

2014-2015



Marketing Plan Overview

Irving Convention and Visitors Bureau

A photograph of a wooden building with a sign that says "IRVING". The building has vertical wooden siding and a decorative diamond-shaped window above the sign. The sign is white with black text. The building is partially obscured by a dark metal frame in the foreground. To the right, there is a large, reddish-brown structure, possibly a train car or a large piece of machinery, with visible rivets. The ground in front of the building is grassy.

IRVING

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ICVB BOARD OF DIRECTORS

VOTING MEMBERS

Robert Martinez
Chair

David Cole
Vice Chair

Chris Arrington*

Michael Barns

Bob Bula

Adrian De Leon

Kimberly Fields

Debbi Haacke

Greg Malcolm

Joe Marshall

Ron Mathai

Jack Spurlock*

CITY COUNCIL LIAISON

John Danish

EX OFFICIO MEMBERS

Luis Argote
Four Seasons Resort & Club Dallas at Las Colinas

Rick Bidne
The Las Colinas Association

David Corrigan
Salesmanship Club AT&T Byron Nelson Championship

Mark D. Cronenwett
Tax Increment Financing (TIF) Zone No. 1

Bob Galecke
University of Dallas

Steve McCullough
Interim Irving City Manager

Jacky Knox
Dallas County Utility and Reclamation District (DCURD)

R. Dan Matkin*
Former ICVB Board Member

Susan Skaggs
Dallas Cowboys

Rick Stopfer
DART Representative

Mike Gonzales
Greater Irving-Las Colinas Chamber of Commerce

Shawn Callaway
Greater Irving-Las Colinas Chamber of Commerce

*Denotes a former ICVB Board Chair





IRVING CVB SNAPSHOT

FOCUS

The Irving Convention and Visitors Bureau's focus is on building exceptional customer relationships with meeting planners, travel influencers, media, independent travelers, the hospitality industry and the community. Our efforts are focused on generating demand for the destination, thereby creating value for the industry and stakeholders. Innovation, partnership, research and accountability guide our approach. We utilize person-to-person and technology-based sales, marketing and customer-servicing activities to achieve results. Through positive positioning of both the organization and the destination, our leadership benefits the society, culture, environment and economy of Irving.

VISION

Irving will continue to be a uniquely vibrant destination attracting visitors of all kinds for unforgettable experiences.

MISSION

The Irving Convention and Visitors Bureau markets Irving as a premier travel destination, enhancing the community's economy and quality of life.

CITY OF IRVING VISION

Irving will be the model for safe and beautiful neighborhoods, a vibrant economy, and exceptional recreational, cultural and educational opportunities.





Irving Visitor Industry Economic Impact

PEOPLE

**3.03
MILLION**

Total Irving Visitors in 2013

=

**23,949 PER
DAY**

Number of Visitors in Irving
on an Average Day in 2013

DOLLARS

**\$1.8
BILLION**

Total Direct Visitor
Spending in Irving in 2013

= **\$4.3 MILLION
PER DAY**

Visitor Spending in Irving
on an Average Day in 2013

\$8,065

Annual Visitor Spending
per Irving Resident

**\$540
MILLION**

Spending by Visitors
on Lodging in Irving

**\$406
MILLION**

Spending by Visitors
in Irving Restaurants

JOBS

16,420

Total Jobs
Supported by Irving
Visitor Industry

**\$421
MILLION**

Total Payroll
for Irving Visitor
Industry

TAXES

**\$47.6
MILLION**

Taxes Generated
by the Visitor Industry for
the City of Irving in 2013

\$567

Tax Revenues
Generated
per Irving Household





STRATEGIC IMPERATIVES

These strategic imperatives establish the basic ideals and principles that govern the way the ICVB plans and conducts business.

- The ICVB holds itself accountable for achieving its mission and objectives.
- The ICVB primarily maintains a long-term, strategic marketing focus, and partners with the industry to respond to short-term marketing opportunities.
- The ICVB recognizes which constituent groups represent its customers, partners, and beneficiaries, and responds to their needs and expectations appropriately.

