MISSION

The Greater Pittsburgh Convention & Visitors Bureau is dedicated to generating convention, trade show and leisure travel business for the Pittsburgh region.

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Pittsburgh, PA 15219-1834
412-281-7711
800-927-8376
877-LOVE PGH
www.visitpittsburgh.com
The Greater Pittsburgh region attracts 10.2 million overnight visitors each year. And, this translates into a significant impact on the region’s bottom line. How significant? Try $3.06 billion in annual spending by overnight visitors to Allegheny County alone. It’s worth noting that this amount entitles Allegheny County to be ranked first in the state in terms of direct spending by visitors. So, not only are they coming here, visitors are spending more in Allegheny County than other county in the Commonwealth!

The city of Pittsburgh alone accounts for more than $1 billion in annual economic impact from the convention and tourism industry. Consider that more than 25,000 direct tourism-related jobs are located within Pittsburgh, and you’ll understand just how important conventions and tourism are to Pittsburgh. Conventions and tourism generate more than $49 million annually in government revenue for the city of Pittsburgh. Thirteen percent of the total taxes collected by the city are actually related to visitors. This $30 million in taxes generated ultimately saves the average city household more than $220 a year in taxes that would otherwise need to be provided to the city.

This contribution to the local economy is not done in a vacuum, either. Rather, it takes incredible effort, teamwork, tenacity and partnerships to bring conventions and visitors to the region. Hotels, attractions, restaurants, retailers and transportation companies partner with the Greater Pittsburgh Convention & Visitors Bureau (GPCVB) in this vital endeavor. Agencies and nonprofits, including the Allegheny Conference on Community Development, Greater Pittsburgh Chamber of Commerce, Pittsburgh Regional Alliance, Pittsburgh Downtown Partnership, Pittsburgh Cultural Trust and other organizations work together to bolster the region’s economy and improve its quality of life.

And the efforts are paying off: In 2005, $44.7 million in direct spending was tracked to visitors from markets in which the GPCVB advertised. Going forward, this number is sure to grow as the region joins together for such exciting happenings as Major League Baseball’s All-Star Game in July, Pittsburgh Roars – the regional initiative poised to garner national attention while increasing visitation at area attractions – and Pittsburgh 250, the year-long birthday celebration of the Pittsburgh region. Through these creative initiatives and partnerships, Pittsburgh will continue to see increases in visitors and conventions, and benefit from the expanding economic impact.

With Pittsburgh ranked as the 26th most livable city in the world – and tied for first in the United States – native Pittsburghers already know that this city is a great place to meet, visit and live. And, the word is getting out.

I want to express my sincere thanks to the GPCVB staff for their hard work, passion and commitment to this region. In addition, I applaud members of the GPCVB board for their willingness to share their valuable time, expertise and untiring dedication. I also want to thank the numerous collaborating organizations for their continuing partnership and support. It is through the tenacious efforts of these individuals and organizations that we have been successful in furthering our mission. It was a true pleasure serving as the board chair and, in my new capacity as chief of staff for Mayor Bob O’Connor, I am confident that many more winning years are ahead.
Change is afoot in the travel and tourism industry. As the industry becomes more vital to the economy, it also becomes more sophisticated and thus more challenging. This is an industry that has grown up, if you will. Seasoned and mature, it routinely deals with major turmoil, including the rising price of gasoline, airline industry upheavals, security issues and an ever-growing field of competing cities vying for a piece of the pie.

The Greater Pittsburgh Convention and Visitors Bureau works diligently to forward our mission – which is to generate convention, trade show and leisure travel business for the Pittsburgh region. We know that the key to future success is our commitment to develop creative strategies to address these challenges.

We are fortunate in Pittsburgh to have a plethora of offerings that enable this city to be a formidable contender. This is a winning city, no doubt. And, now, with a record-setting year behind us, we look forward to accomplishing even greater things.

This year, we have the privilege of hosting Major League Baseball’s All-Star Game, which will again put Pittsburgh on the map and in the minds of people across the country and around the world. We also celebrate Pittsburgh Roars, an unprecedented collaborative effort of more than 70 organizations from around the region that highlights Southwestern Pennsylvania as the place to be to experience an extraordinary line up of entertainment.

The Roars campaign is one step in building momentum for a 2007 celebration of Pittsburgh’s glass heritage and the city’s 250th birthday celebration in 2008. A key component of the year-long anniversary celebration is Reunion 2008, an initiative to encourage meetings, conferences, conventions and reunions to come to southwestern Pennsylvania.

Recognizing that travel and tourism are built around the ability to offer great experiences, we are confident that Pittsburgh has enough experiences to keep everybody happy. Both the business side and the consumer side of the industry benefit from the wealth of opportunity. We’re delighted – and proud – to have so many wonderful amenities to promote in the region.

We are grateful to our Board of Directors for their untiring dedication, our funders for their important financial support, our local and state politicians for their help in forwarding our mission, our numerous partners for their collaboration, the many conventioneers and leisure travelers who visit Pittsburgh and the great staff at the GPCVB, who makes things happen. And, we’re all looking forward to another winning year!
CONVENTION SALES

No question that 2005 marked a winning year for the Convention Sales Department. The convention sales team, in fact, set several records worth noting.

