

From Louisville to San Antonio, the Convention Sales and Tourism Teams are busy selling Virginia Beach as the next meeting and visitor destination! See below for where they've been and where they're off to next.

	JUNE 2011	JULY 2011
8	Sales Calls/Presentation — James Monroe Bldg, Richmond, VA <i>Lisa MacArthur</i>	18-22 Summer Sales Mission — TN <i>Jim Coggin</i>
8-11	SGMP National Education Conference — Norfolk, VA <i>Linda Eisan</i>	20-22 Destination Marketing Association International (DMAI) 97th Annual Meeting — New Orleans, LA <i>Ron Kuhlman/Kelli Norman</i>
8	Public Relations Society of America Travel & Tourism — San Antonio, CA <i>Ron Kuhlman</i>	
14-17	Pennsylvania Bus Association Retreat — Niagara Falls <i>Jim Coggin</i>	
17-18	Southeast Tourism Society Board Meeting — Vero Beach, FL <i>Ron Kuhlman</i>	
19-21	Travel & Tourism Research Association International Conference — London, ONT <i>Ron Kuhlman</i>	
19-23	Tap Dance 2011 — Louisville, KY <i>Jim Coggin</i>	
		AUGUST 2011
		19-23 Student Youth Travel Association — New York <i>Jim Coggin</i>
		22-25 Going on Faith — Richmond, VA <i>Jim Coggin</i>
		25-27 Going on Faith FAM — Norfolk, Hampton, Virginia Beach <i>Jim Coggin</i>
		29-31 Educational Seminar for Tourism Organizations — Salt Lake City <i>Ron Kuhlman</i>



Convention and Visitors Bureau
2101 Parks Avenue, Suite 500
Virginia Beach, VA 23451

(757) 385-4700
(800) 700-7702

www.visitvirginiabeach.com
www.vbmeetings.com



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SUMMER 2011

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Virginia Beach Tourism Experienced Record 2010 Lodging Sales/Related Tax Revenue Year



Spanning 17 city blocks, Town Center of Virginia Beach is an eclectic mix of shopping, dining, nightlife and entertainment venues.

The Virginia Beach Tourism Industry experienced a record in 2010 for overall lodging sales. The Convention and Visitors Bureau received statistics from the Commissioner of Revenue which revealed significant increases in lodging sales and related tax revenue in 2010 for the Hospitality Industry.

"This shows that the tourism industry is a sustainable industry even in challenging economic times," stated James B. Ricketts, Director, Virginia Beach Convention and Visitors Bureau. "We credit these great results to Virginia Beach's evolution into a year-round resort city. Recent product development has also helped. The second major attraction for Virginia Beach's summer visitor, after the beach, is now Virginia Beach's Town Center. These results can also be credited to aggressive marketing and our Mid-Atlantic location – within a day's drive of two-thirds of the U.S. population."

Visitor spending on overnight accommodations (includes hotels, cottages, camp-

grounds and timeshare/condo rentals) is the best indicator of the overall health of the City's Tourism Industry. Statistics demonstrate that lodging sales, including Sandbridge lodging and campgrounds sales and related tax revenue, were at an all-time high.

The 2010 statistics outline that total city-wide lodging sales were over \$275 million; this is a 6.8% increase over 2009. Sandbridge lodging sales were at a record high at over \$41 million; a 12% increase over 2009. Campground sales were almost \$5 million; an increase of 8.7%.

In addition, city-wide restaurant sales, retail sales and participatory sports revenue were all up. Amusement sales were down slightly. Restaurant sales were up city-wide to over \$909 million; a 2.9% increase. Participatory sports revenue collections were almost \$17 million; an increase of 19.9%. Retail sales were up to over \$5 billion; a 1.9% increase. Amusement sales revenues were down slightly to almost \$45 million; a 1.6% decrease.

Destination & Travel Foundation Dinner & Dream Auction

Ron Kuhlman and Kelli Norman, of the Tourism Marketing and Sales Team, attended the Destination & Travel Foundation Dinner & Dream Auction where Roger Dow was honored with the Spirit of Hospitality award for his work, and the work of the U.S. Travel Association, in advancing the interests of travel and tourism in the United States. The event was a huge success and the auction brought in more than \$100,000 for the Foundation.

Virginia Beach Hosts 12th Annual African American Travel Conference

Virginia Beach partnered with the Virginia Tourism Corporation to host the 12th Annual African American Travel Conference (AATC). AATC is the nation's leading organization of group leisure travel planners serving the African American community.



