

FOR IMMEDIATE RELEASE: Oct. 9, 2013
CONTACT: Jennifer Stein, Public Information Office, (623) 930.2958

GLENDALE CONVENTION & VISITORS BUREAU ‘SWINGS FOR THE FENCES’ AT ANNUAL MEETING

GLENDALE, Ariz. – What does spring training, Fiesta Bowl and NASCAR have in common? They are all major sporting events in the West Valley, and that’s why “Welcome to the Big League” is the theme of this year’s Glendale Convention & Visitors Bureau (Glendale CVB) Annual Meeting where major sports in the West Valley and countdown for Super Bowl 2015 will be the focus. The meeting will be held at 8 a.m. on Tuesday, Oct. 22 at University of Phoenix Stadium.

This year’s featured speaker will be Phoenix Coyotes new President & CEO Anthony LeBlanc, who will share his plans in building a successful franchise as well as discuss the role of the Canadian travel market and hockey tourism.

All CVB members are invited, but the meeting is open to the public. Attendees will receive an update on the Glendale CVB’s tourism programs from the past year as well as learn about upcoming initiatives.

Lorraine Pino, Glendale CVB manager, will share accomplishments from 2013 and highlight the economic impact of tourism in the region from the past year, including:

- An 8.9 percent increase in occupancy rates of West Valley area hotels over the last 12 months.
- The successful launch of the CVB blog, which is a new tool to attract travelers to Glendale and the West Valley and keep people up-to-date with events and tourism-related activities.
- The formation of a new hotel advisory committee to discuss long-range opportunities to promote and market the West Valley nationally and internationally.

“Additional marketing efforts and the attraction of new shows and events have led to higher hotel occupancy and visitation numbers in the area,” Pino said. “In addition the CVB is creating a new program that will attract more youth and amateur tournaments to the West Valley.”

Sponsors include Madden Media, Key 360, Wildlife World Zoo & Aquarium, Glendale Civic Pride Ambassadors, Camelback Ranch - Glendale, Margaritaville, Westgate Entertainment District, Residence Inn and SpringHill Suites, Challenger Space Center, Genyx Capital LLC, and Arizona Broadway Theatre.

Tickets to the Annual Meeting are \$25 each. Guests can register by emailing jehughes@glendaleaz.com or calling (623) 930-2966.

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 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.

###