MISSION
The Greater Pittsburgh Convention and Visitors Bureau was established in 1935 to create revenue and jobs in Allegheny County and the City of Pittsburgh by generating convention, tradeshow and leisure travel business. The GPCVB’s mission remains intact today as the official tourist promotion agency of Allegheny County and as an independent, non-profit organization serving its business membership.

T A B L E O F C O N T E N T S

Letter from Our Chairperson: Linda A. Dickerson

Letter from the President: Joseph R. McGrath
Come and Kick the Tires

Marketing Pittsburgh: The Convention and Meetings Industry
Convention Sales
Pittsburghers Bring Meetings Home
Convention Services and Housing Services
National Urban League

Marketing Pittsburgh: Leisure Travelers
Tourism
PROCabbies: Pittsburgh Drives Home Two Awards
Tourism Means Regional Growth
Cultural & Heritage Tourism
Lewis and Clark Anniversary

Communications: Telling the Pittsburgh Story

Membership: Providing Business Opportunities

Administration & Finance: The Bottom Line
Financial Highlights

GPCVB: Board of Directors

2003: Events
LETTER FROM OUR CHAIRPERSON

Linda A. Dickerson

Next to agriculture, tourism is the second largest industry in the Commonwealth of Pennsylvania. In the six-county region surrounding Pittsburgh, tourism accounts for more than 59,000 jobs. The industry’s direct annual economic impact is more than $3 billion in the six-county region.

The new David L. Lawrence Convention Center will enable the region to significantly accelerate growth. Through effective niche marketing, this region will be able to identify those specific groups and conventions for which this grand space is most appealing.

A headquarters hotel is still necessary to fully capitalize on the Center’s capacity. While the new Center is nearly three times the size of the old Center, it will not draw three times the conventioneers without a headquarters hotel. This and other factors that challenge Pittsburgh’s convention and tourism potential — such as the cloud of uncertainty surrounding air service — must be resolved soon.

Still, the new Center affords the tourism and convention industry tremendous opportunity to grow here. And, with growth of the industry naturally comes growth of the region! Each tourist and conventioneer brings new dollars into the area’s economy. These dollars are money that otherwise would not be here. A tourist or a conventioneer’s spending adds to the region’s overall economy, rather than merely recirculating the dollars already here.

For this region, tourism fuels economic growth. During my three years as chair of the Greater Pittsburgh Convention and Visitors Bureau (GPCVB), I witnessed many impressive examples of tourism spawning growth. In 2003, targeted GPCVB tourism and cultural heritage marketing campaigns tracked $58.9 million in direct spending by visitors who responded to promotions.

On the convention side, the National Urban League, the National Senior Games and the National Tour Association chose Pittsburgh for their conventions and events during my tenure.

Serving as chair of the GPCVB has been an extraordinary privilege. Many thanks to the exemplary team of volunteer leaders and paid staff who during my term laid a solid foundation for tremendous growth.

Sincerely,

Linda A. Dickerson
Chairperson
Most notably, in 2003 we saw the long-awaited grand opening of our gleaming new David L. Lawrence Convention Center. After nearly four years of promoting and selling this building through printed floor plans, artist renderings, virtual tours and verbal promises, we were at last able to bring customers into its soaring, airy halls and deliver a finished product. It was a momentous turning point for Pittsburgh, and for all of us here at the GPCVB.

Customer response to the new facility has been extremely positive, and those impressions are being converted into bookings. In 2003, the GPCVB Convention Sales team signed 25 future conventions for the new Convention Center and 334 meetings and events at other venues in Pittsburgh. These bookings include Al-Anon Family Group Headquarters International Conventions (10,000 attendees in 2008); American Society for Engineering Education Annual Conference (3,000 attendees in 2008); and the National Emergency Number Association Annual Conference (1,700 attendees for 2006).

With the nontoxic, environmentally friendly paint on the building’s walls barely dry, we concluded 2003 hosting 28 conventions in the new facility, exceeding projections established by SMG Management for 20 bookings in the building’s first full year of operation. Combined, these 28 conventions generated $63.24 million in direct spending, $572,000 in RAD tax, and $2.17 million in hotel tax.

As the staff and board of the Greater Pittsburgh Convention and Visitors Bureau reflected back over efforts to market Pittsburgh during these past 12 months, it became clear that 2003 was in many ways a turning point that brings both opportunity and challenge for Pittsburgh’s convention and tourism industry.

“We concluded 2003 hosting 28 conventions in the new facility, exceeding projections established by SMG Management for 20 bookings in the building’s first full year of operation. Combined, these 28 conventions generated $63.24 million in direct spending, $572,000 in RAD tax, and $2.17 million in hotel tax.”

Letter from the President

Joseph R. McGrath
On the leisure marketing side in 2003, the GPCVB and Blattner Brunner launched a new tourism campaign built around the theme “Pittsburgh: Where it all comes together.” The creative strategy behind this campaign, which generated a 26 percent increase in hotel getaway package phone sales and a 16 percent increase in the sales of cultural and heritage pre-packaged getaways, was honored as one of the “10 Best Travel and Tourism Marketing Programs of 2003” at the American Bus Association (ABA) Marketplace meeting in New York City. And for their creative work on the GPCVB’s 2003 Lewis and Clark campaign, Blattner Brunner swept the Pittsburgh Addy Awards, winning five categories.

Pittsburgh’s travel and tourism industry reached a significant milestone in 2003, and the many businesses who have been waiting out the convention center construction period will now begin to see their patience pay off. In 2004, combined delegates attending meetings and conventions at the convention center, area hotels and other venues totals 230,310 at this writing. Those visitors will eat in our restaurants, stay in our hotels, visit our attractions, and most importantly, make a sizable impact on Pittsburgh’s economy. In 2004, we will also welcome the opening of the Senator John Heinz Pittsburgh Regional History Center’s new Smithsonian Wing, as well as watch the progress of the new African American Cultural Center, located just one block from the Convention Center. We are all aware that Pittsburgh faces many challenges in the coming year, but we also know that big ideas are at work, ideas that will bring new economic vitality to our region.

