



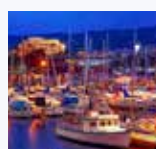
**25th Annual CEO Forum**  
Solvang, California

**PG 2**



**National Travel &  
Tourism Week**  
May 3-11, 2014

**PG 3**



**WACVB Foundation**  
Visitor Guide Research Study  
Western Road Trip Raffle

**PG 8**

**PG 9**

*Photo credit: Travel Portland*

**WACVB**

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*For Member Bureaus ~ March 2014*

# newsnotes

## Technology Strategies for Destination Marketers

*Tech Summit & Vendor Showcase, March 12-14, Portland*

At the 9th annual Destination Marketing Tech Summit & Vendor Showcase delegates will gather new tactics, technologies and insights to enhance their destination marketing programs. This top-rated program includes content for destination marketing organizations of every size.

You'll want to join your DMO industry peers, March 12-14, at the Portland Marriott Downtown Waterfront in Portland, for sessions about clarifying complex technology choices and understanding how consumers and clients use technology to gather information and make travel and meeting decisions.

The Tech Summit offers a balance of innovative technology presentations and peer-lead sessions by DMO industry veterans. WACVB brings together marketing and technology experts to present strategies and solutions that have direct relevance to our industry. Listen to experts such as Mo Sherifdeen, Tim Hayden, Martin Stoll, Mike Corak and others. Learn about creative campaigns and reaching meeting planners in sessions by DMO representatives. Gather ideas for building your content on an ongoing basis with limited resources. Website design, metrics, mobile, email marketing, clever tools and more will be addressed at the Summit. The results of the WACVB Foundation's DMO Visitor Guide User and Conversion Study will also be presented.

Portland has a vibrant tech scene of companies that are working on the "next big thing." We're delighted to have representatives from Chirpify, Little Bird, Mobile RQ and Postano introduce us to several of Portland's rising tech startups in mobile, social and e-commerce. See what is next in mobile technologies like app platforms, e-wallets and mobile analytics or in social media analytics and social media publishing. The panelists will discuss technology trends from their perspective as well as what these trends mean for travel marketers.

*Continued on page 12*

# 25th Annual CEO Forum

## *Solvang, July 31-August 2*

DMO chief executives face unique demands and have distinct professional needs. In addition to the Forum education and budget sessions, bureau leaders attending the Forum have the opportunity to build peer relationships and participate in the marketing idea exchange.

Both new and veteran bureau leaders will gather for the 25th annual CEO Forum, July 31-August 2, at the Hotel Corque in Solvang, California. Tracy Farhad (Solvang), Kim Bennett (Vancouver USA), Debbie Braun (Aspen), Layla Forstedt (Fresno/Clovis) and Jim Luttjohann (Santa Fe) are planning this year's event.

There will be time to get to know your peers at the Thursday evening welcome reception and dinner at the Hotel Corque, hosted by Madden Media. The Friday luncheon, hosted by TripAdvisor, provides another opportunity to connect with CEO colleagues. The Solvang Bureau is planning a festive offsite Friday evening event.

The WACVB Education & Research Foundation Board of Directors invites CEOs to play in the annual golf tournament (August 1) to raise funds for Foundation research projects. If you are not a golfer, the CEO Forum Planning Committee is making plans for other group activities.

Mark your calendar: 2014 CEO Forum, July 31-August 2, in Solvang—it's a terrific opportunity to engage in dialogue about crucial industry issues and build your peer network.



## About Solvang, California

[www.solvangusa.com](http://www.solvangusa.com)

Located within California's Central Coast in northern Santa Barbara County, Solvang is just 35 miles from oceanfront Santa Barbara, 125 miles up the coast from Los Angeles and 300 miles south of San Francisco.

Known as "Little Denmark," Solvang features unique shopping experiences at independent shops and art galleries and culinary delights including a dozen wine-tasting rooms all within walking distance. And, of course, don't miss the bakeries! Hop aboard the Solvang Trolley for a streetcar tour pulled by a pair of magnificent horses, or see the sites on a surrey bicycle.

The natural and relaxed beauty of the wine country can be seen throughout the Hotel Corque, a luxury boutique hotel.

*Photo Credits: Solvang CVB*





## 2014 Annual Conference— Confluence of Ideas

*Albuquerque – September 17-19*

The WACVB Annual Conference is the place for industry education; mark your calendar and join your industry peers in September at the Hotel Albuquerque at Old Town.

Our hosts at the Albuquerque Convention & Visitors Bureau are focusing on innovative content and a couple of special activities to welcome industry colleagues from the West.

As one of the oldest cities in the U.S., Albuquerque boasts a unique multicultural heritage and history. The confluence of past and present is dramatic in Albuquerque, where modern city skyline is set against a backdrop of the ancient Sandia Mountains.

Members of the Annual Conference Planning Committee include Dale Lockett (Albuquerque), Jim Luttmann (Santa Fe), Jim Kissinger (Anaheim/Orange County), John Reyes (San Francisco) and Julie Saupe (Anchorage). In addition, we will be inviting several additional members-at-large to join the committee.

The Planning Committee will focus the conference content on topics that inspire, motivate and educate DMO personnel. Learn about best practices, the state of our industry and garner knowledge from case studies.