For the first time in the conference history, the organization provided a "give back" program to the local community. During the opening ceremonies, three students in the travel and tourism fields from area schools received scholarships. The students were from Tidewater Community College, Norfolk State University and Hampton University. Additionally, money was raised for the United Negro College Fund (UNCF).

The AATC Conference is important to the Travel Industry because it provides a meeting place for destinations, hotels and attractions to reach the travel decision makers of this group market. The conference brought over 200 African American travel planners to Virginia Beach. This group generates \$30 million in group leisure travel annually and influences another \$30 million of individual travel within the African American population.

CALENDAR OF MAJOR EVENTS

Dates	Event	Est. Attendance
JUNE		
3-4	Liberty Tax Annual Meeting	1900
6-10	2011 General Assembly-Presbyterian Church in America	4000
24-25	Christians in Action Tradeshow	1000
JULY		
13-15	Warrior Expo 2011	1500
17-23	StarQuest International Dance Competition	5000
21	Tidewater Builders Association-Multifamily Housing Banquet	600
22-24	Treasures of the Earth Gem & Jewelry Show	2200
AUGUST		
12-14	Antique Show	5000
29-30	Southeastern Cooperative Educational Programs (SECEP) School Opening Conference	900
30	Crescent Community Center Ceremony and Prayer	3500

Contact Information:

Pamela M. Lingle
Communications Manager
plingle@visitvirginiabeach.com
(757) 385-6628

Tiffany King
Media & Communications Coordinator
tiking@visitvirginiabeach.com
(757) 385-6646

What's New at the Visitor Information Center?



The Virginia Beach Visitor Information Center has been certified Virginia Green by the Virginia Tourism Corporation program that recognizes tourism-related businesses that are taking voluntary actions to reduce harmful impacts on the environment.

The Center is also selling the following admission tickets: Busch Gardens Single-Day and Fun Card, Water Country Single-Day, Busch Gardens/Water Country Discovery Pass and Ocean Breeze Water Park.

May 23 through Labor Day Hours
Daily, 9 a.m. – 7 p.m.

Bring It To The Beach

As the Mid-Atlantic region's premier convention destination, our team is ready to work with you to have your meetings, conferences, conventions, and tradeshow at the Virginia Beach Convention Center. Contact Shevonne Morgan at smorgan@visitvirginiabeach.com or visitvbmeetings.com.

www.vbmeetings.com

LETTER FROM THE DIRECTOR

Dear Tourism Friends and Partners:



As we quickly spring forward into the summer months, accomplishments and successes of the Tourism Industry continue to emerge as data and statistics have been finalized and reported. The tax revenue from the summer of 2010 hit a record high and, unbeknownst to the Industry, was a shadow of the results for the overall 2010 year as there were significant increases in lodging sales and related tax revenue, making 2010 a record year for the Hospitality Industry.

Perseverance, determination and excellence are a few words that describe Virginia Beach Tourism Industry partners and their dedication to making Virginia Beach a noted year-round destination. Recently, we were pleased to be ranked second in TripAdvisor's "Travelers' Choice Family Award" winning Great U.S. Destinations to Discover. The National Tourism Week Awards Luncheon, held the first week in May, recognized specific individuals with distinguishable customer service. Their service makes Virginia Beach a great place to visit and be revisited. There were 178 front-line employees nominated and over 500 people attended – also a record number. Thank you to everyone who took the time to nominate someone and attended the event.

The Virginia Beach Convention and Visitors Bureau has changed the name of its existing website, although the "old" name will continue to connect to the same great information, and has also created a new website for Virginia Beach Industry partners, providing new marketing opportunities, product development updates and more. New Virginia Beach culinary tours have emerged along with new conventions and sporting events heading to our city, not to mention the recent African American Travel Conference, which brought in over 204 group tour planners to Virginia Beach. As new events and opportunities quickly approach, spring and summer are sure to provide new stepping stones for milestones yet to be achieved. On behalf of the Convention and Visitors Bureau, a well-deserved thank you is a small token of our appreciation for your continued support.

Sincerely,

James B. Ricketts

James B. Ricketts
VBCVB Director

Recent National Media Hits:

Virginia Beach has recently been featured in...

