



FOR IMMEDIATE RELEASE

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GLENDALE ANNOUNCES THE GLENDALE CONVENTION & VISITORS BUREAU – FIRST IN THE WEST VALLEY

GLENDALE, Ariz. – Beginning July 1, the Glendale Office of Tourism’s name will change to the Glendale Convention and Visitors Bureau (GCVB).

The city-operated GCVB will represent Glendale and the West Valley and will be the first convention and visitors bureau (CVB) located west of I-17. CVBs throughout the country promote specific tourist and visitor destinations and are directly responsible for developing, promoting and marketing the destination.

CVBs are often the official point of contact for convention and meeting planners, tour operators and visitors. They assist planners with meeting preparation and encourage business travelers and visitors alike to visit local historic, cultural and recreational attractions.

“It is the intent of the GCVB to increase visits from tourists and business travelers by promoting the amenities, attractions and destinations in Glendale and the West Valley, which will in turn generate business and sales tax revenue from retail and shopping sales, restaurant visits and lodging,” says Tourism Manager Lorraine Pino.

More than four million people visit Glendale each year to attend professional and college football, hockey and spring training games as well as concerts, signature special events, mega events, conferences, tradeshow and other related events and activities. The West Valley alone has more than 10,000 hotel rooms and is home to five Cactus League

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Spring Training facilities, University of Phoenix Stadium, Jobing.com Arena, Westgate City Center, Glendale Renaissance Hotel and Conference Center, Peoria Performing Arts Center, Glendale Civic Center, Cabela's, Phoenix International Raceway and the Wigwam Resort and Golf Club – one of the Southwest's top-ranked golf courses. There is no doubt that Glendale and the West Valley are in the national and international spotlight.

As Glendale and the West Valley have evolved into a premiere sports and entertainment destination, the need for an enhanced tourism entity to support, promote and attract conventions, conferences, mega events, businesses and visitors has grown. The GCVB will continue the city's successful marketing, advertising and branding efforts while providing the opportunity to enhance services and efforts and reach an even wider audience. The GCVB will improve the region's ability to compete in the national and international tourism marketplace and compete with CVB counterparts.

The Glendale City Council is tentatively set to adopt a membership fee schedule at its June 8 Council meeting, and the official name change will take place on July 1. The GCVB membership drive will begin in July. A grand-opening celebration will take place at the Glendale Visitor Center (5800 W. Glenn Drive, Suite 140) on Tuesday, June 29, at 10 a.m. The event is open to the public. Go to www.visitglendale.com for more information on the new Glendale Convention and Visitors Bureau.

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