



Convention & Visitors Bureau

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News Release

FOR IMMEDIATE RELEASE

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SAN JOSE CVB OFFICIALS WRAP UP ROAD SHOW TO PROMOTE DESTINATION SAN JOSE

Bureau's Media Tour and Sales Blitz Targets Industry Trade Writers and Meeting Professionals

SAN JOSE, CALIF. – May 4, 2004 – Officials of the San José Convention & Visitors Bureau (SJCVB) recently wrapped up a two-week road show to promote San José to industry trade writers on the East Coast and meeting professionals in the Mid-West.

During the week of April 16, Dan Fenton, President and CEO of the SJCVB, and Marie Rothhauser, Public Relations Manager, met with writers in New York and Washington, DC, representing 11 meetings and conventions publications, including *Convene*, *Business Travel News*, *Business Traveler Magazine*, *Meeting News*, *Meetings & Conventions*, *SMERF Meetings Journal*, *Successful Meetings*, *Travel Weekly*, as well as *Association Management*, *Executive Update* and *USAE*. The SJCVB also briefed several freelance writers during the tour.

“The key message we wanted to present to the meetings and conventions industry is that San José is a different city from five years ago,” said Dan Fenton. “There is an old perception still out there, and we wanted to clear things up. The tour was an excellent opportunity for the Bureau raise awareness not only of San José, but also of the Bureau’s unique services that differentiate us from other second tier destinations.”

San José Takes Chicago by Storm

Following the New York-DC media tour, Dan Fenton, along with Bob Dauner, Vice President of Sales and Services; Jamie Carrow, National Sales Manager for the Mid-West Corporate and Association Markets; Bobby Chau, Tradeshow and Events Coordinator; and Anthony Bellon, Sales Manager for the Dolce Hayes Mansion and Conference Center, convened in Chicago, IL, a major hub for National Associations and third party meeting planning firms.

As part of the Bureau’s ongoing efforts to diversify its business mix, the team met with more 20 meeting professionals and account managers from SmithBucklin and Conferon, presenting

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educational topics from the Evolving Role of CVBs to how the SJCVB is uniquely positioned to assist meeting professionals in executing successful meetings, conventions and events. The information was well received and several planners expressed enthusiasm at all that San José and the SJCVB have to offer.

Before leaving the Windy City, the Bureau also made a series of sales calls and hosted a reception for key accounts at Thyme Restaurant in the heart of downtown Chicago. The evening was a successful opportunity to reconnect with old customers, build new relationships and solidify San José's position in the marketplace.

Two special guests from the American Medical Technologists Association and the National Safety Council won getaway packages for a four-night stay in San José, compliments of the Hilton San Jose & Towers and the Doubletree Hotel.

San José to Celebrate Cinco de Mayo in Denver

The SJCVB will take its Cinco de Mayo celebration on the road and head to Denver, CO, on May 4-6, 2004, for a sales blitz with planners in the religious and sports markets.

The trip is led by SJCVB National Sales Manager, Kelli Donahoe, CMP, along with Dean Munro, Executive Director of the San Jose Sports Authority. Several hotel partners including the San Jose Marriott; the Fairmont San Jose; the Hilton San Jose & Towers; the Doubletree Hotel; and the Hyatt San Jose and Hyatt Sainte Claire will also participate in the two-day blitz.

On Wednesday, May 5, the team is scheduled to meet with Conference Direct, a third party planner, and later that evening, will host a Cinco de Mayo dinner at Nemmeth's El Tejon Restaurant in Colorado Springs, in which 25 planners are anticipated to attend.

About The San Jose Convention and Visitors Bureau (SJCVB)

The San José Convention and Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José 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 Convention Sales and Convention Services departments serve as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San José, the Bureau's Visitor Services department can provide tools for learning about and planning a trip to San José. For a calendar of events or to receive a copy of the Bureau's *Meeting Planners Guide* or *Official Visitors Guide*, please contact the San José Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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