Last year, the Convention Sales team contributed 249,665 rooms to the overall room night consumption of Allegheny County – the largest in GPCVB’s history. In addition, the Convention Sales team sold 253,961 future room nights for 2005 and beyond – again the largest in GPCVB’s history.

Pittsburgh is indeed showing up on meeting planners’ radar screens. The city is getting noticed. Customers are now comfortable that the David L. Lawrence Convention Center is fully operational and a first-class facility. The word is getting out on the new Convention Center’s many fine attributes.

A key to future bookings depends in large part on the number of potential meeting planners we bring to Pittsburgh to expose them to the Convention Center and outstanding hotel package. To that end, the Convention Sales team hosted six FAM Tours comprised of 114 meeting planners. An additional 132 meeting planners came to Pittsburgh for personal site visits in 2005.

Also, the GPCVB Convention Sales staff conducted 34 sales trips resulting in 1,125 personal sales calls on meeting planners. The department participated in 18 industry trade shows, which generated 994 contacts and 76 leads.

The efforts paid off: Major groups booked in 2005 for the future include the American Gas Association, Glass Art Society, Society of Architectural Historians, Lutheran Women’s Missionary League Conference, the National Elementary School Chess Championship, and the Ecology Society of America.

Several major events in 2005 proved so successful that the organizers are considering returning to Pittsburgh for encore performances.

The “Bring It Home” campaign, which encourages local members of national organizations to bring meetings to the Greater Pittsburgh area, resulted in 122 bookings in 2005. This represents 94,297 anticipated attendees and 78,577 room nights for future years. Total “Bring It Home” events booked in 2005 represent $99.9 million in direct spending.

A newly introduced tool, called the Trends, Analysis & Projections or TAP Report, provided by a third-party analysis firm, supplies a detailed snapshot of GPCVB’s future bookings pace, and allows our hospitality community to make more informed business decisions. The TAP Report, with its ability to provide an accurate snapshot of historical data together with future bookings, allows the sales team to effectively capitalize on potential opportunities.

Another noteworthy achievement of the Convention Sales staff involves potential future business. The team distributed 783 leads for future business opportunities, accounting for 791,908 room nights. This represents a 35 percent increase over 2004.
Rubber Expo ’05
Rolled into Pittsburgh

The rubber met the road in Pittsburgh, as the Rubber Division of the American Chemical Society rolled into the David L. Lawrence Convention Center in November. Rubber Expo, which is the only show that focuses solely on rubber and rubber-related products, ranked as among the top three conventions hosted in 2005.

“The Convention Center in Pittsburgh is gorgeous,” said Ed Miller, executive director of the Rubber Division of the American Chemical Society. “I love the way they designed the building and the layout is just excellent.”

About 8,000 people attended the Rubber Expo, leaving behind roughly $7.9 million in direct spending.

A Look Back

◆ Contributed 249,665 rooms to the overall room night consumption of Allegheny County – the largest in GPCVB history.

◆ Sold 253,961 future room nights for 2005 and beyond – the largest in GPCVB history.

◆ Distributed 783 leads for future business opportunities, accounting for 791,908 possible room nights. This was a 35 percent increase over 2004.

A Look Forward

◆ The Convention Sales team will look to capitalize on “Green Meetings” market. Using the gold LEED rating strength of the David L. Lawrence Convention Center, and through active membership in the Green Meetings Industry Council, staff will actively seek speaking engagements on this topic.

Top 10 Events Hosted in 2005 (by attendance)

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendance</th>
<th>Direct Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>CITGO Bassmaster Classic</td>
<td>45,000</td>
<td>$29 million</td>
</tr>
<tr>
<td>Summer National Senior Games</td>
<td>32,000</td>
<td>$35 million</td>
</tr>
<tr>
<td>American Chemical Society’s Rubber Division</td>
<td>8,000</td>
<td>$7.9 million</td>
</tr>
<tr>
<td>National Council of Teachers of English</td>
<td>6,000</td>
<td>$7.8 million</td>
</tr>
<tr>
<td>Materials Science &amp; Technology Conference</td>
<td>5,000</td>
<td>$5 million</td>
</tr>
<tr>
<td>American Contract Bridge League</td>
<td>4,000</td>
<td>$7.5 million</td>
</tr>
<tr>
<td>National Youth Workers Convention</td>
<td>3,600</td>
<td>$4 million</td>
</tr>
<tr>
<td>American Association of School Librarians</td>
<td>3,100</td>
<td>$3.8 million</td>
</tr>
<tr>
<td>National Learning Congress on Organ Donation</td>
<td>2,000</td>
<td>$1.75 million</td>
</tr>
<tr>
<td>United Auto Workers/Ford Motor Co. Joint Conference</td>
<td>1,700</td>
<td>$1.9 million</td>
</tr>
</tbody>
</table>
Pittsburgh Plays Ball!

