can be downloaded at the iPhone Mobile App Store, the Android Google Play Store or at www.visitrenotahoe.com/mobile.



Visitor Centers

■ The **Santa Monica CVB** and the Santa Monica Pier have announced the opening of a brand-new Pier Shop and Visitor Center, located in the historic Loeff Hippodrome. This new concept store was designed with both locals and visitors in mind, celebrating the unique history of Santa Monica and the local beach culture.

■ San Francisco's official Visitor Information Center (ViC), operated by the **San Francisco Travel Association**, completed a major transformation this spring. The emphasis of the new ViC is on a quality "high touch" as well as "high tech" experience. The ViC's major asset—the friendly, expert, multilingual staff of San Francisco experts—has been moved from the back of the space to the center, easily visible and accessible to guests and visitors. And, while brochures from many of San Francisco Travel's 1,500 partner businesses are still available, the racks have been pushed from the center of the room to the walls. Visitors can work with the staff "geniuses" to plan their itineraries, book tours, reserve hotel rooms and purchase attraction packages. Large clocks make it easy to check the time "back home" and video monitors provide even more ideas of what to see and do in and around San Francisco. The ViC has also added a pop-up store from SFMade (www.sfmade.org), which supports and promotes manufacturers located in San Francisco. Visitors are welcome to check email and print out boarding passes at two computer stations and the ViC is equipped with free Wi-Fi service.

■ **Tourism Vancouver (BC)** is retooling its flagship Visitor Centre that will lead to a new way of servicing tourists. Thanks to a more efficient layout and technological upgrades, the centre will allow visitors to more easily learn about and purchase more than 200 tourism products and experiences available throughout Metro Vancouver and beyond. "The new centre will combine personal service by professional staff and trained volunteers with the latest digital and mobile technology, along with good old-fashioned visitor guides, maps and brochures, to maximize every visitor's Vancouver experience," said Ted Lee, Tourism Vancouver's CFO and vice president of visitor sales & services. Until the new Visitor Centre opens, Tourism Vancouver staff is assisting visitors in temporary locations in the Convention Centre. Renovations to the centre will make way for the addition of a Rogue Restaurant. The restaurant will take over approximately 4,000 square feet of the existing Visitor Centre, in addition to patio space, while Tourism Vancouver will use the remaining 2,000 square feet for its operations, which includes Tickets Tonight, Vancouver's only half-price, day-of ticket centre and Ticketmaster outlet.

Tourism Marketing Districts

■ The California cities of Ontario and Rancho Cucamonga are working to form the Greater Ontario Tourism Marketing District. The funds from the proposed new district will be used to market the area as a travel destination and for bids for big events that would attract thousands of attendees and generate significant economic impact. Michael Krouse, president & CEO of the **Ontario CVB**, is leading the effort. The TMD is expected to generate \$2 million annually to market and sell the Greater Ontario region to audiences associated with tourism, meetings and conventions. The money raised would come through a 2% fee charged to guests of area hotels. The new district is expected to officially launch July 1, 2013.

Tech Summit in Mesa

New Attendance Record

2013 **TECH SUMMIT**
DESTINATION MARKETING
APRIL 17-19, 2013 • MESA, ARIZONA



More than 115 destination marketers representing more than 80 western DMOs learned technology strategies and solutions for their organizations at the April 2013 Tech Summit.



The Destination Marketing Tech Summit & Vendor Showcase in Mesa, Arizona, featured lab sessions, dynamic speakers, friendly colleagues, informative vendors and fun food trucks!



Ninety-six percent of the CVB delegates completing the event evaluation survey ranked the Summit general sessions

as good or excellent. In addition, 96% of survey respondents ranked the workshops as good or excellent.

This year's Tech Summit included two afternoon labs—an energetic SEO lab presented by Arnie Kuenn from Vertical Measures. The popular Sparkloft Media team presented intermediate and advanced versions of a Facebook/Instagram/Pinterest lab.

In the opening keynote session, Tim Hayden discussed the many facets of

mobile marketing, from efficiency to expectations to opportunities.

Futurist Watts Wacker, founder and director of FirstMatter LLC, encouraged delegates to become thought-leaders and storytellers in response to critical social and economic trends.

Website enhancements were the focus of the “Traffic Flat? Pump Up the Volume” session with Chris Herring and Rachel May from BarkleyREI. They recommended using a mix of dynamic website content, comprehensive analytics, new technologies and tactical paid campaigns to enhance the user experience.

Tourism and marketing consultant Marla Johnson Norris highlighted dozens of ways for DMOs to work with their local stakeholders in the social media world. Her presentation included best practices and takeaways to promote and create a thriving social community that engages travelers and engenders a passion for one's destination.

Martin Stoll from Sparkloft Media received the highest ranking of all the Summit sessions for his “Clever Tools” presentation. It was mind boggling to learn how many clever (and cheap) apps, tools and solutions are available for business management and collaborative activities. Delegates were encouraged to investigate those tools that may be useful to their organizations.

Delegates had a variety of content-rich workshops to choose from at the Summit, beginning with the optional, early-morning “Social Media 102” workshop, presented by Dave Serino from Think! Social Media.

The “Best Practices in Adaptive Mobile Design and Mobile Web Solutions,” featured keynote presenter Tim Hayden and Doug Ralston (mobiManage). At this ‘drill-down’ workshop, the

presenters addressed numerous facets of mobile, such as search, user experience, adaptive and reactive design, gamifying, mobile advertising and more.

In his well-constructed workshop, Robert Rose, author of “Managing Content Marketing,” detailed steps for integrating content marketing as well as how to implement the new process of content marketing into the framework of your organization. Rose is with Big Blue Moose and the Content Marketing Institute.

Brett Gordon from Madden Media and a team of DMO panelists highlighted case studies in relevant marketing vehicles (mobile, social, search, video, etc.). Thanks to Jill Vanden Heuvel, CDME, and Ariane Hildebrand (Sonoma County); Ashley Johnson (Laguna Beach); James Minton (Anchorage); and Nina Simmons (Phoenix) for sharing ideas for other DMOs to implement.

At the “Creating Effective Pay-Per-Click Campaigns,” workshop, Marla Johnson Norris discussed how PPC advertising helps destinations drive traffic and generate leads. In addition, she addressed mistakes, ROI, tracking/monitoring and more in an information-packed session.

