



Convention & Visitors Bureau

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News Release

FOR IMMEDIATE RELEASE

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ECOLOGICAL SOCIETY OF AMERICA CHOOSES SAN JOSE TO HOST ITS 92ND ANNUAL MEETING

Week-Long Conference Estimated to Inject \$5.4 Million Into San José

SAN JOSE, CALIF. – March 8, 2004 – The San José Convention and Visitors Bureau (SJCVB) today announced that the Ecological Society of America (ESA) has chosen San José to host its 92nd Annual Meeting. The Annual Meeting, which is scheduled for August 2-10, 2007, is estimated to generate \$5.4 million in economic impact based on the International Association of Convention and Visitors Bureaus (IACVB) standardized economic impact formula. Between 2,800-3,200 delegates are expected to congregate in San José for the Annual Meeting, representing more than 5,300 room nights.

ESA, a nonprofit organization of over 8,000 members, promotes and creates awareness of ecological science, and through research and education, provides the ecological knowledge needed to solve environmental problems.

San José was selected as the top city, beating out other Southwest and California destinations because of several attributes that enhanced the city's overall convention package, including downtown San José's walkability and close proximity to San Jose State University (SJSU), as well as the City's commitment to conservation.

"After visiting San José and touring its Convention Center, hotel properties and offsite venues, we knew that the city could meet all of our unique requirements," said Katherine S. McCarter, M.H.S., and Executive Director of ESA. "The convention package was excellent, but what really added value to the destination was downtown's close proximity to San Jose State University's dorm facilities, which will make the meeting affordable to graduate students."

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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