

Emerging Destinations -- How to Establish & Build a CVB

27 May 2010
Frankfurt, Germany

Who is DMAI?

- ▶ International Association based in Washington, D.C. that was founded in 1914 to represent the interests of CVBs
- ▶ More than 650 members in 30 countries
- ▶ Have professional education that features CDME – Certified Destination Management Executive program with Purdue University
- ▶ Destination Sales Training that helps you earn your “Destination Pro”

What is DMAP?

- ▶ Destination Marketing Accreditation Program
- ▶ 55 Mandatory and 34 Voluntary Standards that define acceptable operation / performance and measures compliance with them
- ▶ Started in 2007, grown to more 106 DMAP bureaus in 3 short years by adding credibility and assurance to staff and local stakeholders
- ▶ www.destinationmarketing.org

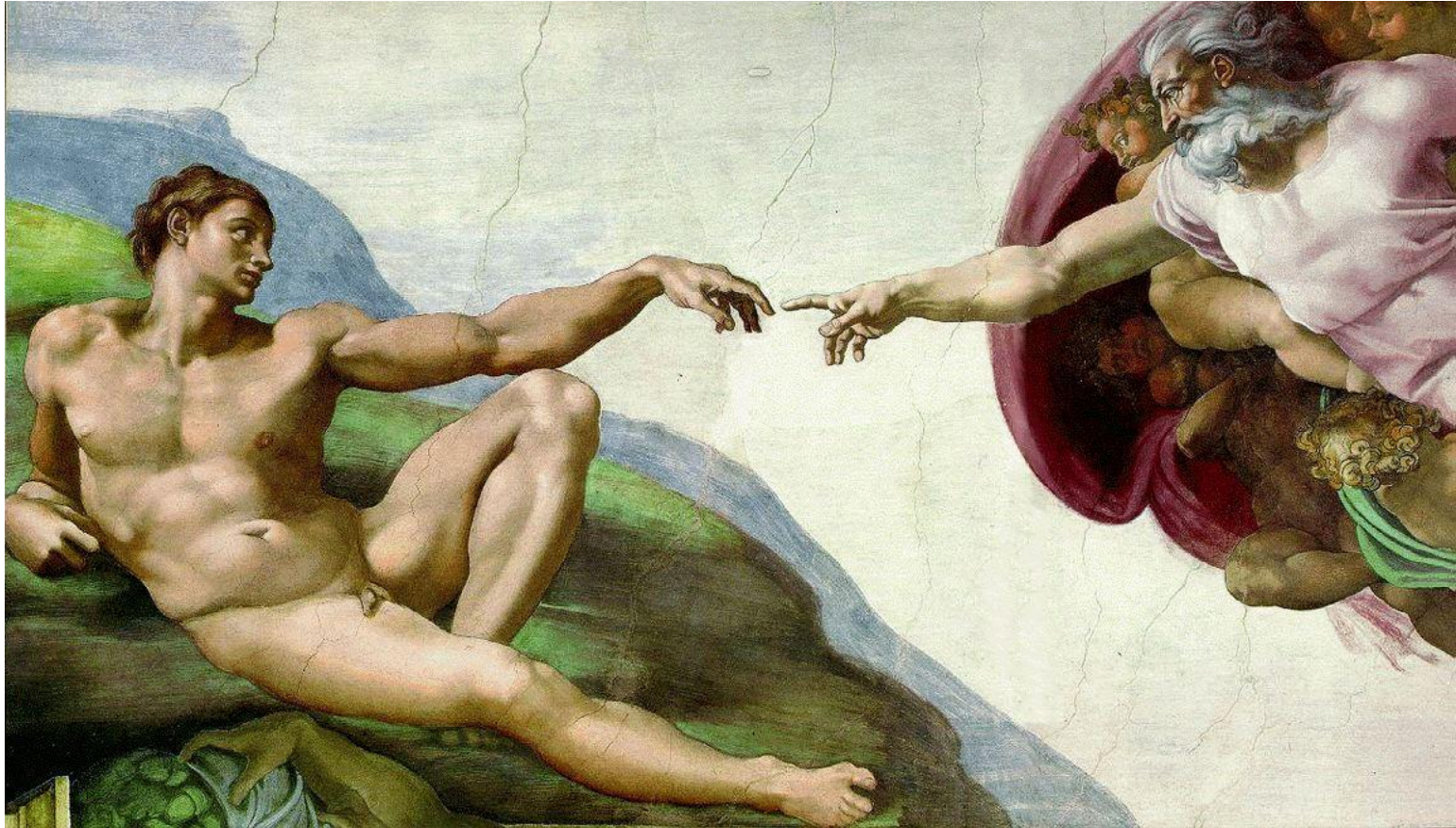
DMAI Welcomes you!