Two super-charged presenters—Chris Adams from Miles and Martin Stoll from Sparkloft Media—presented “Metrics that Matter.” During the workshop, they described an integrated approach to consistently measuring and reporting on all online marketing activities—web and social media. They highlighted how to measure and report similar key performance indicators (KPIs) for all web, mobile, email and social media channels—allowing accurate assessment of relative performance and ROI.

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Social media opportunities and technology options for the meetings industry were shared by a variety of meeting professionals and several DMO panelists. The usage and benefits of technology was highlighted from all perspectives...planners, delegates and DMOs. Thanks to our Arizona panel of experts.

Dave Serino presented a survey-based workshop about "The Consumer's Perception of Your DMO's e-Mail Marketing Program." The topics addressed included consumer perceptions on content, design, frequency, potential travel conversion metrics and the impact that mobile devices and tablets are having on current e-mail marketing programs.

A special thank you to all of the speakers—they presented new and complex ideas. Many of the Tech Summit presentations are online at <http://www.wacvb.com/presenters.html>.

As a special courtesy to WACVB, mobiManage again sponsored and created a Tech Summit mobile site for attendees. In addition to session, speaker and destination information, the conference site included a handy text alert notifying attendees 10 minutes before the start of each session.

At the closing luncheon on Friday, two lucky delegates took home WACVB certificates—complimentary registration for the 2013 Annual Conference in Universal City/Los Angeles and a complimentary registration to the 2014 Tech Summit in Portland.

Dorian Webworms hosted a friendly crowd of delegates, vendors, sponsors and speakers at the welcome reception at the Marriott.

The team members from Visit Mesa were fabulous hosts. Visit Mesa hosted a fun and tasty offsite event at the Mesa Arts Center. Delegates enjoyed perfect spring weather and had a chance to stretch their legs on the short walk from the Marriott to the Arts Center. The evening was food truck fun—guests enjoyed savory offerings from three trucks during the reception. In addition, the gift shop at the Arts Center was open for our group to browse and buy.

Special thanks to the Tech Summit Planning Committee for recommending programs topics, securing speakers, introducing sessions at the Summit, and posting Tweets about the sessions. Committee members: Amy Griglak (Tempe), Ashley Johnson (Laguna Beach), Ralph Johnson (Davis Area, Utah) Bill Karz (Los Angeles), Nina Simmons (Phoenix), Sara Toliver (Ogden/Weber), Pam Williams (Tempe), Bobby Taylor (Miles) and Jenny Zink (Drozan Webworks).

Mark your calendar for March 12-14, 2014, for the 2014 WACVB Destination Marketing Tech Summit in Portland.



Post-event Tech Summit Buzz

The delegates, speakers and vendors tell the story of the 2013 Tech Summit.

"It was a great conference. Thanks again."

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



Message to WACVB Board President Jennifer Wesselhoff:

"I want to thank you for being such a gracious host. I spoke with a handful of other vendors and we were all impressed and appreciative of the efforts you made to encourage your fellow members to take the time to meet with us. Unlike some of the conferences JackRabbit attends, I (personally) felt welcomed at the Tech Summit. Thank you."

Randy Fortes, JackRabbit Systems, Inc. (vendor)



"Thank you again for the opportunity and hospitality provided for me to speak at the WACVB Tech Summit. Out of all the events where I am lucky enough to present, your Tech Summit ranks very high as being among the most professionally run and hosted, and the quality of attendees was top-notch."

Tim Hayden, Lifestyle Marketing Executive (speaker)



"What a great event."

Jen Filice, Marketing & Communications Manager, Visit Mendocino (delegate)



"Thanks again for having us in Mesa. It was an awesome time and you have a great group of energetic DMO members. Thanks!"

Chris Herring, Director of Digital Marketing, BarkleyREI (speaker)

Thanks to our exhibitors for sharing product and service information with delegates during the Vendor Showcase.

AccuWeather, Inc.	JackRabbit Systems, Inc.	simpleview, inc.
StoryTeller™	Madden Media	Software Management, Inc.
Adara	MICROS eCommerce	Sparkloft Media
aRes Travel, Inc.	Miles	Tempest Interactive Media
Aristotle Inc.	mobiManage	TripAdvisor
Collinson Media and Events	Passkey International	Xplorit
Drozan Webworks	Regatta Travel Solutions	
iDSS, Internet Destination Sales System	ShuttleRock	

People On the Move

RosaBlanca Abardo has joined the Tacoma Regional CVB as finance manager, responsible for all accounting processes for the TRCVB, including the planning and continuous monitoring of the budget. Abardo has more than 10 years of experience in the banking and finance industry in both private and nonprofit sectors. Her most recent position was as a finance manager at the Puyallup Main Street Association and ARI of Tacoma.



Tony Anderson has been named national account director for Visit Seattle. Anderson brings nearly a decade of experience to the position, most recently serving as the national sales manager for the Treasure Island Resort & Casino in Las Vegas.

Jenny Curtiss has joined the Tacoma Regional CVB marketing and communications department as marketing manager. Curtiss will provide graphic design and creative writing services that support the destination brand that includes traveltacoma.com, eblasts, publications, advertising and more. Curtiss has more than five years of experience in marketing, print and web design. Her most recent position was membership and communications coordinator for the Children's Museum of Tacoma where she managed the museum's website, social media and contributed to strategic marketing campaigns.

Moir Davin has been promoted to director of sales for the Tacoma Regional CVB's regional destination sales team. She was previously a sales manager. Davin's responsibilities include directing, planning and implementing national and local sales efforts, as the team sells Pierce County as a convention, tour and travel and leisure destination. Davin has been with the TRCVB since February 2009. The regional destination sales team will continue to work collaboratively with the TRCVB's long-term conven-

tion sales team that is newly deployed at the Greater Tacoma Convention + Trade Center.

The Irvine Chamber of Commerce recently hired **Linda DiMario** as senior director of economic development and tourism. DiMario will be tasked with differentiating Destination Irvine's economic development efforts and market position from competitors by formalizing and implementing target market research, creative packaging to target markets, and aggressive marketing and sales for tourism, business development and international trade. DiMario brings more than 30 years of economic development, branding management and marketing experience to the position. Previously, she was the principal at DiMario & Associates where some of clients included U.S. Travel Association, Travel Portland, Visit Savannah, and Sonoma County Tourism. Prior to consulting, DiMario was president & CEO of two DMOs—Arlington, Texas, and Long Beach, California.