In closing, I’d like to thank our hospitality industry partners, our members, and our local and state political leadership who have so generously supported our marketing initiatives in the past year. The successes outlined in the following pages could not have been accomplished without you.

Joseph R. McGrath
President
IN THEIR ANNUAL “CONVENTION CENTERS: BEST OF” LISTING, TRADESHOW WEEK NAMED PITTSBURGH’S DAVID L. LAWRENCE CONVENTION CENTER THE CONVENTION CENTER WITH THE BEST CITY VIEW. THIS HONOR WAS PRINTED BESIDE A PHOTOGRAPH OF THE ALLEGHENY RIVER AT TWILIGHT, ACCOMPANIED ONLY BY THIS SIMPLE TEXT: “AS THEY SAY, A PICTURE’S WORTH A THOUSAND WORDS...”
The Convention & Meeting Industry

CONVENTION SALES
With the opening of the third and final phase of the new David L. Lawrence Convention Center, 2003 was the first year that customers could thoroughly tour the new building. The Convention Sales Department took full advantage of this opportunity to promote future bookings and hosted a record number of attendees. Site visits and eight familiarization tours brought 292 meeting planners, journalists and other guests to tour the new Center. At the close of 2003, future bookings for the year totaled 25 for the new Convention Center and 315 conventions and meetings to be held at other venues throughout the city for 2004 and beyond.

Following are some examples of new business booked in 2003:

• Al-Anon Family Group Headquarters International Convention (for 2008; 10,000 attendance)
• American Society for Engineering Education Annual Conference (for 2008; 3,000 attendance)
• National Emergency Number Association Annual Conference (for 2006; 1,700 attendance)
• Youth Specialties National Youth Workers Convention (for 2005; 3,600 attendance)
• National Senior Games Association Annual Meeting for 2004
• Mercedes-Benz Club of America National Executive Board Meeting for 2004
• TMS The Minerals Metals & Materials Society Sixth International Special Emphasis Symposium for 2005
• National Conference of Editorial Writers Annual Convention for 2006
• Al-Anon Family Group Headquarters International Convention for 2008

On the road, staff attended 20 industry conventions or tradeshows, making contacts and generating leads for convention business. The Convention Sales team also made 21 sales trips representing 575 personal sales calls on meeting planners. In addition, working with the city’s hospitality community to generate future bookings in targeted markets, Convention Sales staff conducted sales efforts in Washington, D.C., Chicago and Harrisburg that resulted in 141 personal sales calls and presentations to key clients.

CONVENTION SALES

- Booked a total of 340 conventions, meetings and events for 2003 and beyond.
- Sold 163,856 definite future room nights for Pittsburgh hotels.
- Booked 212 “Bring It Home” meetings, with an economic impact of $51.9 million.
- Conducted 21 sales trips resulting in 575 personal sales calls on meeting planners.

MARKETING PITTSBURGH

PITTSBURGHERS BRING MEETINGS HOME
Now in its third year, the GPCVB’s “Bring It Home” campaign — which focuses on bringing convention, meeting and conference business to Pittsburgh through the personal connections of local citizens, and business and community leaders — resulted in 212 bookings. This represents 85,626 attendees and 84,494 room nights, and an economic impact of more than $51 million.


Following are some examples of new business booked in 2003:

- Al-Anon Family Group Headquarters International Convention (for 2008; 10,000 attendance)
- National Emergency Number Association Annual Conference (for 2006; 1,700 attendance)
- Youth Specialties National Youth Workers Convention (for 2005; 3,600 attendance)
The National Urban League selected Pittsburgh’s new Convention Center as the site for the July 2003 annual conference, marking the organization’s first return to Pittsburgh in 49 years. While more than 3,000 delegates registered, an estimated 10,000 people participated in the event. In a thank you letter to the GPCVB, Esther L. Bush, president & CEO, Urban League of Pittsburgh, wrote:

“The Greater Pittsburgh Convention and Visitors Bureau helped us to meet and, in some cases, even exceed our goals. In so many ways, the conference was a triumph. Our recently compiled statistics show that more than 3,388 registrants attended. ...The conference generated more than $4 million in revenue for local business and markedly changed the perceptions by outsiders of our region.”

Highlights of the conference included addresses by President George W. Bush, Governor Edward Rendell, County Executive Jim Roddey and Mayor Tom Murphy.

CONVENTION SERVICES AND HOUSING SERVICES

After meetings and conventions are booked, the GPCVB’s Convention Services team does “whatever it takes” — including being on call 24 hours — for groups meeting in Pittsburgh. The Convention Services Department’s outstanding level of customer service — which includes hotel reservation and referral assistance, housing registration, restaurant reservations, informational materials and promotional assistance — again received national recognition. For the 11th consecutive year, professional meeting planners honored the GPCVB with Successful Meetings magazine’s Pinnacle Award (1993-2003). The GPCVB also has received nine consecutive (1995-2003) Meetings and Conventions magazine Gold Service Awards, and ten consecutive (1994-2003) Corporate and Incentive Travel magazine Awards of Excellence.

Convention groups reporting highly successful meetings in Pittsburgh during 2003 included:

• The AFL-CIO Union Industries Show with more than 200,000 visitors from the tri-state area over a four-day period. With no admission fees, the show highlighted American-made products and services. The group was the first to use the new Convention Center in its entirety, marking completion of the third phase of construction.

• The American Council of the Blind’s International Conference with more than 2,500 blind and visually impaired attendees. More than 2,000 volunteer slots were filled to satisfy attendee’s special needs over a 10-day period.

• The Association of Iron and Steel Engineers with more than 6,000 attendees. The association last met in Pittsburgh in 1995, then moved their event to Cleveland when attendance grew and Pittsburgh’s former convention center could no longer accommodate the group.

CONVENTION SERVICES AND HOUSING SERVICES

Fast Stats

• Provided registration assistance, site inspection and planning assistance to 475 meetings and conventions.

• Processed approximately 3,943 housing reservations totaling 18,506 room nights.

