



Convention & Visitors Bureau

## News Release

125 S. Market Street • Suite 300 • San Jose, CA 95113  
phone: 408-295-9600 • fax: 408-295-3937 • www.sanjose.org

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CONTACT: Marie Rothhauser, 408.792.4125  
mrothhauser@sanjose.org

### **AMERICAN PUBLIC TRANSPORTATION ASSOCIATION (APTA) CHOOSES SAN JOSE TO HOST ITS 2006 ANNUAL MEETING**

#### **Local Organization Partners with San Jose Convention & Visitors Bureau to Help Secure Significant National Association Business**

**SAN JOSE, CALIF.** – The San Jose Convention and Visitors Bureau (SJCVB) today announced another prestigious client win within the National Association market segment. The American Public Transportation Association (APTA), a nonprofit International association of more than 1,500 member organizations, has committed to bringing its annual meeting to San Jose in October 2006. The annual meeting will represent over 2,200 attendees and 10,065 room nights, with an estimated \$3.4 million in economic impact for the city (conservative estimate).

The APTA Annual Meeting is an important achievement for the Bureau not only because of the economic impact it generates for the City, but it also exemplifies how partnering with a local organizing committee can help secure significant business. Following the technology downturn, the SJCVB made a commitment to diversify its business mix and create more visibility within the association market. With continued persistence, the Bureau is starting to see results.

APTA's 2006 Annual Meeting will create economic opportunity for several San Jose businesses including those in the airline, hotel, and restaurant industry. Additionally, the meeting offers delegates the opportunity to visit a city that is not only rich in diversity and culture, but also easily accessible and centrally located within the Bay Area. Attendees will appreciate downtown San Jose's inviting and "walkable" arrangement, with hotels, restaurants and entertainment venues in walking distance from the San Jose McEnery Convention Center.

"The \$37 billion public transportation industry looks forward to convening in San Jose," said William W. Millar, APTA President. "Our members appreciate the vibrant transportation choices offered by the region's transit system."

#### **Local Organizations Encouraged to Partner with SJCVB to Host National Conventions**

To secure more National Association business, the SJCVB has been working closely with local organizations to bring meetings to San Jose. In the case of APTA, the Santa Clara Valley Transportation Authority (VTA) played a major role in securing the business.

"Getting the APTA Annual Conference to come to San Jose required a collaborative effort between the Bureau and the local host organization," said Dan Fenton, president and CEO of SJCVB. "The Santa Clara Valley Transportation Authority's support and enthusiasm to host the annual meeting played a crucial role in winning APTA. Local chapters interested in hosting

their National Association convention or other programs in San Jose are encouraged to partner with us.”

“San Jose is an excellent choice for the APTA Annual Meeting,” said Ron Gonzales, San Jose Mayor and VTA Board Member. “Because of our region’s strong commitment to rail solutions and smart growth planning, we are becoming a showcase for the public transportation industry. By 2006, San Jose will have several more public transportation projects either completed or in the works that will be of great interest to the delegates.”

**About The San Jose Convention and Visitors Bureau (SJCVB)**

The San Jose Convention and Visitors Bureau’s (SJCVB) mission is to enhance the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau’s Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau’s Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau’s Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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