The Carson City CVB Board of Directors has selected **Joel Dunn**, city recreation operations manager, to serve as the Bureau's new executive director. Dunn has been with the community's Parks and Recreation Department since 1993 where, in recent years, he marketed Carson City as a sports-tourism destination. Candace Duncan, the Bureau's former executive director and a Past President of WACVB, retired in December 2012.

The Tacoma Regional CVB has named **Miles Eaton** as sales manager. Eaton will sell meeting and event space at the Greater Tacoma Convention & Trade Center to the sports, military, religious, education and government markets and association markets. His



most recent position includes event planning and execution experience as an event manager at Lemay – America's Car Museum.

The Irvine Chamber of Commerce has hired **Trisha**

Edmonds as director of sales for Destination Irvine, the official destination marketing organization for Irvine. Edmonds brings more than 10 years of experience in the hospitality industry to the organization. Most recently, she served as the director of sales for the Wyndham Irvine Orange County Airport (formerly the Crowne Plaza). Prior to the Wyndham, Edmonds was a sales manager at the Ayres Hotel in Costa Mesa in Orange County



Melissa Gogel has been named vice president of marketing, communications and tourism for the Greater Phoenix CVB.

Gogel has been with the bureau since 2000. Most recently, she served as the director of marketing.



Visit Oakland has named **Brandi**

Hardy as its new senior sales manager. Hardy began her role at Visit Oakland in June and will be responsible for working with groups and meeting planners to bring their meetings and events to Oakland. Hardy previously served as a sales manager at the historic Sir Francis Drake hotel in San Francisco. She has also had experience as an account manager at *USA Today*, where she was responsible for the management of accounts in Northern California and Western Nevada, soliciting new sales prospects, and building relationships with clients. Hardy has also worked in Oakland as a sales manager at the Oakland Marriott City Center.



Troy Karnoff has been named director of national accounts with the Greater Phoenix CVB. Karnoff is based in Chicago and his primary focus is to generate new citywide convention opportunities for the destination.

Karnoff has more than 10 years of hotel sales experience, most recently as part of Team San Jose as the director of Midwest Region sales. Prior to that, he was the director of Midwest Region hotel sales for the Los Angeles Bureau (now Los Angeles Tourism & Convention Board) and was with that bureau since 2005 where he held various positions. He had previous sales stints at the Hyatt Regency Orange County and the Laguna Cliffs Marriott Resort & Spa, Los Angeles Airport Marriott and Renaissance Los Angeles Hotel.

The Tacoma Regional CVB has named **Leanne Looney** as sales manager. Looney will sell meeting and event space at the Greater Tacoma Convention & Trade Center by working with national, state and regional association markets. She has 10 years of experience in hotel sales and management. Her most recent position includes group sales manager at the Red Lion Hotel Bellevue, while partnering with the Meydenbauer Convention Center sales team.



Jeremy Miner has been named as the new executive director of the Valdez CVB. For the past two years, the organization has been managed with minimum staff at the direction of its volunteer board. Miner served on the Bureau board in his former capacity as general manager of the Mountain Sky Hotel. He also serves on the Valdez City Council.

Michael Mooney has been named executive vice president of the Greater Phoenix CVB. Mooney has been with the bureau since 1997.



Most recently, he served as its chief operating officer, and will continue to serve in that role along with his new position.

Tami Music has been named sales manager for the Tacoma Regional CVB's regional destination sales team. She was previously a visitor sales manager, and responsible for operations of the Tacoma Visitor Information Center. Music will develop the religious, government, education,

hobby, fraternal and military meetings markets in Pierce County through direct sales initiatives and attend regional and national tradeshow. Music has been with the TRCVB since February 2009.

The Utah Valley CVB has added **Amanda Oscarson** as its new interactive marketing manager. She will be responsible for managing the UVCVB's social media efforts. Oscarson's experience in social media and marketing from Brigham Young University's AdLab will be key in sharing what Utah County has to offer consumers. Prior to the UVCVB, she held similar roles with BYU Broadcasting and Inner-Workings, and worked on accounts for many nationally recognized clients including Intel, Gatorade and L'Oréal.



In February, the Los Angeles Tourism & Convention Board (LA Tourism) announced the appointment of veteran hotelier **Klaus Peters** to the newly created position of vice president, client services. Peters is responsible for creating and managing the organization's service standards and overseeing the team coordinating citywide conventions, self-contained meetings, client events and trade shows. Peters' hospitality management experience spans properties in five countries. He has managed a diverse collection of hotels ranging from large convention and resort hotels to private small luxury hotels. Along the way, he instituted Mobil Five Star Training programs and had a property recognized by *Condé Nast Traveler* as one of the best new hotels in the world in its first year of operation. He began his career at the historic Schlosshotel Kronberg, a five-star luxury castle hotel in Germany.



Chelene Potvin-Bird has joined the Tacoma Regional CVB as director of sales to lead the team selling the Greater Tacoma Convention & Trade



Center. Potvin-Bird has more than 18 years of experience in sales and event planning in the hotel and nonprofit sectors. Her most recent position includes leadership and group sales experience as the director of sales at Hilton Garden Inn Seattle.

Veteran hospitality executive **Roberta Rinker-Ludloff** has been named senior vice president, sales and client services of the Los Angeles



Tourism & Convention Board (LA Tourism). Rinker-Ludloff has spent more than 30 years in executive-level sales and marketing roles with such well-known hotel brands as Hilton Hotels Corporation, Starwood Hotels & Resorts Worldwide, and ITT Sheraton Corporation, along with destination management leadership at the Hawaii VCB. More recently, she was based in Hilton Hotel Corporation's former headquarters in Beverly Hills, representing the Conrad brand as vice president, brand performance, and previously Conrad's vice president, sales and marketing/North America. As a tourism industry leader, Rinker-Ludloff has served on the Board of Directors of the U.S. Travel Association and as chairperson of the Oahu Visitors Bureau.

