



Second Wednesday's

June 12 2013

Convention and Visitor Bureaus—Promoting Tourism in Ohio

CCAO is pleased to offer a one-hour webinar on **June 12 2013 at 9:30 a.m.** explaining how a convention and visitor bureau (CVB) is your locale's "destination marketing" organization. Both in Ohio, and nationally, most CVBs are not-for-profit organizations that work independently under the auspices of a board of trustees. The fundamental mission of a CVB is the promotion of visitor and business travel, which generates overnight lodging for a destination. CVBs are the most important tourism marketing organizations in the State of Ohio—directly responsible for travel and tourism "product awareness" to visitors. Billions of direct and indirect revenue, and taxes are generated into the state and local economy due to the prevailing marketing expertise of Ohio's CVBs.

The primary funding source is usually derived from a tax (transient lodging tax) that a hotel guest pays on lodging in the community of the CVB. A CVB's marketing initiatives typically are achieved through some or all of the following: trade association marketplaces, advertising, distribution of promotional and collateral material, direct sales, hosting familiarization tours and other hospitality functions. The target decision maker of the marketing initiative is not typically a resident in the community. Most often, if the visitor is going to spend the night in a hotel, they are from at least 100 miles away. Therefore, the marketing activity usually takes place or is directed outside the CVB's community.

Learn more about how CVB's work in your community and what they do to maximize the return on investment of lodging tax dollars. Hear perspectives from a statewide and local level as **Phil Craig, Executive Director of the Ohio Association of Convention and Visitor Bureaus**, shares his perspective on how bureau experiences vary from community to community and what his role is in the tourism community. Then hear one bureau's perspective as **Larry Fletcher, Executive Director of Lake Erie Shores and Islands West** explains his bureau's experience promoting one of Ohio's top destinations.

Participants in the webinar may pose questions to the presenters who will respond during and after the power point presentation. To register for this exceptional educational opportunity, please click on this link: <https://www3.gotomeeting.com/register/303037166> or copy and paste it into your browser. If you experience difficulty in connecting to the link above and you wish to register for the webinar, please email Amanda Jones, CCAO Program Assistant, at ajones@ccao.org and provide her with your email address. Space is limited for this webinar, so register early. If you have questions regarding registering for the webinar, please contact Amanda at the email address listed above. For additional information regarding the topic for this webinar, please contact Brad Cole, CCAO Managing Director of Research, at bcole@ccao.org

County Commissioners Association of Ohio

209 East State Street • Columbus, Ohio 43215 • 614/221-5627 • www.ccao.org