The conference also includes the Best Idea Program featuring the “best new idea” you’ve implemented during the past two years via an electronic entry form (no fee). The entry form is online at [www.wacvb.com](http://www.wacvb.com)—on the homepage below the Annual Conference calendar listing.

Remember to use your conference attendance to expand your network of peers available to you year-round for inspiration.

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

*Photo Credit: Albuquerque CVB*

## NATIONAL TRAVEL & TOURISM WEEK

May 3-11, 2014

### *The Annual Salute to Travel and Tourism in America*

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

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

### *Celebrating National Travel and Tourism Week*

The U.S. Travel Association provides a number of free, useful resources to assist in planning and staging effective activities in support of National Travel and Tourism Week, including everything you will need to organize and host a local Travel Rally Day, Tuesday, May 6. Traditionally, travel partners stage events on Rally Day to drive local media and engage policymakers in a concerted national effort.

### *Theme*

**Travel Effect**—This theme aligns with the current industry-wide campaign to prove the benefits of travel.

Research **studies** on travel’s positive effect on relationships, health, education, meetings and more, provide opportunities to tailor messaging about the impact of travel.

Access current economic impact **data**, including a state-by-state interactive map, to spotlight the Travel Effect in your area.

In 2014, Travel Effect will broaden its focus to examine America’s “Day Off Deficit” and explore what it could mean to individuals, businesses and the economy if U.S. workers were motivated to use more of the time off they’ve earned and deserve. Stay tuned for new research in the coming weeks.

### *Toolkit*

An online toolkit filled with resources such as a sample press release, tweet sheet, sample op-ed, fact sheet and more will be posted on [www.ustravel.org/nttw](http://www.ustravel.org/nttw) with ample time to incorporate into your preparations.

### *Social*

Join the conversation on social media by following **@USTravel** using the hashtags #NTTW and #TravelEffect.

Source: U.S. Travel Association [www.ustravel.org](http://www.ustravel.org)

# Bureau News

## Branding

■ The **Tempe Tourism Office** has launched a new branding campaign, including an updated logo, new advertising creative and tagline. The local marketing agency Davidson & Belluso worked with the Tempe Tourism Office to develop the ideas behind the new campaign “Refreshingly Arizona.” After meeting with a variety of stakeholders in focus groups held during the past six months, several ideas were consistent in all groups. The Tempe hoteliers, restaurateurs, tourism office staff and marketing professionals for local attractions agreed that Tempe should focus on its unique qualities that are unexpected within Arizona. The hip, laid-back college-town vibe, the active lifestyle, Tempe Town Lake and the progressive attitude were all designated as brand pillars for the new campaign. The logo reflects the new tagline, “Refreshingly Arizona.” The Tempe Tourism Office team wanted to visually connect the city of Tempe with the state of Arizona in the ad creative and logo. The tagline places an emphasis on the idea that Tempe is a distinctive destination within the state. “The word ‘refreshing’ is a perfect way to describe Tempe,” said Stephanie Nowack, Tempe Tourism Office president & CEO. “To our focus groups, refreshing has multiple meanings. It refers to Tempe Town Lake and the unexpected surprise of water in the heart of our urban city, and it refers to the feeling

that you get in Tempe—a mix of excitement, college-town energy and a welcoming atmosphere.” The new creative is being used now in advertising, both online and in print. The new look will be used on a new Tempe Tourism Office website that is now in production.

### Brand Pillars:

- Pillar 1 – Hip/laid back vibe (artsy, trendy in a cool way)
- Pillar 2 – College town (young, intelligent, big thinking)
- Pillar 3 – Unexpected side of Arizona (water, small town feel, bricks, relaxed)
- Pillar 4 – Active lifestyle (weather, fun, activities, entertainment)
- Pillar 5 – Progressive attitude (goes its own direction, newer technology, innovative companies)

Branding Statement: Tempe is a hip, vibrant college town that delivers an unexpected side of Arizona. With its tree-lined streets, laid-back vibe, active lifestyle and progressive attitude, Tempe is a place to relax, enjoy and be yourself.

## Organization Identities

■ The agency responsible for developing and marketing tourism for the Yakima Valley has a new name. As of mid-January, the Yakima Valley Visitors & Convention Bureau is now doing business as **Yakima Valley Tourism**. The change resulted from a board retreat last year as the organization made plans for tourism in the region. Yakima Valley Tourism staff made the announcement January 17 at the Yakima Convention Center where it presented to the public updates and issues facing the local, state and national tourism industries. “The new name is easier to remember, better reflects our mission and coincides with the launch of our six-year strategic plan,” stated John Cooper, president & CEO. “Our organization is responsible for all facets of tourism including conventions and groups, visitor services, sports and leisure travel.

Tourism is an inclusive word for all sectors of the industry.” The main website the organization will use to promote the Yakima Valley will be [www.yakimavalleytourism.com](http://www.yakimavalleytourism.com). It has been known as Yakima Valley Visitors & Convention Bureau since forming in 1957.