Susan Smith has been named as the new president & CEO at the Oxnard CVB. Smith returns to Southern California after having worked in the tourism industry in Louisiana. She brings more than 25 years of expertise in sales, tourism, destination marketing and management to the position. Before joining the Oxnard CVB, Smith was a sales and operations consultant for Buca di Beppo/Planet Hollywood Restaurants in the Louisiana Region. Prior to that, she served as international programs manager for the Louisiana Office of Tourism where she was the primary liaison and program developer for the statewide destination marketing organization, hospitality and travel trade industry. In addition, Smith has also held marketing and tourism positions with the Pacific Park on the Santa Monica Pier, The Lilith Foundation, Randolph County Tourism and Universal Studios Florida.

Continued on page 15

Awards and Kudos

Santa Monica CVB Earns Top Sustainable Quality Award

In mid-March, the Santa Monica CVB was honored with a Grand Prize at the annual Sustainability Quality Awards. The Sustainable Quality Awards (SQA), a partnership between the Santa Monica Chamber of Commerce, Sustainable Works and City of Santa Monica, were created in 1995 to honor businesses in Santa Monica that have made significant achievements in the areas of sustainable economic development, social responsibility and stewardship of the natural environment. The top SQA Grand Prize recognizes businesses that demonstrate excellence in all three areas.

“This award is a great honor for SMCVB, our employees and partners,” said SMCVB President & CEO Misti Kerns. “Tourism is a key component to a sustainable economy in Santa Monica and we are proud to represent a leading green destination. Our hospitality team works hard to embody that brand and will continue to invest in sustainable tourism initiatives that contribute to the prosperity of our city and residents.” Half of Santa Monica’s visitor population comes from outside the U.S. and SMCVB focuses on the growth of international visitors, who tend to stay in the destination longer, use public transportation and spend more money while they are here. Currently, 70% of hotel visitors do not use a car once they arrive in Santa Monica and SMCVB encourages visitors to explore car-free through self-guided biketineraries on santamonica.com and green transportation guidance at its four Visitor Centers.

SMCVB is invested in the Santa Monica community and created the “I Am Santa Monica Program” to inform and educate local employees and community members about the Santa Monica destination brand. This free program is open to the public and serves as a stepping-stone for many looking to build their resume. Since its inception in 2008, more than 2,500 local hospitality employees, police officers, lifeguards, local residents, city leaders, and local business owners have completed program.

Most recently, SMCVB launched a community recognition program for outstanding hospitality individuals called the “Thelma Parks Tourism Spirit Awards,” named after an exceptional 23-year SMCVB employee who was dedicated to providing unforgettable visitor experiences. Award winners are nominated by the public and then selected and honored quarterly in partnership with Santa Monica Chamber of Commerce, with one outstanding employee receiving the Thelma Parks Tourism Scholarship, which is awarded each May during the annual SMCVB Travel & Tourism Summit.

A Santa Monica Green Business Certification Program founding partner since 2007, the SMCVB encourages local hospitality businesses to implement green practices that embody the destination brand. SMCVB’s environmental office policies include energy efficient lighting, ample sunlight through skylights and windows, procuring 100% post-consumer content paper, and stocking reusable kitchenware. Staff performs errands by foot or by bike using employee bicycles safely stored onsite.

Once Again Las Vegas No. 1 Trade Show Destination

For the 19th consecutive year, Las Vegas has maintained its reigning title as the top trade show destination in the country, according to Trade Show News Network’s (TSNN) “2012 TSNN Top 250 Trade Shows in the United States” list. Las Vegas hosted 53 of the largest shows, more than the next two competitors combined. The coveted list by Tarsus Group represents the top 250 trade shows held in the country last year, ranked by net square footage. To see the full TSNN list, visit <http://www.tsnn.com/toplists-us>.

Marcus Carney Selected for 30 Under 30 Program

DMAI has named Tacoma Regional CVB Director of Visitor Experience Marcus Carney as one of 30 emerging leaders of the destination marketing industry. Thirty industry rising stars from across the nation were selected to participate in the 30 Under 30 program, developed to identify and foster the talent of DMO professionals through increased access to top-level networking and professional development. As one of DMAI’s 30 Under 30 group, Carney has been awarded complimentary registration and hotel accommodations to the DMAI July Annual Convention. Carney has worked at the TRCVB for three years planning successful events, working to develop community programs and building a positive visitor experience to ensure repeat business. Recently named director of visitor experience, Carney has continued to kick-start meaningful community programs like the Safe Lodging program, a collaborative effort with the Businesses Ending Slavery and Trafficking Alliance and local hotels. The program will put best practices in place aimed to eliminate sex trafficking in Pierce County.

Anaheim/Orange County VCB Wins Awards

The Anaheim/Orange County VCB won four Telly Awards for its Grand Plaza video, [Explore the Possibilities](#). The Explore the Possibilities video highlights the design and purpose of the Anaheim Convention Center’s latest outdoor expansion, the Grand Plaza. The video won silver for Direct Marketing and Bronze in the Travel/Tourism, Use of Graphics and Visual Effects categories. “We are very pleased that our organization has won this prestigious award,” said Jay Burress, president and CEO, Anaheim/Orange County Visitor & Convention Bureau. “The Grand Plaza video showcases our newest development in a very creative and informative way. We are very proud of this effort and how it has been received.” The Telly Awards was founded in 1979, and is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films.

Tempe Tourism Office Celebrates 25th Anniversary

Tempe Hotel Receipts Generated \$1.8 Billion in 25 Years

The Tempe Tourism Office celebrated its 25th anniversary in early May. Formerly known as the Tempe Convention & Visitors Bureau, the Tempe Tourism Office has promoted Tempe as a desirable leisure visitor and group destination since 1988. Much has changed since 1988, but one thing has stayed consistent—tourism is an integral part of Tempe's economy. Total gross hotel receipts added up to \$1.8 billion in the past 25 years.

More than 170 tourism industry professionals and community partners attended the May 1 Annual Meeting of the Tempe Tourism Office. Stephanie Nowack, Tempe Tourism Office president & CEO; Robin Trick, owner of House of Tricks and Board Chairman; and Sandy Hecomovich, the first Tempe Bureau president & CEO, shared highlights from the past 25 years in Tempe's tourism history.

