CVB’S: Not Your Parents’ Destination Marketing Organization

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What is a Destination Marketing Organization (DMO)

• A destination marketing organization or convention and visitor bureau promotes a town, city, region, or country in order to increase the number of visitors. It promotes the development and marketing of a destination, focusing on convention sales, tourism, marketing, and services.

• Destination marketing organizations are often called, convention and visitors bureaus, but can also be referred to as tourism offices, welcome centers, information centers and more. Regardless of the name, these organizations offer many services to the traveling public.

• Most DMO’s are not-for-profit organizations, state or local government agencies or a department in a chamber of commerce. Some represent the entire hospitality industry within their city or region while others are membership-driven organizations.
Why is a DMO valuable to meeting planners?

• Destination Experts
• One stop shop
• Value added service
• Memorable experiences
• Complimentary services
If DMO’s don’t charge for their services, how do they make money?

• Destination marketing organizations are typically funded through a combination of multiple sources:
  ✓ Hotel occupancy taxes
  ✓ Membership dues,
  ✓ Tax Districts - improvement districts
  ✓ State and local Government resources

• DMO’s utilize partnerships or sponsorships from the local hospitality industry to help leverage their resources and funding.
Why are tourism and meetings important?

- 20.4 billion revenue generated in 2011
- 207,000 jobs provided
- 1.32 billion in state and local taxes
- Attracts new facilities/resources
- Higher quality of life
What is the relationship between tourism and DMO’s?

- DMO’s promote their destination tourism partners (hotels, restaurants, attractions, historic sites, etc.) to consumers, groups, meetings and sports attendees. They have a close relationship with all tourism entities.

- Virginia Tourism works very closely with all the DMO’s within the state. Providing lead referrals, tradeshow partnership, client event or sales mission opportunities, advertising co-ops, marketing leverage grants, complimentary listings on Virginia.org website and PR assistance.

- Virginia Tourism can assist planners with specific and general information across the state. VTC relies on the local DMO partners to provide more detailed information, proposal books, site visits and convention services for the planner.

- Virginia Tourism can help facilitate discussions and cooperation among parties that otherwise may not connect.
What services do DMO’s offer meeting planners?

- Facilitate the RFP process
- Information resource
- Data collection
- Site inspection coordination
- Destination resource
- Attendance building/Convention Service assistance
VIRGINIA GREEN MEETINGS & CONFERENCES

Answering the call to be kinder to our environment, these Virginia facilities have qualified and been recognized as Virginia Green. Eco-friendly in their energy and water conservation, as well as recycling efforts, these facilities are paving the way for a green revolution in tourism. Most notably, our convention centers have taken on the challenge and invite you to explore their environmentally-friendly options. Many other properties offer Virginia Green lodging options.

Greater Richmond Convention Center
This 709,000 square foot venue in downtown Richmond has two adjacent parking decks and skywalk to one of the city's largest hotels.

Virginia Beach Convention Center
Offering nearly 517,000 square feet of flexible meeting space, this site with an ocean backdrop will be a pleasant retreat for your attendees.

Hampton Roads Convention Center
At a versatile 344,000 square feet, this facility offers connecting accommodations. Hampton Coliseum shares the campus as well.

Discover these other fine resorts, hotels, state park retreats and conference centers.

Northern Virginia | Central Virginia | Tidewater/Hampton Roads

Virginia Meetings Guide

Contact Information

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Meet Our Team
CVB Meeting Contacts

Meeting Essentials

http://www.virginia.org/
Virginia Meeting Planning Toolkit

These new tools will provide everything you need for planning a successful meeting, making your job more efficient and life a little easier.

Click here to request a Welcome Letter from the Governor of Virginia for your upcoming meeting or convention. Please allow at least 30 days for processing.

http://www.governor.virginia.gov/OurCommonwealth/Requests/homespaWelcome.cfm

- Top 5 Reasons to Bring Your Meeting to Virginia
- Local Experts at the Ready – Destination marketing organizations (DMO/CVBs) have the resources to meet all your meeting needs and best of all their services are complimentary.
- Virginia Map – Maps and overviews of cities/counties and all regions of Virginia
- RFP – Need help finding a venue? Submit your Request for Proposal.

Video Download

Share the Buzz. Download this video to promote your next meeting or convention in Virginia or share it with your attendees on your conference website.

Image library

Promote your meeting with beautiful images of Virginia

Meeting Essentials

Meeting Locations:
- Venue Quick Finder
- Lodging with Meeting Facilities
- Conference Centers
- Convention Centers
- Civic Center/Arena
- Unique Meeting Venues
- Stream Meetings

Featured Partners
Submit Your RFP
Meeting Services
Visitors
Meeting Planners
Convention Center
Group Tour
Sports Planners
Press Room
CVB Partners

events at the convention center

beach weddings

Watch Our New Beach Video

what's new at the Virginia Beach Convention Center?
Shores of Possibilities

Virginia Beach is famous for hosting historic meetings. From unforgettable events at our LEED® Gold Certified Convention Center to the daily reunion of sand and surf, Virginia Beach continues to offer a wide variety of meeting locations and accommodations for every need under the sun. Our coastal charm is a happy host to a wide array of unique meeting locations and exciting events while offering an unmatched beach destination at your fingertips. Whether you’re an eager attendee looking forward to some beach time or a planner searching for eco-friendly and green alternatives, Virginia Beach has the tools to make your next meeting a success.
Let's get started.
What are you planning?

Complete the form below in its entirety to submit your RFP electronically. Upon receipt of your RFP, our staff will promptly get back to you to discuss your upcoming meeting or event.

FastTrackRFP powered by empowerMINT.com

Put the power of the CVB industry to work for you. Send one RFP to multiple destinations and receive unlimited local advice. Complete the form below or attach your own RFP or meeting requirements or meeting histories. You will receive an email notification inviting you to log in and view the destination expert assigned to you from each CVB.

Previous RFP Template: 

CVB(s) | Venue(s)
--- | ---
Virginia Beach CVB is glad to assist you. If you only want a select group of hotels/venues to receive your RFP, please add the specific properties below; otherwise, leave the section blank. Our Destination Sales Experts can assist in qualifying hotels and venues to match your specific needs after the RFP is submitted. Please confirm your selections below and feel free to add or remove hotel/venue selections.

OR Begin with a Search

You've Selected: Nothing selected. Add on the right

Do You Want to Add More? 

Select and Add Them One by One...
CVB Sales and Support Services

The Virginia Beach CVB provides a wealth of support services to assist you in making your event or meeting a complete success:

- Customized lead generation and proposal coordination
- Customized site inspection
- Professional assistance in planning unique off-site events
- Complimentary attendance-building materials
- On-line services directory
- Housing and transportation assistance to qualifying groups
- Public relations and marketing assistance
- Coordination of city services such as police and traffic engineering for special events

promote

If the mention of renowned facilities, professional staff, and of course, the beach, aren't enough to get your attendees pumped for your next event, these helpful promotional tools are sure to bring them to beach.

destination map

Use our customizable map to locate hotels and unique meeting locations then print and

e-post card

Send attendees a personalized postcard to remind them of important dates or let them

share vb meetings

Your event is booked! Now it's time to Bring it to the Beach and start planning how you'll
Questions??

www.virginia.org/meetings
www.visitvirginiabeach.com

“Do not wait until the conditions are perfect to begin. Beginning makes the conditions perfect.”
— Alan Cohen