

FOR IMMEDIATE RELEASE: July 26, 2012
CONTACT: Jennifer Stein, Public Information Office, (623) 930.2958

GLENDALE CONVENTION & VISITORS BUREAU HIGHLIGHTS TOURISM TRENDS AT ANNUAL MEETING

GLENDALE, Ariz. – Learn about one of the state’s most vital industries at the Glendale Convention & Visitors Bureau’s Annual Meeting, where guests will discover how tourism is moving the local and state economy forward. The annual meeting will be held at 8 a.m., Thursday, Aug. 16, at the Arizona Broadway Theatre, 7701 W. Paradise Lane.

The meeting is open to the public. During the meeting, members and others will receive an update on the Glendale CVB’s tourism programs from the past year and upcoming initiatives. Attendees will also learn about the latest travel trends and the state of the hospitality/tourism industry through a special guest panel discussion featuring Sherry Henry, director of the Arizona Office of Tourism; Debbie Johnson, president and CEO of Arizona Lodging & Tourism Association; Kiel Klaphake, co-founder and executive producer of Arizona Broadway Theater; and Nora Trulsson, a freelance writer who writes for *Sunset*, *US Airways Magazine*, *Phoenix Magazine* and *Chicago Tribune*.

Sponsors include the Renaissance Glendale Hotel & Spa, Madden Media, Wildlife World Zoo & Aquarium, Global Spectrum/University of Phoenix Stadium, Discover the Phoenix Region Magazine, Elements Therapeutic Massage and Total Transit.

Lorraine Pino, Glendale CVB manager, will also discuss achievements from the past year, including:

- A 3.8 percent increase in occupancy rates of West Valley area hotels over the last 12 months.
- The successful launch of new marketing tools, such as an interactive mobile website and expanded social media options.

- Formation of a new advisory committee to discuss long-range opportunities to promote and market the West Valley nationally and internationally.
- The passage of a recent bed tax initiative that will enhance CVB tourism promotion efforts.

“The Glendale CVB is poised to do even more this year with the additional funding from the bed tax, which will allow us to target more potential travelers to the area,” said Pino. “This will ultimately drive more business and leisure tourists to stay at hotels, bringing more hospitality related dollars to Glendale and the region.”

Tickets to the Annual Meeting are \$20 each. Guests can register by emailing jehughes@glendaleaz.com or calling (623) 930-4318.

For more information, call 623-930-4500 or visit Facebook at www.facebook.com/GlendaleCVB.

You can also stay in touch and up-to-date on travel tips, events and discounts at the website, www.VisitGlendale.com , or by following @GlendaleCVB on Twitter.

About the CVB

The Glendale CVB markets the West Valley as a preferred year-round destination for visitors, conventions, meetings and events, producing a positive economic impact and increasing leisure and business travel in the region.

###