



ABILENE

Convention and Visitors Bureau

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MEDIA RELEASE

For Immediate Release

Date: October 8, 2009

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Abilene Hosts More Meetings

The Abilene Convention and Visitors Bureau announce an increase in meetings and attendees over the previous year. Abilene hosted a total of 263 conventions and meetings, up from 242 last year. In addition, an increase in revenue creates new records for Abilene.

Sporting events continue to be the number one group market, generating 49% of the group business in Abilene. The ACVB credits Abilene's central location, willingness of local hosts that invite event planners to select Abilene and an aggressive Sports Alliance to solicit events.

The ACVB reports 75,148 attendees came to Abilene for meeting and events, generating \$21,575,225 an increase of \$813,550. "We are very pleased with the number of meetings and diversity of the group market in Abilene," says Nanci Liles, Executive Director of the Abilene Convention and Visitors Bureau. "Every year the ACVB examines the meeting potential and implements new programs to solicit groups that complement our development and meeting capability." New programs include a reunion promotion to target smaller meetings which will complement the influx of limited service hotels in Abilene.

The Abilene Convention and Visitors Bureau will honor local meeting hosts at its annual HOT HOST Recognition on October 20 at the Grace Museum.

Convention sales reports a greater number of delegates (78,617) attending fewer meetings in the future. Abilene booked fewer meetings (248) compared to 253 last year; however, the meetings booked will bring in more people.

The ACVB distributed more brochures, responding to visitor requests and the website continues to be a great source of information for potential visitors. The ACVB will implement a new service to mobile devices called, MobiManage. MobiManage downloads the ACVB website in a much easier format to mobile devices. The ACVB will also add more social media to its communications and sales. **END**