## Research

■ In late January, **Visit Santa Barbara** released its Cruise Ship Passenger Survey and Economic Impact Study, completed by the research firm Destination Analysts (DA). In 2013, 21 cruise ships visited Santa Barbara bringing more than 50,000 passengers to The American Riviera®. DA conducted more than 800 surveys during the September and October 2013 window, which saw 11 cruise ship visits and 26,136 passengers coming through the city. Annualizing the results of the survey across the past calendar year, it is estimated that the cruise ship industry had a \$2.4 million dollar economic impact on Santa Barbara, of which \$280,000 went to the city in the form of passenger fees and sales tax. The survey also notes that 41% of the passengers who had never been to Santa Barbara before are likely to return within 24 months, which could lead to an additional \$6.3 million in direct visitor spending. Survey results state that restaurants and retail businesses benefit the most from the economic impact cruise ships bring to Santa Barbara, making up 30.5% and 29.2% of the total respectively. This is in line with the activities respondents said they participated in most: shopping (65.7%), sightseeing (64.9%) and dining (42.7%). It is estimated that 80% of cruise ship passengers disembark, resulting in approximately 40,000 people experiencing Santa Barbara and the surrounding communities first-hand. “The cruise ship industry has proven vital to the Santa Barbara South Coast economy,” said Visit Santa Barbara President & CEO Kathy Janega-Dykes. “Cruise ships come during non-peak travel seasons—a time that is crucial to economic growth within our industry. Indeed, the recent cruise ship survey shows that Santa Barbara County has seen an economic boost thanks to passenger spending and city taxes paid by visiting ships. This money goes back into the economy, driving revenue to





restaurants, attractions, and tour operators. Additionally, the promotional value of being included in the cruise ships' itineraries and marketing materials, not to mention first-hand exposure, is immense. At Visit Santa Barbara, our focus is targeting repeat visitation by these passengers—a promising effort according to the survey, which shows impressive results of repeat prospects, translating into future travel and tourism dollars for our community.” During the economic downturn, the City of Santa Barbara saw an opportunity to encourage more cruise ship visitation and boost the local economy. Visit Santa Barbara partnered with The Waterfront Department, Santa Barbara Downtown Organization, Santa Barbara Chamber of Commerce and Santa Barbara Metropolitan Transit District (MTD) to develop a strategy to bring more cruise ships to the city and service them effectively. Prior to 2011, most years only saw one or two cruise ship visits, with the exception of 2004 (four cruise ships) and 2009 (three cruise ship visits). VSB has played an essential role in growing cruise ship visitation to The American Riviera® through joining cruise ship association Cruise the West and attending the main industry tradeshow, Cruise Shipping Miami. Additionally, VSB continues to work with cruise lines to expand their shore excursion offerings serving as liaison for local tour operators. Through these efforts, local small businesses are given exposure they most likely could not achieve on their own. As a result of the partnership, Princesses Cruises recently contracted with six new companies for a total of eight excursion offers and will consider more in the future. Not only do cruise ships have a positive direct economic impact on the city, but the cruise ship industry is also a valuable tool in generating future visitation to Santa Barbara. Over half of cruise ship passengers (54.4%) in Santa Barbara are first-time visitors, and an impressive 75.8% considered themselves “Very Satisfied” and 20.6% “Satisfied” with their time in Santa Barbara (96.7% for all passengers). When asked about return visitation, 53.7% of all cruise ship passengers (41% of first time visitors) said they were likely to return to Santa Barbara within the next two years. With more than 80% of passengers residing in the US, and

the Los Angeles-Long Beach-Santa Ana area making up 30.2% of domestic passengers followed by San Francisco-Oakland-Fremont comprising 14.1%, it is very feasible for them to return. The return visitation of cruise ship passengers can bring millions of additional dollars to the city and hospitality community. To encourage repeat overnight visitation, VSB has created a microsite geared toward cruise ship passengers ([www.cruisesantabarbara.com](http://www.cruisesantabarbara.com)). The full results of the Cruise Passenger Survey and Economic Impact Study are at <http://www.santabarbaraca.com/includes/media/docs/Santa-Barbara-Cruise-Passenger-Survey---Report.pdf>.

## Videos

■ Watch **Visit Mesa's** brand new three-minute destination video that showcases Mesa's authentic travel experiences for those visiting the Sonoran Desert. Visit Mesa called upon Weird is the New Cool, a popular band with a rapidly growing fan base, and commissioned lead singer and Mesa native Kyle Collins to pen an original anthem about ‘a city so limitless.’ The video focuses on Mesa's limitless possibilities and opportunities for all visitors, showcasing a city that knows no bounds: from urban to rural, mountain peak to desert floor, arts and culture to sports and immeasurable outdoor recreation. Produced and directed by Los Angeles-based Face Head Media and edited by brand manager Mindset Inc., the three-minute video connects Mesa's authentic travel experiences with the consumer seeking respite in the Sonoran Desert. The video and song lyrics reflect Collins' memories and favorite experiences such as water-skiing at Saguaro Lake, hiking the Superstition Mountains and enjoying Mesa's regional restaurants and nightlife. <http://www.youtube.com/visitmesa>

## Websites

■ The **City of Page**, the beauty of Lake Powell, and the extraordinary land and activities surrounding the community are featured on [www.visitpagelakepowell.com](http://www.visitpagelakepowell.com). The new website is a vibrant look at Page and the area—



Lake Powell, the Colorado River, slot canyons on Navajo Tribal land and the vast high desert that touches the shores of Lake Powell. Activities on Air, Land and Water are featured on easy-to-navigate pages and the website is mobile compatible on handheld devices.

