



CVB 101

What is a CVB?

In the travel realm, CVB stands for Convention and Visitors Bureau. Organizations that represent a region's tourism industry can also be known by names such as DMO which means Destination Marketing Organization or Tourism Board or Tourism Authority. But what does a CVB do?

Tourism 101

The staff members at the Arlington Convention & Visitors Bureau (ACVB) are passionate about Arlington. They work diligently to showcase the best of what Arlington has to offer visitors, groups and media professionals. Hospitality and customer service are at the core of every experience.

CVB Mission

The ACVB markets and develops the city as a premier sports, business and leisure entertainment destination to achieve new tourism spending benefits for the visitor industry, community and its residents.

What kind of services do you provide?

The ACVB provides visitors a wealth of FREE services. It begins with destination information including the Official Visitor Guide, the arlington.org website and our continued marketing campaigns from leisure to sports to conventions.

For groups, our sales team actively sells the destination to event planners and provides a “one-stop-shopping” experience by connecting the planner with the appropriate Arlington hospitality partners.

Beyond just those initial connections we then work with the planners to ensure their attendees have a great time in Arlington by recommending service partners, off-site venues and staying in touch to help with any other needs.

For our partners, we are an extension of your sales and marketing efforts. Look to the CVB to help market the destination as a whole and to connect you with planners who you might not have the time or budget to connect to.

How are you funded if your services are free for visitors?

The ACVB is a private non-profit organization, contracted by the City of Arlington to market Arlington as a visitor destination. The city provides the ACVB with funds by way of the local hotel occupancy tax collection. Along with the HOT funds, the ACVB is also the implementation arm of the sales and marketing plans supported by the Arlington Tourism Public Improvement District. This is a 2% assessment managed by a board of Arlington hotels that funds activities to grow hospitality and tourism development in Arlington.