

# CVB Insights

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## Your Destination Marketing Organization at work for the Fresno region...

Dear Colleagues,



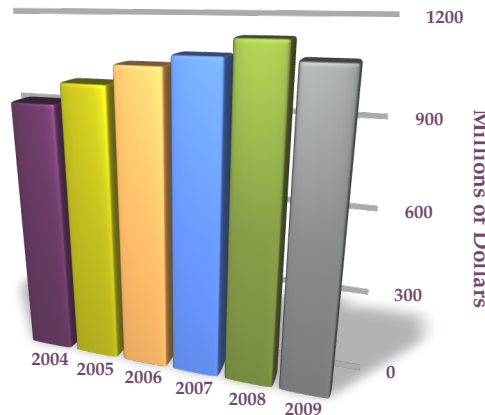
Layla Forstedt  
President/CEO

The travel and tourism industry in Fresno County positively impacts the local and regional economy. Travel spending is on the rise and visitor volume continues to increase every year. It directly supports improvement of services and infrastructure (police, fire, restaurants, sports & convention venues, festivals) that cater to both visitors and residents. Travel and tourism is one of the world's largest exports and largest employers. The Industry contributes more than \$600 billion annually to the nation's economy!

*I am pleased to present CVB Insights. The goal of this publication is to inform the community that we serve about what we do and why.*

## Economic Development

The Fresno/ Clovis Convention & Visitors Bureau (FCCVB) is a Destination Marketing Organization (DMO). It is a not for profit organization that represents a specific destination. From an economic development perspective, our organization aids the long term development of communities through travel and tourism strategies. It is the broker or official contact for convention and meeting planners, tour operators and visitors. We assist planners with meeting



In 2009, direct travel spending in Fresno County was \$1.08 billion.

Source: Dean Runyan and Associates

preparation and provide a full range of information about our destination. We encourage business travelers and visitors alike to visit local, historic,

cultural and recreational sites. The FCCVB is also a membership organization that unites businesses that rely on tourism and meetings for revenue.

### Funding

The FCCVB is funded through a Tourism Business Improvement District (TBID) and membership dues. The TBID is a 1% assessment fee that the hotels in the Cities of Fresno and Clovis collect from their visitors and is then passed through to the Bureau to be reinvested into promoting the destination.

*Next issue...Tourism: the leading services export in the United States.*