SAN JOSE
Convention & Visitors Bureau

News Release

125 S. Market Street ● Suite 300 ● San Jose, CA 95113
phone: 408-295-9600 ● fax: 408-295-3937 ● www.sanjose.org

FOR IMMEDIATE RELEASE
MAY 19, 2003

CONTACT: Marie Rothhauser, 408.792.4125
mrothhauser@sanjose.org

SAN JOSE CONVENTION AND VISITORS BUREAU HOSTS FAMILIARIZATION TRIP FOR MEETING PROFESSIONALS

Event Supports Bureau's Plan to Diversify Business

SAN JOSE, CALIF. – In its ongoing effort to diversify markets for meetings and conventions, the San Jose Convention and Visitors Bureau (SJCVB) recently hosted a familiarization trip, otherwise known as a Fam, for meeting professionals from several religious organizations. The Bureau welcomed 11 planners from throughout the country in an effort to showcase the city as the ideal destination for their next city-wide convention.

The Fam trip enabled the meeting professionals to experience all that San Jose's metropolitan area has to offer, from its unique meeting venues, diverse restaurants and rich culture to its friendly community and beautiful climate. The trip also provided the SJCVB and hotel partner representatives an opportunity to demonstrate the city's unique features, including a downtown that is not only easily accessible but "walkable," making it possible to discover and take advantage of restaurants, hotels, attractions and meeting facilities, all within a few blocks.

"I had an excellent time in San Jose," said Dennis Williams, executive administrator of North American Professors of Christian Education (NAPCE). "San Jose is a wonderful city with much to offer meeting planners. I will definitely consider San Jose when I plan for our convention in a few years."

During their three-day visit, meeting planners were escorted on tours of the city to see specific venues, services and solutions that met their convention requirements, including the McEnery Convention Center, Parkside Pavilion and HP Pavilion, which can accommodate city-wide conventions of delegates for these very large groups. The planners also explored the city's outlying venues such as the Santa Cruz Beach Boardwalk, which confirmed San Jose's proximity to other Bay Area locations.

"When I plan for a convention, I look at three distinct elements," said Jorge Vallejos, director of convention planning for the Mennonite Church USA. "Collectively, the financial package, the facilities and the services provided by the Convention and Visitors Bureau and hotel staff are what contributes to a successful function. Overall, I was very impressed with San Jose's offerings, and I'm seriously considering the city to host our next convention."

Fam Trip Supports Bureau's Efforts to Diversify Business
Earlier this year, SJCVB restructured its marketing plan and shifted its focus to diversify its meetings and conventions business beyond the high-tech and tradeshow markets. The state

- more -

and national associations market is one segment the Bureau has focused on, which includes religious organizations. The Bureau's attention to the associations market will protect the city against future economic fluctuations by pursuing business that will fill need periods.

The Bureau's attention to the religious market recently won the business of Religious Conference Management Association (RCMA), the largest organization of religious meeting professionals, which is scheduled for February 2006. RCMA is expected to generate more than $1 million in economic impact to the city.

"The Bureau and our hotel partners are committed to serving the religious market," said Dan Fenton, president and CEO for the San Jose CVB. "Booking RCMA is a big victory for the city, and I'm confident that we will secure more business from the religious market based on the initial response from the Fam trip."

About The San Jose Convention and Visitors Bureau (SJCVB)
The San Jose Convention and Visitors Bureau (SJCVB) enhances the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau's Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau's Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau's Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit http://www.sanjose.org.

###