Customers = visitors, travel trade, meeting planners and media

Partners = visitor industry, government, chamber and civic groups

Beneficiaries = the community and the visitor industry

- The ICVB's efforts and decisions will be responsive to and remain focused on data, visitor feedback, market research, cost benefit analyses and other appropriate input.
- The ICVB expands existing markets, while taking advantage of qualified new market opportunities; the ICVB also continually looks for means to expand its resources, to better capitalize on new market opportunities when possible.
- The ICVB accepts a leadership role in pursuit of its mission.
- The ICVB adheres to the highest quality standards in all its actions, adopting the DMAI Standards of Conduct.
- The ICVB's primary responsibility is to generate overnight visitation to the Irving area by attracting meetings, events and leisure travelers to the city.
- The ICVB provides marketing and support for events that are consistent with the mission and brand.

MEASURING SUCCESS

How do we measure success? The Irving CVB tracks and communicates the results of its efforts on the basis of the following:

PERFORMANCE INDICATORS

- Economic Impact of Tourism
- Market Occupancy
- Hotel Tax Collections
- Irving Hotels' Average Daily Rate (ADR)
- Irving Hotels' Revenue per Available Room (RevPAR)
- Length of Stay
- Supply/Demand
- Per Person Expenditures
- Attractions Attendance

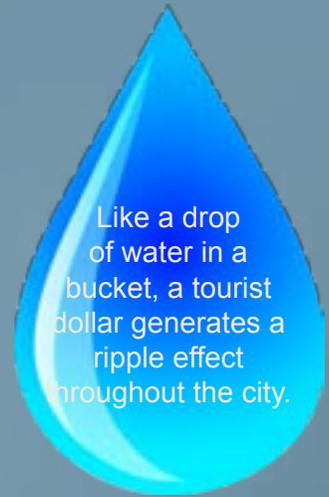


PERFORMANCE MEASURES

- Return on Tourism Investment (ROI)
- Irving CVB-booked Room Nights
- Convention Center Revenues
- Media Visits/Media Value/Social Media Analytics
- Customer Satisfaction
- Destination Awareness
- Advertising Inquiries Generated



THE PATH OF A TOURISM DOLLAR



Tourism dollars often start in the usual places, like a hotel or restaurant, but they don't stay there.



Say a hotel guest catches a shuttle for a convention at the Irving Convention Center.



Then the shuttle driver heads downtown to Joe's Coffee Shop for his daily break, making sure to tip his favorite waitress.



The waitress stops at Encanto Cake Shop after work to pick up a cake for her daughter's birthday.



The cake decorator has to take her children in for vaccinations at Baylor Medical Center.



And the music store manager drops his car off at Rick's Car Care to take care of that long overdue oil change.

The following day, the musician stops in at Murphy's Music, using his payment from The Ranch to put a deposit down on a new guitar.



The manager of Paragon Cleaners then has dinner at the The Ranch at Las Colinas because her new favorite local musician, who she saw outside of Kroger in west Irving last week, is now performing on The Ranch's patio.



On her way home from work, the Baylor nurse drops off her dirty scrubs at Paragon Cleaners in Valley Ranch.

NEEDS ANALYSIS SURVEY

OVERVIEW OF RESPONSES

Prior to developing its annual budget and marketing plan, the ICVB conducts a survey of its hotels to best identify their needs. Based on the voice of the customer, the Bureau works to develop programming to best meet those needs. The following represents the aggregate of responses.

Feeder Market Cities:

Houston, Austin and Chicago were listed as the top three feeder market cities. Dallas, New York, Oklahoma City, San Antonio and Atlanta were the next five cities with each receiving a similar number of references.

Top Competition - Non-Irving DFW Hotels:

Grapevine properties were listed as the top competitors by Irving hoteliers.

Top Competition – Texas Cities:

The top four Texas cities that Irving hotels compete with are located in the DFW area. Dallas was listed as the primary competitor followed by Grapevine, Arlington and Fort Worth. Outside of the DFW area, Austin, San Antonio and Houston were listed as top competitors from cities located in Texas.

Top Competition - U.S. Cities:

Chicago and Orlando are the top two cities perceived as competition with Irving followed by Oklahoma City, Miami and New York.