“We’ve included all the land, water, and air tourism related businesses in the Page area to give tourists a complete picture of what they can do when they visit,” commented Tourism Director Lee McMichael. “Page is in the center of what is known as the Grand Circle—Page and Lake Powell are at the center of a region that includes the Grand Canyon, Zion, Bryce and Monument Valley...that’s why we are the crossroads for people from all over the world.”

■ In December, **Visit Huntington Beach** launched its newly redesigned website, [www.surfcityusa.com](http://www.surfcityusa.com), with an innovative new appearance and updated functionality. The redesign unveiled a new logo and contemporary layout as part of the bureau's continued marketing efforts to promote the destination and Surf City USA brand. Updates to the website include a live webcam from the renowned Huntington Beach pier, rich imagery throughout the site, social media integration, a restructured event calendar, and a live surf report. The website also features the addition of a blog with weekly posts on all things Surf City USA, from dining highlights to tips from the locals. With the website relaunch, visitors can more easily plan a weekend or extended vacation in Huntington Beach. The new website also includes a comprehensive online sales kit, b-roll download capability, complete production resource library for film and sporting events, and enhanced media galleries.

# People On the Move

After nine years, **Judith Bijlani**, president & CEO of Visit Laguna Beach, left the organization in late January to pursue other opportunities including travel writing and consulting. Under Bijlani's leadership and in concert with the Board of Directors, Visit Laguna Beach has become an award-winning destination marketing organization with elevated exposure for the Bureau in the community at-large, in the hospitality industry regionally, and on the international stage. Among Bijlani's most recent accomplishments are the renaming and rebranding of the Laguna Beach Visitors & Conference Bureau to Visit Laguna Beach. As Vice Chairman of the Orange County Visitors Association, she was instrumental in bringing Laguna Beach and its arts programs to the forefront through an initiative with John Wayne Airport Orange County and the airlines.



The Anaheim/Orange County VCB recently selected tourism industry veteran **Elaine Cali** for the position of vice president, media and community relations. Cali has been with the AOCVCB for 35 years, most recently serving as vice president, communications and public relations. In this new position, Cali will be responsible for local media outreach to highlight the economic impact of the tourism industry, as well as work with incoming conventions on publicity efforts and story angles. Additionally, Cali will forge new relationships with community groups and build on the hospitality industry's "give-back" programs that benefit the Anaheim



and Orange County communities. Cali has an extensive background in public relations and marketing, and her efforts have won the AOCVCB many industry awards for public relations, marketing, videos and social media programs. In her previous role, she oversaw public relations, media relations, social media, content marketing and creative services programs designed to promote the destination and the AOCVCB partners.

**Allison Cooper** has been promoted from vice president of marketing to vice president of sales & marketing for Visit Tucson. "This shift ties our sales and marketing programs together more closely," said Brent DeRaad, president & CEO of Visit Tucson. "Additionally, Allison's presence at top industry trade shows and events will begin to rebuild our presence nationally with association executives and other top meetings decision-makers." Cooper, who spearheaded the destination's rebranding last year with MMGY Global, believes that the value created by Visit Tucson is directly related to how much it innovates and connects with its target audiences. Cooper began her career as a broadcast journalist in Arkansas before embarking on a decade-long career in public policy in Washington, D.C. She served on the staff of three U.S. Senators and as the deputy director of the Joint Economic Committee of Congress. After relocating to Tucson in 1997, she shifted her career focus to tourism.



**Graeme Hughes**, director of sales for Visit Tucson, will continue to oversee the sales team's operations, including program of work, budget and results, while working with Allison Cooper in her new role to increase Tucson's presence with top U.S. association and meetings executives.

**Jarrold Lyman** is the new communications manager for Oregon's Mt. Hood Territory. New to the region but a long-time tourism communications professional, he is enjoying exploring everything his new home has to offer.

Visit Huntington Beach has appointed **Elsie Jean Rodriguez** as national sales manager. Rodriguez brings more than 20 years of successful experience in the hospitality industry including all facets of hospitality account and sales management as well as an extensive background in food and beverage. From 1993 to 2002, she worked as the senior sales manager at the Waterfront Beach Resort, a Hilton Hotel, located in Huntington Beach. Rodriguez was most recently the senior sales manager at Laguna Cliffs Marriott Resort and Spa in Dana Point. She also developed the West Coast corporate and association market segments while soliciting and managing the East Coast pharmaceutical and finance markets as senior sales manager at the Omni Los Angeles Hotel from July 2010 to June 2011. For eight years, Rodriguez developed new clients and coordinated marketing and sales efforts for The Balboa Bay Club & Resort in Newport Beach.

**James Tevault** has joined the staff at the Tempe Tourism Office as the director of sales. Tevault will be responsible for the group sales team effort including, but not limited to, corporate and associations. He will be responsible for sales strategy execution, facilitating sales missions and appointment-based events, familiarization trips, and site visits to generate leads for Tempe hotels and members. He most recently was the director of sales at Visit Mesa for six years. He has a combined 20+ years of experience in the hospitality industry, including 10 years of hotel operations and sales in the East Valley cities of Tempe, Mesa, Scottsdale and Phoenix.