• Placed more than 782 reservations and referrals with member restaurants.
The U.S. Green Building Council’s Greenbuild International Conference & Expo with record attendance of more than 5,200. During this conference, the David L. Lawrence Convention Center was officially certified as a green building. The USGBC developed the LEED (Leadership in Energy and Environmental Design) Green Building Rating System, a national standard to assess building performance.

In community efforts, the Convention Services Department served on the Construction Mitigation Task Force Committee as part of the effort to alleviate transportation difficulties during ongoing roadway and bridge construction. The department also participated in the Pittsburgh Regional Champions meetings to help promote the Pittsburgh region as both a business and recreational destination, and served on the Pittsburgh Ground Transportation Enhancement Committee, with improved taxi service being the focal issue of this effort.

As a member of the International Association of Convention & Visitor Bureaus (IACVB), the Convention Services Department is responsible for submitting reportable bookings to an international database called the Meeting Information Network (MINT). This shared repository of information about association and corporate meetings is an invaluable research tool showing the demographics, preferences and histories of meeting groups. Accurate and timely reporting to MINT is a priority and, in 2003, staff was again acknowledged for providing 100 percent accurate post-convention reporting, sustaining the record of submitting flawless reports for 10 consecutive years.

The GPCVB’s Housing Department processes reservations for convention delegates in all host hotels. Conventions requiring the use of two or more hotel properties qualify for Housing Department support, which is provided online via Passkey, an Internet-based group reservations management system that streamlines the process of registrations, reservations and travel arrangements for meeting and convention attendees. The department has been a technology innovator since 1996, when the GPCVB was the first bureau in the nation to offer complete housing registration via the Internet.

"It’s been a great conference. I believe Pittsburgh surprised people. They were warmly embraced here."
- Marc Morial, President National Urban League

"I definitely have to say, with this conference my perception of Pittsburgh definitely changed."
- Jovette Gadson Ashburn, Va.

"It was a general feeling of goodwill we felt in Pittsburgh. There was a sense of optimism and strength that people are fueled for a new era."
The GPCVB’s Tourism and Cultural & Heritage Tourism staff promote Pittsburgh to several segments of the leisure travel market. The Tourism Department targets campaigns to the group and individual tourist in the United States, Canada, the United Kingdom, France, Germany and Japan. The Cultural & Heritage Tourism Department focuses on cultural tourists — travelers who are attracted by the region’s culture, arts, heritage and history — and who may be likely to spend more and stay longer than other leisure travelers.

An estimated $58.9 million in direct spending came from visitors to Pittsburgh targeted and tracked by the GPCVB in 2003. This spending was generated by group international and cultural tourists from targeted geographic areas during the length of specific promotional campaigns. As a result of traditional and cultural & heritage tourism getaway package campaigns, a total of 1,467 getaway packages were sold to visitors, on par with last year’s sales (1,474). Total visitor inquiries from telephone, website and e-mail totaled 594,085.

In 2003, the Tourism and Cultural & Heritage Tourism staff rolled out a new tourism campaign created by the GPCVB’s advertising agency, Blattner Brunner. The tagline “Pittsburgh: Where it all comes together” and colorful photography exposed the breadth of Pittsburgh’s offerings for visitors, from “bikes to sights,” “dinosaurs to dining,” “fame to feathers,” “wildlife to nightlife” and more. The campaign appeared in print and billboard advertisements as well as GPCVB-produced brochures and guides. These materials were among the first to comply with Image Gap regional identity specifications.

To complement the new theme, the GPCVB introduced a new, easy-to-remember toll-free number for ordering packages and requesting information: 1-877-LOVE PGH.
Leisure Travelers

Tourism marketing efforts include hosting familiarization tours and attending tradeshows.

A new regional visitors guide promotes Pittsburgh and Its Countryside.

TOURISM MEANS REGIONAL GROWTH
Survey results reported in 2003 by DK Shifflet indicate that in 2001:

Travel and tourism added $2.36 billion to Allegheny County’s economy and more than $3.13 billion to the six-county region surrounding Pittsburgh. Allegheny County led all counties in the Commonwealth for tourism spending and front-line jobs.

In Allegheny County, direct employment in travel and tourism was 40,614; in the six-county region surrounding Pittsburgh, direct employment in travel and tourism was 59,777.

Following are additional indicators of the economic impact of tourism on the six-county region surrounding Pittsburgh. In 2001, travelers spent:

• $705 million on food and beverage
• $509 million on retail purchases
• $495 million on entertainment and other

GROUP AND INTERNATIONAL TOURISM
Marketing programs targeted to motorcoach and international travelers resulted in the booking of 27,324 room nights, representing $34.9 million in direct spending in the area.

Staff made 494 personal sales calls to clients in the domestic and international markets, and hosted 79 tour operators on familiarization tours of the region. Already, eight clients have booked business and are bringing tour groups to Pittsburgh. Pittsburgh itineraries were featured in 52 international tour operator catalogs in 2003.

REGIONAL MARKETING
Pittsburgh and Its Countryside, a co-operative marketing group that includes 12 counties within the Pittsburgh region, continued to collaborate on projects that promote the region to visitors. These included a printed regional visitors guide, attendance at two trade shows, a joint sales blitz, and co-operative advertising in Erie and Cleveland, two key driving markets. The group received its full state grant awards for 2003-2004 because of the quality of its collaborative projects.

TOURISM Fast Stats

• Generated 27,324 room nights from motorcoach group and international markets.
• Tracked $34.9 million in direct spending in the area as the result of group tour and international travelers.
• Hosted 79 tour operators on national and international familiarization tours.
In 2003, Pittsburgh celebrated the 200th Anniversary of Lewis and Clark’s historic journey, the Corps of Discovery, that launched on Aug. 31, 1803, from the forks of the Ohio River at what is now Point State Park, and Cultural & Heritage Tourism partnered with a number of organizations to encourage visitors to rediscover the pivotal role that Pittsburgh played in Lewis and Clark’s epic journey across the United States.

A media and public relations campaign included advertising in newspapers and magazines; direct mail featured the “Prologue to a Legend” brochure, of which 37,000 were produced; and collaboration with the Senator John Heinz Pittsburgh Regional History Center positioned Pittsburgh as a visitor destination for historic travelers.