- ▶ Introductions
- ▶ Agenda
 - ▶ Athens
 - ▶ Medellin
 - ▶ Serbia

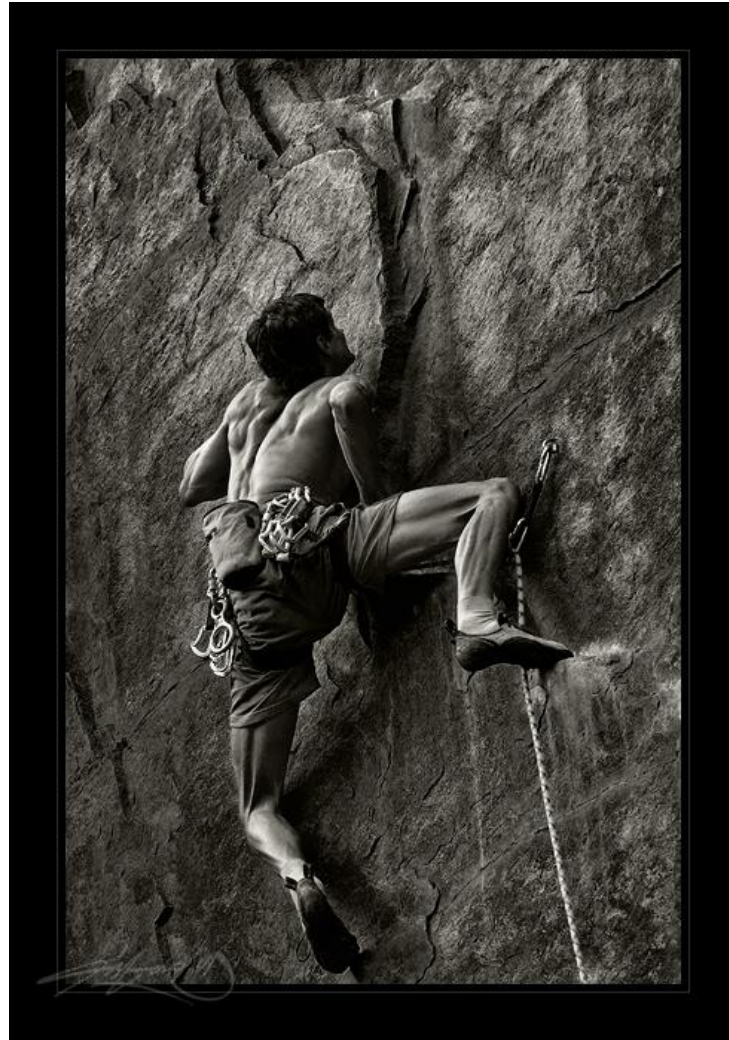
ATHENS|CONVENTION|BUREAU

▶▶▶ George N. Angelis
Director

The Creation



Challenges



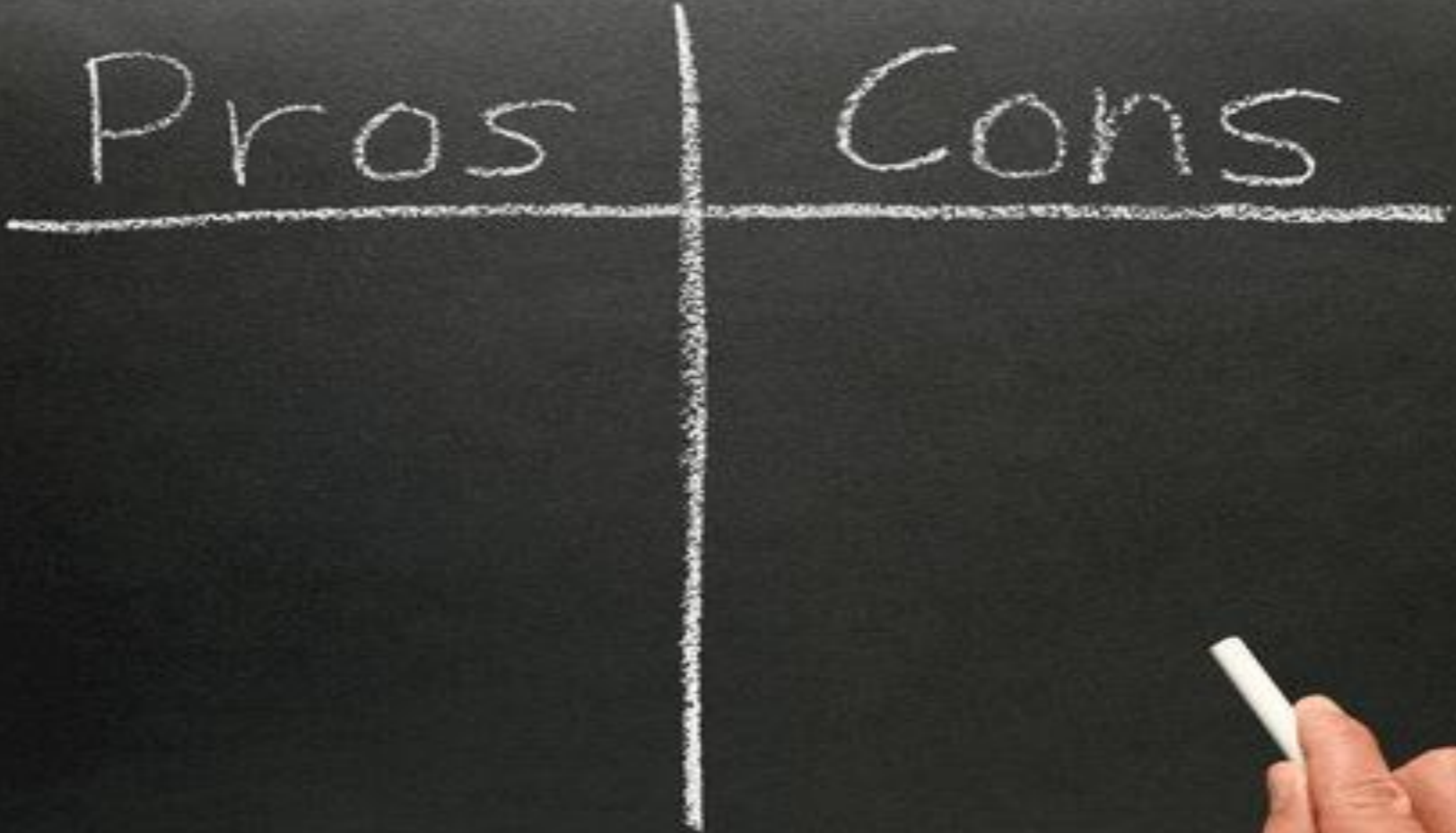
Open for Business



Family Ties



Emerging vs. Established





Adriana González Zapata General Manager



A bit of History...

- ▶ 1994 Definition of City Vocation towards the MICE segment
 - ▶ 2002 Creation of MCVB
- ▶ 2006 Initiation of work by Business Clusters



Purpose of the MCVB...

- ▶ To attract tourists to the City-Region
- ▶ To support image improvement of Medellín and Antioquia
- ▶ To benefit the City-Region through consolidation of the Tourism Sector



Business Clusters...





Some Results...

- ▶ 55 Meetings during the past two years- 900 persons in average
- ▶ 5 point Increase in hotel occupance during city meetings and events
 - ▶ 170 Members



Some Relevant Data...

- ▶ Public-Private mixed Board of Directors
 - ▶ 27 Employees
- ▶ Annual Budget US\$2.5 millions



Miloš Milovanovic
CEO / Managing Director
Serbia Convention Bureau

Serbia Convention Bureau

- ▶ **Established in May 2007**
 - ▶ Official working since November 2007
 - ▶ No of employees: 3
 - ▶ Annual budget: 200 000 \$

- ▶ **Goals:**
 - ▶ To promote Serbia as convention destination
 - ▶ To bring the world business community to Serbia
 - ▶ To enhance Serbia's professional capacity
 - ▶ To enhance the economic foundations of the visitor industry

- ▶ **Base of work: governmental institution / partnership program**
