



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

**PG 2**



**Online Surveys**  
Salary/Benefits and Bureau Budget

**PG 3**



**Spirit of Leadership Award**  
Brad Burlingame

**PG 14**

*Photo credit: Travel Portland*

**WACVB**

*Published by the Western Association of Convention & Visitors Bureaus*

*For Member Bureaus ~ December 2013*

# newsnotes

## New Board Leaders Elected

Bill Malone, president & CEO of the Park City Chamber/Bureau, officially took office as WACVB Board President at the association's Annual Conference, September 18-20, 2013, in Los Angeles.

Other Officers elected at the conference include President-elect Wes Rhea, CTA, CDME, CEO, Visit Stockton, and Secretary/Treasurer Sara Toliver, president & CEO, Ogden/Weber CVB. Jennifer Wesselhoff, CDME, president & CEO of the Sedona Chamber of Commerce Tourism Bureau, is the Past President.

Board members continuing their terms as Directors on the Board include Anne Jenkins, senior vice president, Travel Medford, and Aaron McCreight, CDME, CEO, Casper Area CVB.

The following Directors were elected to two-year terms on the Board of Directors: Kimberly Bennett, president & CEO, Vancouver USA Regional Tourism Office; Jim Kissinger, CTA, vice president, convention sales, Anaheim/Orange County VCB; Jim Luttjohann, executive director, Santa Fe CVB; John Reyes, CMP, executive vice president & chief customer officer, San Francisco Travel Association; and Julie Saupe, president & CEO, Visit Anchorage.



*Happy New Year from the WACVB  
Board of Directors and staff.*

# Destination Marketing Tech Summit & Vendor Showcase

Portland will be the site for the 9th annual edition of this popular conference, set for March 12-14, 2014. The Destination Marketing Tech Summit and Vendor Showcase will be at the Portland Marriott Downtown Waterfront.

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

The Tech Summit includes two consecutive labs on the afternoon of March 12, with general sessions, workshops and the vendor showcase on March 13 and 14.

The Tech Summit begins on Wednesday afternoon, March 12, with two consecutive labs. The first step toward total Internet domination is to gain a basic understanding of the building block of the web: HTML—the focus of Lab #1. Travel Portland and Sparkloft Media will facilitate an Experience Portland Instagram Walk for Lab #2 as a fun way to learn how to use Instagram while exploring our host destination.

The Tech Summit Planning Committee is focusing sessions on a range of destination-marketing technology issues.

One of the session ideas being considered is a look at several companies that are part of Portland's vibrant tech scene that are working on the "next big thing."

Other ideas being addressed by the Planning Committee include making your web content more effective, mobile trends and strategies, measuring social ROI, digital and social advertising and website-building trends.



Additional topics include a DMO's digital marketing department; email marketing components such as best practices, campaigns, consumer databases and segmentation as well as how digital, social and sales influence the group meetings and conventions market.

The Summit will also include an overview of the WACVB Foundation's yearlong research project, in collaboration with Destination Analysts, Inc., that 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. Discover the findings of this industry research along with additional research about how visitor guides fit in with digital media use.

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

Our hosts at Travel Portland look forward to welcoming WACVB members to their city. The Summit includes a welcome reception at the hotel Wednesday, March 12, hosted by Drozian Webworks. Travel Portland is planning an offsite event for Thursday evening, March 13. Registration will open in mid/late January.

Watch your email and WACVB's website for more information and registration materials for the Tech Summit in Portland.



*Photo credits: Travel Portland*



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

## *Chair*

Wes Rhea, CTA, CDME,  
CEO, Stockton

## *Members-at-Large*

Sonya Bradley, Chief Marketing  
Officer, Sacramento  
Patrick (Pat) Goddard, Web Manag-  
er, Anaheim/Orange County  
Ashley Johnson, Marketing Director,  
Laguna Beach  
Sissy Lawty, Convention Services  
Manager, Portland  
James Minton, Vice President,  
Communications, Anchorage  
Anand Patel, President & CEO,  
Fairfield  
Nina Simmons, Online Marketing  
Manager, Phoenix  
Richard Tammar, Director of Online  
Strategy, Portland  
Eric Thompson, Vice President of  
Marketing, Salt Lake

## *Honorary Members*

Martin Stoll, President & CEO,  
Sparkloft Media  
Bobby Taylor, Web Developer, Miles

## Destination: Portland

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

You may want to come early and stay  
through the weekend!

In Portland, Tech Summit delegates will  
find convenient travel options, great  
culture, memorable meals and delicious  
microbrews with no side order of sales tax.  
(Remember, shop only when no Tech  
Summit programs are in session!)

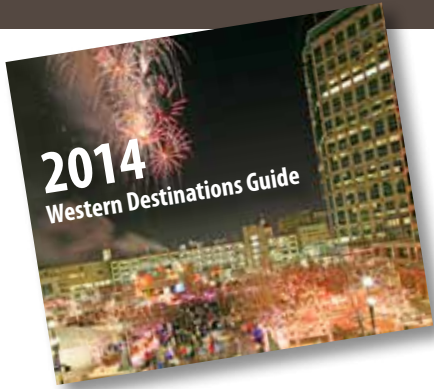
In Portland, you have a vibrant city with a  
temperate climate, an energetic farmers'  
market scene and a Pinot-centric wine  
region nearby. Add adventurous, talented  
chefs who know exactly what to do with the  
region's bounty, and you have Portland: a  
foodie nirvana with excellent farm-to-fork  
dining options around every corner.

In Portland, you'll find a bevy of diverse  
retailers. You will find everything you  
expect from big-city shopping—except the  
sales tax. Check out popular shopping  
districts and our host destination at the  
Travel Portland website.

Visit the Travel Portland website for  
additional destination information and  
check out the website design and content!



# Salary/Benefits and Budget Surveys



## 2014 Western Destinations Guide

WACVB and PCMA Convene® Present the 16th Annual “Western Destinations Guide”—the ultimate opportunity for WACVB members to showcase western destinations to the meetings market.

### Matching Editorial!

Available exclusively to WACVB members to showcase Western destinations, the WACVB guide will be a special section in the March 2014 issue of *Convene* and mailed to more than 30,000 meeting professionals.

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

### Reserve Your Space Now!

Contact PCMA Account Executives with any questions.

Albert Pereira  
(312) 636-4711  
[apereira@pcma.org](mailto:apereira@pcma.org)

Wendy Krizmanic  
(312) 423-7248  
[wkrizmanic@pcma.org](mailto:wkrizmanic@pcma.org)

Let’s promote the West together!  
Take advantage of WACVB’s partnership with *Convene*!

## Archived results available online to participating member bureaus

### CEOs: Have you completed the 2013 editions of the two surveys?

If yes, your WACVB peers thank you. If not, please plan to complete the online surveys as soon as possible. The same login and password are used to access both surveys.

### Bureau Budget Survey

Are you interested in knowing how your budget stacks up to others in your competitive set? Are you curious about changing budget allocations in today’s environment? 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.

Last year we added a new tabulation feature to the Bureau Budget Survey. Now get results via the standard bureau ‘profile’ or download the tabulated version.

### Salary & Benefits Survey

The survey includes bureau background data as well as CEO and staff sections focusing on salaries and benefits. Participating CEOs may download individual survey summary reports based on operating budgets.

Remember, more participation translates to data that are more relevant.



# 2013 Annual Conference & Vendor Showcase Recap

## INNOVATE influence

This year's Annual Conference theme, *"Shaping the Future of Destination Marketing as DMOs Inform, Innovate and Influence,"* highlighted DMO initiatives and technologies associated with interactions with visitors, clients, partners/stakeholders, board members and elected leaders, as well as interactions with staff and industry peers.

