

Chapter 6 Outline

CVB Marketing Tactics
Convention Centers
CVBs and Headquarter Hotels
Visitors Information Centers
Attractions
Products Created by the CVB
Packages Combining Products
Transportation and Accessibility
CVB Product Marketing
The Product Life Cycle
Community Visioning

Competencies

1. Discuss the four Ps of marketing and explain the ways in which they do and do not apply to CVBs. (p. 111)
2. Describe the unique challenges CVBs face when marketing conventions and hotels. (pp. 112–115)
3. Explain how CVBs can create their own products and how this is beneficial to the destination. (pp. 116–118)
4. Explain the dilemma faced by CVBs marketing the diverse elements of a destination. (pp. 118–119)
5. Describe what happens in each stage of the product life cycle. (p. 119)
6. Explain the importance of community visioning and describe its benefits to a CVB and its destination. (pp. 119–122)