A few of the highlights:

1988 – The Tempe CVB (now the Tempe Tourism Office) opened with two employees.

1996 – Tempe hosted Super Bowl XXX and the Fiesta Bowl National Championship.

1997 – The first Tempe Convention & Visitors Bureau website was launched.

2002 – Voters approved "Tourism Helps Tempe" Bed Tax.

2005 – Tempe hosted first Ironman Arizona.

2008 – The "Think Tempe First" tagline was launched.

2010 – Tempe voters passed Proposition 400, a 2% bed tax increase that provided additional funds for tourism marketing. The Tempe CVB added a new trade name to be used for consumer marketing: Tempe Tourism Office.

2012 – In March 2012, Tempe led the Phoenix metropolitan area with the highest hotel occupancy: 89%. The Tempe Tourism Office partnered with the City of Tempe, the Downtown Tempe Community, Tempe Marketplace and Hensley to launch the Angels Spring Training Trolley, which had more than 2,500 boardings in its initial year.

An ASU student was also recognized at the May 1 annual meeting. Since 2008, the Tempe Tourism Office has awarded a \$3,000 scholarship to an ASU student who plans to make tourism a career.



Sandy Hecomovich (left), the first President & CEO of the Tempe Tourism Office, and current President & CEO Stephanie Nowack (center) congratulate Ginger Dude (right), who was given a special "Oscar" for her 25 years of service at the Tempe Tourism Office.

Tempe Tourism Office President & CEO Stephanie Nowack (far left), Ellie Strang (second from right) and Robin Trick, Board Chair (far right) congratulate scholarship winner Nicole Wyatt. The scholarship is named after Ellie's husband, David Strang.



Fairbanks Captures Press Coverage in Video

The Fairbanks CVB has captured the outstanding press coverage on Fairbanks and the region during recent months in a three-minute [video](#).

Highlights include media coverage about aurora borealis viewing opportunities found in Fairbanks, as well as media reporting of the Outdoor Writers Association of America 2012 Conference and topical summer coverage. For many years, the FCVB has been promoting the winter season as an ideal time to visit Fairbanks and the region. The Fairbanks region has been praised as an extraordinary travel destination. Fairbanks was named #2 of the top ten destinations to visit in the United States in 2013 by Lonely Planet. Shortly thereafter Chena Hot Springs Resort/Chena River State Recreation Area was selected as one of the Ten Best 2013 Winter Trips worldwide by National Geographic. In addition, a *Los Angeles Times* travel columnist cited Fairbanks as one of the top 10 places he would like to visit worldwide in 2013. These designations led to even more press, culminating in an Associated Press article that was picked up by dozens of media outlets.

Alana Hughson to Serve as Oregon Tourism Commission Vice Chair

At the April 14, 2013, Oregon Tourism Commission (dba Travel Oregon) meeting, Alana Hughson, CEO of the Central Oregon Visitors Association, was unanimously approved to serve as Vice Chair of the Commission for the FY14 term, beginning in June. "For the past two years Alana Hughson has served as a valued member of the Oregon Tourism Commission. We are proud to support her new leadership position as Vice Chair as we continue to serve the state with the positive impact that travel and tourism brings to Oregon's economy," said Todd Davidson, CEO of Travel Oregon. Sunriver Resort in Central Oregon was selected as the host site for the 2014 Governor's Conference on Tourism to be held April 27-29, 2014.

Foundation News

Tech Summit Scholarships

The Foundation granted scholarships to four CVB representatives who attended the April 2013 Destination Marketing Tech Summit & Vendor Showcase in Mesa, Arizona. Each Foundation scholarship included Summit registration and travel expenses.

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

Tanya Carlson
Director
Haines (AK) CVB

Danika Heatherly
CVB Manager
Visalia (CA) CVB

Joanne Hudson
Public Relations Specialist
Flagstaff (AZ) CVB

Jhasmine Lamb
Communications Manager
Kenai Peninsula (AK)
Tourism Marketing Council

Materials for next year's Tech Summit scholarship program are posted to the WACVB website—click on the Foundation button.



Foundation scholarship recipients at the 2013 Tech Summit in Mesa, Arizona (L to R) Danika Heatherly, CVB Manager, Visalia CVB; Tanya Carlson, Director, Haines CVB; Jhasmine Lamb, Communications Manager, Kenai Peninsula Tourism Marketing Council; and Joanne Hudson, Public Relations Specialist, Flagstaff (AZ) CVB.

Save Money While You Attend Industry Education Programs!

WACVB Foundation Scholarships Available

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

The WACVB Education & Research Foundation has these scholarships available:

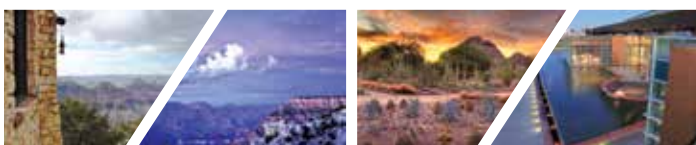
- 2013 CEO/Senior-level Staff Scholarships (up to \$850 each) for attendance at industry programs/conferences—such as the CEO Forum—or for classes at accredited institutions (**two scholarships available—application deadline of June 28 extended to July 3**)
- 2013 Annual Conference Scholarships (includes registration and lodging/travel) to attend the September 18-20 program in Universal City/Los Angeles (**application deadline July 28**)
- 2014 Destination Marketing Tech Summit Scholarships (includes registration and lodging/travel) to attend the March 12-14 program in Portland (**application deadline February 7**)

"I wanted to sincerely thank you all for the opportunity to attend WACVB's Tech Summit through the [Foundation] scholarship this year. Although we've attended a number of Annual Conferences in the past, it was a real treat to finally make it to this particular event. As I'm sure was the case for everyone, I am excited to start working to implement these tools here in Visalia. What a great experience; and thank you again!"

Danika Heatherly,
Bureau Manager,
Visalia CVB

"The Tech Summit was great! Thank you again to the Foundation for the scholarship and opportunity to attend this year."