For those in attendance, a remarkable dynamic established itself within the group as delegates, speakers, sponsors and vendors gathered in Universal City/Los Angeles for the 2013 Annual Conference & Vendor Showcase.

Nan Marchand Beauvois from the U.S. Travel Association presented the conference's opening general session with an overview of the state of the travel industry from a national perspective. She highlighted 2013 travel trends and updates. Marchand Beauvois also offered insights into U.S. Travel's role and advocacy efforts, including its latest campaign, Travel Effect. She invited DMOs to continue to champion travel-related issues at a grassroots level.

Most brands and businesses understand the power of social media. Presenter David Reis, founder & CEO of DEI Worldwide, showed the value of online influencers and the role that content plays in today's marketing landscape. He highlighted Experience Scottsdale's collaboration with DEI to execute a highly successful Influencer Marketing Campaign that generated aware-

ness for the city via the Web to encourage visitation. He also shared gave examples for maximizing content for marketing purposes and shared tips for creating content for a destination's campaign.

Public relations expert John Deveney, ABC, APR, president of Deveney Communication in New Orleans, taught delegates the steps, techniques and resources to manage negative attention to protect and even elevate the brand of one's destination. He shared best practices through case studies and research about strategically orchestrating media relations, social media and community relations from major catastrophes and a host of smaller challenges.

A clear understanding of a destination's visitor base is vital to the marketing team. Wendy Kheel, vice president, consumer insights at Los Angeles Tourism & Convention Board highlighted how comprehensive visitor profile research supports strategic planning and informs marketing decision-making. It provides information and intelligence for the benefit of stakeholders and industry partners. She recommended that a visitor profile include behavioral characteristics as well as demographic and psychographic information and more. Kheel discussed research technique options, their strengths and challenges, and tips for getting the best value from visitor profile research.

From Breaking Bad Tourism to Defying the Ordinary and a Director of Barketing to Majestic Mountains, the Best Idea Program awards luncheon, sponsored by PCMA/Convene, was an interesting array of projects. Destination-promotion ideas from Albuquerque, Aspen, Mendocino County and Yosemite Sierra were shared during the luncheon. Congratulations to the Best Idea Program achievement award winners. (See Best Idea article this issue.)

A panel of Santa Monica representatives—Mayor Pam O'Connor, Kim Baker from the Santa Monica CVB, Garrett Hart from Sustainable Works and Dean Kubani from the City's Office of Sustainability & the Environment—presented information about the relationship between tourism and sustainability. They recommended working with one's city, educational





institutions and hospitality partners to ensure that tourism continues to thrive in a responsible manner.

Denise Pirrotti Hummel, CEO of Universal Consensus, stated that the future of tourism in the United States is dependent on the ability to attract and retain international tourists. In her general session, she emphasized that 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. Her presentation included ways to optimize the marketing, sales process and customer service to take advantage of this trend.

Denise Pirrotti Hummel delved deeper into the subject of international markets at a follow-up workshop about the need to have a roadmap to reach, retain and grow visitors in a destination's international markets.

Popular presenter Martin Stoll, president & CEO of Sparkloft Media, highlighted the concept of "transmedia storytelling" to illustrate how DMOs can use multiple platforms and formats—such as print, web, social, video or photo—to deliver engaging content across multiple channels. He shared hands-on tips about how to tell one's destination story in a synchronized narrative that leverages the strength of

each platform—even with a limited budget.

Kevin Bate from Simpleview presented the Arena Benchmarking and Performance Reporting workshop. He noted that a DMO now has an opportunity to acquire broad-spectrum, current and highly relevant intelligence about its performance alongside competing destinations and the overall industry. Bate presented an overview of the Arena Benchmarking tool, showing delegates how to compare their numbers to those from other DMOs in more than 100 measures, from future room nights and member revenue to website visitors and check-ins on Foursquare.

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

*Continued on page 15*



## Thank You!

WACVB thanks the following terrific group of vendors and sponsors for their involvement at the 2013 Annual Conference. Members—please look to these preferred vendors for opportunities, products and services.

### Adara

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

### Collinson Media and Events

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

### Continental Interpreting Services

[www.cis-inc.com](http://www.cis-inc.com)

### Dowdle Folk Art

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

### Drozian Webworks

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

### iDSS - Internet Destination Sales System, Inc.

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

### JackRabbit Systems, Inc.

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

### Madden Media

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

### Meetings Focus

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

### Miles

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

### mobManage

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

### National Association of Sports Commissions

[www.sportscommissions.org](http://www.sportscommissions.org)

### PCMA/Convene

[www.pcma.org](http://www.pcma.org)

### Regatta Travel Solutions

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

### Schneider Publishing

(Association News, SportsTravel, TEAMS Conference)

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

### Simpleview

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

### Smart Meetings

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

### Sparkloft Media

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

### STR

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

### Strategic Marketing Group

[www.smgonline.net](http://www.smgonline.net)

### Tempest Interactive Media

[www.tempest.im](http://www.tempest.im)

### Travelzoo

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

### TripAdvisor

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

# Bureau News

## Annual Reports

■ **Visit Tucson** took an innovative approach to demonstrating its accomplishments as well as sending a powerful message for tourism advocacy when it released its Annual Report, for the first time in video format (2012-13 fiscal year). The seven-minute report, while utilizing compelling video and expert testimonials to engage and connect with stakeholders, condenses 365 days of the positive impact travel and tourism has on Tucson and southern Arizona. “Last year in Pima County, tourism exceeded \$2.6 billion in direct travel spending and \$3.3 billion in southern Arizona,” according to Brent DeRaad, president & CEO at Visit Tucson. DeRaad assisted in narrating the organization’s accomplishments, many of which are now laying the groundwork to chart a new course to increase future visitation and spending in the region. Some of the year’s highlights included:

- Rebranding of the region and the organization’s name change to Visit Tucson
- Completing new research specific to Tucson – Visitor Inquiry, Visitor Analysis and a Tucson subset of Portrait of American Travelers®
- Increasing Visit Tucson’s budget – vitally important for Tucson to be competitive
- Emphasizing the favorable economic impact that a single major motion picture can have on a local economy, among other accomplishments.



The Visit Tucson Annual Report video was produced by Litteer Films, under the direction of Allison Cooper, vice president of marketing at Visit Tucson. “The FY 2012-13 Annual Report video underscores the significant advantages that video plays in communicating a message,” Cooper said. The 2012-13 Visit Tucson Annual Report video is available to view here: <http://youtu.be/prS6cokzZTs>

## Arts and Culture

■ **Illuminate SF** is an initiative of the **San Francisco Travel Association** and the city’s cultural community. **Illuminate SF** showcases the entire city of San Francisco as a gallery of light art, illuminating the dark winter evenings of November through December. The “city gallery of light art” can be explored on your own or at several events created for this year’s **Illuminate SF**. The San Francisco Travel Association has launched an online guide featuring the six art installations currently on view and the related special events, available at [www.sanfrancisco.travel/illuminatesf](http://www.sanfrancisco.travel/illuminatesf).

## Branding

■ In October, the Laguna Beach VCB unveiled its new name—**Visit Laguna Beach**—to communicate the organization’s purpose to consumer and hospitality partners by developing a new brand identity for marketing tourism to and within Laguna Beach. For the past year, the Laguna Beach Bureau underwent a comprehensive strategic planning process. Teaming with branding experts from And Company, a Los Angeles-based marketing organization, a vision, new logo and theme (Let Yourself Go) were created for the destination. “The new Visit Laguna Beach logo brings a vintage and accessible element, harkening back to Laguna Beach’s heritage as a beach getaway, and providing a human and handmade touch that alludes to Laguna’s long-standing artistic reputation,” said Etienne Jardel,



creative director of And Company. Visit Laguna Beach launched its new brand via advertising on the CBS television unit in Times Square in mid-October. A 15-second spot hourly suggesting a Southern California sun and sand getaway to Laguna Beach during the winter months will be seen by hundreds of thousands of passersby in Times Square including East Coast residents and domestic and international visitors to New York over a three-month period. Hotel packages welcoming visitors to Laguna Beach during this period will also be publicized.

