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## Virginia Beach CVB Selects Passkey for Planners' Online Housing Management Needs

(Virginia Beach, Va., January 2007) - The Virginia Beach Convention & Visitors Bureau (CVB) selected Passkey, the industry leader for online group reservations management, to better provide the tools and amenities needed by meeting planners.

"This is a very exciting development for us and for our clients," said Teri Wiley, Virginia Beach CVB senior convention & tourism service manager. "Passkey is the standard in the industry, and our clients want this product to provide easy and efficient online housing for their meeting attendees. It's a great benefit for our clients and also for our hotel partners."

Through Passkey, the Virginia Beach CVB can now provide meeting planners with:

- Accurate and instant visibility to their event block and pick-up;
- Customized event Web pages, allowing their attendees to book hotel rooms online;
- 24/7 access to run reports and rooming lists with up-to-date data;
- Seamless integration to their preferred registration solution;
- Access to easily upload their rooming lists.

"Offering Passkey is just another way to show our clients that we value them and the success of their events," explained Al Hutchinson, Virginia Beach CVB director of convention sales. "This will enable us to deliver higher customer satisfaction and will further distinguish Virginia Beach from our competitors in the meeting and convention marketplace."

Passkey will play a key role in ensuring the success for Virginia Beach's future meetings and conventions.

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“We are very pleased to partner with Virginia Beach CVB,” said Paul Rantilla, Passkey’s senior vice president of sales. “They are listening to what their meeting planners and hotel partners want. Passkey is an easy-to-use housing solution that will help them streamline their housing management process, especially with today’s challenges of attrition exposure and book-arounds.”

*About Passkey:* Passkey is the worldwide leader in online group reservations management. The Boston-based technology provider empowers event attendees, planners and providers with a powerful web-based on-demand solution that lets them manage their group reservations on the Web with 24/7 access to critical event information and real-time reports. The Passkey-enabled SM global network consists of over 85 percent of major U.S. convention and visitors bureaus, as well as thousands of hotels, trade associations, corporate meeting planners and meeting management companies.

*The Virginia Beach CVB invites meeting planners to “Bring it to the Beach!” Virginia Beach is four hours southeast of Washington, D.C. by car and within a day’s drive or less from two-thirds of the U.S. population. For the latest information and project updates on the new Virginia Beach Convention Center, visit [www.vbmeetings.com](http://www.vbmeetings.com). Media information and digital images are available at [www.vbpressroom.com](http://www.vbpressroom.com).*

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