Threats to the Irving Hospitality Industry in 2014-15:

A lack of entertainment and leisure activities in Irving and fear that planned projects such as the entertainment venue and Water Street development might not move forward are the top perceived threats.

Reasons Irving Loses Business:

A lack of entertainment was almost unanimously listed as the reason Irving hotels lose business. Availability and rate were listed as distant second and third reasons.

How the City of Irving and the CVB can Improve Irving Business:

Entertainment-related suggestions were the top priority for respondents followed by public transportation. Top priorities for the CVB were noted as corporate, conventions, weekend and association groups.





KEY MANAGEMENT GOALS OVERVIEW

- Increase total room night productivity by two percent over 2013-2014, with continued emphasis on weekend room nights by implementing targeted, focused sales and marketing initiatives that create awareness of the destination, its hotel properties and other venues.
- Remain focused on the performance measures that translate into the best return-on-investment for the City of Irving, in the short-term and long-term.
- Market and sell the convention center by focusing on our high-value points of distinction: location, aesthetics, food quality and attendance-building support. As the headquarter hotel and entertainment complex come out of the ground, incorporate immediately into all aspects of sales, marketing and communications.
- Continue to adapt the Business Development Incentive Program (BizDIP) to best meet the needs of Irving hotels and/or customers, especially in key need times, and as budget allows.
- Utilize public relations and social media initiatives to generate positive destination coverage to increase awareness of Irving, and to further extend the reach of traditional advertising.
- Capitalize on the completion of the DART Orange Line connection to DFW Airport, Irving and downtown Dallas as well as the lifting of the Wright Amendment at Love Field by emphasizing the benefits to group travel through sales, marketing and communications efforts.
- Continue to expand ways the Irving CVB and Irving Convention Center websites can be best utilized to promote Irving, and to offer hospitality industry partners an effective and affordable promotional vehicle.
- Use unique Irving and DFW-area events and assets to showcase the city in a variety of targeted familiarization tours, destination reviews and promotional opportunities, as well as leverage convention center events as “product” to generate weekend consumer demand.
- Enhance summer and weekend business through advertising, marketing, social media and sales initiatives developed in cooperation with our industry partners.
- Capitalize on community and industry partnerships to generate visitor revenues and awareness.
- Provide relevant and challenging educational opportunities for all staff for professional and personal development, and for the industry, to best deliver our wide range of customer services.





DESTINATION SALES

DIRECTIVE

To position Irving as a preferred destination for meetings and conventions of corporations, associations and specialty markets (including Sports, Entertainment, Social, Military, Religious, Ethnic, Educational, Fraternal and Government); to position Irving as a preferred destination for corporate transient travel; to position Irving as a preferred destination for leisure travel, either group or transient; to position Texas and Dallas/Fort Worth as a vital part of the US travel experience; and to achieve the highest levels of customer satisfaction.

INITIATIVES AND STRATEGIES

Overall

- Increase total room night bookings by two percent over 2013-2014 results, with focus on key market segments identified by the 2014 Needs Analysis Survey, and markets impacted by the convention center development.
- Work closely with headquarter hotel development team on coordinated sales efforts. Review all “lost business” clients where a lack of headquarter hotel was the reason and re-target aggressively.
- Continue emphasis on weekend, summer and holiday business. Continue to focus on local and regional meeting planners as requested by the hotel community.
- Continue to build and enhance relationships with meeting resource companies, with emphasis on HelmsBriscoe, ConferenceDirect and American Express Travel.
- Work with the hotel community in their budgeting cycles to provide rebate support for group bookings.
- Prioritize the BizDip program’s limited resources for highest-value return.
- Utilize the AT&T Byron Nelson Championship as the backdrop for client appreciation and prospect development, as budget allows.
- Continue staff involvement in leadership of key industry trade associations to gain better customer access.
- Utilize Texas Events Trust Fund for sporting and other events that generate weekend room nights.
- Educate customers and the industry on the DART Orange Line’s connectivity to DFW and Love Field.