## Convention Services

■ In early November, Santa Monica welcomed more than 8,000 global film industry leaders at the 34th annual American Film Market (AFM) for the world’s largest film market. For a week, independent filmmakers, producers, distributors and other key members of the worldwide motion picture industry screened and placed bids on more than 400 films from 51 countries. Event attendees filled local hotel rooms, restaurants, theaters and retail outlets during its eight-day run, infusing an estimated \$20 million dollars into the Santa Monica economy. During AFM, the **Santa Monica CVB** partnered with local businesses to provide AFM guests with an authentic Santa Monica experience during their visit. Throughout the duration of AFM, delegates were encouraged to take advantage of:

- Complimentary Santa Monica Farmers Market produce at the AFM Buyers Lounge
- Hosted outdoor workouts showcasing Santa Monica’s healthy lifestyle
- More than 40 different specials, offers and discounts to local attractions, bicycle rentals/tours, shopping and dining.

The Bureau also provided complimentary materials to aid Santa Monica businesses in welcoming the AFM attendees, such as window placards, visitor maps and U.S. Tipping Etiquette Information Cards (laminated hard copies or PDF), designed to guide international visitors on U.S. tipping etiquette information.



## Travel Agents

■ On October 25, Oakland Mayor Jean Quan and Visit **Oakland** and Oakland International Airport representatives welcomed 50 Australian travel agents with a unique experience. In partnership with Visit California's Sydney office, guests were surprised by a 20-person Oakland Interfaith Gospel Choir that sang to the group as they entered the baggage claim area. The choir delighted not only the Australian visitors but also everyone in Terminal One with lively music, including the Australian National Anthem and other spirited gospel songs. The travel agents continued their Oakland adventure on Sunday, October 27, as they cheered on the victorious Oakland Raiders. A surprise visit by MC Hammer and a group photo on the Raiders 50-yard line post-game rounded out the excitement to their busy itinerary.

## Videos

■ In anticipation of the opening of *Levi's Stadium* in Santa Clara in 2014, thousands of fans will be visiting Santa Clara to watch 49ers football, college football and other events including *Super Bowl 50* in February 2016. In anticipation, the city's Tourism Improvement District (TID), in conjunction with the **Santa Clara CVB** and XPlorIT Interactive Media, produced a multimedia experience to showcase the city and its attractions. The high-energy presentation can be [viewed here](#) and includes three videos on attractions, accommodations and a big picture overview. Visitors get an aerial 360 view of the city with transitional media that allows the viewer to fly from one destination to another, visually walking through the city's attractions. Famed Santa Clara University alum and Women's World Cup soccer star Brandi Chastain introduced one of the video elements. "Viewers are going to be surprised when they watch this video and see how much there is to see and do here," says Steve Van Dorn, the CVB's President & CEO.



## Visitor Centers

■ The **Mat-Su CVB** (Alaska) is one step closer to construction of a new Gateway Visitor Center after receiving a \$1 million capital appropriation for site acquisition from the Alaska Legislature this spring. The visitor center project is an ongoing priority for the CVB's Board of Directors. In 2008, the Mat-Su CVB received a Federal Highway Administration grant through the National Scenic Byways program, which covered site evaluations and a feasibility study. A potential site was identified and the CVB began building partnerships with community organizations, as well as working with the Mat-Su Borough (similar to a county) Assembly to have the project included in its legislative priorities. This spring, the \$1 million appropriation was awarded to the Mat-Su Borough to purchase the identified site, which overlooks the Chugach Mountain Range near Palmer, Alaska, and includes a salmon-spawning habitat among the nearby wetlands. The purchase is expected to be complete by the end of December. The Gateway Visitor Center project was the focus of the Mat-Su CVB's annual meeting on November 8. A panel of experts, including Park City Chamber/Bureau CEO Bill Malone (current WACVB Board President), spoke about the importance of partnerships, the construction process for new visitor centers and the positive economic impact a new visitor center will have on the community. The Park City Chamber/Bureau opened a new visitors center in October 2012.

## Visitor Marketing

■ The **Santa Monica CVB** launched its annual "Extra Bedroom Program" in November; the program is offered through January 25, 2014. This popular initiative offers Santa Monica residents and their guests discounted hotel rates and special offers from participating Santa Monica hotels simply by showing proof of Santa Monica residency (California ID or drivers license) at check-in. "Our hospitality community is delighted to extend this opportunity and give back to residents during the holiday season," said Misti Kerns, SMCVB president & CEO. See [www.santamonica.com/extrabedroom](http://www.santamonica.com/extrabedroom) for information about the program.

## Websites

■ The **Ontario (Calif.) CVB** has announced the official launch of its new website, [www.discoverontariocalifornia.org](http://www.discoverontariocalifornia.org), which also includes links to [www.discoverranchocucamonga.org](http://www.discoverranchocucamonga.org) and the Ontario Convention Center site [www.ontariocc.org](http://www.ontariocc.org). Dynamic photos, illustrations and content reflect the meeting, entertainment, dining and lodging options available in the region. Frustration-free navigation, responsive design, booking capabilities and simple search options make it user-friendly for PC and mobile users alike.

## Wedding Venues

■ The **Yolo County Visitors Bureau** has a new section dedicated to wedding venues throughout Yolo County on its website. The listing features 36 locations across the county that brides and grooms can consider using for their big day. Visitors to the website will find a directory of all venues, plus categories to search for different types of venues, such as Vineyards and Wineries, Farms and Ranches, Historic Sites, Gardens and Outdoors, and Golf Courses. There are also several locations shown on the University of California, Davis, campus and unusual choices such as the Sacramento River Train. Each location has a separate page with a description of the facilities and services available, contact and website information, and slideshows of scenic photographs. [www.yolocvb.org/weddings](http://www.yolocvb.org/weddings).

# People On the Move

The Anaheim/Orange County VCB selected industry veteran **Mindy Abel** for the position of senior vice president, strategy & development. Abel has been with the Bureau for 19 years in a variety of sales positions and was most recently senior vice president of sales for the past five years. Abel transitioned to this newly created role within the organization in October 2013. The main function of the position is to cultivate tactics to enhance Anaheim's meeting destination infrastructure, while expanding economic and product development opportunities. In addition to these functions, Abel will be engaged with key meeting industry groups to increase Anaheim's visibility as a major meeting site and develop strategies with meeting industry associations.



Travel Lane County Oregon (Eugene, Cascades & Coast region) has added a new member to its convention marketing team. Serving as the social media & PR manager, **Jessica Chestnut** will concentrate outreach efforts on the convention, meeting and special event markets. Chestnut brings years of marketing experience to her position. She has worked with various companies and local businesses to improve their social media presence, create email marketing campaigns, write copy, manage product launches, and increase search engine optimization on websites. Chestnut will implement email marketing campaigns, respond to meeting and event-related media requests and write for the new Eugene, Cascades & Coast Meetings Blog. Most recently, Chestnut was part of the marketing, writing, and business development efforts for a Eugene-area web development firm.



**Colleen Cornett** has been promoted to director of managing services for the Anaheim/Orange County VCB. Prior to her promotion, Cornett had previously served as the bureau's director of convention housing.

