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GLENDALE CVB PRESENTS FIRST ANNUAL WEST VALLEY TOURISM AWARDS AT ANNUAL MEETING Releases Healthy Summer Hotel Occupancy Rates

GLENDALE, Ariz. – The Glendale Convention & Visitors Bureau (CVB) hosted its annual meeting for members in Glendale and across the West Valley today at the Renaissance Glendale Hotel & Spa, with the theme Happy Travel, Happy Life. This year’s theme was based on recent trends which indicate most Americans don’t use all of their paid vacation time, despite the fact that studies have shown that people who travel are generally happier.

The event, now in its fourth year after the creation of the CVB in 2010, included an update of the year’s activities for members and city officials.

- Increase in social media engagement, with a 48% increase in e-newsletter subscribers, a 53% increase in social media subscribers and a 142% increase in mobile activity, due to the launch of the CVB mobile app in 2013
- Partnering with members and various organizations to give back to the community, which included donations to the Glendale Fire Department Trauma Teddy Program; Stocking for Soldiers; Soles4Souls; Sun Valley Animal Shelter; Relay for Life and Velma Teague Library

Business coach, Jane M. Powers, delivered the keynote address “Happy on Purpose,” which motivated attendees with tips on how to achieve happiness and success in all aspects of life including the travel and tourism industry.

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CVB Annual Meeting Add 1.1.1

The event was capped off with the CVB's first-ever annual West Valley Tourism Awards, which were awarded as follows:

- The West Valley Tourism Champion Award – Mickey Ollson, founder and director of the Wildlife World Zoo & Aquarium and Safari Park
- The West Valley Community Partnership Award – Valerie Burner, owner of Bears & More in downtown Glendale
- The Spirit of the West Valley Award – Cerreta Family (accepted by Joe Cerreta, Vice President of Cerreta Candy Company, and his wife Marisa)

“Today was a celebration of tourism in the West Valley and an opportunity to showcase the regional partnerships that are invaluable to achieving our goals together,” said Lorraine Pino, Glendale CVB manager. “The debut of the Glendale CVB West Valley Tourism Awards allowed us to showcase the incomparable spirit and culture of the region.”

The annual meeting comes as Glendale's CVB announced an increase in summer hotel occupancy for both Glendale and the West Valley, at 4.3% and 4.1% respectively. Reports also indicate a slight increase in the average daily rate for Glendale and the West Valley, at just over 2%.

The event can be seen at 7 p.m. on Friday, Oct. 24 on Glendale 11, or on the city's YouTube channel at www.youtube.com/user/MyGlendale11. For additional information on the Glendale CVB, log on to www.visitglendale.com and to view a slideshow of the event, [click here](#).

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