



# What is the... MOBILE

BAY CONVENTION & VISITORS BUREAU

- The MBCVB is a private, not-for-profit organization and is contracted by the city to be the marketing arm of the Mobile Bay area. The MBCVB is charged with attracting visitors and conventions to the Mobile Bay area to experience and enjoy our history, culture, and attractions in order to further strengthen Mobile's image as a national destination, increasing economic stability and enhancing the region's quality of life.

- The MBCVB is one of three major companies housed in the convention center. The center is managed and operated by SMG (Spectacor Management Group). Catering service is provided by ARAMARK.

**Convention Sales:** The Mobile Bay CVB's Convention Sales Department markets the Mobile area as a destination for conventions to state, regional, and national organizations. The Sales Team produces sales leads that the local industry partners can turn into business bookings. They conduct strategic marketing and advertising programs to positively position Mobile Bay in the mind of meeting and convention planners.

**Convention Services:** The Convention Services department works to provide information and resources to meeting planners to ensure a successful meeting or trade show. The Convention Services staff act as a liaison between meeting planners and MBCVB Marketing Partners so that local businesses may have the opportunity to meet the needs of meeting and convention groups .

**Tourism and Group Tour Department:** The Tourism and Group Travel Department brands, positions, and promotes the Mobile Bay area as a choice destination for group and leisure travelers both domestic and international. This includes a vast array of marketing promotions directed towards the individual leisure visitor and the escorted motor coach traveler. This department strives to "sell Mobile Bay" as a premier vacation destination.

**Fort Conde' Welcome Center:** A trained and dynamic staff helps visitors to Mobile plan their Mobile Bay itinerary while encouraging them to extend their stay. MBCVB Partners may display their brochures or menus at the Welcome Center. The gift shop offers Mobile Bay apparel and other items for visitors and locals alike.

**Communications Department:** The Communications Department works to build a strong relationship with national and selected international trade media to promote and enhance the image of Mobile Bay as a prime destination for conventions, meetings, group tours and the leisure traveler. Additionally, the department works to educate the local community about the value of tourism. The Communications Department serves as a resource to provide the best quality sales, promotional and support material for the various departments of the CVB.

**Partnership Opportunities:** The Partnership Marketing Department develops partnerships with local businesses to help bring them to the attention of meeting planners, tour operators and visitors to Mobile Bay through a variety of efforts. If your business has a product or service you want to sell to the 2 million + annual visitors and convention delegates, then you need to be a "Marketing Partner" of the Mobile Bay Convention & Visitors Bureau! Call (251)208-2468 for information.

## Did you know?

**Visitors spend more than \$500 million in Mobile Bay annually.** The tourism and convention industry is a silent industry constantly acting as an economic driver for our area. The dollars generated by the industry help provide some of the economic foundation needed to fund our schools, highways, and communities. Supporting tourism supports our communities! For more information visit [www.mobilebay.org](http://www.mobilebay.org) or call 1.800.5.MOBILE.