In November **Kim Harmon** was hired as a sales manager by the Santa Fe CVB. Harmon moved to Santa Fe in mid-2010 and began work as a sales manager for Bishop's Lodge Resort. Most recently, she was a sales manager at Inn and Spa at Loretto. Harmon has worked in the hospitality industry for 15 years including a 10-year stint in Chicago at some of the city's best restaurants as a private dining and events sales manager. At the Santa Fe Bureau, Harmon will initially be managing inquiries about booking the Santa Fe Community Convention Center. In early 2014, she will begin covering a specified national territory developing clients and recruiting meetings/conferences to Santa Fe.



**Melinda Lowe** has joined the Tacoma Regional CVB marketing and communications department as business development manager. Lowe will be responsible for generating revenue through partner and sponsor investments for the TRCVB. She will work closely with President & CEO Bennish Brown to strategically maintain and grow these private revenue funds. Lowe has more than 15 years of combined experience in brand development, community engagement, convention management, event planning, communications and fundraising. Her most recent position was as event planner for MultiCare Health Foundation in Tacoma where she oversaw Rock the Foundation, a fundraising event to benefit Tacoma General Hospital.



In October, the Tacoma Regional CVB announced a change of positions within the organization. **Andrea Mensink** has been



named director of marketing & communications. She was previously business development manager. Her responsibilities include directing, planning and implementing marketing and communication strategies to attract business, leisure and group tour travel markets to Pierce County. Mensink is responsible for the collaborative management of the branding and imaging of the TRCVB and Travel Tacoma and Pierce County. Mensink has been with the Bureau since May 2008.

The Pasadena CVB has promoted **Jeanne O'Grady** to director of sales and client services. O'Grady previously served as associate director of sales for the Pasadena Convention Center since October 2011.

**Howard Pickett** has joined the San Francisco Travel Association as its chief marketing officer. Pickett previously served as chief marketing officer at Mammoth Mountain Ski Area. He was with Walt Disney Company for 12 years in leadership positions including marketing senior vice president for Disneyland resorts in Anaheim and Paris. Pickett succeeds Matt Striker, who left in July to join CityPass.

**Mora Rowe** has been named the new executive director/CEO at the Placer County Visitors Bureau in Auburn, California.

The Pasadena CVB has appointed **Christine Susa** as director of marketing and communications. Most recently, Susa worked for the Urban Land Institute of Los Angeles and delivered technical support to government agencies, including the Los Angeles Convention Center and the City of Santa Monica Civic Auditorium.

In September, the Anaheim/Orange County VCB named **Junior Tauvaa** as senior vice president of convention sales and meeting solutions. Tauvaa was previously senior vice president, strategic partnerships, with Meeting





Professionals International (MPI) and its Foundation. He was with MPI for the past six years and functioned in several executive positions in sales, global development, membership, chapter management, marketing and business management roles. Prior to MPI, Tauvaa was with the Los Angeles Bureau (now Los Angeles Tourism & Convention Board), where he held several key roles within the organization working to strengthen the city's image as a leading meeting destination. In his new position, Tauvaa will lead the AOCVCB's convention sales and meeting solutions teams to increase Anaheim's market share in the national and international convention and meeting arena. He will also be involved in convention marketing initiatives to ensure the Anaheim brand continues to be positioned as a leader in the meeting, convention and special event industry. Tauvaa replaces Mindy Abel, who has transitioned to a new position within the organization as senior vice president, strategy and development. Tauvaa is actively involved with HSMIAI, ASAE and DMAI.

## Welcome New Members

### *In Arizona...*

#### **PAGE LAKE POWELL TOURISM**

P.O. Box 1180  
Page, AZ 86040  
(928) 645-4310  
www.visitpageaz.com  
lmc michael@cityofpage.org  
*Lee McMichael, Tourism Director*

### *In California...*

#### **DESTINATION LANCASTER**

44933 Fern Avenue  
Lancaster, CA 93534  
(661) 723-62110  
www.destinationlanasterca.org  
luis@destinationlanasterca.org  
*Luis Garibay, Program Manager*

### *In Wyoming...*

#### **CARBON COUNTY VISITORS COUNCIL**

P.O. Box 1017  
Rawlins, WY 82301  
(307) 324-3020  
www.wyomingcarboncounty.com  
director@wyomingcarboncounty.com  
*Lisa Howell, Executive Director*

# Awards and Kudos

## ***Mary Gallagher to be Honored by PCMA***

Each year, the Professional Convention Management Association (PCMA) honors outstanding members for their contributions to the association and the meetings industry. This year's winners will be recognized in mid-January in Boston at PCMA's Annual Meeting. Congratulations to the Distinguished Member of the Year award recipient: Mary Gallagher, director of citywide accounts for the San Francisco Travel Association.



## ***Glenwood Springs Chamber Resort Association Awarded 2013 ACCE Chamber of the Year***

In July, the Glenwood Springs Chamber Resort Association (GSCRA) was named the 2013 Chamber of the Year at the annual convention of American Chamber of Commerce Executives (ACCE) in Oklahoma City, Okla. Accepting the award were GSCRA Board Chair Michael McCallum and GSCRA President & CEO Marianne Virgili. The entire chamber management team was also in attendance and on stage.

ACCE annually recognizes up to five chambers of commerce for their work in "Leading Businesses, Leading Communities" with the Chamber of the Year award. The award recognizes excellence in operations, member services, communications and community leadership.

Michael McCallum stated "This award is well deserved and recognizes decades of collaboration and excellence. It is a testament not only to the business community but the entire city of Glenwood Springs as well."

The multi-stage selection process included first qualifying through the ACCE operations survey, then completion of an extensive application. One of the significant accomplishments of the last year was the innovative partnership with Colorado Mountain College that resulted in a new visitor center in downtown Glenwood Springs. Other highlights included the chamber's innovative electronic marketing strategy, which has resulted in improved communication through e-mail and social media, and a new-tiered dues program that brings more value to a member's investment.



*Glenwood Springs Chamber Resort Association representatives celebrate their award. (Left to right) John Virgili, Marianne Virgili, Lisa Langer, Debbie Bannon, Lindsey Lewis, Joni Bates, Dylan Lewis, Angie Anderson, Mike McCallum and Jan Smiley.*

The final step was an interview that was completed the day before the award announcement. President & CEO Marianne Virgili and GSCRA Board Chairman Michael McCallum completed the interview in Oklahoma City. This was the fourth time the Glenwood Springs Chamber Resort Association was chosen as a finalist and the first time they have won the award. Congratulations!

# Foundation News

## Save Money While You Attend Industry Education Programs!

### WACVB Foundation Scholarships Available

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

The Foundation's scholarship programs were established to enable bureau CEOs and staff members to attain a higher level of performance and industry knowledge by participating at industry events and assisting bureaus with the cost of offering quality professional development opportunities and continuing education to their staff and CEOs.

### 2013 Annual Conference Scholarships Awarded

The Foundation selected two applicants to receive scholarships to attend the 2013 Annual Conference, September 18-20 in Universal City/Los Angeles. Each scholarship included conference registration and travel and lodging expenses.

Congratulations to the 2013 Annual Conference scholarship recipients.

Nathanael (Nate) Burke  
Information Specialist  
City of Seaside Visitors Bureau

Melyssa Laughlin  
President & CEO  
Visit Vacaville



Nathanael (Nate) Burke, Information Specialist at the City of Seaside Visitors Bureau, and Melyssa Laughlin, President & CEO at Visit Vacaville, were this year's Annual Conference scholarship recipients, courtesy of the WACVB Education & Research Foundation.

