



Syracuse Convention & Visitors Bureau
A Division of the Greater Syracuse Chamber of Commerce
572 South Salina Street, Syracuse, NY 13202
(315) 470-1910 • Fax: (315) 471-8545
www.VisitSyracuse.org



For Immediate Release

Contact:
Danica Bryant
Communications Manager
Syracuse Convention & Visitors Bureau
(315) 470-1903
DBryant@VisitSyracuse.org

Syracuse Convention & Visitors Bureau Wins *Sixth* Consecutive Pinnacle Award

Successful Meetings Magazine Releases 2008 List of Best Hotels, Conference Centers, Convention & Visitors Bureaus and National Tourist Offices as selected by meeting planners nationwide

SYRACUSE, NEW YORK, September 23, 2008— The Syracuse Convention & Visitors Bureau (SCVB) has *again* been named one of the best convention and visitors bureaus in the world. For the **sixth** year in a row, the SCVB has received a prestigious **2008 Successful Meetings Pinnacle Award**—the mark of excellence for meeting destinations. This year, Syracuse was *one of only nine* cities in the Northeast awarded the highly respected Pinnacle Award and the *only* convention and visitors bureau chosen in New York State. The organizations that have been awarded a 2008 Pinnacle Award have done an outstanding job servicing their meetings, incentive travel programs, trade shows and conventions during the previous year.

“I couldn’t be more proud of the entire CVB team for earning our sixth consecutive Pinnacle Award,” said SCVB President, David Holder. “As an organization, we truly strive to make a positive impact on every convention and meeting attendee who enters our city. When visitors go home and think of Syracuse, we want them to remember the exceptional customer service and hospitality they experienced here.”

The SCVB is known for going the extra mile to ensure every meeting or convention in Onondaga County is a success. By working directly with the meeting planner of each event, the SCVB serves as the liaison between the community and convention attendees. Some of the services that are regularly provided by the SCVB include staffed registration and hospitality tables, name badges, and press release distribution. Some events call for additional services; such as having SCVB staff members serve as the driver and tour guide for celebrities, Henry Winkler and Cindy Williams, during this year’s Syracuse Nationals.

2008 marks the 18th year the Pinnacle has included the efforts of CVBs. The Pinnacle Award earned a reputation as the most credible and prestigious symbol of excellence among meeting planners and hoteliers alike.

“With all of the hospitality choices that meeting and event planners have these days, any property that wins a Pinnacle Award is obviously in the highest tier of quality in the hospitality field,” said Vince Alonzo, *Successful Meetings*’ editorial director. “And the best part is that it is planners themselves who are making this distinction, thus giving a credible stamp of approval that others can use when deciding where to host a meeting, incentive, convention, or trade show.”

The new Pinnacle format, started last year, now accepts *Successful Meetings* reader reviews, going beyond voting to gather meaningful peer reviews which has been published in the August 2008 Pinnacle Registry in print and online at www.successfulmeetings.com/pinnacle.

Readers of *Successful Meetings* magazine -- corporate and association executives with meeting planning responsibilities -- registered to become Pinnacle Reviewers via online ballots and gave feedback based on professional experiences worldwide. Reviews are based on a scale of 1-10 (10 being best) across four categories.

The four unique categories for CVBs:

- Area Group Amenities
- Quality/Availability of Information
- Quality/Variety of Services & Facilities
- Service/Responsiveness of Staff

The Pinnacle Awards recognize reader/planner selections of the leading meeting destination venues and support organizations across the United States and internationally. All winners, including the SCVB, are listed in *Successful Meetings*’ annual Pinnacle Registry, published in August. The award-winning *Successful Meetings* magazine has long been respected for industry innovation and authoritative discussion of meeting, special event, incentive, convention and trade show planning and execution. With the largest industry audience, *Successful Meetings* reaches corporate/sales/marketing executives who plan meetings, meeting professionals and event planners, trade show directors, and association executives who are involved with planning conventions and meetings.

For more information on *Successful Meetings*, please visit www.successfulmeetings.com. *Successful Meetings* is owned by Nielsen Business Media, a division of The Nielsen Company.

###