During the campaign, which was marketed in conjunction with the annual Kidsburgh campaign, more than 120,000 visitors came to Lewis and Clark programs held at partner attractions. These visitors came from advertising markets targeted by the GPCVB and generated in excess of $13 million in direct spending during their stay in the region.

CULTURAL & HERITAGE TOURISM

The Pittsburgh region offers a vast array of marketable cultural and heritage attractions. When packaged and marketed together, these attractions present a persuasive reason to visit.

In 2003, 213,389 cultural tourists visited Pittsburgh, accounting for $24 million in direct spending.

In 2003, the Cultural & Heritage Tourism Department provided $650,000 in marketing and advertising support to regional cultural and heritage attractions. The investment showed significant returns, particularly through marketing campaigns focused on pre-packaged getaways. Kidsburgh / Lewis and Clark was the lead campaign for Cultural & Heritage Tourism (see sidebar). Following are the most successful (measured in estimated direct spending by visitors) of 14 cultural promotions organized by the department:

- Kidsburgh / Lewis and Clark $13.6 million
- Three Rivers Arts Festival $6 million
- Classic American Getaway $1.3 million
- Pittsburgh Irish & Classical Theatre $1 million
- Disney’s The Lion King $530,000
- Pittsburgh CLO’s Annie promotion $385,000
- Millet to Matisse at the Frick $305,000

The sale of Cultural & Heritage Tourism pre-packaged getaways grew by 16 percent in 2003 compared to 2002, due in large part to campaigns such as Kidsburgh, Classic American Getaway and Disney's The Lion King. Of the total number of getaway packages sold in 2003, 41 percent were Cultural & Heritage Tourism packages, a 7 percent increase over 2002.
Cultural & Heritage Tourism pre-packaged getaways showed a 23 percent increase in sales as a percentage of total getaway packages sold since 2000.

VISITPITTSBURGH.COM
The GPCVB tourist-directed website, www.visitpittsburgh.com, saw increased activity in 2003, with nearly 10 million hits (an increase of 17 percent) registered on the site. Visits to the site totaled 510,962. In terms of sales via the web, 522 getaway packages were sold as well as 2,728 attraction tickets.

Leisure Travelers

Following are some examples of visitor feedback, taken from surveys of getaway package buyers:

“The GPCVB is the most accommodating visitors bureau for any city I have ever been to. Most cities send information and then you are on your own. Pittsburgh makes arrangements for me. I love your city and I recommend it and the Visitors Bureau to others. Keep it up!”
- Linda Draeger-Kunz, Pittsford, N.Y.

“The overall getaway package was cost-effective for a family of five and made us aware of what Pittsburgh has to offer.”
- Michael Abramczyk, Erie, Pa.

“Well done Pittsburgh. A pleasant surprise... did not know theater was so strong. Next time, we’ll stay longer and catch some plays.”
- Tom Woodworth, Cleveland Heights, Ohio

Kidsburgh marketing materials were designed for kids as well as parents.
USA WEEKEND’S LIST OF THE “TOP 10 MOST BEAUTIFUL PLACES” INCLUDED PITTSBURGH’S NIGHTTIME VIEW FROM MOUNT WASHINGTON AS NUMBER TWO ON THE LIST.
Telling the Pittsburgh Story

The Communications Department promotes the Pittsburgh region through domestic and international press coverage. In 2003, the department generated a total of 1,170 media placements, including 179 local placements. Media highlights included travel story placements in Asahi Weekly (Japan), Chicago Sun Times, Cleveland Plain Dealer, Family Fun Magazine, London Free Press (Ontario), Miami Herald, National Geographic, New York Newsday, Senso (France), travelgirl and the Washington Post.

The subsequent Greenbuild International Conference & Expo and the awarding of the LEED certification to the David L. Lawrence Convention Center provided additional opportunities for exposure. At the request of the Green Building Alliance, the GPCVB Communications Department coordinated media efforts for this convention, resulting in coverage in national business and convention trade publications, including the Austin Business Journal, Building Services Management Magazine, Meetings East, New York Times and the Washington Post. In 2003, at least 48 media placements were the direct result of the Greenbuild conference or the LEED certification announcement.

“Pittsburgh is the city that Clevelanders love to hate. But don’t let your sports animosity color your judgment about Pittsburgh as a weekend travel destination. ...You’ll find there’s lots to like in this city on three rivers: a compact, walkable downtown; world-class museums; and lots of fun places for the kids to play.”
- Cleveland Plain Dealer, March 30, 2004

“Gary Dundas was a recent visitor to the city. He toured with a group of friends from England. Many back home were surprised they chose to visit Pittsburgh. Dundas was astounded by the city. ‘The rivers amazed me. ...Pittsburgh is not that well known, but it will be when we get back. We’ll be shouting pretty loud.’”
- travelgirl, Summer 2003

Eleven trade journalists attended the April press tour at the new Convention Center.
“Termed ‘the only city with an entrance’ due to the explosive view when emerging from the Fort Pitt Tunnel, and blessed with an airport that constantly wins accolades for convenience, Pittsburgh is quickly on its way to becoming a first-tier city with second-tier prices.”

-Meetings East, December 2003

“The remaking of Pittsburgh’s image has included the addition of new galleries and museums, the refurbishment and expansion of existing repositories of art and history, and a major polishing of performing-arts venues in the city’s downtown Cultural District.”

-The Columbus Dispatch, December 2003

“Telling the Pittsburgh Story

In local awareness efforts, the Communications Department achieved 179 placements in local Pittsburgh media and launched a new electronic newsletter in 2003. Convention and Tourism Update provides a snapshot of GPCVB tourism and convention marketing and sales initiatives, industry trends and other news of interest, and is distributed to GPCVB members, community leaders and city, county and state government officials.

The GPCVB also participated as a core member of the Image Gap committee, the group charged with developing a brand for the Pittsburgh region. GPCVB collateral materials, including the new Pittsburgh Destination Planning Guide, were among the first print items to incorporate Image Gap colors and fonts. In addition, the GPCVB’s new tagline, “Where it all comes together,” ties with key strengths promoted by the Image Gap.