### 2014 Destination Marketing Tech Summit Scholarship Program

The WACVB Foundation's scholarship program also provides scholarships for attendance at the Destination Marketing Tech Summit. The 2014 Tech Summit is scheduled for March 12-14, in Portland. The Tech Summit scholarship program criteria and the 2014 application are available at the WACVB website at [www.wacvb.com/foundation.html](http://www.wacvb.com/foundation.html). *Application deadline: February 7, 2014.*

### 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 & Vendor Showcase, September 17-19. Scholarship criteria and an application are available online. Each Annual Conference scholarship includes conference registration and travel and lodging expenses. *Application deadline: July 25, 2014.*

## Resource Library

### Member Submissions Add Value

Are you seeking to update your job descriptions or looking for a new format for your Bureau's annual report? If so, the WACVB Resource Library has annual reports, job descriptions, policy manuals, evaluation forms, marketing program ideas and more.

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

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).

### Recently Added Materials

#### ANNUAL REPORTS

MedfordAnnualReport2013

#### FINANCE & OPERATIONS

Organizational Charts

SantaCruz\_OrgChart2013-14

#### HUMAN RESOURCES

Job Descriptions

Administrative Support

SantaCruz\_ExecutiveAssistant

Communications Public Relations

SantaCruz\_CommunicationsDir

Marketing

SantaCruz\_CoopMktgDir

SantaCruz\_MktgCoordinator

Sales & Marketing Conventions

SantaCruz\_Sales&MktgManager

Sales & Marketing Tourism

SantaCruz\_Sales&MktgManager

Technology & Internet

SantaCruz\_OnlineMktgDir





#### 2013 Western Road Trip Raffle—Prize Package

## Winner to Experience Arizona's Grand Canyon Adventure

The lucky winner of the 2013 Western Road Trip Raffle is Kari Westlund, President & CEO of Travel Lane County Oregon. The WACVB Education & Research Foundation conducted a raffle drawing on September 20 for Arizona's Grand Canyon Adventure during the WACVB Annual Conference in Los Angeles.

In 2014, Kari Westlund and a guest will experience a special Arizona Road Trip. 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, Ms. Westlund and her guest will enjoy a first-class Grand Canyon Railway Tour. Then, they will relax in Tempe and have dinner at the Marriott Buttes restaurant Top of the Rock. Then, they will return to the Phoenix Airport for a flight back to Oregon.

Special thanks to the Arizona DMOs that collaborated to sponsor the Foundation's first Western Road Trip Raffle: Flagstaff, Grand Canyon, Phoenix, Sedona and Tempe.

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

Watch for news about the 2014 Western Road Trip Raffle in the next edition of *NewsNotes*. The Foundation leadership will be selling tickets at these 2014 programs: Tech Summit, CEO Forum and Annual Conference.

## Thanks to Foundation Contributors

Thanks to the many WACVB-member bureaus that made a voluntary contribution to the Foundation when they remitted their 2013-14 Association membership dues (list as of November 27, 2013).

#### 2013-14 Contributors

Albuquerque, Anchorage, Aspen, Aurora, Berkeley, Beverly Hills, Breckenridge, Casper, Catalina Island, Cedar City-Brian Head, Costa Mesa, Davis Area, Elko, Folsom, Gilroy, Haines, Huntington, Juneau, Kenai Peninsula, Kodiak, Lake Tahoe Incline Village Crystal Bay, Lancaster, Lane County, Long Beach Peninsula (WA), Los Angeles, Mat-Su, Manteca, Medford, Mendocino, Mesa, Napa, Greater Newport (OR), Oakland, Oceanside, Ogden/Weber, Park City, Phoenix, Placer County, Pismo Beach, Portland, Riverside, Salt Lake, San Francisco, San Juan Islands, San Mateo County, Santa Barbara, Santa Cruz County, Santa Rosa, Seattle, Sedona, Spokane, St. George, Stockton, Tempe, Torrance, Tri-Valley, Tucson, Tuolumne County, Unalaska/Port of Dutch Harbor, Utah Valley, Valdez, West Hollywood, Wrangell, Yakima Valley, Yolo County, Yosemite/Mariposa County and Yuma.

## DMO Visitor Guide User and Conversion Study

#### Foundation Provides Study Grants

In early 2013, the WACVB Foundation partnered 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.

The Foundation Board of Directors earmarked specific funds to support this industry research project in conjunction with discounted fees paid by DMOs in the core study group.

Destination Analysts, on behalf of the WACVB Foundation and participating DMO partners, is nearing the conclusion of this yearlong Visitor Guide User and Conversion Study. The research uses an online survey methodology to develop a profile of travelers who use DMO-sponsored official Visitor Guides and estimates the Return on Investment these guides bring to their respective communities.

Destination Analysts, Inc. will provide DMO participants with the following at the conclusion of the yearlong study:

- Comprehensive Report of Findings (specific to the DMO's visitor guide, including custom questions)
- Conversion Analysis and ROI Estimates

Study participants include Albuquerque, Anchorage, Fairbanks, Lane County, Los Angeles, Mendocino, San Francisco, Sedona, St. George, Vancouver (BC) and Visalia.

In addition, Destination Analysts will prepare an executive summary that the Foundation will make available to the DMO industry.

A session at the 2014 Tech Summit will highlight the study findings.

# Best Idea Program Achievement Awards

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

This year's Best Idea Program awards were presented during the September 2013 Annual Conference in Los Angeles.

Following receipt of the entry forms, a Board-appointed Task Force reviewed the submissions and selected several ideas for presentation.

WACVB congratulates the following member bureaus for receiving outstanding achievement awards for their organizations in the 2013 Best Idea Program. Bureau representatives presented their best ideas during the awards luncheon hosted by PCMA/Convene.

The 2013 Best Idea Program booklet—featuring all entries—is available in WACVB's online Resource Library.



*Award recipients at the September 2013 Annual Conference—(Left to right) Brittany McMahan, Tourism & Marketing Manager, Visalia CVB; Rhonda Salisbury, Director of Marketing, Yosemite Sierra Visitors Bureau; Jennifer Wesselhoff, CDME, WACVB 2012-13 Board President and President & CEO, Sedona Chamber of Commerce Tourism Bureau; Scott Schneider, President & CEO, Visit Mendocino; Jessica Magnant, Development Marketing Coordinator, Albuquerque CVB; and Julia Theisen, Vice President, Sales & Marketing, Aspen Chamber Resort Association.*

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

The popular AMC television series "Breaking Bad" is set and filmed in Albuquerque. The Albuquerque CVB was cautious to make any connection throughout the early seasons of "Breaking Bad" because of the dark subject matter of the show. The show's popularity has spawned national and international interest in the show setting—

Albuquerque. The challenge of film tourism is that there must be a solid visitor experience in the destination for the CVB to be able to promote it to travelers. The ABQ Trolley Co., a local city tour company, launched a BaD Tour themed around locations from the show in 2012 and the industry took off. ACVB was able to help promote this tour along with other "Breaking Bad"-themed products and experiences that were being developed by enterprising local businesses. The basic strategy was to create a central portal to find out about Albuquerque's "Breaking Bad" film tourism offerings. The bureau supported the tourism offerings by highlighting all of the positive things being said about Albuquerque by cast/producer interviews into one place on the ACVB website. This page also contained the growing list of products and tours related to "Breaking Bad" around Albuquerque, which were optimized through SEO. The CVB worked with its PR agency to develop a pitch related to film tourism and specifically "Breaking Bad" and to invite journalists to come to Albuquerque to experience it firsthand. The CVB created [www.ItsATrip.org/BreakingBad](http://www.ItsATrip.org/BreakingBad). It highlights products and tours related to "Breaking Bad" in Albuquerque, quotes related to the show being filmed in Albuquerque and media mentions related to "Breaking Bad" tourism. Despite being concerned with the notion of "Breaking Bad tourism," Sony Television granted permission for ACVB to include a "Breaking Bad" image and story in the 2013 Albuquerque Visitors Guide as one of the top 10 reasons to visit this year. The ACVB and its PR agency developed a media pitch to attract attention for the destination based on the film theme. The Bureau hosted journalists on individual and group media visits. The ACVB printed 200 t-shirts that were distributed during the premiere of the second half of Season 5 in August 2013. The t-shirts read: "Albuquerque + Breaking Bad. We've bonded." They are now selling the t-shirts for wholesale and retail purchase. The t-shirt included a hash tag and ACVB's twitter handle. The hash tag #BrBaABQ and a webpage at [www.BrBaABQ.com](http://www.BrBaABQ.com) highlighted all of the connections between the city and the show.