DESTINATION SALES CONTINUED

Association Market

- Host destination reviews capitalizing on significant in-market events and hotel construction, as budget allows.
- Host quarterly sales events in Austin involving Irving industry partners, focusing heavily on new accounts/contacts, as well as associations who have a need for the Irving Convention Center and host hotel.
- Continue participation in appropriate industry trade shows such as the Texas Society of Association Executives and the American Society of Association Executives, with constant evaluation of results and new opportunities, identifying options for Irving industry partners' participation where applicable.
- Stage a local association blitz.
- Solicit City of Irving and other community contacts to help identify new prospects for association meetings and conventions.

Corporate/Government Market

- Concentrate on short-term business and need periods by dedicating resources to top-producing and high-potential sub-segments. Leverage short-term opportunities and continue sales trips to key markets.
- Host two destination reviews and/or local customer events capitalizing on significant in-market events, such as the AT&T Byron Nelson Championship and the success of the Texas Rangers, Dallas Stars or Dallas Mavericks in post-season.
- Protect and defend Irving's market share with key local accounts by involving targeted community leaders as needed; solicit City of Irving and other community contacts to help identify new prospects for meetings and conventions.
- Stage two local blitzes to north Dallas and Fort Worth.
- Attend market-specific trade shows such as those of the Society of Government Meeting Professionals and Collaborate.
- Orient corporate users to DART Orange Line access.

DESTINATION SALES CONTINUED

SMERF, Sports and Entertainment Markets

- Host destination review capitalizing on significant in-market events, such as the AT&T Byron Nelson Championship.
- Continue to pursue summer and weekend business by targeted sales in the entertainment and concert segment.
- Retain Cowboys game and stadium-related group business.
- Concentrate on SMERF/sports business that is appropriate for the Irving Convention Center.
- Work closely with Irving Parks and Recreation to recruit targeted events and capture room nights associated with sporting events at Irving's parks and fields at times not utilized by residents.
- Attend market-specific tradeshows such as those of the Fraternity Executives Association, Connect Marketplace, the Student Youth Travel Association and TEAMS.

Convention Center

- Emphasize the value of the facility and encourage customers with qualified business to consider Irving as a future meeting and exhibit destination. Enhance existing database of customers with meeting, trade show and event prospects whose needs match the convention center.
- Focus on sales to planners of sporting events that can be housed in the convention center's exhibit space.
- Continue to assess the deployment of ICVB Sales and Services team to effectively book and provide services to meetings/events in the facility.
- Utilize rebates paid by hotels to help offset convention center rental for groups, as well as Texas Events Trust Fund.
- Educate consumer event organizers on DART Orange Line opportunities.
- Use convention services staff to solicit event attendee research when permitted.





IRVING



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CALENDAR OF ACTIVITIES

ORGANIZATION

EVENT

MARKET

January

Austin Quarterly Customer Event	Luncheon	State Association
Collinson Publishing	Diversity Summit	Ethnic
Professional Convention Management Assoc.	Annual Convention	Association
Southwest Showcase	Tradeshow	State Association
Religious Conference Management Assoc.	Tradeshow	SMERF

February

Potomac Chapter of MPI	Mid Atlantic Conference and Expo	Association
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March

Conference Direct	Annual Partner Meeting & Tradeshow	All
National Football League	Travel Managers' Meeting	Sports

April

HelmsBriscoe	Annual Business Conference	All
Naional Association of Sports Commissions	Tradeshow	Sports
Dallas-Fort Worth Association Executives	Association Day	State Association

May

Society of Government Meeting Professionals	National Conference & Tradeshow	Government
Austin Quarterly Customer Event	Luncheon	State Association
AT&T Byron Nelson Championship	Familiarization Tour	All
American Express Travel	Familiarization Tour	Corporate
Christian Meetings & Conventions Assoc.	Tradeshow	SMERF

June

Collinson Publishing	Collaborate Tradeshow	Corporate
American Society of Executives	Springtime Tradeshow	Association
Society of Government Meeting Professionals	Regional Conference & Tradeshow	Government
Texas Society of Association Executives	Summer Break	State Association

July

Austin Quarterly Customer Event	Luncheon	State Association
Fraternity Executives Association	Tradeshow	SMERF