COMUNICATIONS:

**Fast Stats**

- Generated 1,170 media placements, including 170 local placements.
- Generated 80 placements in national convention trade publications.
- Hosted more than 50 travel and convention trade media.

**Publicity Analysis**

<table>
<thead>
<tr>
<th>Year</th>
<th>Placements</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>753</td>
</tr>
<tr>
<td>2002</td>
<td>1,717*</td>
</tr>
<tr>
<td>2003</td>
<td>1,170</td>
</tr>
</tbody>
</table>

* 2002 numbers reflect coverage on CBS’ The Early Show, which aired several Pittsburgh segments on 192 national affiliate stations.

“Termed ‘the only city with an entrance’ due to the explosive view when emerging from the Fort Pitt Tunnel, and blessed with an airport that constantly wins accolades for convenience, Pittsburgh is quickly on its way to becoming a first-tier city with second-tier prices.”

-Meetings East, December 2003

“The remaking of Pittsburgh’s image has included the addition of new galleries and museums, the refurbishment and expansion of existing repositories of art and history, and a major polishing of performing-arts venues in the city’s downtown Cultural District.”

-The Columbus Dispatch, December 2003

“Telling the Pittsburgh Story

In local awareness efforts, the Communications Department achieved 179 placements in local Pittsburgh media and launched a new electronic newsletter in 2003. Convention and Tourism Update provides a snapshot of GPCVB tourism and convention marketing and sales initiatives, industry trends and other news of interest, and is distributed to GPCVB members, community leaders and city, county and state government officials.

The GPCVB also participated as a core member of the Image Gap committee, the group charged with developing a brand for the Pittsburgh region. GPCVB collateral materials, including the new Pittsburgh Destination Planning Guide, were among the first print items to incorporate Image Gap colors and fonts. In addition, the GPCVB’s new tagline, “Where it all comes together,” ties with key strengths promoted by the Image Gap.

COMUNICATIONS:

**Fast Stats**

- Generated 1,170 media placements, including 170 local placements.
- Generated 80 placements in national convention trade publications.
- Hosted more than 50 travel and convention trade media.

**Publicity Analysis**

<table>
<thead>
<tr>
<th>Year</th>
<th>Placements</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>753</td>
</tr>
<tr>
<td>2002</td>
<td>1,717*</td>
</tr>
<tr>
<td>2003</td>
<td>1,170</td>
</tr>
</tbody>
</table>

* 2002 numbers reflect coverage on CBS’ The Early Show, which aired several Pittsburgh segments on 192 national affiliate stations.

“Termed ‘the only city with an entrance’ due to the explosive view when emerging from the Fort Pitt Tunnel, and blessed with an airport that constantly wins accolades for convenience, Pittsburgh is quickly on its way to becoming a first-tier city with second-tier prices.”

-Meetings East, December 2003

“The remaking of Pittsburgh’s image has included the addition of new galleries and museums, the refurbishment and expansion of existing repositories of art and history, and a major polishing of performing-arts venues in the city’s downtown Cultural District.”

-The Columbus Dispatch, December 2003

“Telling the Pittsburgh Story

In local awareness efforts, the Communications Department achieved 179 placements in local Pittsburgh media and launched a new electronic newsletter in 2003. Convention and Tourism Update provides a snapshot of GPCVB tourism and convention marketing and sales initiatives, industry trends and other news of interest, and is distributed to GPCVB members, community leaders and city, county and state government officials.

The GPCVB also participated as a core member of the Image Gap committee, the group charged with developing a brand for the Pittsburgh region. GPCVB collateral materials, including the new Pittsburgh Destination Planning Guide, were among the first print items to incorporate Image Gap colors and fonts. In addition, the GPCVB’s new tagline, “Where it all comes together,” ties with key strengths promoted by the Image Gap.

COMUNICATIONS:

**Fast Stats**

- Generated 1,170 media placements, including 170 local placements.
- Generated 80 placements in national convention trade publications.
- Hosted more than 50 travel and convention trade media.

**Publicity Analysis**

<table>
<thead>
<tr>
<th>Year</th>
<th>Placements</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>753</td>
</tr>
<tr>
<td>2002</td>
<td>1,717*</td>
</tr>
<tr>
<td>2003</td>
<td>1,170</td>
</tr>
</tbody>
</table>

* 2002 numbers reflect coverage on CBS’ The Early Show, which aired several Pittsburgh segments on 192 national affiliate stations.

“Termed ‘the only city with an entrance’ due to the explosive view when emerging from the Fort Pitt Tunnel, and blessed with an airport that constantly wins accolades for convenience, Pittsburgh is quickly on its way to becoming a first-tier city with second-tier prices.”

-Meetings East, December 2003

“The remaking of Pittsburgh’s image has included the addition of new galleries and museums, the refurbishment and expansion of existing repositories of art and history, and a major polishing of performing-arts venues in the city’s downtown Cultural District.”

-The Columbus Dispatch, December 2003

“Telling the Pittsburgh Story

In local awareness efforts, the Communications Department achieved 179 placements in local Pittsburgh media and launched a new electronic newsletter in 2003. Convention and Tourism Update provides a snapshot of GPCVB tourism and convention marketing and sales initiatives, industry trends and other news of interest, and is distributed to GPCVB members, community leaders and city, county and state government officials.

The GPCVB also participated as a core member of the Image Gap committee, the group charged with developing a brand for the Pittsburgh region. GPCVB collateral materials, including the new Pittsburgh Destination Planning Guide, were among the first print items to incorporate Image Gap colors and fonts. In addition, the GPCVB’s new tagline, “Where it all comes together,” ties with key strengths promoted by the Image Gap.

COMUNICATIONS:

**Fast Stats**

- Generated 1,170 media placements, including 170 local placements.
- Generated 80 placements in national convention trade publications.
- Hosted more than 50 travel and convention trade media.