## Welcome New Members

### *In California...*

#### **EL DORADO COUNTY VISITORS AUTHORITY**

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

### *In Utah...*

#### **BOX ELDER COUNTY TOURISM**

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

# Awards and Kudos

### *John Cooper Receives Award*

In late January, John Cooper, president & CEO of Yakima Valley Tourism, was recognized at the Washington State Wine Awards in Seattle. Cooper was presented the Tourism Concierge Award for 2014 in recognition of his service to the wine industry and wine tourism. Started in 2002 by the Washington Wine Commission, the Washington State Wine Awards recognizes industry leaders who exhibit strong support of Washington wines and high professional standards in wine service. The Tourism Concierge Award recognizes an individual that represents the tourism or wine industry with the highest professional standards, serves as an example to peers and a mentor for new tourism industry professionals, advances the wine tourism industry as a whole and advocates for its causes. "I am honored to have been nominated and selected," Cooper stated. "I give credit to our staff at Yakima Valley Tourism and the wineries in the valley. They also deserve recognition for all they do to advance wine tourism."



### *Rossi Ralenkotter Receives the Pinnacle Award*

In December, Las Vegas Convention & Visitors Authority President & CEO Rossi Ralenkotter received the Pinnacle Award from the International Association of Exhibitions & Events. "I'm truly humbled to be in the company of an esteemed group of peers and industry icons who have received the Pinnacle Award in the past," said Ralenkotter. "I share this prestigious honor with the talented team at the LVCVA and with all our resort and allied partners who work tirelessly every day to ensure Las Vegas remains the premier destination for leisure and business travel." The Pinnacle Award recognizes an individual whose hard work and dedication over the years has furthered IAEE's objectives of advancing exhibition management, according to an LVCVA statement. This year's award was presented during IAEE's annual Expo! Expo! trade show, held in Houston.

### *Most Walkable City in California*

West Hollywood was once again named the most walkable city in California by WalkScore.com. Visitors can discover for themselves just how easy it is to get around the city by taking the latest "Walkable WeHo" tour: The Architectural and Golden Era Walk.



## Above and Beyond

On December 17, Visit Oakland representatives visited Ralph Bunche High School in Oakland to donate industry textbooks to the "Hospitality, Tourism & Recreation" class. Visit Oakland has officially adopted the class of 11th and 12th graders and will further their hospitality education by providing hands-on experiences at Oakland hotels, attractions and restaurants.

*Pictured left to right: Ester Dixon, "Hospitality, Tourism & Recreation" Teacher, Ralph Bunche High School; Alison Best, President & CEO of Visit Oakland; Oakland Mayor Jean Quan; Jumoke Hinton Hodge, Director, District 3, OUSD School Board; Bostyon Johnson, Visitor Services Coordinator, Visit Oakland; Gary Yee, OUSD Superintendent; Kim Bardakian, Director of PR & Partnerships, Visit Oakland.*



# Foundation News

## Scholarships Awarded

### *Tech Summit*

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

#### **2014 Tech Summit Scholarship Recipients**

Molly Blancett, PR and Social Media Manager, Travel Lane County (OR)  
Marcus Carney, Director of Visitor Experience, Tacoma Regional CVB (WA)  
Tiffani Dilley, Executive Sales Assistant, Visit Ogden (UT)  
Kara Kuh, Public Relations Manager, Travel Salem (OR)  
Lisa Mayo, Director of Sales & Marketing, Tuolumne County Visitors Bureau (CA)  
Tammy Piper, Visitor Information Coordinator, Haines CVB (AK)  
Georgette Riley, Integrated Marketing Manager, Lake Tahoe Visitors Authority (NV)

## Scholarships Available

The WACVB Education and Research Foundation administers several scholarship programs to fund educational opportunities for CVB CEOs and staff. Scholarship applications are available at [www.wacvb.com](http://www.wacvb.com)—click on the Foundation/Scholarships link on the home page.

#### **2014 Rosalind Williams Memorial Scholarships for CEOs/Executive Staff**

A CEO/Executive Staff scholarship may be used for executive training programs (e.g., industry conferences, human resources seminar on employee law, university classes). Professional organizations or accredited institutions must present the executive training programs. *Application deadline: June 20, 2014.*

#### **2014 Annual Conference Scholarships**

Albuquerque will be the site for the 2014 Annual Conference, September 17-19. Scholarship criteria and an application are available online. Each Annual Conference scholarship includes conference registration, travel and lodging expenses. *Application deadline: July 25, 2014.*

# 2014

## Calendar of Events

#### **Destination Marketing Tech Summit & Vendor Showcase**

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

#### **CEO Forum**

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

#### **Annual Conference & Vendor Showcase**

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

## DMO Visitor Guide User and Conversion Study

### ***Executive Summary to be Presented at Tech Summit***

A year ago, the WACVB Foundation collaborated with Destination Analysts, Inc. to assist DMOs in developing a profile of travelers who use DMO-published official visitor guides and estimate the return on investment these official visitor guides bring to their respective communities.

During the 2014 Tech Summit in Portland, Erin Francis-Cummings, managing partner with Destination Analysts, will present the findings of this industry research along with additional research about how visitor guides fit with digital media use. The presenter will also compare visitor guide ROI to website ROI.