CALENDAR OF ACTIVITIES

CONTINUED

ORGANIZATION	EVENT	MARKET
August		
Smart Meetings	SmartMart Tradeshow	Corporate
Plan Your Meetings	Tradeshow	Corporate
American Society of Association Executives	Annual Meeting & Tradeshow	Association
Collinson Publishing	Connect - Sports	Sports
Collinson Publishing	Connect - SMERF	SMERF Association
Student Travel Association	Tradeshow	SMERF
Plan Your Meetings	Tradeshow	Corporate
September		
Hospitality Sales & Marketing Assoc. Intl.	Meet National Tradeshow	Corp. Association
Texas Society of Association Executives	Annual Meeting	State Association
Professional Fraternity Association	Tradeshow	SMERF
October		
American Express InterAction	Preferred Partner Event & Expo	Corporate
International Assoc. of Hispanic Meeting Prof.	Networking Event	Ethnic
US Olympic & Paralympic Assembly	SportsLink	Sports
Tour Connection	Tradeshow/Networking Event	Entertainment
National Panhellenic Conference	Tradeshow	SMERF
November		
Austin Quarterly Customer Event	Luncheon	State Association
National Coalition of Black Meeting Planners	Tradeshow	Ethnic
Plan Your Meetings	Tradeshow	Corp. Association
Collinson Publishing	Rejuvenate	SMERF Association
International Assoc. of Exhibitions & Events	Expo Expo Tradeshow	All
December		
Association Forum	Annual Meeting & Tradeshow	Association
State of Texas Washington DC Client Event	Holiday Party	Gov. Association
Rendezvous South	Tradeshow	All
Texas Society of Association Executives	Holiday Luncheon	State Association
Smart Meetings	SmartMart Tradeshow	Corporate

BIG
STATE

DRUGS

Rx





MARKETING

DIRECTIVE

To position the image of Irving and the Irving Convention Center to all target markets in a manner that is consistent, appropriate and effective; to develop programming, messaging and imagery that create awareness and positive perceptions of Irving as a destination; and to achieve the highest levels of customer satisfaction.

INITIATIVES AND STRATEGIES

Advertising Program:

- As the lone voice for the destination in the outer-market, continue to focus upon destination and convention center brand awareness in a variety of publications, digital platforms, and other programs
- Given Irving's business mix, continue to have a strong presence in meetings industry trade publications and platforms, while supplementing and expanding the ad buy with publications that cater to non-corporate business, as funding allows.
- Continue to creatively modify ad design to effectively target niche markets and to expand non-corporate ad exposure.
- Utilize research for best ROI in ad placements and continue to pursue value-added opportunities with media buys.
- Incorporate headquarter hotel and entertainment venue imagery and messaging as information becomes confirmed.

Cooperative Efforts:

- Further participate in partnerships with area CVBs in cooperative advertising campaigns for leisure market messaging. Supplement this partnership with Irving-specific ad buys and marketing programs when appropriate.
- Use inquiries for more frequent and specific message follow-up through a variety of customer-directed mediums.
- Continue cooperative efforts with Dallas, Fort Worth and Grapevine in the meetings market, when appropriate.
- Utilize partnerships with the Greater Irving-Las Colinas Chamber of Commerce, TIF, DART and DCURD to generate new and incremental business opportunities for Irving.



MARKETING CONTINUED

Cooperative Efforts (Cont.):

- Continue cooperative efforts with Irving Arts Center programming and marketing, when applicable for visitor audiences including the upcoming Peruvian Gold: Ancient Treasures Unearthed Exhibition organized by the National Geographic Society.
- Develop cooperative effort with convention center headquarter hotel and entertainment venue.

Marketing Collateral:

- Provide a variety of marketing collateral in printed and digital formats, including visitors guides, meeting planner guides, convention center collateral, sports market collateral, convention services materials and others, including materials promoting the convention center headquarter hotel and entertainment venue.

