

# **BENTONVILLE**

**CONVENTION & VISITORS BUREAU**  
**ADVERTISING & PROMOTION COMMISSION**

## ***WHAT IS A CONVENTION & VISITORS BUREAU?***

A convention and visitors bureau, often referred to as a CVB, is a destination marketing organization that is usually found within medium-to-large sized cities around the world. CVBs typically work under the auspices of a board of trustees. The fundamental mission of a convention and visitor bureau is the promotion of visitor and business travel which generates overnight lodging for a destination. Billions of direct and indirect revenue and taxes are generated into the state and local economies due to the marketing expertise of convention and visitors bureaus.

(retrieved from <http://www.cincyusa.com/cvb/whatis>)

## ***HOW DOES A CONVENTION & VISITORS BUREAU WORK?***

A convention and visitor bureau's marketing initiatives typically are achieved through some or all of the following: trade association marketplaces, also known as tradeshow, advertising, distribution of promotional and collateral material, direct sales, hosting familiarization tours and other hospitality functions. The marketing activity usually takes place or is directed outside the convention and visitor bureau's community.

(retrieved from [http://www.oacvb.org/what\\_is\\_a\\_cvb](http://www.oacvb.org/what_is_a_cvb))

## ***WHY IS A CONVENTION & VISITORS BUREAU VALUABLE TO A VISITOR, BUSINESS TRAVELER OR A MEETING PLANNER?***

For visitors, CVBs are like a key to the city. As an unbiased resource, CVBs can serve as a broker or an official point of contact for convention and meeting planners, tour operators and visitors. They assist planners with meeting preparation and encourage business travelers and visitors alike to visit local historic, cultural and recreational sites. CVBs save visitors time and energy as they are a one-stop shop for local tourism interests.

Convention and visitor bureaus make planning and implementing a meeting less time-consuming and more streamlined. They give meeting planners access to a range of services, packages and value-added extras. Before a meeting begins, CVB sales professionals can help locate meeting space, check hotel availability, and arrange for site inspections. CVBs can also link planners with suppliers, from motor coach companies and caterers to off-site entertainment venues that can help meet the prerequisites of any event.

(retrieved from <http://www.iacvb.org/page.asp?pid=105>)

## ***WHY ARE MEETINGS AND TOURISM IMPORTANT?***

Travel and tourism enhances the quality of life for a local community by providing jobs, bringing in tax dollars for improvements to the city, and attracting facilities like restaurants, shops, events, and cultural and sporting venues that cater to both visitors and locals.

Travel and tourism is one of the world's largest service exports and largest employers. In the United States, for example, travel and tourism is the third largest retail sales sector. The industry contributes more than US \$599.2 billion annually to the nation's economy and generates US \$99.4 billion in tax revenues (2004 figures from the Travel Industry Association). Indeed, travel and tourism is an economic engine and CVBs are the key drivers.

(retrieved from <http://www.iacvb.org/page.asp?pid=105>)