Major League Baseball’s All-Star Game, The Senior Olympics, CITGO Bassmaster Classic. No question that Pittsburgh is a sports town. And, the GPCVB staff intends to build on the momentum of these recent successes in attracting more sporting events and sports-related conventions to the city.

The GPCVB’s sports marketing initiative, which debuted in 2005, is connecting the power of Pittsburgh players – members of the community that represent professional and collegiate sports, as well as local business and political leaders, hospitality partners and sports venues – to build a winning team that will help attract even more sporting business to Pittsburgh.

“We wanted people who could pick up the phone, make calls and open doors on our behalf,” said Jennifer Hawkins, the GPCVB’s first dedicated sports market sales person. And, the Sports Task Force is doing just that. Among the sports groups booked in 2005 were: National High School Wrestling Championship, NCAA Division I Women’s Basketball Championship – 1st/2nd Rounds, USA Roller Sports Youth Championships and the USA Hockey National Championships.

Pittsburgh has an excellent infrastructure in place to support bringing more sports-related events here with world-class facilities such as the David L. Lawrence Convention Center and superb sporting venues, including PNC Park, Heinz Field and the Petersen Events Center.

Thanks to this existing infrastructure – and our sports town reputation – Pittsburgh has the potential to be a sports Mecca for amateur youth, adult and collegiate-level sporting events, as well as a destination city for sports associations.

“I was pleasantly surprised at the onset of the weekend. I expected an industrial city. Now, I realize Pittsburgh is clean, vibrant and there are plenty of activities to take advantage of.”

“I was beautifully surprised by Pittsburgh. I fell in love with your city!”

“I didn’t know what to expect. I didn’t expect to see a city as beautiful as Pittsburgh is, with its buildings, bridges, convention center and more.”

“Pittsburgh is full of history, art and culture. It can be thought of as a ‘hidden jewel’ in my opinion!”
CONVENTION SERVICES

Nothing can enhance a visitors experience quite like being helped through human interaction. And, in 2005, the Convention Services Department provided plenty of hands-on help with scores of meeting planners and thousands of conventioneers. The staff diligently provided their award-winning level of personal assistance in guiding meeting planners through the maze of logistics involved in executing a successful convention or meeting.

No question that the Convention Services Department’s ultimate priority is to satisfy both the meeting planner and conventioneer alike. Providing a level of service that is both pro-active as well as personalized for each and every meeting planner and group – regardless of size – remains the ultimate mission of the GPCVB Convention Services Department.

And, the GPCVB’s outstanding customer service has not gone unnoticed. GPCVB is a multi-year winner in a multitude of trade publications, including Corporate & Incentive Travel and Successful Meetings.

Pittsburgh also received a “2005 Top Destination Award” from Facilities & Destinations magazine based on such criteria as quality of convention center, accessibility, attractiveness of destination and professionalism of staff.

The Convention Services Department distributes the “Convention Planning Bulletin” to attractions, restaurants and retail stores to help these downtown businesses staff appropriately. The bulletin provides detailed information on larger conventions, including schedules of pre-planned events. The staff also provides convention information to taxi cab companies.

Through the combined efforts of the hospitality community – including hotels and the David L. Lawrence Convention Center – the GPCVB Convention Services Department successfully provided its award-winning service to the following groups in 2005:

• The National Senior Games Association’s Senior Olympics attracted nearly 32,000 attendees over a two-week period. Pittsburgh realized a marked increase from the number of attendees who participated in the previous Games in Hampton Roads, Va. Because the Games proved so successful, organizers are looking at a return to Pittsburgh for future Senior Games.

• The U.S. Department of Health and Human Services’ National Learning Congress on Organ Donation attracted more than 2,000 leading officials in the field of organ donation.

• The Materials Science & Technology Convention – the largest-ever technical gathering of materials scientists and engineers – drew more than 5,000 attendees to Pittsburgh.

• More than 8,000 people attended the American Chemical Society’s Rubber Expo.

• Attendees of the National Council of Teachers of English annual conference made a record amount of reservations with the Greater Pittsburgh Convention & Visitors Bureau’s restaurant reservations services.
The feedback from the Youth Specialties Group was extremely positive and they had great things to say about the GPCVB Restaurant Information & Reservation Booth.

“I just wanted to let you know the Youth Specialties Group was very happy with the service from the ladies at the GPCVB booth. We have had similar booths at other shows around the country, but none as impressive and helpful as the one here in Pittsburgh… Their hard work, professionalism and enthusiasm is greatly appreciated.”

The Greater Pittsburgh Convention & Visitors Bureau has been awarded the prestigious Meetings & Conventions 2005 Gold Service Award by M&C’s subscribers for the eleventh consecutive year. Through totally unaided recall, these meeting planners voted for the top convention and visitors bureaus throughout the world and selected the GPCVB as one of the best.

A Look Back

- Processed 9,997 reservations for nine citywide conventions totaling 34,434 room nights.
- Helped to promote attendance for major Pittsburgh conventions scheduled for 2006. Staff participated in attendance builders in Toronto, Long Beach, Boston, Tampa, and York, Pa.
- Placed 1,217 restaurant reservations and referrals for 21 major conventions.

