

# GLENDALE CONVENTION & VISITORS BUREAU

## *Frequently Asked Questions*

### **What is a convention & visitors bureau (CVB)?**

CVBs throughout the country promote specific tourist and visitor destinations and are directly responsible for developing, promoting and marketing the destination. CVBs are often the official point of contact for convention and meeting planners, tour operators and visitors.

They assist planners with meeting preparation and encourage business travelers and visitors alike to visit local historic, cultural and recreational attractions. The goal is to increase visits from tourists and business travelers, which in turn generate business and sales tax revenue from retail and shopping sales, restaurant visits and lodging.

### **Why do Glendale and the West Valley need a CVB?**

It is estimated that 32 million travelers visit the West Valley each year to attend professional and college football, hockey and spring training games, NASCAR, tennis tournaments, as well as concerts, performing arts, signature special events, mega events, conferences, tradeshow and other related events and activities. As Glendale and the West Valley have evolved into a premiere sports and entertainment destination, the need for an enhanced tourism entity to support, promote and attract conventions, conferences, mega events, businesses and visitors has grown. The GCVB allows the West Valley to compete in the national and international tourism marketplace and promote our premiere destination to an even wider and more diverse audience.

### **Who operates the Glendale Convention & Visitors Bureau (GCVB)?**

The city of Glendale operates the GCVB, and it is part of the city's Marketing Department.

### **Who does the Glendale Convention & Visitors Bureau represent?**

The GCVB represents those businesses involved in the hospitality industry in Glendale and throughout the West Valley and is charged with promoting and branding the region as a premiere destination for both business and leisure travelers.

### **Is there still a Glendale Visitor Center?**

Residents and visitors can rest assured that the Glendale Visitor Center will continue providing outstanding visitor services. The GCVB will operate the Glendale Visitor Center.

### **What are the benefits of joining?**

Members of the Glendale Convention & Visitors Bureau will have access to a wide array of benefits and services. Some of the member benefits:

- inclusion in GCVB collateral
- business leads
- access to event calendars
- website and social media listings
- co-op advertising opportunities

Members will also have the chance to participate in sales missions, conventions, trade shows and familiarization tours and networking events.

### **How do I join?**

Contact the Glendale Convention & Visitors Bureau at 623-930-4500, go to [www.visitglendale.com](http://www.visitglendale.com) or email [cvb@visitglendale.com](mailto:cvb@visitglendale.com).