

Government Meeting Planners Forum

Visit Duluth and Bloomington Convention & Visitors Bureau

What a Convention
& Visitors Bureau
Can Do For You

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Presenters:

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&

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Visit Duluth

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Today's Agenda

1. What are CVB's
 2. CVB Characteristics
 3. Misconceptions About CVBs
 4. CVB Services
 5. How Do CVBs Help Meeting Planners?
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What Are CVBs?

- ❑ Non-profit entities available to guide you in what a city or destination offer.
 - ❑ Provide a range of services to assist you when you are in (or going to) their destination.
 - ❑ Official, non-partial, unbiased resource for destination information.
 - ❑ Voice of the hospitality industry to the community and government.
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CVB Characteristics

- ❑ Over 60% are independent, 501 (c) 6 organizations.
 - ❑ 25% are some form of government agency.
 - ❑ More that 75% claim hotel/motel tax as their primary source of funding.
 - ❑ Other sources include membership dues, advertising revenues, grants and in-kind services.
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Misconceptions About CVBs

- CVBs services cost money
 - CVBs receive a kickback on meetings booked through them.
 - CVBs Only help citywide conventions, not one or two hotel meetings.
 - CVBs will send your lead to their entire membership universe.
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Misconceptions About CVBs

- My host hotel/s can provide me with all the information and resources I need.
 - Only big cities have CVBs.
 - CVBs are like Chamber of Commerce.
 - CVBs are a Destination Management Company (DMC).
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- Discount coupon program
 - Housing management
 - Local Education opportunities
 - Local vendor referrals
 - Official welcomes, presentations, dignitaries
 - Offsite event locations
 - On-site registration staff
 - On-the-ground assistance & familiarity should disaster strike
 - On-line RFP
 - Permits for parades etc
 - Printing and mailing service
 - Promotional Materials
 - Speaker assistance
 - Sponsorship assistance
 - Surveys
 - Volunteer Recruitment
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How Do CVBs Help Meeting Planners?

- ❑ CVBs save organizations time & money.
 - ❑ CVBs can turn around you information in 24 hours or less.
 - ❑ CVBs can assist planner in all areas of meeting preparation.
 - ❑ CVBs can market the destination to attendees via promotional materials encouraging attendance.
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What Do CVBs Need From You?

- A complete, Detailed Request for Proposal (RFPs).
 - Meeting History Room Pick-up.
 - Response Time, How the Decision is Made, Decision Dates and if Hotel Site Selection is Desired.
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What Information Do CVBs Have Regarding Hotels?

- ❑ Expertise of Hotel Production & Locations.
 - ❑ Knowledge of Properties on Specific Meeting and Budgetary Requirements.
 - ❑ Knowledge of City-wide Meetings and Convention Calendars to Help Planners Avoid Conflicting Dates.
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Site Selection Process

- Determine which hotels will be involved in the hotel site inspections based on client's criteria.
 - Arrange and schedule hotel site visits.
 - Escort client to all selected hotels.
 - Determine and arrange next date of selection process.
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Bid Presentations

- ❑ City-wide convention bid presentations (along with other competing destinations) are often located out of state.
 - ❑ Bid presentations books consist of “welcome letters” from the Mayor, CVB President and local letter of support and attraction information.
 - ❑ Invite key decision-makers within your organization to attend formal bid presentations.
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Follow Up

- ❑ CVBs consistently interact with the meeting planner throughout the entire bid process and destination selection.
 - ❑ CVBs help solidify availability of future dates within destinations.
 - ❑ CVBs collect client history for future meetings.
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