A Look Ahead

- Service will only get better going forward, as the department introduces the “Let us serve you with a silver platter” theme.
TOURISM AND CULTURAL HERITAGE

The Tourism and Cultural Heritage Department (TCH) is responsible for marketing Pittsburgh to leisure travelers from outside southwestern Pennsylvania. With a full year under its belt as a newly merged department, TCH fine-tuned many of its methods in 2005 to market Pittsburgh as a travel destination for individuals and groups, both foreign and domestic. The department successfully developed cohesive programming and enhanced methods for tracking results. Demographic information enables TCH to strategically market Pittsburgh. All told, the Tourism and Cultural Heritage Department spent $1.3 million in combined departmental marketing and advertising campaigns to promote the region’s attractions and drive overnight tourism business.

To better identify potential customers, a data mining research project was enacted in 2005. Elliott Marketing Group assisted in mining the 200,000 names in the GPCVB overnight leisure traveler database and, through this valuable research, TCH identified a demographic profile of likely “buyers of Pittsburgh” who:

• Live primarily in key Ohio and Pennsylvania Metropolitan Statistical Areas, with some in West Virginia
• Have income levels of $50,000 or higher
• Are under the age of 50 with a concentration under 40
• Are married couples who are homeowners with 1-plus children, ages 4 to 12

Research conducted by one of the top tourism research firms in the world, Longwoods International, indicated that the perception of Pittsburgh as a tourism destination continues to be on the rise. Longwoods’ research also revealed that the GPCVB’s advertising campaign was successful in generating incremental travel and increasing visitor spending in the greater Pittsburgh area. GPCVB’s “cost per inquiry” is well within industry standards of the Destination Marketing Association International. According to Longwoods, the TCH department generated $205 in visitor spending for every 78 cents in advertising the department spends.

In 2005, the TCH department analyzed its 15-year-old Get Away Package Program and shifted emphasis from a brochure- and telephone-driven campaign to one focused more on web marketing and fulfillment. Since 92 percent of the GPCVB’s tourism inquiries come via the www.visitpittsburgh.com web site and customers are increasingly making their travel plans online, this strategy has paid off. It resulted in a 213 percent increase of the number of requests for package information on the web site.

TCH created several unique performing arts overnight packages in ’05, including “The Radio City Christmas Spectacular” starring the Radio City Rockettes, “Phantom and Phipps,” which included tickets to Phantom of the Opera and Phipps Conservatory and Botanical Gardens; and “Wicked and Warhol,” including tickets to the Broadway musical Wicked and the Andy Warhol Museum. Packages to Phantom and Wicked began selling in 2005 and sold out by mid-January 2006.

In addition, an extensive co-operative advertising campaign for the leisure and group markets provided a better way to leverage marketing dollars for all venues involved in the getaway package program. In 2005, $90,000 was raised from 26 participating attractions and hotels. This represents a 20 percent increase over 2004 co-operative advertising dollars.
TCH AND THE BOTTOM LINE

The tourism marketing efforts of the GPCVB are having an impact. TCH tracked 279,900 visitors to the Pittsburgh region from targeted markets, generating more than $44.7 million in direct spending – a 20 percent increase over what was tracked in leisure traveler impact in 2004.

TCH, together with members of Pittsburgh and Its Countryside (PIC), pulled out all the stops for its marketing campaign, running concurrently to the GPCVB’s tourism campaign. PIC’s marketing effort included the Internet, direct mail, print advertising, radio, TV and billboards promoting a multitude of packages available throughout Pittsburgh and Its Countryside. For the GPCVB campaign, TCH used newspapers, the Internet and direct mail advertising to market all of these offerings, in addition to EventSource listings and online at visitpittsburgh.com.

The department raised $590,000 in foundation funds in 2005 – down significantly from the $1.04 million in foundation dollars raised during the origination of the GPCVB’s cultural and heritage tourism program in 2001. Still, the return on investment for foundations – the amount invested in cultural heritage tourism compared to the direct spending of cultural heritage visitors to Pittsburgh – increased from $19 of return in 2001 to $76 of return in 2005.

Collateral materials produced by TCH in collaboration with other departments were distributed to state and regional Welcome Centers, attractions, hotels, restaurants, retail stores and sent to individuals inquiring about visiting the region. These materials included:

• 100,000 copies of the Shopping Guide to Pittsburgh and Its Countryside, capitalizing on the strengths of the region’s shopping establishments and recognition that shopping is a major activity for visitors.

• 100,000 EventSource calendar booklets, the premier events guide to Pittsburgh and Its Countryside

• 70,000 coupon booklets, the 2005 Passport to Pittsburgh, featuring 45 restaurant coupons and 33 attraction discounts – an increase of 94 percent in participation from the last time the booklet was published.

