



Convention & Visitors Bureau

100 Park Center Plaza, Suite 560

San Jose, CA 95113-2257

Phone: 408.295.9600

Fax: 408.295.3937

Web: www.sanjose.org

News Release

FOR IMMEDIATE RELEASE

CONTACT: Marie Rothhauser, PR Manager
408.792.4125
mrothhauser@sanjose.org

SAN JOSE CONVENTION & VISITORS BUREAU WINS GOLD SERVICE AWARD FOR 2004

Prestigious Award Presented by *Meetings & Conventions Magazine*



SAN JOSE, CALIF. – July 12, 2004 – The San José Convention & Visitors Bureau, the sales and marketing arm for San José’s convention and tourism industry, today announced that it is the recipient of *Meetings & Conventions (M&C) Magazine’s* 2004 Gold Service Award. The prestigious Gold Service Award recognizes Convention & Visitors Bureaus (CVBs) for outstanding quality service to meeting professionals.

San José was one of 82 domestic and international CVBs that were honored with the Gold Service distinction. Readers of *M&C*, who have extensive industry experience in both corporate and association markets made their selections based on strict criteria, including: professionalism of staff; support on hotels and site inspections; assistance with ground transportation planning; guidance on local attractions; and liaison with local vendors and services.

“It is an honor for San José to be recognized as a recipient for this year’s Gold Service Award,” said Dan Fenton, president and CEO of the San José Convention & Visitors Bureau. “The Bureau continuously strives to provide the best customer service possible. With the Bureau’s new partnership with Team San José, we believe the level of service will increase, thereby enhancing San José’s value as a meetings destination.”

“All our Gold Service winning CVBs know the value of creating a lasting impression can never be underestimated. The 2004 Gold Service winners have excelled in many valuable areas of service, impressing not only their clients but also the demanding readers of *M&C*,” states

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Bernard W. Schraer, *Meetings & Conventions'* Group Publisher. "Our entire staff joins M&C's readers in honoring these superior CVBs who continue to focus on effective partnerships with meeting professionals, setting them apart."

About *Meetings & Conventions Magazine*

Meetings & Conventions magazine (www.mcmag.com) is a division of NORTHSTAR Travel Media LLC, publishers of worldwide directories, periodicals, electronic products and destination information services for the travel, meetings and hospitality industry.

About The San José Convention & Visitors Bureau (SJCVB)

The San José Convention & 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. To receive a copy of the Bureau's *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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