The WACVB Education & Research Foundation will make the study's executive summary available to the DMO industry.

The WACVB Education and Research Foundation Board of Directors earmarked specific funds to support this industry research project in conjunction with discounted fees paid by participating DMOs.

During 2013, Destination Analysts, on behalf of the WACVB Foundation and participating DMO partners, conducted a DMO Visitor Guide User and Conversion Study. This research used an online survey methodology to develop a profile of travelers who use DMO-sponsored official visitor guides and estimate the ROI these guides bring to their respective communities.

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



# 2014 Western Road Trip Raffle

## Funds Support Research Projects

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

### Trip Itinerary

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

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

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

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

### Raffle Tickets

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

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

### Raffle Drawing

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



Scott Chernis



Sonoma County Tourism



Monterey County CVB

## San Francisco • Sonoma • Monterey

### San Francisco "Everybody's Favorite City"

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

### Sonoma County Delights

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

### Monterey Moments

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

# Research

## Business Travel to Fly Higher in 2014

***Strong Improvements in International Outbound Travel to Help Drive Overall Spending Growth***

***Group Travel Sees Largest Jump Since 2011***

***Increase in Business Travel Spend is Leading Indicator of Job Growth***

Business travel finished 2013 with stronger than expected growth and heads into 2014 with a robust outlook, propelled in part by strong investment in international outbound travel, a poorly performing sector over the previous two years. U.S. spending on international outbound travel should jump a hefty 12.5% in 2014 to \$36.7 billion, after just 1.8% growth in 2013 and an anemic 0.8% expansion in 2012. This revival will be helped in particular by steady improvements in the Euro-zone, the U.S.'s largest trading partner.

Overall, U.S. business travel spending is expected to advance 6.6% to \$289.8 billion in 2014, while total person-trip volume is expected to increase 1.7% to 461 million trips for the year, according to the GBTA BTI™ Outlook – United States 2013 Q4, a report from the Global Business Travel Association (GBTA) sponsored by Visa, Inc.

“If our elected officials have finally gotten the message that political uncertainty and brinksmanship stifles economic growth, we should be looking at a very healthy year for U.S. business travel,” said Michael W. McCormick, GBTA executive director and COO. “Airports and hotels will be busy as American companies gain confidence and invest in travel to drive growth. And because business travel is a leading indicator of employment, this news is also another positive sign for the labor market.”

At the close of 2013, annual U.S. business travel spending is estimated by GBTA to have grown 3.8% to \$272 billion, on a slight -0.3% decline in trip volume to 453.3 million person-trips. Notably, despite the Federal government shutdown in 2013, the private sector delivered a stronger third quarter than expected, which boosted business travel spending.

“With the close of 2013 bringing stronger than expected growth in the U.S. business travel market, 2014 is poised to see even more growth,” said Tad Fordyce, head of global commercial solutions at Visa Inc. “After two years of tepid growth in outbound international business travel, GBTA projects this segment will see double digit growth in 2014 as more U.S. businesses increase travel spending.”

### ***Group Travel Accelerates in 2014***

The meetings business has been on an upward swing for the past two years and this trend should continue in 2014. GBTA expects group travel spending to rise by 6.5% to \$124.5 billion based on a volume increase of 1.7%.

“This is the healthiest growth outlook for meetings activity since 2011,” said McCormick. “Meetings are typically larger investments that require advance planning, and companies only make these decisions when they have confidence in the longer-term outlook for the economy.”

### ***GBTA BTI™ – Highly Accurate Measure of Activity***

The GBTA BTI™, a proprietary index of business travel activity, is estimated at 128 for Q4 2013 and 130 for Q1 2014. The BTI regained its pre-recession peak of 120 in the first quarter of 2012, but muddled through a sluggish 2012 and beginning of 2013. However, with economic momentum increasing, the BTI is now projected to reach 136 by the end of 2014.

“The BTI forecast has proven to be quite accurate over the past four years, and is getting even better as we gain more experience,” explained Joseph Bates, GBTA Foundation vice president of research. “We think of the BTI as a way to take the business travel industry’s temperature, and based on what we’re seeing, business travel should enjoy increasingly good health in the coming quarters.”

The GBTA BTI™ Outlook – United States report is available exclusively to GBTA members by clicking here and non-members may purchase the report through the GBTA Foundation by emailing [pyachnes@gbtafoundation.org](mailto:pyachnes@gbtafoundation.org).

### ***About the GBTA BTI™ Outlook – United States***

*The GBTA BTI™ Outlook – United States projects aggregate business travel trends over the next eight quarters. The report includes key buy-side metrics such as total business travel volume and spending, plus supply-side projections of changes in costs, across both transient and meetings travel. Releases are published on the second Tuesday of each quarter. The GBTA BTI™ Outlook uses an econometric model to inform the forecast process. The model explicitly relates measures of business trip volume and spending, sourced from D.K. Shifflet & Associates to key economic and market drivers of business travel including: U.S. Gross Domestic Product (GDP) and its components, U.S. Corporate Profits and Cash Flow, U.S. Employment & Unemployment, ISM Business Sentiment Index, Key Travel Components of CPI (airfare, lodging, food away from home, rental cars, fuel, transportation), among other components.*



## CIC Releases New Data on Economic Impact of Meetings Industry

In February, the Convention Industry Council released data on the Economic Significance of Meetings to the U.S. Economy. The data is an update to a 2009 study; new figures show significant increases in meeting participants, tax contribution and job growth from 2009 to 2012.