**Publicity Analysis**

<table>
<thead>
<tr>
<th>Year</th>
<th>Placements</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>753</td>
</tr>
<tr>
<td>2002</td>
<td>1,717*</td>
</tr>
<tr>
<td>2003</td>
<td>1,170</td>
</tr>
</tbody>
</table>

* 2002 numbers reflect coverage on CBS’ The Early Show, which aired several Pittsburgh segments on 192 national affiliate stations.
Providing Business Opportunities

The GPCVB is a member organization, and the Membership Department is responsible for providing services that link members with visiting customers. The department provides business leads, advertising opportunities, networking forums and the opportunity for members to participate in special events.

In 2003, the Membership Department recruited 164 new businesses and organizations, increasing the GPCVB’s membership base to 783 members, an increase of 3 percent over 2002 figures, and generating $438,023 in dues revenue. The department also generated $79,480 in non-dues revenue and $329,331 in advertising sales, bringing total 2003 revenues to $846,833. Overall, revenue increased 2 percent over 2002 figures.

Department efforts were enhanced in the past year through a new membership sales kit that promotes category-specific benefits to prospective GPCVB members. In addition, design and content for the new member-directed website, www.connectpittsburgh.com, were finalized during 2003, leading to an official launch in January 2004. The site includes online versions of the Membership Directory and Convention Calendar, along with comprehensive content for all GPCVB membership, advertising and marketing programs. The Membership Department also converted all of its membership correspondence to e-mail, providing members with electronic leads, announcements, and event invitations and registration capabilities.

Each year, the Membership Department plans a series of events to increase awareness about the benefits of GPCVB membership and provide business opportunities to members. In addition to Member Connection, Breakfast with the Bureau, the 13th Annual Golf Outing and other events, the Membership Department kicked off a new breakfast event, Business First, in partnership with the Pittsburgh Business Times.

AND THE SURVEY SAYS: EXCELLENT

In December 2003, the GPCVB conducted a Membership Survey to assess member’s satisfaction with programs and services. The survey was sent via e-mail or mail to multiple contacts at all of the GPCVB’s 768 member organizations. A total of 989 individuals received the survey. 162 members or 16.4 percent of those surveyed responded.

Overall, results of the survey were excellent, averaging a 4.08 ranking out of a maximum of 5. Ratings were requested in four categories—Marketing Opportunities, Educational and Business Development Programs, Effectiveness of GPCVB Communications, and Advertising and Marketing Opportunities.

<table>
<thead>
<tr>
<th>New Members/Total Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>711 Total Members</td>
</tr>
<tr>
<td>764 Total Members</td>
</tr>
<tr>
<td>783 Total Members</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>New Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>167</td>
</tr>
<tr>
<td>2002</td>
<td>191</td>
</tr>
<tr>
<td>2003</td>
<td>164</td>
</tr>
</tbody>
</table>

MEMBERSHIP Fast Stats

- Recruited 164 new members.
- Generated total revenue of $846,833.
- Generated $329,331 in advertising sales.
In 2003, the Administration and Finance Department obtained $1.18 million from the Commonwealth’s Regional Marketing Initiative program and $1.06 million from the Tourist Promotion Agency matching fund program. An additional $100,000 in state funds was received and earmarked for support of the RCMA World Conference and Exposition. In addition, the department assisted in securing $664,874 in foundation grants in support of Cultural & Heritage Tourism.

Human resources initiatives included chairing the newly formed Martin Luther King, Jr., Task Force, which provided spiritual, educational and service opportunities for staff, the Board of Directors and the community to commemorate the legacy of Dr. King. In addition, the GPCVB partnered with the Pittsburgh hospitality community to sponsor diversity workshops for GPCVB and frontline hospitality staff in advance of the National Urban League Convention. The GPCVB also successfully conducted a 2003 United Way Annual Campaign and recruited a volunteer staff team that participated in the 13th annual United Way Day of Caring.

**ADMINISTRATION & FINANCE**

**The Bottom Line**

ADDITIONAL FACTS

- Obtained $1.18 million Regional Marketing Initiative funding from the Commonwealth of Pennsylvania.
- Obtained $1.06 million Tourism Promotion Agency funding from the Commonwealth of Pennsylvania.
- Assisted in securing $664,874 in foundation grants in support of Cultural & Heritage Tourism.
- Recorded in-kind services donations of $406,000.
- Added $100,000 to the Board-designated reserve, bringing the total to $110,000.
## ADMINISTRATION & FINANCE

### Financial Highlights

Year Ended December 31

<table>
<thead>
<tr>
<th>SOURCES OF FUNDING</th>
<th>2003</th>
<th>2002</th>
<th>2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Investment</td>
<td>$500,190</td>
<td>480,315</td>
<td>835,411*</td>
</tr>
<tr>
<td>Allegheny County Hotel Room Tax Revenue</td>
<td>4,529,899</td>
<td>4,329,890</td>
<td>4,484,119</td>
</tr>
<tr>
<td>Commonwealth of Pennsylvania Tourism Promotion Grant</td>
<td>1,060,997</td>
<td>863,473</td>
<td>1,276,165</td>
</tr>
<tr>
<td>Commonwealth of Pennsylvania Regional Marketing Initiative Grant</td>
<td>1,181,811</td>
<td>1,400,000</td>
<td>865,700</td>
</tr>
<tr>
<td>Restricted Grants and Revenues</td>
<td>752,944</td>
<td>1,636,016</td>
<td>2,734,241</td>
</tr>
<tr>
<td>Contributions in Kind</td>
<td>406,163</td>
<td>269,028</td>
<td>275,081</td>
</tr>
<tr>
<td>Other Revenues</td>
<td>282,303</td>
<td>340,157</td>
<td>255,510</td>
</tr>
<tr>
<td><strong>Total Support and Revenue</strong></td>
<td><strong>$8,714,307</strong></td>
<td><strong>9,318,879</strong></td>
<td><strong>10,726,227</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>2003</th>
<th>2002</th>
<th>2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Initiatives:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convention Sales</td>
<td>$3,572,242</td>
<td>3,199,129</td>
<td>3,423,237</td>
</tr>
<tr>
<td>Convention Services</td>
<td>603,302</td>
<td>577,789</td>
<td>483,799</td>
</tr>
<tr>
<td>Trade Show Development</td>
<td></td>
<td></td>
<td>844,219</td>
</tr>
<tr>
<td>Tourism Initiatives:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cultural Tourism</td>
<td>1,008,800</td>
<td>1,409,190</td>
<td>1,547,334</td>
</tr>
<tr>
<td>Promotional Activities</td>
<td>1,720,302</td>
<td>1,956,127</td>
<td>1,973,391</td>
</tr>
<tr>
<td>Regional Marketing Initiative</td>
<td>391,593</td>
<td>329,733</td>
<td>481,295</td>
</tr>
<tr>
<td>Communications</td>
<td>316,381</td>
<td>316,219</td>
<td>581,318</td>
</tr>
<tr>
<td>Membership Development/Services</td>
<td>750,878</td>
<td>721,639</td>
<td>648,413</td>
</tr>
<tr>
<td>Management/Operating</td>
<td>598,863</td>
<td>563,865</td>
<td>837,431</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$8,962,363</strong></td>
<td><strong>9,073,691</strong></td>
<td><strong>10,820,437</strong></td>
</tr>
</tbody>
</table>