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

In late 2010, the Aspen Chamber Resort Association staff members were charged with launching a rebranding campaign for Aspen. While Aspen is well known, many people have preconceived notions of what a vacation to Aspen would entail. The goal was to show the true soul of the town, the people and places that make it the community that it is, and differentiate ourselves from other mountain-town destinations. The resort association staff interviewed more than 30 locals for an hour each and got to the core of what Aspen meant to them. In 2011, the Aspen Defy Ordinary campaign was launched. The brand film conveys the essence of this campaign: <http://www.aspenchamber.org/defy-ordinary/>. The next steps were to integrate the brand throughout the resort. First, the website homepage received a facelift by incorporating the branding as well as upgrading the page to include a huge hero image. Also on the website, Defy Ordinary itineraries were created to inspire travelers when they were planning their vacations: <http://www.aspenchamber.org/defy-ordinary/itineraries/>; and interviewed local personalities to get their top five summer and winter recommendations: <http://www.aspenchamber.org/defy-ordinary/get-local/>. Digital and print advertising was designed to convey the Defy Ordinary brand promise and the destination's social media presence was expanded to Defy Ordinary in the social space as well. The four in-town visitor centers also received a redesign to align with the brand. Updates include new imagery, information displays and onsite iPads. For summer 2013, a time-lapse video titled "Summer in Aspen: Day to Night Defy Ordinary Time Lapse" was launched to show the breadth of offerings in Aspen <https://vimeo.com/65772934>. The staff plans to continue to evolve campaigns with the Defy Ordinary premise; future ideas include an overhaul of the Guest Service program, a Defy Ordinary Wedding Sweepstakes giveaway, an International component, and strategic partnerships with national or international brands.

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

Visit Mendocino County (VMC) contracted for a Director of Barketing from 2010 to 2013. Hairy Putter, a canine terrier, joined the team to assist in the promotion and development of pet-friendly travel throughout Mendocino County. Hairy hosts his own blog, reviewing wineries, restaurants, hotels, attractions, beaches, etc. in the eyes of a canine to highlight the "pet-friendliness" of the destination. The blog was used throughout the website and social media channels. An annual brochure was produced highlighting those businesses that were not just "pet-tolerant," but "pet-friendly." Hairy joined the VMC team at specific events both inside and outside the County. He was a "VIP guest" at travel shows including "Bark in the Park" and the "Bay Area Travel Show." He was the star of the event and drew thousands of people to the VMC booth to meet the destination's "celebrity." See blog and website at [www.hairysblog.com](http://www.hairysblog.com) and [www.visitmendocino.com/pets](http://www.visitmendocino.com/pets). When the recession hit in 2008, VMC looked intently at areas of destination marketing where the organization could be most effective. Looking at current research at the time, they came to understand that pet-friendly travel was the only travel segment with any growth. As a result, they collaborated with Hairy Putter to develop him as their "Canine Ambassador" and, ultimately, our "Director of Barketing." This new role was successful in developing VMC's partnerships with many new businesses throughout the county—specifically wineries, attractions and restaurants. By highlighting how many businesses, as well as the different types of businesses, were pet friendly, Mendocino County became known as a premier destination for people traveling with pets. Dog Fancy Magazine voted Fort Bragg, California, as the fifth most-pet-friendly city in the U.S. VMC paid Hairy Putter a retainer of \$100/month for the rights of his blog, cooking show and overall brand. With VMC's overall goal of extending stays and, ultimately, spend by visitors throughout the county, more than 60,000 visitors used the pet-friendly brochure and/or Hairy's blog and potential visitors in helping them plan longer stays.



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

For the "Visit 3 of California's National Parks in 3 Days – Sequoia, Kings Canyon and Yosemite National Parks" project, the bureau staff is educating visitors about the proximity of these parks by creating suggested itineraries (top five stops) to guide the visitor through the three parks with added information on extending their stay to see hidden treasures in the regions. This is also the perfect trip for visitors with limited time to see everything. The project is a partnership between the Visalia Convention & Visitors Bureau, Yosemite Sierra Visitors Bureau and the Fresno Yosemite International Airport; additionally Delaware North Companies – Wuksachi Lodge has come in as a partner, and the National Park Service. The project launched in January 2013 with a press conference at the Fresno Yosemite International Airport, including follow-up stories with several news stations and news talk shows. The story was picked up by Alaska Airlines, American Airlines, National Parks Council, Visit California, the San Francisco Chronicle and others. Via Magazine is planning an upcoming feature as well. The hotels, tour companies, rental cars, airport and CVBs are working together to promote this unique product. A Passport Program was launched with bumper stickers available to visitors who complete the loop. The visitors center provides maps and information about the loop program. There is also a Majestic Mountain Loop (MML) Facebook page and campaign.



# Spirit of Leadership Award

## *Brad Burlingame Receives Spirit of Leadership Award*

At its 2013 Annual Conference in Los Angeles, WACVB presented Brad Burlingame, president & CEO of Visit West Hollywood, with the Association's Spirit of Leadership award.

The award recognizes extraordinary contributions to the Association by individuals. Burlingame, a past president of WACVB and a past president of the WACVB Education & Research Foundation, was honored for his remarkable leadership and enduring support of the Association and Foundation, as well as his passion for and advocacy leadership of the travel industry.

The WACVB Board of Directors established the Spirit of Leadership Award to recognize individuals who have been exceptional contributors to the organization. The award celebrates above-and-beyond leadership by individuals who are willing to assist their industry colleagues and promote the profession of destination marketing.

Burlingame served six years on the WACVB Board of Directors, including service as its Board President. He is also a Past President of the Board of Trustees of the WACVB Education and Research Foundation, and currently serves as a Foundation Trustee.

He is a Past Chair of the California Travel Association and is the current Chair of the CalTravel PAC. He has also served on the Marketing Advisory Committee of Visit California.

In addition, Burlingame was recently elected to the Board of Directors of the DMAI Destination & Travel Foundation.

Burlingame was appointed president & CEO of Visit West Hollywood in 1997. Since that time, he has led the organization's extraordinary influence on the growth of the travel and tourism in the destination. The annual visitor economic impact in West Hollywood has grown to more than 750 million dollars with projections in the next five years to reach \$1.4 billion.

He has initiated development of overseas markets in the United Kingdom and Australia, helped leverage the city's annual Halloween celebration into a festival now attended by more than 500,000 guests, led the establishment of a film-marketing program for the city and spearheaded development of the Sunset Strip Music Festival.

Burlingame also administers the West Hollywood Design District—a business improvement district of luxury fashion, design, art galleries and showrooms. Prior to joining Visit West Hollywood, he was vice president of marketing & sales for the Japanese Assistance Network (JAN), a Los Angeles and Tokyo-based marketing and service firm specializing in the Japan market for travelers and U.S. travel companies.

He is active in the Los Angeles community and serves on the boards of the West Hollywood Chamber of Commerce, the West Hollywood Design District BID and the Sunset Strip Business Association.

Burlingame is also a Past Chair and continues to serve on the Board of Governors of LA Stage, an organization promoting and representing more than 300 theatrical-producing companies throughout Greater Los Angeles.

