Who Are We?

- CVB: Convention and Visitor Bureau
- DMO: Destination Management Organization
- Sports Commission

All these organizations are usually funded by local bed tax and/or membership fees.
What is our role in the events world?

- One-stop shop
- Provide information to enhance visitors’ experience
- Facilitate the organization and production of events
Benefits of working with your Tourism Representative

- **Destination Knowledge:** We help tell the story about the destination.

- **Site Selection Assistance:** We provide pertinent information that helps narrow down hotel, attractions & venue choices.

- **Calendar Information:** We know our destination for seasonality on rates, availability and climate issues.

- **Liaison:** We can bring all the local players to the table quickly and easily.
Benefits of working with your Tourism Representative

- Funding for qualifying events
  - Technical & Production expenditures
  - Marketing & Promotions expenditures
  - Performance based funding

- Volunteer coordination assistance
- Facilitate permits
- Contacts with local chamber of commerce / sponsors
- Promotions of the event
- Site visit & Inspections
- Visitor information & Welcome Packages
- Negotiate room rates, rebates & commissions
How to get started

- Contact the local Tourism/Sports Organization

- Provide description of the event, including:
  - What kind of event
  - Kind of venue required
  - Event history
  - Event Projections
  - Specific needs or kind of support you are looking for
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What is the dynamic?

- Plan a site visit:
  - Venues
  - Attractions
  - Hotels

- Find out requirements from the Tourism/Sports Organization to support your event
What is the dynamic?

- Take advantage of the tourism/sports organization contacts
- Plan and Promote the event at least 6 months in advance
- Keep the tourism/sports organization in the loop
DOs and DON’Ts

- Do not over project the # of visitors (participants + spectators) and room nights
- Do not make room blocks that you won’t fill out
- Recognize the tourism/sports
- Submit information including Post Event Reports in a timely manner
Tourism/Sports Organizations Expectations

- Flawless communication not only with us but with third parties
- Promotions of the tourism/sports organization in social media, website, etc.
- Submission of information in a timely manner
- Testimonials / References
How to grow your event

- Participate in regional / national tradeshows
  - NASC
  - Connect Sports
  - TEAMS
  - USA Sports Congress
  - State – Tradeshows

- Become a member of NASC

- We help to spread the word about your event