Digital Marketing Programs:

- Launch new versions of the ICVB and Irving Convention Center websites to project a positive and professional image to both travelers and meeting planners, while also improving the end-user experience.
- Launch new search engine marketing (SEM) programs to increase the number of electronic leads and requests for proposals (RFPs) as well as room nights booked by individual business travelers.
- Launch a new digital media platform to organize and distribute images, videos and electronic documents.
- Update the bureau's customer relationship and content management systems (CRM and CMS) to improve accuracy of queries, reporting and ensure the most accurate, complete and updated content for our listings on the ICVB and Irving Convention Center websites.
- Utilize new technology to measure the success of digital (and non-digital) initiatives as well as expanding marketing analytics reporting.
- Create additional electronic prospecting campaigns, utilizing digital marketing center and tracking systems, and continue to integrate these campaigns with the bureau's social media outreach.

MARKETING CONTINUED

Digital Marketing Programs (Cont.)

- Continue to expand the ICVB's electronic outreach and email marketing capabilities. Continue to build the bureau's proprietary database of opt-in contacts, and improve electronic distribution of data to industry partners.
- Continue to redevelop search engine optimization (SEO) to increase traffic to our websites in order to increase the number of electronic RFPs and leads generated by these sources.
- Continue to expand digital presence, including Facebook, Twitter, LinkedIn, YouTube, Pinterest and other social media while integrating these applications in our digital outreach.
- Expand presence with online lead-generating sites, including increased advertising, partnership agreements and integrated ad buys.

New Client Acquisition:

- Develop and implement lead generation opportunities targeted at acquiring top prospects as clients, including those for group business and business travelers.
- Utilize announcement of headquarter hotel as opportunity to re-market to previous "lost business" clients.
- Expand partnership/sponsorship agreements with third-party clients such as HelmsBriscoe, ConferenceDirect and American Express.
- Develop additional ICC lead-generation programs to target specific market segments.

Research Programs:

- Utilize research programs to identify economic impact and traveler profiles for Irving visitors, in order to effectively make decisions regarding the advertising buy, sales efforts and other initiatives.
- Use convention services staff to solicit event attendee profile information and further develop opt-in database at public/consumer events.





COMMUNICATIONS - EXTERNAL AUDIENCES

DIRECTIVE

To promote and create awareness of Irving as a destination: directly to all aspects of the media, including trade, lifestyle and business, and indirectly to business and leisure travelers; and to achieve the highest levels of customer satisfaction.

INITIATIVES AND STRATEGIES

- Utilize public relations efforts to promote Irving as a meeting and visitor destination at local, regional and national levels, support sales efforts and best leverage advertising.
- Conduct press tours (independently or in conjunction with local or state partners) targeting key media market segments for editorial coverage. Host travel journalists on specific assignments for individual press visits.
- Use unique Irving and area events and assets (convention center exhibits and shows, headquarter hotel and updates, major hotel renovations/openings, AT&T Byron Nelson Championship, North Texas LPGA Shootout, Texas Wild Team Tennis, etc.) to showcase the city in targeted press tours, media events, releases, social media pushes and calendar of event listings.
- Utilize key convention center events to keep the building's awareness at a high level.
- Incorporate headquarter hotel and entertainment center messaging where appropriate; incorporate groundbreaking and key construction milestones into media pitches and journalist visits.
- Utilize large public-interest events, such as the upcoming Peruvian Gold: Ancient Treasures Unearthed Exhibition organized by the National Geographic Society and the 30th Anniversary of the Mustangs of Las Colinas to generate regional coverage in key feeder markets.
- Work with convention center clients on event-specific social and traditional media relations efforts for attendance building.
- Utilize public relations (PR) firm(s) on a project basis to drive additional exposure for high-profile events and visitor-related openings to attract specialty network and blogger coverage.
- Participate in outbound media missions/blitzes, independently or in conjunction with regional partners, Texas state tourism department, hotels or destination partners.