Past recipients of the WACVB Spirit of Leadership award include:

- 2003 – Rick Davis
- 2005 – Carol Lentz
- 2007 – Cami Mattson
- 2008 – Jonathan Walker
- 2009 – Kari Westlund



## A Letter to WACVB

Dear Friends,

Recently I was honored with the WACVB Spirit of Leadership Award at the annual conference in Los Angeles. It was truly a surprise. As the presentation began a colleague at my lunch table asked, "Who do you think it is?" to which I replied, "I have no idea." To be inducted into this very small club that includes previous honorees Rick Davis, Carol Lentz, Cami Mattson, Jonathan Walker and Kari Westlund, is an extraordinary recognition. They are travel industry professionals I have admired and been inspired by for many years. It was particularly wonderful to have Jonathan and Kari in the audience.

It is always nice to be honored even though my personal philosophy is not to seek the spotlight. Simply **Accept the Big Challenge and Be a Leader.** That kind of professional attitude is one of the many rewards I have received from WACVB throughout the years. While we all belong to other industry organizations and benefit from them all, it has been the regional affinity of WACVB and the relationships with colleagues "right next door" that has sustained my commitment to this valuable association. I am confident you agree and if you're new to this business and WACVB, you're certainly beginning to realize it as well.

Thank you again for bestowing me with this incredible honor. And, to receive it here in Los Angeles, my own backyard—pretty sweet!

*Brad Burlingame*  
Visit West Hollywood



*A number of Visit West Hollywood team members gathered at the luncheon during the 2013 Annual Conference where President & CEO Brad Burlingame was surprised when named as the recipient of the WACVB Spirit of Leadership award. Pictured (left to right) Erin Pedraja, Vicki Heitland, Julissa Rodriguez, award recipient Brad Burlingame, Kristen Trzcinski, Erin Hennessy and Jaimie du Bois.*



## WACVB Annual Conference

Continued from page 5

for the 2013 Annual Conference presentation downloads.]

It was a new twist for the popular roundtables at the 2013 Annual Conference. This year, CEOs and staff members came together in an open forum with the conversations guided by peer facilitators. Participants shared ideas, challenges and solutions at the roundtables (by budget category). Delegates submitted topics for the roundtables prior to the conference.

Thanks to our roundtable peer facilitators: Sara Toliver and Caren Parry (Ogden/Weber), Kari Westlund and Sally McAleer (Travel Lane County) and Dale Lockett, Whitney Cordell and Jessica Magnant (Albuquerque).

The Vendor Showcase featured several new exhibitors and veteran vendors featuring trade publications, technology/information firms, publishing companies, research firms and more. The showcase offered an interactive business environment for delegates to meet with vendor representatives to discuss opportunities and products. (See listing of vendors in this issue.)

Attendees renewed industry friendships and met new peers at the opening welcome reception, hosted by the Sheraton Universal Hotel.

Thursday evening, the Los Angeles Tourism & Convention Board hosted a reception at the Hard Rock Café at CityWalk. Attendees enjoyed the sights and sounds of CityWalk as they strolled from the hotel to the Hard Rock Café for a relaxing evening immersed in a world of rock history, specialty libations, savory foods and pleasant fall weather. Attendees enjoyed the private-party location on the second floor patio overlooking CityWalk.

The Albuquerque CVB sponsored a Southwest-themed breakfast buffet and presented a destination video as the host for next year's Annual Conference, scheduled for September 17-19, 2014, at The Hotel Albuquerque. In a surprise gift drawing during the presentation by Albuquerque CVB President & CEO Dale Lockett and National Sales Manager Whitney Cordell, Anne Jenkins (Medford) went home with a finely crafted turquoise necklace and earrings.

The conference concluded with a delightful, high-energy address by Juliet Funt as she introduced the group to the concept of WhiteSpace®, which is improvised or scheduled time and thought for which there is no predetermined agenda or plan. It is the time during which strategic thinking occurs, creativity soars and focus returns. Her mission was to assist the group in cracking the code of the Age of Overwhelm and shift the way they think about daily pressures and responsibilities so they can prioritize their time, reach their goals, and be present enough to live life to the fullest. Her presentation also included several humorous clips from her father's (Allen Funt) television show *Candid Camera*. Thanks to Drozian Webworks for hosting the Friday luncheon.

Thanks to Kathy Smits (Los Angeles) for serving as the Conference Planning Committee Chair and Host Chair for the conference, along with her Southern California committee members—Brad Burlingame (West Hollywood), Tracy Farhad (Solvang), Wayne Griffin and Donna Harris (Catalina Island), Misti Kerns (Santa Monica), Jim Kissinger (Anaheim/Orange County) and Julie Wagner (Beverly Hills). We also salute the staff at the Los Angeles Tourism & Convention Board for their warm welcome and generosity in hosting the conference.



# IMEX Forecasts Meeting Trends

With its eyes and ears on the global meetings marketplace, in November the IMEX Group offered its predictions for meetings industry trends and changes in 2014. These are supported by speaker and expert anecdotes from the recent IMEX America 2013 in Las Vegas.

## 1. Content Gets Bigger as Attention Spans Grow Shorter

The meetings landscape has changed. It's now content that's defining meeting and event type, not the other way around. The incredible growth of YouTube, TED and short, sharp TV and video news clips means attention spans are shorter than ever. Expect meetings and event content to be delivered in ever more entertaining, diverse and digestible pieces. The label 'hybrid' fades away as all meetings and events become multi-faceted and multi-dimensional for participants on and off-site.

## 2. Happiness is Hip

The big watchword for our working lives in the 90s and new millennium was 'work/life balance.' In 2014 this shifts to 'workplace spirituality.' A growing number of organizations recognize that employee loyalty and motivation hinges on a convergence of personal values with corporate ones. Expect more organizations to embrace happiness as their ethos for growth in 2014.

## 3. Technology Connects the Dots

Convergence and connectivity. Both will be the next big technology wins the meetings industry strives for in 2014.

You will see offline coming online even more energetically. Engagement will also lead to better data capture with the ultimate win being deeper business insight. The proliferation of smart-phones and "wearables" with their innate ability to capture data will also improve ROI.

## 4. Social Media Shifts Up, Out and Everywhere

"Everyone's had their first go at social media. Now it's time for phase two," is how Sam Stanton, President of redbutton.tv described it on the IMEX

America 2013 Social Hub. In 2014 social media starts to receive its own budget, and begins to play a meaningful and measurable part in marketing and communications strategies across the meetings and events industry.

## 5. "Glocal" – Helping Hands on Your Doorstep

Where once the international nature of the meetings industry meant thousands of opportunities to 'do good and give back' in far-flung corners of the world, the trend now is to reach out to help those right on your doorstep.

## 6. Meetings Sector as Leading Economic Indicator

Could 2014 be the year when the meetings and events industry is finally recognized as an important economic indicator? Economic impact studies are now commonplace in at least five mature markets, and they have been rigorously executed.

## 7. Workplace Diversity

Where once a hot conversation topic was demographic shift and what that meant for the global meetings and events market, now the big debate of 2014 looks set to be 'workplace diversity.' With so many generations working alongside each other (be it virtually or physically) and issues of gender balance and racial diversity still being addressed, organizations are having to look at their recruitment and talent development strategies with more creativity, and awareness. In July 2013 Deloitte University Press went one step further, suggesting that 'diversity of thought' is now the new frontier: "Advances in neurological research that are untangling how each of us thinks and solves problems can help organizations, including governments, operationalize diversity of thought and eventually change how they define and harness human capital."

## WACVB Collaborates with U.S. Travel

In December, WACVB collaborated with the U.S. Travel Association to recommend that the Congressional Western Caucus (CWC) specifically endorse travel and tourism as part of its policy agenda.

Thanks to those WACVB-member bureau CEOs who "signed on" to the letter in this regard to the Co-chairs of the Congressional Western Caucus—U.S. House Representatives Steve Pearce (NM-02) and Cynthia Lummis (WY).