• 50,000 Pittsburgh and Its Countryside Getaway Package brochures

• 50,000 Pittsburgh and Its Countryside Trail of Antiques brochures

• 20,000 Pittsburgh Pirates Getaway brochures

• 2,500 Group Tour Guides

The results: Zip code tracking of TCH marketing partner revealed that between five and 10 percent of the audiences at promoted events came from targeted GPCVB advertising markets. For instance, Pittsburgh Public Theater’s RolePlay performances tracked six percent of its audience from out-of-town markets; and nine percent of the Radio City Christmas Spectacular audience was tracked from out-of-town markets.

NEW WEB SITE LAUNCHED

In 2005, GPCVB’s new and improved web site launched in April and received rave reviews. The infinitely more navigable web site, www.visitpittsburgh.com, enables visitors to view Pittsburgh and Its Countryside’s numerous attractions, check out hotels and book getaways. In addition, a number of area hotels have placed room inventory on the site.

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<th>Web Site User Sessions</th>
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<td>900,000</td>
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2003 | 2004 | 2005 |
THE BUS STOPS HERE

Move over, Jerome. The group tour business to Pittsburgh generated winning results, as well. The group tour division of TCH tracked more than 92,000 trade room night commitments and bookings for the year, valued at $32.9 million in economic impact.

As the actual cost of pursuing this group tour business is relatively nominal ($61,575 was spent) in comparison with the significant economic return, the GPCVB continues to aggressively pursue the packaged travel trade market. The return from the investment in this division was $23 for every dollar spent.

In 2005, staff from the group tour division met with 528 tour planners and operators at 22 trade and group leader shows. Pittsburgh-area itineraries were distributed to upwards of 2,000 group leaders. These activities resulted in 250 leads that were sent to GPCVB partners, connecting partners to potential business.

“...The city’s designation as host for the July 29-31 CITGO Bassmaster Classic, the world series of professional fishing, underscores (Pittsburgh’s) transformation. When participants take off from Point State Park where the Monongahela and Allegheny Rivers form the Ohio, they’ll zoom through waters that support 50 species of fish. The Golden Triangle and its skyscrapers, new waterfront stadiums, and a vibrant fringe offering nearly three million square feet of office space will be only a blur.” – New York Times, July 20, 2005

Pittsburgh and Its Countryside

The Greater Pittsburgh Convention & Visitors Bureau continues to be the lead organization for the multi-county Pittsburgh and Its Countryside (PIC) consortium. This group presents a cohesive marketing effort to brand and increase tourism to the southwestern Pennsylvania region.

Through PIC, visitors can learn about – and experience – multiple destinations, while providing the Tourism Promotion Agencies the ability to leverage scarce resources by jointly marketing the regions.

The state recognizes the success of this group by awarding PIC one of the largest Regional Marketing Initiative grants in the state. The state’s three-year commitment to this effort equals $3.9 million. Regular meetings among group members have resulted in a successful web site and fulfillment program as well as effective media campaigns.

TOURISM IMPACT IN 2005*  

- The total impact of travel and tourism within Pittsburgh and Its Countryside is $5.1 billion, generating 118,728 jobs for the Commonwealth.

- Pittsburgh and Its Countryside hosted 10.2 million overnight leisure visitors, or 20 percent of the state total.

* Source: D.K. Shifflet & Associates Ltd.
Welcome!

Direct contact with visitors remains an important aspect of the GPCVB’s Tourism and Cultural Heritage Department’s responsibilities. The GPCVB staff at Welcome Centers at various locations in the area offers superior knowledge of the region, along with excellent customer service. It’s anticipated that about 85,000 visitors will stop at the GPCVB Welcome Centers in 2006.

The Pennsylvania Welcome Center at the Pennsylvania Turnpike service plaza near the Ohio border re-opened “under new management” in December. The State Tourism Office now operates the Pittsburgh and Its Countryside Welcome Center in partnership with PennDOT, which is charged with daily operations. The GPCVB and its multi-county consortium – Pittsburgh and Its Countryside – staffs the center.

“Forget the old image of Pittsburgh as a grimy industrial center – the city that sits at the point where the Allegheny and Monongahela rivers meet the Ohio River has undergone an amazing transformation!” – Woman’s World

“Pittsburgh has truly risen from the ashes of steel mills and smoke to become a beautiful, vibrant city with lots to see and do and friendly natives to welcome visitors. Composed of 88 distinctive neighborhoods, the city is filled with interesting sites and great restaurants, history and a modern edge.” – TRAVEL/AAA.COM

“A Look Back

◆ Tourism and Cultural Heritage programs accounted for 279,900 visitors to the Pittsburgh region.

◆ The department tracked almost 97,000 room nights and $44.7 million in direct spending from visitors living in markets in which GPCVB advertises.

◆ For every 78 cents the GPCVB spends on tourism advertising, $205 per visitor is generated.

A Look Ahead

◆ For the first time, the department and Pittsburgh and Its Countryside have merged their marketing budgets in 2006 to create one impactful campaign. The focus of the campaign will be to promote “Big-City Fun, Small-Town Friendly,” with emphasis on the Pittsburgh Roars series of events being touted throughout the final eight months of the year.