COMMUNICATIONS - EXTERNAL AUDIENCES

CONTINUED

- Work with Irving's destination partners to promote their venues and events to increase occupancy/business/attendance/awareness and to secure media coverage.
- Continue to promote Dallas Cowboys football through outer market game package promotions and customized programs with local sports media.
- Work closely with the Salesmanship Club of Dallas/AT&T Byron Nelson Championship and The Nexus Club/North Texas LPGA Shootout to enhance media center operations and social media promotions for both tournaments.
- Continue to work closely with AT&T Cotton Bowl, Conference USA, Big 12 and the National Championship Game in assuring media room blocks and hospitality for their various games and events.
- Work with customer groups to promote their meetings and conferences to generate attendance and garner media coverage; continue to work closely with the ICVB and ICC sales and services staffs to identify such opportunities.
- Strengthen media and public outreach through social media outlets including Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube by providing engaging content of specific interest to followers; hold various contests, giveaways and sweepstakes to build followings and generate destination/event awareness.



COMMUNICATIONS - INTERNAL AUDIENCES

DIRECTIVE

To promote the importance, value and impact of the hospitality industry and the role of the Convention and Visitors Bureau to the local community; to represent the Bureau and the city as the local liaison to various community and industry organizations and efforts; and to achieve the highest levels of customer satisfaction.

INITIATIVES AND STRATEGIES

- Gain public awareness and support for ICVB efforts and the convention center, particularly as they relate to securing additional sources of revenue for the City, via presentations, forums and updates to the community and its organizations.
- Capitalize on community and local media opportunities and outlets for discussions, features and profiles.
- Utilize public relations/social media efforts to generate greater awareness of Irving CVB activities in “selling” Irving, such as press releases and photo submissions targeted toward local media regarding bureau activities.
- Support City of Irving media initiatives (e.g. headquarter hotel development, stadium site redevelopment, entertainment center development, DART, etc.) to ensure the success of these efforts.
- Continue the Irving Hospitality Awards program, with recognition to occur during the Irving Hospitality Industry Annual Meeting.
- Utilize National Tourism Week to promote the economic importance of the hospitality industry to the local community.
- Leverage Board Community Relations Committee for greater outreach into the community.
- Provide outreach to local media on regular basis; provide assistance to local media with segments, remotes and promotions in Irving when appropriate.
- Provide educational media opportunities for destination partners on basic public relations efforts, including primers on generating media coverage, navigating social media and promotional opportunities available through the bureau.
- Utilize social media sites to help generate awareness of key events, initiatives and activities.
- Continue to advance cooperative partnerships with the Greater Irving/Las Colinas Chamber of Commerce, Irving Arts Center, City of Irving Corporate Communications and other community organizations where appropriate and relevant.



DMAI STANDARDS OF CONDUCT

The Destination Marketing Association International adopted these Standards of Conduct to reinforce the need and demand for greater transparency and accountability within the profession. The Irving CVB is committed to these standards:

- Maintain loyalty to the bureau and discharge our responsibilities with dedication to achieving the objectives of the bureau.
- Actively encourage the integration of ethics into all aspects of management of the bureau activities.
- Uphold all laws, regulations, and operating policies relating to our bureau.
- Serve all constituents of our bureau impartially, and provide no special privilege to any individual constituent, nor accept special personal compensation from any individual constituent, except with the knowledge and consent of our governing stakeholders.
- Comply with all levels of governmental regulations concerning lobbying and political activities and use only legal, ethical and moral means when attempting to influence legislation or regulations affecting our bureau or the convention and visitor industry.
- Issue no false or deliberately misleading statements or advertisements concerning our bureau or community, any other bureau or community, or the convention and visitor industry to the media, the public or any other persons, either affiliated with or unrelated to the convention and visitor industry.
- Actively encourage diversity through the inclusion of qualified people from diverse backgrounds including but not limited to women, ethnic, racial minorities, and refuse to engage in and/or sanction discrimination on the basis of race, gender, age, religion, national origin, sexual orientation, physical appearance, or disability.
- Refuse to engage in and/or sanction activities for personal gain at the expense of the bureau.
- Build collaborative relationships with other bureau industry professionals and others for the advancement of the profession of destination management.
- Acceptance as a member of DMAI implies that we fully understand and agree to the terms of the Code of Professional Conduct. Adherence to this Code assures those associated with the convention and visitor industry that DMAI members and their staff constantly strive to achieve and maintain the highest standards of professionalism and integrity. Deliberate and intentional violation could subject us to censure and possible suspension.



