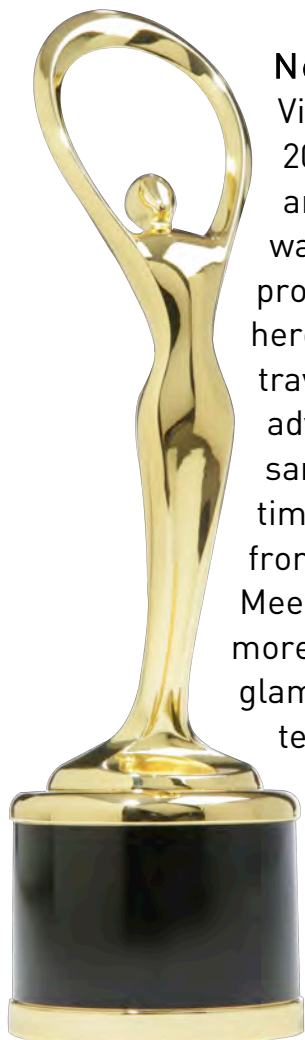




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Greater Newark Convention & Visitors Bureau takes home a 2014 Communicator Award of Excellence for NewarkHappening.com website!



Newark, NJ (May 19, 2014) The Greater Newark Convention & Visitors Bureau (GNCVB) is honored to have been awarded a 2014 Communicator Award of Excellence – Gold, for its Travel and Tourism website. The dynamic portal, built by Simpleview was designed to introduce a global audience to all that Newark is, providing one stop shopping for travelers. From our hometown heroes to our events, and attractions, our image driven site offers travelers everything they need to know to enjoy an urban adventure. They can discover Michael B. Jordan's favorite sandwich shop, or where Savion Glover likes to spend his free time. We're social, and an API feed culls the latest information from our social media channels. It is not just all about leisure. Meeting planners, group tour operators and media can explore more, and pay less for NYC travel. It's not all about the glitz and glamour! Simpleview's advanced CRM system powers us with technology for lead sharing, industry partner management, sales force automation, forecasting, and reporting.

Who Are We The Greater Newark Convention and Visitor Bureau is the official destination marketing organization for the cities of Newark and Elizabeth, New Jersey. The GNCVB

is committed to promoting and marketing the assets of the region, generating economic development and creating new jobs by increasing the length of stay at area hotels, increase per capita spending in the tourism sector, as well as attracting new events, meetings and conferences to the region.

The GNCVB is a private 501(c) (6) New Jersey non-profit corporation composed of tourism professionals and key industry leaders.

Funding:

The GNCVB was the first Destination Marketing Organization in the state of New Jersey to establish a Tourism Improvement District, charging a small assessment on all overnight stays, with collected funds going to market and promote the destination.

Tourism Fast Facts:

- The region generates \$339 million in state and local taxes.
- Newark currently sells a million room nights per year.
- Tourism supports 21,009 jobs in the tourism sector in Essex County, which is 10% of the county's workforce.
- In 2013, the GNCVB generated 62 new leads (average of 5 per month), 24 bookings, with over 12,700 room nights booked. Based on the average room rate of \$112.93 that resulted in \$1,434,000 in booked revenue for the region.

GNCVB History:

The Greater Newark Convention and Visitors Bureau (GNCVB) began as an incubator program under the leadership of Brick City Development Corporation (BCDC) in 2008. They recognized that Newark stood to generate significant economic revenue for the city through tourism, by promoting the destination, increasing hotel occupancy, attracting meeting and conventions, and ultimately changing the national perception of the destination. BCDC engaged well-regarded Newark area organizations to help steer the tourism efforts, forming an advisory council, which undertook the mission of identifying a self-sustaining funding source. Today, the GNCVB is on track to realizing that goal, having secured a sustainable funding source that will fuel tourism promotion.

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