 - ▶ No of Partners: 55

Industry Partnership

- ▶ Partnership Program launched in October 2008
- ▶ Advisory Board – consisted of key stakeholders
- ▶ Aim: to develop relationship with industry partners and stakeholders
(strong, compact, long-term, mutual beneficial)

Partnership program basic guidelines:

- ▶ Golden rule – They have to believe in SCB !
- ▶ Transparency – They have to believe in SCB!
- ▶ Support – They have to believe in SCB!
- ▶ Education – They have to believe in SCB!

#I Your Partners – Your Power !

Client Partnership

Association market

- ▶ Ambassador Program (based on evaluation of more than 700 associations):
 - ▶ Aim: to create relationship with local and international associations
(strong, compact, long-term, mutual beneficial)
 - ▶ We have to work with them!

Corporation market

- ▶ Market segmentation
- ▶ FAM trips, sales missions, workshops, trade shows
- ▶ Aim: to create relationship with corporate market
(strong, compact, long-term, mutual beneficial)
 - ▶ We have to work with them!

#2 They are reason why we are here!

International Industry Integration

Serbia Convention Bureau is one of the youngest national CVBs

- ▶ ICCA member since 2008 (workshops, congress)=>education and networking!
- ▶ MPI member since 2008 (congress, FLF)=>education and networking!
- ▶ DMAI member since 2009 (DST, Forum)=>education and networking!

Energy – Motivation – Attitude – Opinion

#3 You will never walk alone!

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