Joanne Hudson,
Public Relations Specialist,
Flagstaff CVB



2013 Western Road Trip Raffle

Arizona's Grand Canyon Adventure

Funds Support Scholarship and Research Programs

Arizona, named the Grand Canyon State, is known as home to one of the Seven Wonders of the World, in addition to many wonderful lesser-known canyons that are also quite grand. Visit the one and only Grand Canyon, as well as the beautiful Walnut Canyon of Flagstaff, the striking sandstone Antelope Canyon in Page, the ravishing red rock Boynton and Oak Creek Canyons of Sedona, as well as the inspiring landscapes along the way.

Since 2003, the WACVB Foundation has awarded nearly 90 industry-education scholarships to DMO personnel and issued more than \$30,000 in research project grants.

The WACVB Education & Research Foundation will conduct a raffle drawing for the Grand Canyon Adventure on September 20, 2013. You need not be present to win. Proceeds benefit the Foundation. Donations are tax deductible.

Valid trip dates: January 1 to September 30, 2014

All trip package components are based on space availability; blackout dates apply. Package includes roundtrip airfare for to/from Phoenix; all trip package components (lodging, selected meals and admission tickets) are for two (2) adults.

The trip itinerary includes a rental car and a week of adventure in Phoenix, Sedona, Flagstaff, the Grand Canyon, and Tempe. A sampling of activities, plus lodging and some meals, includes the Sedona Trolley and Sedona Heritage Museum and a round of golf at Sedona Golf Resort, plus tickets to Meteor Crater, Lowell Observatory and the Museum of Northern Arizona. At the Grand Canyon, enjoy a first-class Grand Canyon Railway Tour. Relax in Tempe and have dinner at the Marriott Buttes restaurant Top of the Rock. Then back to the Phoenix Airport for your trip home.

The WACVB Foundation will be selling raffle tickets for Arizona's Grand Canyon Adventure at these upcoming 2013 WACVB events: CEO Forum and Annual Conference. A raffle ticket downloadable form is available at the WACVB website (www.wacvb.com/foundation).

1 ticket = \$25

5 tickets = \$100

*Photo Credits: Grand Canyon Chamber & Visitors Bureau/
Bill Brookins, Desert Botanical Garden/Adam Rodriguez and
Tempe Tourism Office*

People on the Move

Continued from page 11

The Sacramento CVB has appointed **Mike Sophia** as director of the Sacramento Sports Commission, a division of the Bureau. In this new position, Sophia is responsible for fostering economic growth in the Sacramento region by securing, promoting and sustaining highly visible sporting events, tournaments, amateur and youth sports and conventions. He has 20 years of management experience, most recently as the CEO of the National Senior Games. Prior to that position, he was the executive director of the Miami-Dade Sports Commission for the previous 10 years. Sophia has also held positions with the Florida Sports Foundation, Miami Gallos World Boxing Franchise, U.S. Track Coaches Association and Atlanta Committee for the Olympic Games.



Visit Tri-Valley recently hired **Barbara Steinfeld** as president. She replaced Grant Raeside, who stepped down last September. Steinfeld joins Tri-Valley after spending the last 16 years at Travel Portland, where she was the vice president of tourism sales. Prior to joining the Portland tourism organization, Steinfeld worked as the international tourism manager at the Tampa Bay CVB for eight years. She began her career at the Nebraska Department of Economic Development, where she spent four years as a tourism and economic development consultant. Currently, Steinfeld is chair of the U.S. Travel Association's Destination Council and is the past chair of the Cultural & Heritage Tourism Alliance, of which she is a co-founder.



Chinese Travelers

Continued from page 3

- Teakettles and coffee pots are more important to Chinese travelers than Wi-Fi and storage.
- Chinese travelers would rather see a buffet-style dining room than sit down for dinner from a celebrity chef.
- Shopping and beach activities are expected to grow the most while theme parks and gambling increase the least.
- Chinese travelers prefer hotels designed with local touches and don't seek out hotels with a traditional Chinese design.

Source: www.skift.com

Programs and Services

The Value of Your Membership
www.wacvb.com



In its 30 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 135 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 travel expenses.

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 travel expenses.

Research

In early 2013, the WACVB Education & Research Foundation Board of Directors 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. Currently, 11 western DMOs are participating in the yearlong study. The Foundation will produce an executive summary of the study as an industry report.



Western Association of Convention & Visitors Bureaus

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www.westerndestinations.travel

Follow us



Best Idea Program

Informative, Innovative, Influential Ideas

WACVB Best Idea Program

Let's get the momentum going for WACVB's *Best Idea Awards Program* at this year's Annual Conference in Universal City/Los Angeles—September 18-20, 2013.

Do you have a new brand, marketing campaign or partnership project to brag about? If so, we invite you to submit any new projects your bureau has undertaken in the 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 26, 2013**. Representatives from selected bureaus will be invited to present their best ideas at the Thursday conference luncheon.

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

Congratulations to last year's award recipients:

Laguna Beach VCB

Project: Laguna Beach Travel Info App

Monterey County CVB

Project: The Adventures of the Travelocity Gnome in Monterey County

Park City Chamber/Bureau

Project: It's Snowing Campaign

Yakima Valley VCB

Project: WineDoggies.com



Photo credit: Catalina Island Chamber of Commerce

Visit Catalina Island

Pre-conference Trip and Day Trip Information

Our colleagues at the Catalina Island Chamber have arranged special pricing for Annual Conference delegates who may wish to visit the Island.

Catalina Express is offering Annual Conference attendees an Industry Discount for travel to Catalina Island. The special WACVB price is \$57 per person, roundtrip out of San Pedro or Long Beach.

The offer is good for a conference attendee and one guest.

Travel from Saturday, September 14, to Monday, September 23, 2013.

Schedule available at www.catalinaexpress.com

Make reservations by calling Catalina Express at (800) 995-4386. **Do not make reservations online.**

Have your reservation adjusted to an "industry rate" through the Catalina Express Marketing Department prior to travel. Call (310) 519-7971 ext. 1012 to give your reservation number to staff.

If you wish to stay overnight, visit www.catalinachamber.com to check availability and book your stay. If you have questions about visiting Catalina Island, contact Visitor Center staff at (310) 510-1520.

Contact Karmel Shuttle for transportation on the mainland. Karmel Shuttle can supply transportation to and from the airport to hotel or boat terminal. The service may be used for the Catalina trip or in transferring from the airport to the Sheraton Universal Hotel and back. Karmel Shuttle can supply all the transfer needs for participants—airport/hotel/Catalina boat terminal.

