



Convention & Visitors Bureau

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## News Release

FOR IMMEDIATE RELEASE

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### **SAN JOSE CONVENTION & VISITORS BUREAU SUPPORTS INTERIM SOLUTION TO EXPAND EXHIBIT SPACE**

#### **Industry Applauds Mayor's Recognition of Tourism's Economic Impact**

**SAN JOSE, CALIF.** – January 29, 2004 – The San José Convention and Visitors Bureau's (SJCVB) today announced its enthusiastic support for Mayor Ron Gonzales' proposal for stimulating the city's sluggish economy by boosting the local tourism industry. Due to sudden illness, the mayor was unable to complete his State of the City address, which outlined a creative solution to expand the San José McEnergy Convention Center's exhibit space.

According to the State of the City address as published on the city's website, the mayor proposes to "incubate the tourism business" by "building a temporary structure" that would nearly double the amount of meeting and exhibit space at the convention center. The local tourism industry, led by the Convention & Visitors Bureau, has been advocating for convention center expansion since 2001 when it became evident that the 12-year old facility was unable to accommodate large trade shows or multiple smaller shows simultaneously.

"The mayor's intended remarks indicate his commitment to tourism and the role it plays in driving economic impact to the city of San José," said Dan Fenton, president and CEO of the San José Convention and Visitors Bureau. "Mayor Ron Gonzales is a progressive leader when it comes to cultivating business in San Jose, and we look forward to working with the city on making this short-term solution a success."

"We see the mayor's proposal as a viable interim solution that will improve our ability to drive convention business to our city," said John Southwell, General Manager of Hilton San Jose and Towers and member of the SJCVB Board of Directors. "In this tough economic climate, San Jose has to do everything it can to keep existing customers, attract new ones, and reinvest those dollars back into the local economy."

Events like the International Society for Optical Engineering (SPIE) Annual Convention Photonics West, which has been located in San José for 10 years and is currently being held at

## **SJCVB Supports Interim Solution to Expand Exhibit Space, January 29, 2004**

the San José McEnergy Convention Center through January 30<sup>th</sup>, would benefit from an expanded convention center. |

“We’re very excited that the City of San José is supportive of moving towards expanding the convention center,” said Sue Davis, Director of Special Projects for SPIE. “San José’s commitment to meeting customer needs at the convention center is what keeps business like mine coming back year after year.”

### **About The San Jose Convention and Visitors Bureau (SJCVB)**

The San José Convention and Visitors Bureau’s (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José 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 José, the Bureau’s Visitor Services department can provide tools for learning about and planning a trip to San José. For a calendar of events or to receive a copy of the Bureau’s Destination Planning Guide, please contact the San José Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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