

### 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.

### WHAT DOES A CVB DO?

The Arlington Convention and Visitors Bureau 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 Arlington residents.

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 to visitors, groups and media professionals. Hospitality and customer service are at the core of every experience.

### WHAT KIND OF SERVICES DO YOU PROVIDE?

The ACVB provides visitors and event planners a wealth of FREE services!

**DESTINATION INFORMATION:** Including the Official Visitor Guide, the arlington.org website, referrals and planning assistance.

**MARKETING AND PR:** Marketing destination through specific campaigns from leisure to sports to conventions. Media promotions including story pitches, familiarization tours, promotional programs, etc.

**GROUP SALES:** Our 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. Our team does this by participating in industry tradeshows, sales missions and other meeting and group travel sales opportunities.

**DESTINATION SERVICES:** The goal of our services team members is to enhance the experience of event attendees and increase the economic impact of groups coming to Arlington. We work with planners by recommending local service partners, off-site venues and staying in touch to help with any other needs.

**PARTNERSHIP:** We are an extension of your sales and marketing efforts. Look to the CVB to help market the destination as a whole, while connecting you with event and group travel planners who you might not have the time or budget to connect to on your own.

# TOURISM TOUCHES EVERYTHING.

CVB 101

## 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 (HOT) 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 (TPID).

Both the HOT and TPID are levied on hotel nights sold in Arlington. The CVB does not receive any local sales or property taxes paid by residents in Arlington. The CVB helps generate local sales and supports jobs by helping to bring visitors to the city who spend money at restaurants, gas stations, retail shops, attractions, etc. where taxes are generated.



**APRIL LUTER**

Director of Partnerships & Programs

P: 817.704.7570

[april@arlington.org](mailto:april@arlington.org)

[www.arlington.org/partner](http://www.arlington.org/partner)