In 2007, the department will segue to the Year of Glass, giving attention to the region’s rich glass history and several key glass-related exhibitions. And in 2008, the region celebrates its 250th birthday with a year-long bash, inviting former and future Pittsburghers “home” to see what the new Pittsburgh is all about.
MARKETING & COMMUNICATIONS

The newly named Marketing & Communications Department (formerly Communications Department) promotes the Pittsburgh region as a convention and leisure destination through press coverage, consumer and convention trade advertisements, the Internet, billboards and direct mail campaigns.

The Marketing & Communications team is adept at publicizing the Pittsburgh region and has a track record of securing news coverage with local, regional and national media. In 2005, the team generated 947 media placements as a result of public relations efforts. Working with travel, features, business and freelance press, the Marketing & Communications Department was successful in placing stories in such prestigious publications as The Washington Post, USA Today, AmericanStyle magazine, New York Times, Baltimore Sun, Toronto Star and trade publications including Meetings East, Washington Times, USAE, Association Trends, The Meeting Professional, Group Travel Leader and Convene.

In addition to planning itineraries for and hosting visits by 47 domestic and international press, the department helped coordinate local, regional and national media efforts related to the 2005 CITGO Bassmaster Classic. Efforts to promote the Classic included the dissemination of information about the city, the region and the rivers. The department conducted two media tours prior to the Classic. More than 200 media attended the Classic, garnering tremendous visibility for the city and the entire region.

Strategies to build visibility for the GPCVB in the local media resulted in extensive coverage of the economic impact of convention and tourism, and the GPCVB’s role as a marketing/sales organization. Notable articles and broadcast interviews focused around the 2005 Senior Games and CITGO Bassmaster Classic.

In 2005, the Marketing & Communications staff also helped to promote the city of Pittsburgh during the Steelers 2004-05 football season, The Mysterious Bog People exhibit at the Carnegie Museum of Natural History and the new mega shopping complex, Pittsburgh Mills.

The staff also assisted with media efforts involving major conventions including the Organ Donation National Learning Congress presented by the U.S. Department of Health and Human Services, the American Chemical Society’s Rubber Division conference and the American Association of School Librarians.

The Marketing & Communications Department actively works with the Pennsylvania Office of Travel, Tourism and Film Promotion and remains active in many other professional organizations. In 2005, staff participated in Media Marketplaces, attended by hundreds of travel writers, in both Richmond and Denver.

Double Yo! It’s no surprise that the Terrible Towel Wave was everywhere in this all-around winning year. And one Monday night game in October held a special occasion for the Terrible Towel, as the Greater Pittsburgh Convention & Visitors Bureau spearheaded a wave to honor Myron Cope for his 35 years in the broadcast booth.

Fans from Baghdad to Beverly Hills, along with fans in our own backyard of Blawnox waved their Terrible Towels right after the opening coin toss in tribute to the towel’s creator, Myron Cope. The GPCVB’s Marketing and Communications staff worked diligently to get the word out to the Steelers Nation and the media about this event. And, the power of the wave didn’t waver: The Pittsburgh Steelers beat the Baltimore Ravens, 20-19.
Publicity, Publicity, Publicity

We couldn’t buy better publicity than the article written by Jennifer Merin, a syndicated writer hosted last June by the GPCVB Marketing & Communications staff. The article, excerpted here, was published in more than 40 media outlets.

“Their office is delightful, and it offers everything you could want by way of entertainment for a week away… It’s a safe, clean, friendly, attractive, affordable, easy to get around in and – surprise, surprise – it’s jam-packed and jumping with world-class attractions and amenities, fine restaurants, charming boutiques, brilliant museums, vibrant performance spaces and sports venues, fun clubs and an impressive variety of very nice, distinctively different neighborhoods.”

The Marketing & Communications Department continued in its role as manager for all publications and projects produced by the GPCVB’s agency-of-record. In September of 2005, the relationship with the agency was terminated and the Marketing & Communications Department became in-house agency-of-record. The department transitioned into its expanded role with regard to strategic planning, advertising, the design and production of publications and promotional efforts Bureau wide. Publications produced in 2005 included the *Get Away to Pittsburgh Guide*, *Mini GetAway Guide*, *EventSource*, *Destination Planning Guide*, the new *Shopping Guide to Pittsburgh and Its Countryside* and *Navigaytor*.

In addition, the Marketing & Communications Department is instrumental in keeping community leaders abreast of positive national and international publicity through the distribution of the *Bureau Buzz*, the new e-newsletter distributed to 1,000+ community leaders and members.

A Look Back

- Generated 947 media placements for Pittsburgh
- Generated 75 article placements in national convention trade publications
- Hosted 47 members of the media

A Look Ahead

- The Marketing & Communications Department will launch a local awareness campaign to build a better understanding of the role of the Greater Pittsburgh Convention & Visitors Bureau and the impact of conventions, travel and tourism on the local economy.
MEMBERSHIP

The Membership Department concentrates on improving business opportunities for the GPCVB’s 781 members.

In 2005, 142 new members joined the organization, bringing total dues revenue to $438,052. The department also generated $338,627 in advertising sales and an additional $59,178 in non-dues revenue, and $10,000 in sponsorship revenue. All told, the department’s efforts generated a total of $845,857 in sales during 2005.

