



Syracuse Convention & Visitors Bureau
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**SYRACUSE CONVENTION AND VISITORS BUREAU
ANNOUNCES
THE RETURN OF THREE MAJOR CONVENTIONS TO SYRACUSE**

SYRACUSE, NY – The **Syracuse Convention & Visitors Bureau** is proud to officially announce that three large New York State Associations will be bringing their upcoming annual meetings and conventions back to Syracuse, resulting in a combined travel spending impact of an estimated \$4.5 million on Onondaga County. Overall, the Associations haven't chosen Syracuse as a host city for their annual conventions in a number of years; in two cases, it's been over 10 years.

"Booking and bringing these three major conventions to Syracuse didn't happen overnight," said Syracuse Convention & Visitors Bureau President David Holder. "Each is a direct result of the outstanding efforts made by the Syracuse Convention & Visitors Bureau's continuous relationship building with the respective association meeting planners over the past ten years, combined with a true team approach by our local hotels and meeting facilities."

In partnership with several Onondaga County hotels and the Oncenter Complex, the Syracuse Convention & Visitors Bureau recently led the booking of the following New York State Association Annual Meetings:

WHO: Bureau of Emergency Medical Services Annual Vital Signs Conference

WHEN: October 2011

WHERE: Meetings will take place at the Oncenter Complex and attendees will stay at downtown hotels.

DETAILS: Estimated 2,200 attendees; 1,995 room nights; Estimated travel spending \$2.1 million; the group has not held annual convention in Syracuse since 2007.

WHO: Lions Clubs of New York State & Bermuda Annual Convention

WHEN: May 2012

WHERE: Meetings will take place at the Oncenter Complex and attendees will stay at downtown hotels.

DETAILS: Estimated 1,500 attendees; 1,300 room nights; Estimated travel spending \$1.4 million; the group has not held its annual convention in Syracuse since 2000.

WHO: New York State Public Employees Federation Annual Convention & Tradeshow

WHEN: October 2012

WHERE: Meetings will take place at the Oncenter Complex and attendees will stay at downtown hotels.

DETAILS: Estimated 1,000 attendees; 1,995 room nights; Estimated travel spending \$1 million; the group has not held annual convention in Syracuse since 2000.

The Syracuse Convention & Visitors Bureau's sales team has annually traveled throughout New York State to personally meet with each association's meeting planner and update them on the meeting and convention landscape in Syracuse. The Syracuse Convention & Visitors Bureau handled each potential meeting and convention uniquely, as there are a variety of services that can be provided to entice meeting planners to choose Syracuse, such as shuttle assistance to and from hotels to the Oncenter Complex.

"It takes great effort to book this size of convention business when meeting planners have to rely solely on a transportation solution because Syracuse does not currently have a headquarters hotel connected to the Convention Center," said Holder. "Our community does a good job in the shuttling scenario (between Oncenter Complex and existing hotel properties), but a convention center hotel will drastically reduce the amount of time it takes to bring large conventions back to Syracuse; there wouldn't be a 10 year gap between hosting groups if we had a headquarters hotel."

The Syracuse Convention & Visitors Bureau acknowledges local community members' support and promotion of the Greater Syracuse area.

"In some cases, an important part of the sales process is working with local members of the state associations," said Syracuse Convention & Visitors Bureau Vice President of Sales Tracey Kegebein. "When a local community member is a strong advocate for Syracuse versus other competitive cities in New York, it makes the decision process for the meeting planner that much easier."

For more information, contact SCVB Communications Manager Danica Bryant at (315) 470-1903.

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About the Syracuse Convention & Visitors Bureau

The Syracuse Convention & Visitors Bureau in Syracuse, N.Y. is Onondaga County's official marketing organization for tourism related economic development leading the production of over \$776 million in direct visitor spending annually. For more information, visit www.VisitSyracuse.org.