



**County Convention and Visitors' Bureaus –
Promoting Tourism in Ohio**

Who is OACVB?

- Professional organization for destination marketing professionals
 - ▣ OACVB is a resource for destination marketing organizations in Ohio to maximize the economic impact of tourism via effective communication, cooperative marketing, industry education, legislative awareness, issues management, trend identification, and professional development.

Who is OACVB?

- Partnerships

- The power of partnership is visible in the Ohio Association of Convention & Visitor Bureaus, the voice for one of Ohio's most viable economic generators - tourism!

What is a CVB?

- Destination Marketing Organizaton
 - Most are not for profit 501 c (6)
 - Most are independent organizations overseen Board of Trustees
 - Promotion of visitor and business travel to generate overnight lodging
 - Directly responsible for travel and tourism product awareness
 - Billions of direct and indirect revenue and taxes generated into state and local economy

How are CVB's funded?

- Transient lodging tax
- Membership programs
- Directly linked to number of hotel rooms in a community
- Budget sizes vary dramatically
- Underlying mission always = destination marketing

Who is the target market?



- Target decision maker of the marketing initiative is not a resident of the community
 - Marketing activity usually takes place or is directed outside the convention and visitor bureau's community

How Does a CVB Work?

□ Marketing The Community

□ Tactics

- Participate in trade marketplaces
- Advertising
- Distribution of promotional and collateral material
- Direct sales
- FAM (familiarization) tours
- Hospitality functions
- Assist With Visitor Trip Planning

How Does a CVB Work?

□ Marketing The Community(cont'd)

□ Tactics

- Maintain Regional Event Calendars
- PR/Media Relations
- Social Networking
- Manage or Provide Support at Community Events
- Conduct Grant Programs
- Industry Information Resource for Tourism Business Partners
- Information Resource for Local, State and Federal Elected Officials

Marketing Tactics

- Trade Marketplaces
 - Distribute collateral materials
 - Promote destination
 - Create point of contact

Marketing Tactics

- Advertising
 - State matching grants
 - OACVB Co-Ops
 - Targeted advertisings

Marketing Tactics

- Distribution of Promotional and Collateral Material
 - Tourist Information Centers
 - By request
- Direct Sales
 - Meeting planners contact bureaus to solicit proposals for meetings

Marketing Tactics

- FAM Tours

- FAM (Familiarization) tours allow meeting planners to get a first hand look at the community and what it has to offer.

- Hospitality Functions

- Host meeting planners at local events to share the best the community has to offer

Marketing Tactics

- Assist With Visitor Planning
 - ▣ Field phone calls, internet and in some cases in person requests
- Maintain Regional Event Calendars
 - ▣ Work with local visitor attractions to ensure calendar is kept up to date.

Marketing Tactics

- PR/Media Relations
 - ▣ Seek out earned media opportunities
 - ▣ Build relationships with media representatives
- Social Networking
 - ▣ Stay on top of social networking trends
 - ▣ Develop plan and stick to it, but don't be afraid to adjust it

Marketing Tactics

- Manage or Provide Support at Community Events
 - ▣ Some CVB's have management roles in local events or festivals
 - ▣ Often provide support for community events
- Conduct Grant Programs
 - ▣ Grant can create new revenue to fund marketing initiatives

Marketing Tactics

- Industry Information Resource for Tourism Business Partners
 - ▣ CVB's share best practices and common problems through OACVB
- Information Resource for Local State, and Federal Elected Officials
 - ▣ CVB's are go to source for tourism information

CVB Employees

□ Job roles within the CVB

- Administrative Support
- Communications and Public Relations
- Convention Services
- Executive Level
- Finance and Administration
- Membership
- Research
- Sales and Marketing
- Technology and Internet
- Visitor Services

Economic Development Benefits of Tourism

- Creates Jobs That Can Never Be Exported
- Provides Worker Income that Circulates Throughout the Community
- Creates Many Support Businesses
- Creates Additional Tax Revenue
- Improves Appearance of a Community
- Increases Quality of Life
- Promotes Business Development “today’s visitor may be tomorrow’s investor”