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POSITIVELY CLEVELAND

Convention and Visitors Bureau of Greater Cleveland Adopts Logo and Name that Reflect Mission + Brand

CLEVELAND, OH – The Convention and Visitors Bureau of Greater Cleveland (CVB) announced today that it is changing its marketing moniker and adopting a more energetic icon-based logo. **Positively Cleveland** is designed to fit in with the region's Cleveland Plus branding initiative, shortens the organization's name and expresses more of the city's vitality and spirit. "We are a marketing organization that sells the city to business and leisure travelers," explains Dennis Roche, President of **Positively Cleveland**. "Our messaging is upbeat and it shares what is unique, genuine and authentic about our city . . . what makes Cleveland stand out from other destinations."

The organization's legal name, Convention & Visitors Bureau of Greater Cleveland, presented a few marketing challenges. First, it was a mouthful. Secondly, it was misunderstood by non-industry consumers (like reunion planners and tourists) unfamiliar with the term "convention and visitors bureau." Finally, the word "bureau" does not conjure up a sense of hospitality.

Dropping the "bureau" from public presentation has been a trend for CVBs. In fact, after extensive research, the International Association of Convention and Visitor Bureaus (IACVB) changed its name to Destination Marketing Association International in 2005. Other CVBs have simplified their identifiers like Experience Columbus, LA Inc., NYC & Company and Meet Minneapolis. "**Positively Cleveland** is distinctive and welcoming while expressing some Midwestern 'hip' swagger and pride," explains Tamera Lash Brown, **Positively Cleveland's** VP of Marketing. Research conducted with airport travelers on the colorful accompanying logo showed favorable reaction to its strength and positivism as well as its energy and ability to display a breadth of assets.

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The decision to adopt a new logo and public name came after months of research. Beyond Board and staff input, 11,000 meeting planners received a naming survey and 100 travelers were interviewed for logo reactions. The name chosen was actually suggested by Joyce Noss, a staff member, nearly a year ago. "It's not surprising to me that **Positively Cleveland** came out on top," remarks Roche. "It's concise, inviting and memorable."

Positively Cleveland will appear on marketing and collateral materials and business stationery. The website www.travelcleveland.com will change to www.positivelycleveland.com. The tourism marketing organization is first rolling out its new name to the community with some friendly "insider" humor hoping an online "Be a Tourist in your own Hometown" sweepstakes, a Myspace page, logo t-shirts counting down ten reasons Clevelanders are "Positively Cleveland" and an amateur YouTube video created with the help of a local meeting planner will stir up some interest from locals. This will be followed up with a changeover of www.clevelandmeetings.com (a meeting planner's portal) and national marketing campaigns and public relations activities. "We're trying some edgier grassroots activities that are fun and innovative," says Brown. **Positively Cleveland** will have national and international reach, however, since the tourism industry drew 14.05 million visitors to Cuyahoga County alone in 2006 and accounted for more than 69,000 jobs, \$128 million in local tax receipts and \$4.53 billion in direct output/expenditures in 2005.

"The Convention & Visitors Bureau of Greater Cleveland" remains a legal entity and **Positively Cleveland's** "corporate" name. As of today, however, the former CVB is doing business publicly as **Positively Cleveland**.

Positively Cleveland's mission is to promote Greater Cleveland as an outstanding business meeting and tourism destination in order to grow the region's economy.

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For more information on the logo and name change, visit www.positivelycleveland.com/newlogo. To enter the online sweepstakes, visit www.positivelycleveland.com/hometowntourist

Other press releases from the CVB and from other Cleveland attractions can be found in the CVB's press room at www.positivelycleveland.com/media_center/pressroom.