

## **Opening:**

Beach-bound afternoons, after-lunch siestas, long weekends spent with family and friends—ah, summer. We at the Palm Beach County CVB are enjoying the season right along with you, but we're also working hard to implement our proactive plan to battle the sluggish economy.

We're convinced our local hospitality industry has a healthy future. That's why we're launching an aggressive promotional plan and advertising campaign designed persuade would-be visitors to choose the greater Palm Beaches as their next vacation destination. This edition of Discover E-News details the CVB's current projects and recent accomplishments. It also informs you of the latest news, such as the accreditation of the CVB by Destination Marketing Association International, a Proclamation from the Board of County Commissioners and the introduction of a Community Brand Assessment program. Plus, you'll meet the new leader of the Tourism Development Council and learn the outcome of the 1909 Founders Package initiative.

And, as always, we'd like to extend a warm welcome to the CVB's newest members.

All the best,

Jorge Pesquera  
President and CEO

**The Palm Beach County CVB is now one of only 98 worldwide marketing organizations to be accredited by Destination Marketing Association International. The CVB's commitment to industry excellence helped it gain entry into this select group.**

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The CVB has been fully accredited by Destination Marketing Association International's (DMAI) program, known as the Destination Marketing Accreditation Program (DMAP). The DMAI, based in Washington DC, is an independent, global accreditation body known for defining quality and performance issues in destination marketing.

The CVB joins an impressive list of just 98 Destination Management Organizations (DMOs) worldwide that have all demonstrated outstanding commitment to industry excellence in destination marketing operations. The rigorous application process included documenting the agency's compliance with 54 mandatory and 33 voluntary standards and covered a range of destination management issues such as finance, technology, brand management, destination development, research/market intelligence and more. Go to {DMAI} for more information about DMAP.

This accreditation is vital to Palm Beach County's future success as a world-class travel destination for several reasons:

- \* It validates the CVB as an official destination marketing organization
- \* It affirms the credibility of the CVB and the greater Palm Beaches in the eyes of convention and travel industry professionals
- \* It outlines standards of quality that will help the CVB fulfill its mission of marketing and selling the greater Palm Beaches as a premier destination.

**The Palm Beach County Board of County Commissioners honored the CVB with a Proclamation that recognized the fact that the DMAI accreditation boosted the organization's status and credibility.**

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The Board of County Commissioners honored the CVB July 7 with a Proclamation for receiving full accreditation from DMAI. County Commissioner Jeff Koons presented the Proclamation and congratulated the CVB on its commitment to excellence.

**The CVB partnered with global branding expert Duane Knapp to launch a comprehensive Community Brand Assessment program. This program will tell the CVB what visitors and residents really think about Palm Beach County as a travel destination.**

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It's crucial to know the attributes of a destination before it can be marketed successfully. One of the standards of DMAI, which recently awarded the CVB full accreditation as a destination marketing organization, is to conduct an in-depth Community Brand Assessment program.

This program is being implemented by Duane Knapp of BrandStrategy, Inc. and will provide important insight into how the greater Palm Beaches is perceived by residents and guests.

Knapp is an internationally-recognized expert in brand-building. He will oversee the assessment in two phases:

- 1.) Assess the brand by determining the feelings, perceptions and attitudes toward Palm Beach County as a travel destination and visitor product
- 2.) Define a brand promise by describing the experience of the destination using emotionally-charged words. This brand promise will guide marketing initiatives and promote product synergy between the community and stakeholders.

## **Roger Amidon named new Executive Director of the county's Tourism Development Council**

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The CVB is pleased to announce that one of Palm Beach County's top tourism professionals, Roger Amidon, has been named as the new Executive Director of the County's Tourism Development Council (TDC).

[www.pbcgov.com/touristdevelopment](http://www.pbcgov.com/touristdevelopment)

The Palm Beach County Board of County Commissioners approved the appointment and Amidon officially took the helm May 12 at the TDC Board of Directors Meeting.

A 25-year veteran of the hospitality and tourism industry, Amidon served as General Manager of the Palm Beach Gardens Marriott and Chairman of the Board of the CVB.

The TDC is an advisory group to the Board of County Commissioners. It's also a policy-setting body and contract administrator for the following bed tax funded agencies: the {Sports Commission}, the {Film and Television Commission}, the {Cultural Council} and the {CVB}.

Please join us as we congratulate Amidon on his new position.

The CVB's 1909 Founders Package sales and marketing campaign draws media attention, consumer dollars.

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## **The CVB's 1909 Founders Package sales and marketing campaign, launched in April, was a resounding success**

Using the county's Centennial year as a hook, participating hotels, resorts and B&B's offered guests who stayed two, three and four nights an extra night for just \$19.09 through December 2009. Meeting planners who booked events by September 30 secured rebates from \$1,909 to \$4,909. Area attractions also offered discounts and incentives centered on the "1909" theme.

The CVB's marketing and PR team initiated a media blitz that resulted in more than 25 mentions in major print and online outlets including the *New York Daily News* and *The New York Times*. Since April more than 40,000 visitors to the CVB's {Founders Package website page} were redirected to the websites of more than 75 Founders Day participants.

Learn more at {1909 Founders Package}

The CVB's PR team launched a media campaign July 1 to coincide with the county's official birth date. The "Happy Birthday Palm Beach County" promotion incited 36 media outlets, including Frobes.com and the *South Florida Business Journal*, to publish a story and a link to the {Founders Package web page}.

For more information about the 1909 Founders Package program, contact Steve Crist at (561) 233-3062 or [scrist@palmbeachfl.com](mailto:scrist@palmbeachfl.com).

**The CVB welcomes the following new members**

**[Another Look](#)**

1324 Night Owl Lane  
Palm Beach Gardens, Florida 33418

**[Red Roof Inn](#)**

2421 Metrocentre Blvd., East  
West Palm Beach, FL 33407

**[Blue Heron Fishing](#)**

389 Blue Heron Boulevard  
Riviera Beach, Florida 33404

**[C & H Events, Inc.](#)**

1499 W. Palmetto Park Road, Ste. 408  
Boca Raton, FL 33486

**[The Club at Admiral's Cove](#)**

200 Admiral's Cove Boulevard  
Jupiter, Florida 33477

**[Delray Beach Breakers-on-the-Ocean](#)**

1875 South Ocean Boulevard  
Delray Beach, Florida 33483

**[Illustrated Properties Corporate/Vacation Rental Division](#)**

2725 PGA Boulevard  
Palm Beach Gardens, Florida 33418

**[Palm Beach Jewelry, Art & Antique Show](#)**

500 North Dixie  
Lake Worth, Florida 33460