As noted in the letter to the CWC Co-chairs, travel and tourism is a critical driver of the economy in western and rural communities. For WACVB members, it is a privilege to market—across the United States and around the world—the natural resources and destinations of the West. The letter sought Caucus collaboration to develop an issue agenda that embraces the potential for even greater travel job and revenue growth in our region.

The West's unique recreational and business opportunities make our region highly attractive to visitors. The "sign-on" letter also sought the assistance of the Congressional Western Caucus to promote federal policies that affirmatively welcome these visitors and facilitate their commerce—and that reform unproductive barriers and inefficiencies that discourage travel to western states.

The centerpiece of this agenda is HR 1354, the Jobs Originated through Launching Travel ("JOLT") Act, aimed at helping fulfill the nation's goal of attracting 100 million international visitors in the next decade. Among other provisions, the legislation would reduce wait times in the visa and entry process, improve security and facilitate travel by expanding the Visa Waiver Program. The bill currently has more than 100 bipartisan cosponsors, including several Western Caucus members. In addition, the Caucus was asked to enhance international access to national parks across western states and to enhance work with the Congress and Brand USA to market our region as a global destination.

The U.S. Travel Association represents the industry's interests in Washington, and participating WACVB-member bureaus encouraged the CWC Co-chairs to work with U.S. Travel staff to develop this agenda.



# Wellness Tourism Worldwide Announces Top 10 Wellness Travel Trends for 2014

Wellness Tourism Worldwide, ([www.wellnesstourismworldwide.com](http://www.wellnesstourismworldwide.com)) a leading wellness travel business, has announced the release of its “Top 10 Wellness Travel Trends of 2014.” The forecast is based on data collection and research conducted throughout the year that consolidated trends across several sectors and industries to bring practical knowledge to both individuals and businesses.

WTW’s data and trend analysis included site visits, literary review, surveys, interviews and feedback from consumers, travel trade, healthcare professionals, wellness experts and academia.

Camille Hoheb, wellness travel industry expert and founder of Wellness Tourism Worldwide and editor of the *Wellness Travel Journal* noted, “The multi-dimensionality of wellness opens the door to a whole new world.” She added, “This forecast will encourage consumers and business to think of vacation travel in new ways. Our data shows that consumers view vacations as an important way to improve health, happiness and productivity. Vacation trips are often a catalyst for transformation and consumers view wellness travel as a personal investment.”

While last year’s forecast focused on the impact of wellness on air transit, hotel accommodation and destinations, this year’s report is focused on business and marketing strategy. The report, “Top 10 Wellness Travel Trends for 2014: Boosting Sales & Maximizing Profits” will be released in January.



## Top 10 Wellness Travel Trends for 2014

### *Mind Matters*

Consumers have caught on to mindful vacations that offer mental restoration. Practices learned on a trip such as meditation, yoga, qi going and journaling could be incorporated at home to help manage stress, improve cognitive capacity and maintain emotional equilibrium.

### *The Rise of Wellness Travel Agents*

With the growing interest in trips to enhance mind, body and spirit, wellness tourism has created a new niche for travel agents to grow or expand their business while offering a personally and professionally rewarding career specialty.

### *La Local Vita*

Consumers have developed a deeper appreciation for locally relevant and authentic experiences with an emphasis on living “la local vita” (the local life). Mindsets have shifted away from tourist behavior to a keen interest in community-based exploration where getting to know the locals in a meaningful way sweetens the experience.

### *Breaking Bread With Wellness*

Food tourism is a big trend intersecting with wellness travel. In addition to the physical aspect of sustenance, food tours, cooking classes, agriculture and farm-to-table experiences speak to the emotional, social, intellectual and sustainable aspects of well-being.

### *Vacation RX*

“Take 2 weeks and call me in the morning.” Physicians are now prescribing vacations as an antidote from stress. Doctor’s orders for physical activity in parks are also being written to help combat obesity and diabetes in children.

### *Looking for Personal Enrichment*

With the understanding that wellness is more than fitness and nutrition, consumers are choosing trips that focus either solely on personal enrichment or as a part of their travel plans. In search of fulfillment and meaning, many consumers are viewing vacations, weekend getaways and retreats viewed as a catalyst for change.

### *Slow Travel*

Have you ever felt pressured to run through your vacation checking off sites to see and things to do? Slow travel advocates changing the pace in order to sip, savor and revel in the vacation experience.

### *Affluent & Altruistic*

Spurned by personal growth and discovery, affluent travelers value experiences connecting them to charitable causes and local communities. Volunteering on vacation has become increasingly popular and research shows altruism can improve well-being.

### *Burgeoning Secondary Wellness Market*

There is a large segment of travelers who may not opt for wellness retreats or tours but are committed to maintaining their healthy lifestyle on the road. Air transit and hotels are investing resources to attract these guests that are both business and leisure travelers.

### *Spas on a Mission*

The spa industry is staking a claim on wellness tourism and on wellness in general. Eager to shake the image of pampering for the affluent, spas are repacking and rebranding as wellness providers to attract a larger market.

For more information, including a free download of the infographic for “Top 10 Wellness Travel Trends for 2014,” visit [www.wellnesstourismworldwide.com](http://www.wellnesstourismworldwide.com).

## America's 10 Top Mountain Bike Towns



TheActiveTimes.com has named America's 10 top mountain bike towns. Several WACVB-member destinations are on that list. [Editor's Note: Read excerpts of article by Kristin Butcher, [TheActiveTimes.com](http://TheActiveTimes.com).]

### Park City, Utah

Park City is the only city qualified as a Gold Level Ride Center by the International Mountain Bicycling Association, and it's a well-earned title. With a cohesive network of city-wide bike lanes, scenic bike paths, cross-country trails, lift-access downhill runs, top-notch bike parks and freeride opportunities, Park City offers a ride experience that is perfect

for anyone—whether that means an easy cruise around the town loop, an all-day tour on the epic Mid-Mountain Trail, or flying off stunts at Deer Valley Resort.

### Santa Fe, New Mexico

Santa Fe has plenty in its favor. It's an artsy town with beautiful views of the Sangre de Cristo Mountains and it's more than 400 years old, which is flat-out cool. Riding past adobe architecture and galleries, riders can pedal to more than 50 miles of trail and choose whether to get lost in the 30-mile spaghetti bowl of twisty Dale Ball trails, head out for more technical adventures on the Whoops, or treat themselves to 8 miles of giggle-inducing downhill on the Windsor Trail.

### Tucson, Arizona

Situated in the Sonoran desert, Tucson is surrounded by five separate mountain ranges—and in those mountain ranges are endless supplies of sweet singletrack. With more than 300 miles of trail, residents can head off into the backcountry, enjoy the popular Fantasy Island Network or, if they're feeling extra adventurous, they can join the makeshift tent city and ride (or wrench) at the 24 Hours in the Old Pueblo. Just watch out for those Teddy Bear Chollas.

### Bend, Oregon

Located along the Deschutes River in the foothills of the Cascade Mountains, Bend is what would happen if you had access to a magic mountain bike wand. With more than 200 miles of trails, there is no shortage of good rides including flowy lunchtime laps at Phil's Trail Complex, the 3,400-foot descent from Mt. Bachelor to Bend, and Cog Wild's Bike & Brew tour of the town's trails and 11 breweries. The hardest part of being a mountain biker in Bend is choosing which trail to ride. Thankfully, there are 300-plus days of sunshine to enjoy it all.

## 2014 Calendar of Events

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

### Destination Marketing Tech Summit & Vendor Showcase

March 12-14, 2014 • Portland Marriott Downtown Waterfront  
Portland, Oregon • Registration opens mid-January

### CEO Forum

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

### Annual Conference & Vendor Showcase

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

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