* Membership investment in 2001 included revenues related to Pittsburgh Tradeshow Inc., which did not recur in 2002 and 2003.
OFFICERS

Chair of the Board
Linda A. Dickerson
Principal
Dickerson & Mangus, Ink.

Vice Chair
B.J. Leber
Senior Vice President and Station Manager
WQED Multimedia

Secretary
The Honorable Dan Frankel
Member
Pennsylvania House of Representatives

Treasurer
Thomas W. Danielson
Partner
Ernst & Young LLP

Past Chair
Ellsworth H. Brown
President
Carnegie Museums and Library of Pittsburgh

EXECUTIVE COMMITTEE

Barbara Chaffee
President of Public Intelligence Ripple Effects Interactive

Brad Koeneman
General Manager
Hilton Pittsburgh

Lemuel O. Nixon
Consultant
The Sable Group, Inc.

Richard L. White, Ph.D.
Retired, Executive Vice President
Bayer Corporation

The Honorable Frank Dermody
Member
Pennsylvania House of Representatives

Ed Diggs
Partner
Kirkpatrick & Lockhart LLP

Kent George
Executive Director
Allegheny County Airport Authority

Catherine Lewis
Executive Director
The Sprout Fund

Marcia A. Martin
Vice President
Gateway Health Plan

Andrew E. Masich
President and CEO
Senator John Heinz Pittsburgh Regional History Center

J. Kevin McMahon
President
The Pittsburgh Cultural Trust

Richard J. McMaster
Proprietor
Atria’s Restaurant

Thomas A. Michlovic
Partner
Grandview Golf Course and Restaurant

Pearl Moore
Chief Executive Officer
Oncology Nursing Society

Lesli Reynolds
General Manager
Omni William Penn Hotel

Tom Rooney
President
The Rooney Sports Entertainment Group

Gordon O. Seaman
General Manager
Sheraton Station Square Hotel

The Honorable Jack Wagner
Member
Senate of Pennsylvania

EX-OFFICIO DIRECTOR

Mark J. Leahy
General Manager
David L. Lawrence Convention Center

HONORARY DIRECTORS

Joseph Kane
General Manager
Westin Convention Center Hotel

William R. Parker
President
Alzed Enterprises Limited

STAFF

Joseph R. McGrath
President and CEO
Greater Pittsburgh Convention and Visitors Bureau

FRONT ROW
Bob Balanti, Lazarus-Macy’s
Brad Koeneman, Hilton Pittsburgh
Linda Dickerson, Dickerson & Mangus, Ink.
Rip Nixon, The Sable Group
Jack Shea, Allegheny County Labor Council AFL-CIO

BACK ROW
Tom Michlovic, Grandview Golf Club
Gordon Seaman, Sheraton Station Square Hotel
Rick McMaster, Atria’s Restaurant
Ellsworth Brown, Carnegie Museums & Library of Pittsburgh
Joe McGrath, Greater Pittsburgh Convention & Visitors Bureau
Andy Masich, Senator John Heinz
Pittsburgh Regional History Center
Tom Rooney, The Rooney Sports Entertainment Group
Reynolds Clark, University of Pittsburgh
Mark Leahy, David L. Lawrence Convention Center
EXPO MAGAZINE NAMED PITTSBURGH AMONG THE NATION’S 10 UP-AND-COMING CITIES, SAYING, “PITTSBURGH OFFERS A BRAND-NEW CONVENTION CENTER. IN ADDITION, THE CITY HAS ATTRACTED A LOT OF NEW INDUSTRIES, INCLUDING HIGH-TECH AND BIOTECH, IN RECENT YEARS.”
2003

Events

CONVENTION SALES

Rock Star Familiarization Tour
Jan. 9-11
Hosted six meeting planners and guests for the Rolling Stones concert along with showcasing Greater Pittsburgh.

Council of Engineering & Scientific Society Executives
Feb. 27
Hosted a breakfast during the Mid-Winter Meeting in Savannah, Ga.

Conferon Mid-Year Meeting and Familiarization Tour
March 5-7
Hosted 44 meeting planners.

Washington, D.C., Sales Effort
April 1-3
Along with members of the hospitality community, formed five teams that conducted 45 sales calls on key clients. Three presentations were made to Conferon, Hyatt National Sales Office and Starwood National Sales Office to promote Greater Pittsburgh. In addition, hosted dinner for 12 clients.

Harrisburg Sales Effort
April 9-11
Along with members of the hospitality community, conducted 49 sales calls on key clients and hosted a continental breakfast and luncheon meeting for PA3 with approximately 92 customers attending.

David L. Lawrence Convention Center Debut Familiarization Tour
April 24-27
Hosted 90 executive directors, industry media, meeting planners and guests.

“On the Water” Familiarization Tour
Aug. 1-3
In conjunction with the Three Rivers Regatta, hosted 58 meeting planners and guests.

Telemarketing Blitz
Aug. 20-21
Conducted along with members of the hotel community.

