



ABOUT THE CVB

Helping To Achieve Your Visitor Service Goals

The Prince William County/Manassas Convention and Visitors Bureau (CVB) markets the county to potential visitors: those traveling for leisure and/or business; with their family; as part of a pre-formed group (motor coach) tour; or traveling as part of a family reunion, sports group or conference. These and other visitors are all part of the destination's "visitor mix" and this diversity in the "visitor mix" is the key to keeping Prince William County competitive and attractive as a visitor destination for the long-term.

Critical also to the sustainability of the Prince William County destination product is the quality of service given to the visitor before, during and after their experience of Prince William County.

The CVB is your partner in destination marketing and service. The staff members of the CVB are experts in destination marketing and service and can assist your meeting or event with options tailored to make your guest feel confident in their logistics, information and options while a visitor in the community.

Group Tours

The CVB can provide customized services for tour groups, including welcome bags, hotel reservations and other incentives. Additionally, the CVB can provide ongoing leads, detailing groups that have an interest in traveling to Prince William County and Manassas. These leads are obtained from group trade shows and through individual group inquiry to the CVB. The CVB also maintains a database of meeting groups interested in the Northern Virginia/Prince William County area. The CVB's **Tourism Marketing Department** can help you with planning your next group tour to Prince William County/Manassas.

Research

Knowing what market to target can be a challenge as tourism changes over the years. In the wake of very serious economic and security issues in the United States, the face of travel and travelers has changed. With this change comes better positioning for Prince William County and more travelers to the area. It is our job to know how to reach these travelers. The CVB maintains its own research library which includes national publications from sources such as the Travel Industry Association of America, Yesawich, Pepperdine, Brown & Russell, Destination Marketing Association



PRINCE WILLIAM COUNTY/MANASSAS CONVENTION & VISITORS BUREAU

International and many others. The CVB also maintains its own databases of primary research, including destination profiles, attendance figures, economic impact statistics and visitation patterns.

Speakers Bureau

Need a tourism speaker or tourism workshop for your event? The CVB can provide workshops and give presentations that discuss various segments of the tourism industry. With local, regional and national tourism experience on the CVB team, you will get a quality researched program tailored to the topic that interests your organization. For more information, please contact the **Community & Industry Relations** department.

Community & Industry Relations

The CVB is dedicated to forming corporate and community alliances with its industry partners. It is a core belief that marketing dollars invested by the CVB and its corporate partners can be maximized with the right partnerships, promotions and advertising opportunities. With a menu of co-branded marketing and sponsorship opportunities available, the CVB can provide detailed information about reaching your target market in a cohesive and effective manner through these partnerships. In addition, there are several collateral materials, events and trade shows that may fit your marketing plan as well. For more information on how you can partner with the Prince William County/Manassas CVB, contact our **Community & Industry Relations** department.

Contact Us

The Prince William County/Manassas Convention & Visitors Bureau offers travel-related information and general assistance to people visiting our area for day trips, weekend getaways, family events, reunions, vacations, business meeting, group tours and other occasions. To request printed travel literature, please fill out the form below.

Our Visitor Center

Occoquan

200 Mill Street, Occoquan, VA
703-491-4045



**PRINCE WILLIAM COUNTY/MANASSAS
CONVENTION & VISITORS BUREAU**

Prince William County/Manassas has two visitors center, the Tourist Information Center and the Historic Manassas, Inc. Visitors Center. The visitor center is open daily from 9:00 am – 5:00 pm except for Thanksgiving Day, Christmas Day and New Years Day, when they are closed.

The center offers free literature, information and assistance to all those visiting Prince William County/Manassas, including tour groups, day travelers and local residents who are expecting visits by friends, relatives and business associates.

Request Literature

If you would like additional information on what Prince William County/Manassas has to offer, please contact **Visitor Services** for more information.

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