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Tourism Management

Volume 22, Issue 6, December 2001, Pages 599-606

Meeting planners' use and evaluation of convention and visitor bureaus

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[https://doi.org/10.1016/S0261-5177\(01\)00040-1](https://doi.org/10.1016/S0261-5177(01)00040-1)

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Abstract

The MICE industry represents one of the fastest growing segments of the tourism industry. Yet, it is only in recent years that the economic contribution of this industry segment has been recognized and the relationships among the various industry players have been examined in more depth. This study focuses on the relationship between meeting planners and convention and visitor bureaus (CVBs). Results of the study indicate that association meeting planners utilize CVBs more frequently than corporate planners. Meeting planners mainly use free rather than fee-based CVB services, with destination information and referral services being the most popular. The desire to deal directly with suppliers represents the major reason for meeting planners bypassing CVBs in their convention/meeting planning. Implications of the study results are discussed.



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Keywords

Convention and visitor bureaus; Meeting planners; MICE industry

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[†] Some preliminary results of this study were presented at the Annual ISTTE Conference in Vancouver in November 1999.

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