During the 2012 calendar year, 1.83 million meetings were held in the U.S., attended by 225 million participants, providing more than \$115 billion in contribution to GDP to fuel the economy. Meetings contribution to GDP surpasses that of the air transportation, motion picture, sound recording, performing arts and spectator sport industries.

"The data proves organizations continue to value and place a priority on face-to-face meetings, even during a recovering economy," said Karen Kotowski, CMP, CAE, chief executive of the Convention Industry Council. "Total economic output of meetings was valued at \$770.4 billion dollars in 2012, a staggering figure. Not only does that mean more meetings held—they were attended by more people."

"More meetings bring more jobs," continued Kotowski. "Meetings increased employment at a time when many industries didn't have the same opportunity. In 2012, meetings employed nearly 1.8 million people. That translates to 8.3% more jobs created by meetings in 2012 than in 2009, nearly double the average employment growth rate during that time."

Meetings also generated \$88 billion in federal, state and local taxes to fund

and support communities across the country. The majority of meeting participants in 2012 traveled 50 miles or more to attend a meeting—consuming hotel rooms, restaurant meals and transportation services, positively impacting cities and businesses across the country. CIC, as a coalition member of Meetings Mean Business, and this research will be a part of the broader campaign to define and understand the link between meetings and business success.

"These findings from CIC's Economic Significance of Meetings report are another feather in the cap for the meetings, exhibitions and events industry, further proving our incredible value in driving tax revenue, generating billions of dollars and creating jobs," said David DuBois, president of IAEE, Chairman-Elect of CIC and leading coalition member of the Meetings Mean Business campaign. "Meetings really do mean business and we are proud to say that our industry is using one voice to ensure policymakers, consumers and business leaders truly understand our worth and impact."

When the study was originally commissioned in 2009, the research represented much more than hard data. It served as an industry-wide statement. Collectively, CIC and their members took a position and made a commitment to understand the value of meetings. The update to the study is a reflection of that vision and a continued commitment.

An executive summary of the research is available at <http://www.significancestudy.org>.

### About the Study

*The Economic Significance of Meetings to the U.S. Economy conducted by PwC US was spearheaded by an alliance of organizations representing the collective meetings, travel, exhibitions and events industries in the U.S. brought together via the Convention Industry Council ([www.conventionindustry.org](http://www.conventionindustry.org)). Primary funding organizations include American Hotel & Lodging Association, ASAE, Convention Industry Council, Destination Marketing Association International/Destination & Travel Foundation, Meeting Professionals International Foundation, Professional Convention Management Association/Education Foundation and U.S. Travel Association. Other allied industry partners include Center for Exhibition Industry Research, Convention Sales Professionals International, Event Service Professionals Association, Financial and Insurance Conference Planners, International Association of Exhibitions and Events, International Special Events Society and National Speakers Association.*

*The update to the Economic Significance of Meetings to the U.S. Economy was conducted by PricewaterhouseCoopers, PwC US. Assisting PwC in this study effort was a team of industry researchers on the CIC Research Committee, who ensured this study was produced with the same sound methodology as the original study.*

## U.S. Travel CEO: Study Proves Brand USA Paying Huge Dividends

U.S. Travel Association President & CEO Roger Dow comments regarding the return-on-investment study released February 13 by Brand USA, the public-private partnership created by Congress in 2010 to market the United States as a destination for international travel:

"At long last, it is not just anecdotal: The empirical evidence clearly demonstrates that Brand USA works."

"One of the easiest and most expedient ways to grow the U.S. economy is to tap into the international travel market, and in its brief existence, Brand USA has already paid vast dividends toward that end. Even much smaller countries spend tens of millions of dollars to promote themselves as destinations, and before Brand USA, there was no agency or entity that was performing that marketing function for the U.S. In a global tourism market that is hyper-competitive, Brand USA has already gone a long way toward leveling that playing field, bringing billions of dollars in new overseas spending to our economy. The best part: Brand USA is doing this at zero cost to the taxpayer, thanks to the innovative funding mechanism created by Congress."

"The benefits of international travel are phenomenal. Every 33 additional overseas visitors to the U.S. creates one unexportable, high-quality American job. Inbound travel is considered an export, and already creates the third-largest trade surplus of any U.S. industry. President Obama recognized all of this when he wisely set the goal of attracting 100 million overseas travelers annually by 2021. We can get there, but only if we equip our economy with the proper tools, and that needs to start with reauthorizing Brand USA this year."

Source: U.S. Travel Association  
[www.ustravel.org](http://www.ustravel.org)

### **Wednesday Afternoon Labs**

- Lab #1 Skills Lab: Web Design Basics for Everyone (That means you!)
- Lab #2 Instagram Walk: Experience Portland

Lab participants are reminded to bring their laptops and inquisitive natures to these two hands-on labs.

