

WHAT IS A VISITOR & CONVENTION BUREAU?

A visitor and convention bureau is a not-for-profit umbrella organization that represents a city or urban area in the solicitation and servicing of all types of travelers to that city or area . . . whether they visit for pleasure, business or both.

It is the single entity that brings together the interests of city government, trade and civic associations, and individual "travel suppliers" - hotels, motels, restaurants, attractions, local transportation - in building outside visitor traffic to the area.

Tourism is an increasingly important source of income and employment and therefore warrants a coordinated and concerted effort to make it grow. This growth is best nurtured by the role a visitor and convention bureau can play in continually improving the scope and caliber of services the city provides to leisure and individual business travelers, and corporate and association meeting planners.

THE GRAND JUNCTION VISITOR & CONVENTION BUREAU

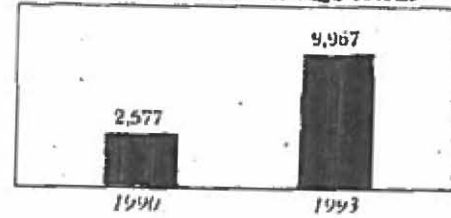
The Visitor & Convention Bureau began operations as a division of the City of Grand Junction in January of 1990. The Bureau is the City's liaison between potential visitors to the area and the businesses that will host them. It acts as an information clearing house, convention management consultant and promotional agency for the City.

A five member staff and the VCB Board of Directors coordinate and develop the yearly marketing and sales strategies used to stimulate increases in the number of individual visitors and the number of meetings and conventions.

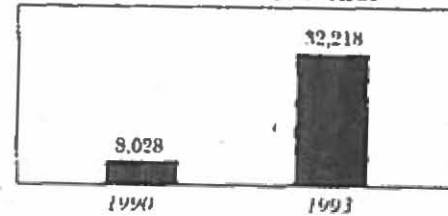
Key elements of the VCB's destination marketing program include:

- Development of the new Visitor Center. A long term goal of the VCB has been to develop and build a new Visitor Center at a highly visible location on Horizon Drive. This goal will be realized in early 1994 as the new Visitor Center opens. It will showcase Grand Junction's many attractions and activities, contain the VCB marketing offices and be operated with the help of the VCB's 80 volunteers.
- Advertising in national and regional media to gain name recognition, develop awareness and stimulate responses.
- Printed material which is used to lure new visitors and assist them in making reservations and planning their vacation.
- Working with national and international travel writers to increase Grand Junction's exposure.
- Increasing the number of tour groups and meetings/conventions that the VCB solicits; providing services and acting as a liaison between area businesses and groups utilizing Grand Junction.

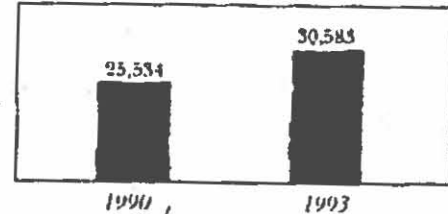
800 NUMBER INQUIRIES



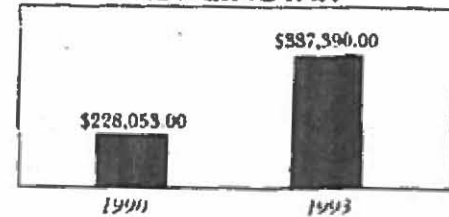
BROCHURES MAILED



VISITOR CENTER VISITS



LODGING TAX



From figures shown are through September, 30th of each year.

II. Profile

The Grand Junction Visitor & Convention Bureau (GJVCB) began operations on January 1, 1990 as a department of the City of Grand Junction. The new department was a result of the reorganization of the previously incorporated "Convention & Visitor Bureau". A 3% lodging tax, passed in a city-wide election in October of 1989, became the basis for the new bureau's operating capital.

The Visitor & Convention Bureau is one of Grand Junction's seven City Departments and is comprised of a nine member citizen advisory board appointed by City Council. Each board member serves a three year term. The board establishes VCB policies and reviews and makes recommendations on timely issues, marketing and advertising programs.

The five member VCB staff is comprised of two divisions; Group Sales and Tourism Marketing. The staff consists of the Executive Director, Groups Sales Manager, Visitor and Convention Services Coordinator, Administrative Secretary, and Receptionist.

The VCB operates and maintains a Visitor Information Center which is open 362 days a year utilizing over eighty volunteers.