Associated Content.com — "Best Places To Live In Virginia"
January 9, 2011 – Circulation: 367,000

Baltimore Sun.com — "Winter Seafari in Virginia Beach"
January 12, 2011 – Circulation: 600,000

Good Morning America — "America's Best Family Destinations"
February 9, 2011 – Circulation: 5,947,000

CNN Headline News — "America's Best Family Destinations"
February 9, 2011 – Circulation: 597,000

Examiner.com — "10 Fun Spring Beach Destinations in VA"
March 6, 2011 – Circulation: 3,150,000

AtlantaJournalConstitution.com — "Weekend in Virginia Beach, Va."
March 12, 2011 – Circulation: 700,000

Industry Gives Back to the Community



The Virginia Beach Convention Sales Team, along with six Virginia Beach hotel partners, went on a sales mission to Washington D.C. While conducting this mission, they called on over 60 clients to support the CVB's pledge to do a food drive for the Potter's House, a Ministry of Virginia Beach United Methodist Church. The Potter's House was thrilled to receive a whopping 180 pounds of food and graciously accepted the "hands-up" gift during hard and challenging economic times.

Coastal Food Tours of Virginia

With all the wonderful restaurants, sustainable farms and rich culinary history Coastal Virginia offers, the Virginia Beach Convention and Visitors Bureau (VBCVB), along with partners from the Virginia Tourism Corporation, VisitNorfolk, the Food Tour Corporation, and the Virginia Beach Agriculture Department, announced a new program on April 16 – Coastal Food Tours of Virginia, which showcased the distinct cuisine of this East Coast region. Coastal Food Tours of Virginia offers themed progressive meals, culinary events, pub crawls and corporate team-building programs, fusing together history, architecture and cuisine in several different venues and neighborhoods. For more information on Coastal Food Tours of Virginia, visit www.CoastalFoodTours.com or call 757-255-8710.

2011 Travelers' Choice Family Awards Virginia Beach



TripAdvisor recognizes America's Best Family Destinations with 2011 Travelers' Choice Family Awards – Virginia Beach comes in 2nd place. Winning destinations were identified based on the greatest number of recommendations from reviewers who traveled with family. Top family-friendly hotels were determined by the highest review ratings from those who traveled with family. Unlike any other honors, TripAdvisor Travelers' Choice winners are based on millions of real and unbiased reviews and opinions from travelers around the world. Travelers' Choice Family Award-Winning Great U.S. Destinations to Discover. For the complete 2011 Travelers' Choice Family lists, go to <http://www.tripadvisor.com/TCFamily>

Virginia Beach CVB NATJA Gold Awards

The Virginia Beach Convention and Visitors Bureau, in conjunction with its ad agency BCF, has been selected as a First Place Gold Winner in the 2010 North American Travel Journalists Association Awards (NATJA) for both the Destination Website, VisitVirginiaBeach.com, and the "Live the Life" Social Media Campaign.

With almost 50 different entrant categories, the NATJA Awards selection committee chooses only one first place winner in each category. The NATJA awards competition honors the "best of the best" from travel media and travel promotion submitted by journalists, travel magazines, public relations agencies and destination marketing organizations from the United States, Canada, Mexico and other countries. The award will be presented at the annual NATJA meeting and marketplace in September.

Awards of Excellence

Two plaques rest in the hands of the Convention Marketing and Sales Division of the Virginia Beach Convention and Visitors Bureau: the 2010 Award of Excellence for Outstanding Service from *Corporate and Incentive Travel* and the *Distinctive Achievement Award 2010* for Outstanding Service from Convention and Facilities.

The Virginia Beach CVB Celebrates Tourism



More than 500 Virginia Beach hospitality employees and dignitaries were present at the May 6 National Tourism Week (NTW) Luncheon and Hospitality Employee Recognition Awards at the Virginia Beach Convention Center. We were pleased to have keynote speaker, Michael Jenkins, provide front-line employees with integrity and humorous stories about the hospitality industry. The customer service exemplified by Virginia Beach hospitality employees like these is one of the most important factors in providing an experience that brings visitors back year after year.