Reserve your airport transfers with Karmel Shuttle's online reservations. Karmel Shuttle. Reservations are required: Airport Transfers... [Click Here!](#) or call their reservations department at (888) 995-7433. If calling to place reservations, mention promo code WACVB13 at the time of reservations.

shop at the conference to learn about specific markets of interest to western destinations.

In keeping with the Inform, Innovate, Influence theme, the Planning Committee is proud to sponsor a series of creative and practical workshops.

Most brands and businesses understand the power of social media. However, do you know the value of online influencers, and the role that content plays, in today's marketing landscape? David Reis, Founder & CEO of DEI Worldwide, will present, "Marketing Destinations: Why Content is King."

John Deveney, ABC, APR, president of Deveney Communication, has led communications operations and media centers for hurricanes, the BP oil spill, the 2012 Super Bowl and a host of smaller challenges. Learn the steps, techniques and resources you need to manage negative attention in a way to protect and even elevate the brand of your destination.

Interested in visitor profile research? Garner methods and strategies from workshop presenter Wendy Kheel, vice president, consumer insights, at the Los Angeles Tourism & Convention Board.

Popular presenter Martin Stoll joins us to present a forward-thinking workshop about transmedia storytelling. His sessions are always full of edgy information and, frankly, fun!



Kevin Bate, Senior Director of Business Development for simpleview, inc., joins the list of speakers to present information about the new Arena Benchmarking and Performance Reporting. For the first time, your DMO can have broad-spectrum, current and highly relevant intelligence about your performance alongside competing destinations and the overall industry in more than 100 measures, from future room nights and member revenue to website visitors and check-ins on Foursquare.

At the Friday closing luncheon, hosted by Drozian Webworks, we'll conclude the conference with an enlightening presentation by business speaker Juliet Funt—"So What is WhiteSpace® Anyway?" WhiteSpace is improvised or scheduled time and thought for which we have no predetermined agenda or plan. It is open, uncommitted time during which our thoughts can be fluid, flexible and free form. It is the time during which strategic thinking occurs, creativity soars and focus returns. The numbers tell the sad tale: Creativity scores in the U.S. have been in steady decline for 18 years and 71% of employees are either not engaged or actively disengaged. Learn how your organization can adopt WhiteSpace to the benefit of your organization and employees.



Juliet Funt, daughter of Candid Camera's Allen Funt, was born with fun in her blood (and in her name.) She is a high-energy speaker who helps audiences crack the code of the Age of Overwhelm—where nothing we do is ever enough. Her mission is simple: to help people shift the way they think about daily pressures and responsibilities so they can prioritize their time, reach their goals, and be present and peaceful enough to live life to the fullest.

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 26.

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 sponsor PCMA/Convene for hosting the luncheon.

It's a new twist for the popular roundtables! This year, we are bringing CEOs *and* staff members *together* in an open-discussion format 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.

Thanks to the Sheraton Universal Hotel for hosting the Wednesday evening welcome reception.

On Thursday evening, delegates will get to know the destination a bit during the offsite event, hosted by the Los Angeles Tourism & Convention Board.

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

Above and Beyond

Greater Palm Springs CVB Raises More Than \$9,000 for Hurricane Sandy Relief

An auction of Greater Palm Springs golf, spa, and hotel packages raised \$9,921 for the victims of Hurricane Sandy. The online auction, conducted in November and December 2012, was developed as a joint effort of the Greater Palm Springs CVB and the United Way of the Desert. CVB partners donated items for more than 20 auction packages with donation values totaling nearly \$22,000. The auction proceeds went to United Way to support rebuilding efforts in areas affected by Hurricane Sandy.

Research

TripAdvisor Survey Reveals Summer Travel on the Rise

In mid-May, TripAdvisor announced the results of its 2013 summer travel survey of more than 1,200 U.S. respondents, revealing 86% are planning a leisure trip this summer. This represents a 7% increase in travelers that took a trip during the same travel periods in 2012.

Relief at the Pump

According to 87% of summer vacationers, gas prices will not have an effect on plans this summer. As national average gas prices continue to decline year-over-year, so does the impact of gas prices on leisure summer travel plans among TripAdvisor survey respondents:

Steady Summer Spending

Fifty-three percent of those traveling this summer said they will spend the same on their trip this year, while 25% expect to spend more. Travelers are also looking for savings—71% said they would take a spontaneous trip if they found a last-minute deal.

Hitting the Road

Cars are the most popular mode of transportation for leisure travel this summer, followed by air travel and train. Three in four (74%) summer travelers will be traveling by car, 64% will take to the skies and 11% will opt for the train.

Summer Settings

The top five most popular summer destination types this year, according to U.S. travelers:

1. Ocean
2. City
3. Countryside
4. National park
5. Lake

The majority of travelers (70%) surveyed will stay in hotels for leisure trips this summer, followed by 27% who will stay at the home of family or friends and 20% who will spend their time in a vacation rental home.

Shopping Tops Summer Activities

Perhaps a reflection of increased consumer confidence, the most popular vacation activity this summer will be shopping, according to more than half (51%) of respondents.

Other top activities for this summer vacationers:

- 45% plan to go swimming
- 42% plan to go to a museum
- 37% plan to visit a national or state park

Zip-lining, paddleboarding and renting a bike from a share program are three of the most popular activities for travelers planning to try something new.

Summer Pros, Cons and Indulgences

Twenty-two percent say their favorite thing about summer is spending time outdoors, 22% most prefer the extended daylight hours and 18% appreciate the warmer weather. Larger crowds are respondents' biggest aversion (44%) to summer travel, followed by high travel costs (19%).

When it comes to favorite summer food indulgences, 33% will splurge on ice cream, 13% will reach for a lobster, and 9% look forward to fried seafood. To wash it down, the top summer beverage indulgences are margaritas (15%), beer (12%) and iced tea (9%).

"The survey indicates that more people are planning leisure trips this summer, notably as prices at the pump continue to decline year-over-year," said Brooke Ferencsik, director of communications for TripAdvisor.

"Whether they plan to shop, swim or just enjoy the great outdoors, prospects of sunshine and warmer weather have U.S. travelers looking ahead to summer trips."

