



Media Contact

Ivette Wilhelm
Public Relations Coordinator
Park Board of Trustees
Office: 409-797-5124
Email: iwilhelm@galvestonparkboard.org

Galveston Park Board Update: September 26, 2013

The Galveston Park Board of Trustees held its regularly scheduled meeting at 1:30 p.m. Tuesday, September 24 at Park Board Plaza. Below is an update of news from the board room.

Park Board Approves Contract for Certified Tourism Ambassadors Program

Tuesday, the board approved a \$50,000 contract with Arizona-based Mickey Schaefer & Associates, LLC—a professional tourism consulting practice—to develop and implement a new certification program intended to improve visitor experience and encourage extended stay. The program seeks to train front-line hospitality employees to provide consistent and accurate information for Galveston's visitors. The Park Board invites all Galveston hospitality partners to participate in the Certified Tourism Ambassadors (CTA) program which is expected to begin recruiting trainers in early 2014.

Board Supports Funding of Holiday Advertising for Current and Upcoming Fiscal Year

Tuesday, the board agreed to designate \$175,000 from its 2012-2013 special projects fund toward the Passport to Holiday Magic advertising campaign. The campaign was created in early 2012 as part of the Tourism Development Advisory Committee's (TDAC) strategic plan to promote Galveston during its slowest season of the year. With the launch of the new holiday campaign in 2012, Galveston saw a 6.8% growth in hotel occupancy in November and a 3.4% increase in December.

Announcements

- Galveston served as the host city for the 2013 Texas Society of Association Executives (TSAE) New Ideas conference which took place Sunday and Monday. The Galveston Island Convention & Visitors Bureau (GICVB) sponsored a private opening reception held at the Galveston Island Pleasure Pier Sunday evening followed by 10 island excursions. The San Luis Resort sponsored the closing dinner reception Monday at the Galveston Island Convention Center. More than 400 attended the conference and the events sponsored by the GICVB.
- Families are invited to the first annual Fishin' 4 Fun event, a free children's fishing tournament to be held 8 a.m. to 2 p.m. Oct. 5 at Seawolf Park. The event is sponsored by the Park Board and the U.S. Army Corps of Engineers. Schlitterbahn Galveston Island Waterpark and Moody Gardens will also donate complimentary admission to each child registered for the tournament.
- Steve Cunningham of Hotel Galvez & Spa was recently named general manager of the year by Wyndham Hotels & Resorts. Cunningham joined the staff as complex general manager in October 2009. He has more than 25 years of experience in lodging, food and beverage and convention centers. Cunningham serves as general manager of Hotel Galvez & Spa and has oversight responsibilities for all three Wyndham properties on the island.

About the Park Board of Trustees

The Park Board of Trustees oversees beach maintenance and tourism development on Galveston Island, including operations for beach cleaning, the Galveston Island Beach Patrol and the Galveston Island Convention & Visitors Bureau. For more information on the Park Board of Trustees, please visit www.galvestonparkboard.org.