In addition to its ongoing efforts of linking members with visiting customers, the Membership Department hosts regular educational opportunities and network-building events. The department hosted 21 events during the year, attracting hundreds of members.

The GPCVB offered comprehensive education and programming to members through regularly scheduled member orientations. Networking and business opportunities were also provided through Business First events, Member Connection Events, Face to Face with the Pittsburgh Technology Council and the 15th Annual GPCVB Golf Outing.

Based on the results of a 2004 retail marketing summit to highlight shopping as a destination activity, the GPCVB membership department responded by helping to produce the official Shopping Guide to Pittsburgh and Its Countryside in 2005. The GPCVB expanded its original concept for the guide and included Pittsburgh and Its Countryside partners.

In 2005, the GPCVB Connection Committee continued its mission of bridging business partners through both member programming and recruitment. The committee hosted a prospective membership telephone blitz in May and played host to GPCVB members at all 2005 membership events.

A Look Back

♦ Recruited 142 new members.
♦ Generated $845,857 in total membership sales
♦ Hosted 21 member events

A Look Forward

♦ The GPCVB began laying the foundation of a new partnership program that will offer greater flexibility and customized programs to members, as well as streamlining planning and budgeting processes. Scheduled to roll out in 2006, the program was carefully researched and crafted during 2005.

In the spotlight

“As we near the 200-foot fountain at the confluence of the rivers, the gothic glass towers of PPG Place catch the reflection of the green hillsides on the river’s southern bank. From here, the old steel town looks like Emerald City.” – Washington Post

“The Pittsburgh community deserves huge credit for its effort to put this beautiful, incredibly user-friendly, litter-free city on the national map. It showed itself to be as billed – a clean and green gem.” – Toledo Blade
FINANCE AND ADMINISTRATION

In spite of numerous challenges, we were able to meet both our income and spending goals – while increasing our board-designated cash reserves in order to hedge unforeseen events.

Funding of GPCVB programs has remained consistent with prior years, in spite of fluctuations in certain categories. Overall, private sources of revenue increased 33 percent over 2004 and were reported at a level of $1.96 million.

In 2005, the accounting staff was reorganized, reducing staffing levels by one-half of a position. A review indicated that we needed more staffing at the administrative accounting level and less staffing at the managerial level. In other areas, ongoing efforts are underway to consolidate databases in an effort to further streamline workflow and enable data sharing across departments.

During 2005, we made significant improvements in our Information Technology section, focusing on communications, consolidation and security. It was an extremely busy year for the IT staff, but the team rose to the challenge and, in the end, we have a better, faster and more secure network than we’ve ever had. As part of this initiative, we upgraded 20 workstations, replaced our aging server equipment and migrated to in-house management of our e-mail and Internet service.

Communications were also improved by the installation of a Blackberry Enterprise system which keeps key staff in touch with the office at all times. Security of our network equipment and data was improved through the addition of a new Sonic Firewall system to protect the network from outside viruses and hackers. In addition, we integrated the Inquiry and Getaway Package Databases into those that are housed within the web site and we continue working on further consolidations during 2006 as we transition Partnership Development (formerly Membership) to the same product.

Human resources activities in 2005 involved 10 successful recruitment campaigns, including two new-hires to the management team. A succession plan, integrated with a talent development program, was crafted in 2005 to identify critical management positions, forecast future vacancies and provide leadership continuity and continuous flow of talented staff to meet GPCVB needs.

In addition, we successfully executed service initiatives to honor the legacy of Dr. Martin Luther King Jr. These included a successful blood drive in collaboration with Central Blood Bank and a hospitality food drive in partnership with the Regional Enterprise Tower, Oxford Development, Greater Pittsburgh Hotel Association and Yellow Cab. A total of 1,104 pounds of food was collected to benefit the Greater Pittsburgh Community Food Bank.

In other community outreach initiatives, as part of the annual United Way Day of Caring, nine staffers volunteered to perform community services at the Parental Stress Center in East Liberty. The 2005 United Way Campaign was a GPCVB milestone – with $5,639 collected, a nine percent increase over the 2004 campaign.

A Look Back

- Maintained $1.3 million Regional Marketing Initiative funding from the Commonwealth – a three-year commitment of state funding
- Installed new e-mail and network servers and a redundant ISP connection.