2011 NTW AWARD WINNERS	
Special Recognition	Hotel Task Force Committee
Attraction	Paul Krendl
Public Service	Kathleen "KC" Confer
Transportation	Ray McLaughlin
Volunteer	Ann Wright
Green Hospitality	Mark Podolinsky
Outside Banquet/Catering	Desiree Neal
Retail	Amanda Link
Bartender	Joey Habr
Busser	Dillon Clark
Chef	Eddie Lee Bryant
Dishwasher	Robbie Delaney
Host/Hostess	Erik Hennekes
Line Cook	Megan Ewal
Manager	Nate Alexander
Prep Person	Phil Murphy
Valet	Lanceford Reynolds
Wait Staff	Derek Johnson
	Caroline Jones
RESTAURANT AWARDS	
Banquet/Catering	Michelle Allen
	Carmen Solares
Clerical/Front Office	Wendy Lou McCrane
Concierge	Tommy Washington
Continental Breakfast	Rhonda Sheehan
Attendant	Crescencio Dimaya
Front Desk	Judith Waters
Housekeeping	Joanna Feret
Laundry	Eric Ward
Maintenance	Ashley Hanger
Sales Manager	Jeremy Bitner
Valet	Joseph Rios
Special Recognition	
	Star Magician – A Magic Solution
	Virginia Beach Convention & Visitors Bureau
	Venture Tours
	Old Beach Farmers Market
	Office of Energy Management – City of Virginia Beach
	Distinctive Gourmet
	Gold Key/PHR Hotels & Resorts
HOTEL MOTEL AWARDS	
	The Westin Town Center
	The Cavalier Hotel
	Virginia Beach Resort Hotel & Conference Center
	The Ocean Beach Club Resort Hotel
	Homewood Suites
	The Hilton Virginia Beach Oceanfront Hotel
	SpringHill Suites Virginia Beach Oceanfront Hotel
	Crowne Plaza Hotel
	VSA Resorts
	Courtyard by Marriott North/South
	Sheraton Virginia Beach Oceanfront Hotel
	Gold Key/PHR Hotels & Resorts

SPORTS MARKETING UPDATE

USA Table Tennis

The Virginia Beach Convention Center will host the USA Table Tennis 2011 National Table Tennis Championship. It will be held December 16-18, 2011. There are 1,200 estimated room nights.



Yuengling Shamrock Marathon

The 39th Yuengling Shamrock Marathon Weekend, March 18 - 20, sold out each of the five races which comprised the annual St. Patrick's Day weekend event. These included the Marathon, the Anthem Half Marathon, the TowneBank 8K, the Operation Smile Final Mile, and the Children's Marathon, for a record total of more than 25,000 participants. The Yuengling Shamrock Marathon Weekend also included a two-day Sports and Fitness Expo, held at the Virginia Beach Convention Center, which featured 75 vendors and exhibitors and was attended by an estimated 50,000 visitors. For information on all of these J&A Racing events, please visit www.jandaracing.com.



VisitVirginiaBeach.com

The Bureau has a new name for its award-winning website, formerly known as www.VBFun.com. Visitors will start to remember www.VisitVirginiaBeach.com as they navigate through valuable information for conventions, leisure travel, etc.



The Virginia Beach Convention and Visitors Bureau is pleased to introduce a new Virginia Beach industry "partners" website, www.VisitVirginiaBeach.com/CVB, a one-stop-shop for the latest happenings in the Hospitality and Tourism Industry. Travel and Tourism events, marketing opportunities and partnerships, statistics, data, trends and more will be available 24/7 on the site.

The site features programs and tips to help businesses become more sustainable. There are downloadable Research & Reports and Press Releases at your fingertips. The Upcoming Events section offers a wide variety of events for guests or family members, while social media links you to minute-by-minute community happenings and discussion.

The majority of the information can be accessed on the "public" website. Proprietary information, such as co-op marketing opportunities, can be accessed by establishing a login and password. This is a great new resource for Virginia Beach industry "partners" to see what new information and opportunities are available on a daily basis.

A New Wave of Waterpark Fun

Ocean Breeze Waterpark, Hampton Roads' only family water park destination, has been acquired by former Six Flags executives Kieran Burke and Gary Story. The new owners are planning a multi-year redevelopment program for Ocean Breeze Waterpark. The 2011 season upgrades included a multi-million dollar expansion that dramatically improves the quality and variety of attractions.

EMPLOYEE ANNOUNCEMENTS

Bryan Miller has been promoted to the Virginia Beach Convention Center Business Manager.



Miller



Norfleet

John Norfleet has joined the CVB Convention Sales and Marketing Unit as an Administrative Specialist.

Eric Logan, Convention Services Manager, has achieved the designation of Certified Meeting Professional (CMP) from the Convention Industry Council.



Logan



King

Tiffany King, Media and Communications Coordinator, has achieved the designation of certified Travel Marketing Professional (TMP) through the Southeast Tourism Society.

Linda Eisan, CVB Sales Manager, has achieved the designation of Certified Government Meeting Professional (CGMP).



Eisan



Caralivanos

James Caralivanos has joined the Virginia Beach Convention Center as a new Sales Manager.



The Progressive National Baptist Convention Mid-Winter Meeting and Worship Service were held in Virginia Beach from January 17 – 21. The Worship Service held at the Sandler Center for the Performing Arts commemorated the life of Dr. Martin Luther King, Jr. Several hundred people attended the service. The Mid-Winter Meeting brought approximately 1,000 attendees from throughout the country to Virginia Beach.