Source:
TripAdvisor, Inc.
www.tripadvisor.com



Millennials to Travel Less this Summer

Millennials plan to travel less this summer compared with last summer, while their older counterparts are either increasing or maintaining planned summer leisure travel levels, according to a national survey by D.K. Shifflet & Associates. It remains to be seen whether this millennial decline is an overall reduction in travel or simply a shifting of travel to shoulder seasons when travel prices are lower.

The increase in Generation X planned summer leisure travel comes with strings attached. While GenX travelers plan to travel more days, they do not plan to spend more money compared with last summer, according to the DKSA report. Travel marketers should be sensitive to this price-conscious GenX generation when planning summer promotions.

Source: D.K. Shifflet & Associates and HotelsNewsNow

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Research

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New Report: Young Millennials Seek Job Motivation at Meetings

Older professionals, including Gen Xers and older millennials, attend meetings mostly for the same reasons as their younger colleagues, but diverge on what motivates them to go to an event, a new report by the Center for Exhibition Industry Research, finds.

The recently released "Generational Differences in Face-to-Face Interaction Preferences and Activities," is part of CEIR's The Role and Value of Face-to-Face Interaction Study Series. In 2015, millennials are projected to overtake baby boomers as the larger portion of the workforce.

"The good news is that face-to-face interactions at exhibitions are highly valued by professionals of all generations, including younger professionals. The fear that the relevance of this medium will wane with younger professionals is not evidenced in this study," CEIR research director Nancy Drapeau, PRC, said.

Key findings include:

- The majority or more professionals of all ages come to look for new products, gain insights on industry trends, network with colleagues, see and talk with current vendors/suppliers and look for new products/vendors. In addition, younger participants also seek to gain inspiration and motivation for their jobs; while more older millennials/young Gen Xers and boomers also attend for conference programs or sessions.
- For all age groups, exhibits at exhibitions are ranked No. 1 for delivering important face-to-face interactions for job performance.
- In looking at the value exhibitions deliver today compared to two years ago, as well as looking forward to the near-term future, most professionals (more than 90%) say the value is the same or greater. The perception of increased value is greatest among the youngest professionals (about 50%), both in terms of the value exhibitions deliver today as well as anticipated value in the next two years.
- For most participants, interacting online has no impact on attendance to trade exhibitions. A larger percentage of younger professionals indicate interacting online has increased attendance to trade exhibitions—26% of older millennials/young Gen Xers and 31% of millennials.

Source: Center for Exhibition Industry Research www.ceir.org.

2013-14 Calendar of Events

CEO Forum

August 8-10, 2013 • Park City, Utah
Stein Eriksen Lodge Deer Valley

Annual Conference & Vendor Showcase

September 18-20, 2013 • Universal City, California (LA area)
Sheraton Universal Hotel

Destination Marketing Tech Summit & Vendor Showcase

March 12-14, 2014 • Portland, Oregon
Portland Marriott Downtown Waterfront

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National Travel and Tourism Week Celebrations

Oakland

To celebrate National Travel and Tourism Week, Visit Oakland hosted a “Tourism Works for Oakland” cleanup day on May 7. The event included litter pickup, graffiti removal and painting around the city.

“In Oakland, 14,000 jobs are supported by the travel and hospitality sector, and visitors contribute to the success of our restaurants and attractions,” said Alison Best, president & CEO of Visit Oakland. “Each year, National Travel and Tourism Week reminds us that travel is not just a leisure or business activity—it is one of America’s largest and most impactful industries. Visit Oakland and the hospitality industry will commit to maintaining these areas for up to one year through the destination’s “Adopt a Spot” initiative.

Tucson

In Tucson and Southern Arizona tourism generates nearly \$2.6 billion in direct travel spending from over 6.7 million domestic overnight visitors and provides jobs for 21,500 people. The Metropolitan Tucson CVB (now Visit Tucson) sponsored several events to celebrate the Power of Tourism in Tucson and Southern Arizona during National Travel and Tourism Week. During the week, local residents were invited to listen to two radio stations and use Facebook to win prize packages that encouraged residents to be tourists in their own town. As part of the week’s celebrations, the Bureau showcased its partnership with Local First Arizona to share the positive economic and environmental impacts of supporting locally owned businesses. The Bureau also sponsored an educational seminar featuring Lisa Simon, CTP, President of the National Tour Association.

Santa Monica

The Santa Monica CVB celebrated National Tourism Week by hosting its 4th annual Travel & Tourism Summit. The event unveiled recent economic impact results and presented the five-year strategic plan for SMCVB and the newly formed Tourism Marketing District. During the summit, the results of the 2012 Santa Monica Tourism Economic Impact Study, conducted on a regular basis since 1983, were presented. Notable figures showed that 12,200 Santa Monica jobs are supported by tourism, a 7.4% increase from 2011. Transient Occupancy Tax (TOT) by Santa Monica hotels increased by 12.3%, generating \$39.3 million into the City of Santa Monica’s general fund in 2012 and retail taxes generated by visitor spending increased by 10.6%. These tax revenues fund street improvements, police and fire departments, parks and schools. The SMCVB and the Santa Monica Pier also announced the opening of a brand new Pier Shop and Visitor Center, located in the historic Looff Hippodrome. This new concept store was designed with both locals and visitors in mind, celebrating the unique history of Santa Monica and the local beach culture.

At the conclusion of the summit, the SMCVB, in partnership with the Santa Monica Chamber, honored two hospitality industry employees with \$1,000 Thelma Parks Tourism Scholarships for their exceptional service.



To celebrate National Travel and Tourism Week, Visit Oakland invited members of the Oakland hospitality industry to roll up their sleeves and dedicate a few hours to cleaning up the city. More than 50 volunteers participated in the event on Tuesday, May 7, including Oakland Mayor Jean Quan. The group will continue to maintain two designated areas of Oakland as a part of the “Adopt a Spot” program.



Visit Oakland hosted a “Tourism Works for Oakland” clean-up day on Tuesday, May 7, to celebrate National Travel and Tourism Week. Oakland Mayor Jean Quan, members of the hospitality industry, and local press gathered to kick off the event. Pictured here: Staff from the Oakland Marriott City Center joined forces to clean up downtown Oakland.