A Look Forward

- Through a program of talent development, a human capital management process, the Human Resources Department will identify potential leadership, competencies and development areas and implements a personalized development plan, including mentoring, with an outcome of improving skills, knowledge and competencies.
- In 2006, investment practices of the GPCVB will be reviewed in an effort to maximize the return on Board-restricted cash.
# FINANCIAL HIGHLIGHTS

## REVENUE AND SUPPORT

<table>
<thead>
<tr>
<th>Source</th>
<th>2005</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allegheny County Hotel Tax</td>
<td>$5,106,290</td>
<td>$4,865,458</td>
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<tr>
<td>Commonwealth of Pennsylvania Tourism</td>
<td>1,000,062</td>
<td>1,466,942</td>
</tr>
<tr>
<td>Promotion Grant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commonwealth of Pennsylvania Regional</td>
<td>1,300,000</td>
<td>1,062,882</td>
</tr>
<tr>
<td>Marketing Initiative Grant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Revenue</td>
<td>572,572</td>
<td>664,357</td>
</tr>
<tr>
<td>Advertising and Sponsorships</td>
<td>397,773</td>
<td>495,908</td>
</tr>
<tr>
<td>Membership Dues and Fees</td>
<td>450,163</td>
<td>454,828</td>
</tr>
<tr>
<td>Contributions In Kind</td>
<td>190,826</td>
<td>389,086</td>
</tr>
<tr>
<td>Private Grant Funding</td>
<td>646,021</td>
<td>465,314</td>
</tr>
<tr>
<td><strong>Total Revenue and Support</strong></td>
<td><strong>$9,663,707</strong></td>
<td><strong>$9,864,775</strong></td>
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</table>

## EXPENSES

<table>
<thead>
<tr>
<th>Initiative</th>
<th>2005</th>
<th>2004</th>
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</thead>
<tbody>
<tr>
<td>Convention Initiatives:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convention Sales</td>
<td>$3,613,556</td>
<td>$3,736,028</td>
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<tr>
<td>Convention Services</td>
<td>874,116</td>
<td>812,119</td>
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<tr>
<td>Tourism Initiatives:</td>
<td></td>
<td></td>
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<tr>
<td>Tourism and Cultural Heritage</td>
<td>3,444,573</td>
<td>3,098,505</td>
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<tr>
<td>Membership Development</td>
<td>684,420</td>
<td>628,489</td>
</tr>
<tr>
<td>Management/Operating</td>
<td>504,104</td>
<td>527,220</td>
</tr>
<tr>
<td>Communications</td>
<td>328,053</td>
<td>298,087</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$9,448,822</strong></td>
<td><strong>$9,100,448</strong></td>
</tr>
</tbody>
</table>
2005 GPCVB BOARD OF DIRECTORS & EXECUTIVE STAFF

OFFICERS & EXECUTIVE COMMITTEE

Chair of the Board
B.J. Leber
Chief of Staff
Office of Mayor Bob O’Connor

Vice Chair
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Managing Partner, Pittsburgh Office
Schnader Harrison Segal & Lewis, LLP

Vice Chair
Doris Carson Williams
President & CEO
African American Chamber of Commerce of Western Pennsylvania

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The Honorable Dan Frankel
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Pennsylvania House of Representatives

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Ernst & Young LLP

Past Chair
Linda A. Dickerson
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501(c)(3)2

Brad Koeneman
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Hilton Pittsburgh

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Joseph R. McGrath
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Greater Pittsburgh Convention & Visitors Bureau

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Frick Art & Historical Center

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Leadership Pittsburgh Inc.

Ed Diggs
Partner
Kirkpatrick & Lockhart Nicholson Graham LLP

Kent George
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Allegheny County Airport Authority

I.N. Rendall Harper, Jr.
Chairman
American Micrographics Company, Inc.

Kevin Joyce
Proprietor
The Carlton Restaurant

Joseph Kane
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Westin Convention Center Hotel

Robbee Baker Kosak
Vice President of University Advancement
Carnegie Mellon University

F. Michael Langley
Chief Executive Officer
Allegheny Conference on Community Development

J. Kevin McMahon
President
The Pittsburgh Cultural Trust
Tom A. Michlovic  
Partner  
Grand View Golf Club

Pearl Moore  
Chief Executive Officer  
Oncology Nursing Society

Chris Pike  
Vice President & General Manager  
KDKA-TV & UPN Pittsburgh

The Honorable John Pippy  
Member  
Senate of Pennsylvania

Lesli Reynolds  
General Manager  
Omni William Penn Hotel

Tom Rooney  
President  
The Rooney Sports Entertainment Group

Alexander R. Scott  
Executive Director  
The Minerals, Metals & Materials Society

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General Manager  
Sheraton Station Square Hotel

Jack Shea  
President  
Allegheny County Labor Council

Michael Vento  
General Manager  
Radisson Hotel/Pittsburgh Expo Mart

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Commonwealth of Pennsylvania

Mark Weinstein  
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Pittsburgh Opera, Inc.

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EMERITUS

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Vice Chancellor for Community & Government Relations  
University of Pittsburgh

Richard J. McMaster

EX-OFFICIO DIRECTOR

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General Manager  
David L. Lawrence Convention Center

GPCVB EXECUTIVE STAFF

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Executive Vice President

Dennis Burrell  
Executive Director of Convention Services

Craig Davis  
Executive Director of Convention Sales

Karen Fisher  
Executive Director of Finance & Administration

Mary Grasha Houpt  
Executive Director of Human Resources

Tinsy Lipchak  
Executive Director of Tourism & Cultural Heritage

Beverly Morrow-Jones  
Executive Director of Marketing & Communications

Lynne Popash  
Executive Director of Membership