### **Thursday and Friday Program (general sessions and workshops)**

- Clever Tools: The Even Smarter Sequel
- DMO's Digital Marketing Department and DMO's Role in Content Strategy
- Go Organic or Die Trying: Why Great Content is Your DMO's Only Option
- Maximizing Integrated Digital Media Buys Using PPC, Display, and Social
- DMO Visitor Guide User and Conversion Study
- Metrics That Matter: How to Measure and Achieve Them
- Advanced E-Mail Marketing
- The Age of Mobility: Your Opportunity to Succeed
- The Next Big Thing
- Strategic Website Design: Is Responsive Always the Best Option?
- Help Me Help You: Successful Client/Vendor Relationships
- How We Did It: Innovative Campaigns
- Build Your Own Content Factory
- Digital Marketing Techniques to Reach Today's Meeting Planner

Get up-to-date practical content about market segments and learn how to leverage marketing technologies and dollars to drive business to your destination. Meet with our business and travel technology vendors face to face for innovative product and service updates.

Take advantage of significant opportunities for peer-to-peer idea exchanges to build a network of industry colleagues. Thanks to Drozian Webworks for hosting the Wednesday evening reception at the hotel. Our hosts at Travel Portland will host the Thursday evening reception at The Gerding Theater.

Creative and energizing, the Tech Summit offers a comfortable, casual and friendly environment—you will be engaged on all levels.

If you haven't already, sign up today for the Destination Marketing Tech Summit at [www.wacvb.com](http://www.wacvb.com) – see Tech Summit on the home page.

Attending the Tech Summit will increase your value to your organization.

### **Tech Summit Mobile and Tablet Site**

As a special courtesy to WACVB, mobiManage has created Tech Summit mobile and tablet conference sites for delegates. More information about the sites will be available at the conference.



## **Vendor Showcase**

**March 13 and 14**

*Meet Our Exhibitors—  
Our Tech Summit refreshment breaks and group meal functions are strategically located so delegates may spend time with our vendors/exhibitors, learning about technology products and services specifically for destination marketing organizations.*

**Adara**

**aRes Travel, Inc.**

**Barberstock**

**Bluebridge Digital**

**Collinson Media and Events**

**Drozian Webworks**

**Expedia Media Solutions**

**GumCo**

**HD Relay**

**iDSS, Internet Destination  
Sales System**

**JackRabbit Systems, Inc.**

**Madden Media**

**Miles**

**mobiManage**

**Simpleview**

**Sparkloft Media**

**Tempest Interactive Media**

**Travel Spike**

**TripAdvisor**

**XplorIt**



# Library Materials Request

*Your Submissions Add Value to the Library and Value to Everyone's Membership*

It's time for new materials!

The WACVB Resource Library is a popular and much-appreciated member service.

With your assistance, we can keep this resource vibrant and timely! The materials are contributed by member bureaus and are available to assist in managing DMO operations and implementing marketing strategies.

We invite you to submit materials for the library. Please send your pdf documents to WACVB staff at [info@wacvb.com](mailto:info@wacvb.com).

## Suggested Materials to Contribute...

- |  |   |
|--|---|
| 1. Job descriptions (all positions)                            | 8. Marketing Committee structures                         |
| 2. Org charts  | 9. Product Development (any items)                        |
| 3. Policy manuals  | 10. Membership applications or packaging for stakeholders |
| 4. Crisis communication plans                                  | 11. RFPs for printing, web development, visitor guides    |
| 5. Travel/phone expense policies                               | 12. Sample research surveys                               |
| 6. Sample contracts with government agencies                   | 13. Sample product inventory assessments                  |
| 7. Sample reports to boards, stakeholders, government agencies | 14. Sample marketing plans                                |

Recently received new materials for the Resource Library include:

### ANNUAL REPORTS

Stockton Annual Report 2012

Yosemite Mariposa County Annual Report 2012-13

### MARKETING & SALES

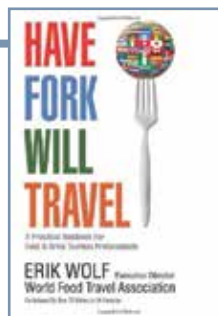
*Sales & Marketing Reports*

Stockton Quarterly Report 2013

## Have Fork Will Travel

The World Food Travel Association has released its first book in seven years, *Have Fork Will Travel*. This book is designed to be a practical handbook for the food, drink, and travel and hospitality trade. The first section of the book presents a thorough foundation of how the food tourism industry began and strategic issues involved in participating in food tourism. The second section covers product development in the food and drink tourism sector. The next section presents detailed case studies of, and examples from, the 19 different sub-sectors of the industry. The fourth and final section wraps up with heavyweight conclusions and looks to the future of the food and drink tourism industry. Some of the never-before seen subjects covered in *Have Fork Will Travel* range from Business Model Generation to Creative Funding Models; Evolution of Guidebooks & Rating Systems to the Role of Locals in Food & Drink Tourism; the Food & Drink Tourism Service Journey, and much more. The book is a collaborative effort by 70 industry experts in 24 countries. Download a copy of the Table of Contents and Chapter List here: <http://www.worldfoodtravel.org/wp-content/uploads/2014/02/1.0-TOC.pdf>

Source: World Food Travel Association [www.worldfoodtravel.org](http://www.worldfoodtravel.org)



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