

NEW SALES LEAD

Williamsburg Tourism Council

Address: 421 North Boundary Street P.O. Box 3495 Williamsburg, VA
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Created: 01/13/2021

**Response
Due Date:** **04/15/2021**

**Decision
Date:** 12/30/2021

From: Julia Smyth-Young, Sales Director -- (757) 253-2313,
julia.smyth-young@visitwilliamsburg.com

Lead ID: **3920**

Organization: Convention South

**Market
Segment:** Corporate

Meeting: Rendezvous South

Contact: Ashleigh Osborne
Associate Publisher/Director of Sales

Company: Convention South

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Gulf Shores, AL 36542

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MEETING REQUIREMENTS

**Requested
Dates:** 02/27/2022 to 03/02/2022

Meeting

Dates: 02/28/2022 to 03/02/2022

Alternate Dates: 02/27/2023 to 03/01/2023
to

ROOMS FORECAST

Room Attendance: 150

Requested Rooms: 285

Requested Peak: 135

	Sun, 02/27/22	Mon, 02/28/22	Tue, 03/01/22	Wed, 03/02/22	Thu, 03/03/22	Fri, 03/04/22	Sat, 03/05/22
Requested Rooms	15	135	135				

COMPETITION

Southern US

NOTES

Meeting Requirements:

Approximately 150 - 200 attendees with a 40/60 planner/supplier ratio. An estimated 35-45 convention planners who are actively searching for new destinations for upcoming meetings are expected to attend.

Schedule of Events:

Meetings require approximately 10,000 square feet. Creative options and spaces are considered.

Comments:

Rendezvous South is a three day, two-night event to connect meeting and convention planners with similar, like-minded destinations in the South. Qualifying planners are hosted with travel expenses paid for and meet with destination partners through

pre-arranged, 15-minute appointments. During appointments, destination teams (CVB, convention center, host hotels, other) build relationships with planners in a relaxed, POD-styled comfortable setting. To qualify as a hosted attendee, planners must consider holding an event in a minimum of four participating destinations. One or more of the events they plan must require a minimum block of 200 rooms on peak night. Upon qualification, attending planners will receive travel expenses up to \$600, hotel accommodations for two nights, transportation, and scheduled meal events. These planners represent a minimum of \$3 million in meetings business!

Destination Teams: Rendezvous South considers the host city and all attending destination teams as partners for the event. Destination teams receive various benefits, including sponsorship and marketing opportunities through Rendezvous South and its website/social media sites, and ConventionSouth magazine and its website/social media sites.

Action Requested:

Respond to Julia Smyth-Young with dates and availability to present destination package.