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Virginia Beach CVB Announces Convention Center Sales Figures for First Half of Fiscal Year 2006/07

New Virginia Beach Convention Center Exceeds Projections

(Virginia Beach, Va., January 25, 2007) – The Virginia Beach Convention & Visitors Bureau (CVB) announced a successful first half of Fiscal Year 2006/07. In that six-month period, over 59,000 total room nights were booked by the Virginia Beach CVB sales team – resulting in over \$23 million in bookings – for the new Virginia Beach Convention Center. These figures only include business booked directly for the Convention Center and do not include smaller group business booked by the CVB sales team that is accommodated in one or more hotels in the city.

The Virginia Beach CVB has contracted with a third-party company, TAP (Trends, Analysis and Projections), to evaluate the CVB's booking pace. TAP provides annual projections for an 8-year period. The CVB receives these reports on a monthly basis. According to these reports, the CVB bookings are tracking favorably to these projections and to the projections provided by a PriceWaterhouseCoopers (PWC) Feasibility Study.

The new \$202.5 million Virginia Beach Convention Center was completed in January 2007, offering meeting planners more than 500,000 square feet of flexible meeting space, including a state-of-the-art 31,000 sq. ft ballroom with LED lighting, a 150,000 sq. ft. column-free exhibit hall, over 28,929 sq. ft. of meeting rooms, a soaring 147-foot observation tower and 2,230 free parking spaces. The Virginia Beach CVB celebrated on January 19 with an Opening and Plaque Dedication Ceremony.

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Examples of the groups booked by the Virginia Beach CVB sales team in the first six months of Fiscal Year 2006/07 include:

Account Name	Month/Year	Attendance/ Total Room Nights
American Cheer & Dance Express	April 2007	3,000/450
Virginia Family Career and Community Leaders of America	April 2007	1,100/1,386
Redskins Beach Blitz	May 2007	7,500/1,500
National Defense Industrial Association – Joint PEO Chemical Biological Systems	October 2007	950/2,640
International Church of Our Lord Jesus IWC	October 2007	4,000/3,200
Virginia Association of Mortgage Brokers	October 2007	300/420
North American Association for Environmental Education	November 2007	1,200/1,810
International Plastic Modelers	August 2008	1,500/1,500

Virginia Beach offers meeting planners the flexibility and excitement of a large metropolitan area, nestled in the mild climate of a rich coastal environment. The city offers over 11,000 hotel rooms and a temperate year-round climate. In 2007, Virginia Beach will welcome a new Spring Hill Suites by Marriott at the oceanfront, as well as a new 38-story deluxe Westin Hotel and the Sandler Center for Performing Arts in the city's new downtown area, Town Center.

With its rich blend of a premier Convention Center, available rooms, time-honored southern hospitality and cost-efficient value, Virginia Beach is the ideal meetings and conventions destination year-round. For the latest information on the Virginia Beach Convention Center, visit www.vbmeetings.com.

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. Media information and digital images are available at www.vbpressroom.com.

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