



Tri-Valley, California CVB Launches Group Incentive Program
“Try Our Valley” Program Offers up to \$10,000 Cash Back

PLEASANTON, CA - February 8, 2011 - The Tri-Valley, California Convention & Visitors Bureau (CVB) <http://www.trivalleycvb.com/>, a marketing organization dedicated to promoting a five-city region in San Francisco’s East Bay, today announced the “Try Our Valley” group incentive program. The limited-time program offers cash back per booked room night for groups of 50 or more, with a maximum payout of \$10 per room night for 500 rooms or \$5,000.

Room Nights	Cash Per Room	Maximum
50-99	\$5.00 per room night	\$500
100-199	\$7.50 per room night	\$1,500
200 and up	\$10.00 per room night	\$5,000

Groups that book their event by June 30, 2011 will be entered into a drawing to win an additional cash prize of \$5,000. Only one winner will be drawn for the \$5,000 cash drawing on July 1, 2011.

Tri-Valley, California CVB President & CEO, Amy Blaschka said, “We realize that in 2011 the meetings industry is poised for a cautious comeback, and that shorter booking windows and affordability are incredibly important to planners. We want to help meeting and event planners by giving them yet another reason to select Tri-Valley to host their next meeting or event group.”

The popular meeting destination is known for its accessibility and affordability. Boasting more than 100 meeting & event venues, from hotels to wineries to state of the art conference centers, the region offers more than 4,000 hotel rooms. Tri-Valley, California is located within 40 minutes from all three San Francisco Bay Area airports (SFO, OAK, SJC) and offers two Bay Area Rapid Transit stations (BART), including the newest West Dublin/Pleasanton station to be opened on February 19, 2011.

In order to qualify for the program, the group or meeting must generate a new proposal, originated through the Tri-Valley, California Convention & Visitors Bureau for distribution to multiple properties. A minimum of 50 group room nights at a Tri-Valley Tourism Business Improvement District hotel property must be contracted to be eligible.

Interested planners are encouraged to contact the Tri-Valley California Convention & Visitors Bureau at 925-846-8910 or access the convenient [online Request for Proposal](#) to take advantage of this offer. Additional terms and conditions apply and may be found online at www.trivalleycvb.com/cash



About the Tri-Valley, California Convention & Visitors Bureau

The Tri-Valley, California Convention & Visitors Bureau is the destination marketing organization for the cities of Pleasanton, Livermore, Dublin, San Ramon, Danville and the surrounding region. It markets Tri-Valley, California as a preferred destination for visitors, meetings, and events by promoting CVB member businesses and bringing overnight visitors to the region, to increase awareness of and measurable spending to Tri-Valley, California. For more information, please visit <http://www.trivalleycvb.com/>.

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