Harrisburg Sales Effort
Oct. 15-17
Hosted with members of the hospitality community to focus on key Pennsylvania State Association accounts that may not have considered Pittsburgh as a viable destination. In addition, hosted 21 meeting planners at a customer reception.

Light Up Night Familiarization Tour
Nov. 20-22
Hosted 44 meeting planners and guests.

CULTURAL & HERITAGE TOURISM

Cultural & Heritage Tourism Alliance Steering Committee Meeting
Feb. 7-8
Participated as steering committee member for the international alliance of cultural and heritage tourism professionals, planning its annual meeting in San Francisco.

Marketing Director Summits
March 6 at the Michael Berger Gallery
June 12 at the Westin Convention Center
Dec. 11 at CLO Academy
Convened this forum for regional cultural and heritage marketing professionals to meet with hospitality agents and discuss tourism, collaborations, promotions and packages.

Craft Organization Directors Association Annual Meeting
April 3
Participated in a reception at the Society for Contemporary Craft welcoming executive directors of craft organizations from across the United States. A portion of the funding to persuade the convention to come to Pittsburgh was provided by the Pennsylvania Council on the Arts.

National Art Museum Development Director Association Annual Meeting
April 27
Participated in presentation to national assembly of museum development directors on the value of cultural and heritage tourism as a fundraising opportunity.
Events

2003

Association of Alternative Newsweeklies Annual Convention June 5-7
Assisted AAN convention planners in organizing tours to regional attractions and for local artists to participate in convention special events.

Disney’s The Lion King Partner Meeting July 16
Hosted a meeting to present cooperative marketing opportunities to hospitality agents for a Disney’s The Lion King overnight package.

Main Streets Pittsburgh Presentation for Urban Redevelopment Authority Aug. 5
Presented opportunities for neighborhood economic development agents to participate in cultural and heritage tourism.

TOURISM

African American Familiarization Tour April 25-27
Hosted six tour operator companies.

Meiers Weltreisen Familiarization Tour May 10-12
Hosted 10 German tour operators and travel agents.

Student Tour Operator/Teacher Familiarization Tour June 27-19
Hosted 29 group leaders and teachers, resulting in six bookings.

Hemisphere Educational Tours Site Visit August 2003
This site visit for a Prospect Hills, Ill., tour operator resulted in Pittsburgh being listed as a destination in company mailings.

Suburban Tours Site Visit August 2003
This site visit for a Providence, R.I., tour operator resulted in Pittsburgh being listed as a 2004 destination on its website.

Pittsburgh and Its Countryside Canadian Sales Blitz Sept. 29-Oct. 2
Made six personal sales calls to tour operators in the Toronto area. Held in conjunction with attendance at the Addison Travel Trade Show in Toronto.

Trolley Tours Site Visit September 2003
This site visit for a Marietta, Ohio, tour operator resulted in a Pittsburgh group tour scheduled for April 2004.

Holiday Familiarization Tour Nov. 21-23
Hosted 21 tour operators, resulting in one booking.

Cultural & Heritage Tourism Annual Funder Meeting Aug. 7
Hosted funders and advisory board members to plan tourism and cultural heritage strategies for 2004.

PACVB Fall Meeting Presentation on Cultural & Heritage Tourism Sept. 10
Hosted panel at the fall meeting of the Pennsylvania CVB on best practices concerning cultural and heritage tourism programs across the Commonwealth.

GPCVB Leisure Marketing Plan Presentation Oct. 3
Presented 2004 getaway marketing campaign to hospitality and attractions partners.

Hemisphere Educational Tours Site Visit June 2003
This site visit for a Prospect Hills, Ill., tour operator resulted in Pittsburgh being listed as a destination in company mailings.

Suburban Tours Site Visit August 2003
This site visit for a Providence, R.I., tour operator resulted in Pittsburgh being listed as a 2004 destination on its website.

Town & Country Familiarization Tour in conjunction with Washington County Sept. 18-21
Hosted five tour companies.

Main Streets Pittsburgh Presentation for Urban Redevelopment Authority Aug. 5
Presented opportunities for neighborhood economic development agents to participate in cultural and heritage tourism.
**Events**

**COMMUNICATIONS**

German Fine Arts and Fine Dining Press Tour
Feb. 6-8
Hosted four German journalists in this press tour focusing on fine arts and fine dining.

David L. Lawrence Convention Center Client Debut
Familiarization Tour
April 24-27
Hosted 10 convention trade journalists for this press tour held in conjunction with the grand opening of the new DLCC.

Society of American Travel Writers Hospitality Suite
May 1
Sponsored a hospitality suite during the joint chapter meeting of the Society of American Travel Writers in Philadelphia, making productive new contacts with journalists.

**German Television Press Tour**
Sept. 9-13
Hosted German film crew collecting footage for broadcast on national German television.

**Mid-Atlantic Travel Public Relations Alliance Meeting**
Oct. 24
Joined colleagues from five states and Washington, D.C., in Bucks County, Pa., as part of an ongoing collaborative effort to promote the mid-Atlantic states to travel media.

**French Television Press Tour**
Nov. 22-24, 2003
In conjunction with Pennsylvania Tourism, hosted film crew collecting footage to air on TV Voyage, France’s premier travel channel.

**Globetrotter Travel Guidebook Press Tour**
Nov. 21-25
Press tour with Japanese guidebook author highlighted Pittsburgh’s attractions for international visitors.

**Member Holiday Party**
Dec. 4

**Breakfast with the Bureau**
Oct. 8

**New Member Marketing Orientation**
Nov. 12

**ADA Presentation**
Nov. 14

**Business First**
Nov. 21

**Member Holiday Party**
Dec. 4

**MEMBERSHIP**

**Market Briefing**
Jan. 16

**New Member Marketing Orientation**
March 12

**Annual Meeting**
March 27

**Breakfast with the Bureau**
April 15

**Member Connection**
May 14

**Membership Education Workshop**
June 5

**Diversity Training**
June 30

**New Member Marketing Orientation**
July 16

**13th Annual GPCVB Golf Outing**
Aug. 11

**Business First**
Aug. 28

**Pittsburgh Technology Council Join Event**
Aug. 28

**Leisure Market Packaging Program**
Oct. 3