



Visitors attracted to Greater Ontario with new guide *Destination Marketing Organization produces Official Visitors Guide*

Wednesday, August 21, 2019 (Ontario, California) The Greater Ontario Convention & Visitors Bureau (GOCVB) has announced the arrival of its newly redesigned Official Visitors Guide. “Since its inception in 2013, the GOCVB’s mission is to develop and expand the Greater Ontario Brand, elevate the impression of the destination as a perfect location to take advantage of all Southern California has to offer and deliver positive economic impact” said Michael Krouse, President & CEO of Greater Ontario Convention & Visitors Bureau.

As the official destination marketing organization, the GOCVB has recently ended the fiscal year of 2018-2019 with an overall economic impact of \$51,953,760. Representing the cities of Ontario and Rancho Cucamonga, the GOCVB is solely funded through the Greater Ontario Tourism Marketing District. A leisure traveler or meeting planner can choose economy to full-service from over 6,000 hotel rooms in Greater Ontario, enjoy several entertainment venues, a shopper’s paradise and a diverse, multi-cultural restaurant scene.

Through the tourism marketing district funding, the GOCVB has been able to:

- Design a new Official Visitor Guide
- Build a new, tourism friendly website – Gocvb.org
- Produce a new destination marketing [video](#)
- Build and Operate the 2nd most visited California Welcome Center in the State of California
- Domestic and international outreach via co-op advertising opportunities

- Represent Greater Ontario at tradeshow, conferences, conventions, sales missions and industry events
- Host international and domestic FAM trips
- Partner with Ontario International Airport in supporting airline route development

The Bureau takes pride in their efforts that has elevated Greater Ontario to a recognizable destination, a leader in the industry and as a very strong alternative market to Los Angeles and Orange County that is no longer being confused with “Ontario, Canada”. The first five-year strategic plan has been successful in completing the goals of delivering economic impact, curating a portfolio of experiences, repositioning and enhancing the brand, plus building capabilities in a performance culture.

Recently the “I AM” Greater Ontario educational program was rolled out with approval by the steering committee of destination experts. Starting in September of 2019, this interactive classroom experience and bus tour will be provided at no cost to front of house staff, guest services, sales and others in the hospitality industry to ensure a consistent message to welcome visitors, knowledgeable about “must visit” sites and elevate the overall guest experience.

As they say in real estate, “location, location, location” centrally situated where two interstates meet, in less than one hour in any direction, Greater Ontario provides visitors easy access to the deserts, mountain resorts, alpine lakes, Southern California wine country and beaches, Disneyland Park, Universal Studios and Hollywood. Visitors can make Greater Ontario their home base and take advantage of hotels offering great amenities, affordable rates and free parking.

Ontario International Airport (ONT), the fastest growing airport in the U.S. according to Global Traveler has added numerous non-stop flights including New York, Orlando, Atlanta, Houston, San Francisco and Taipei making it easier to fly in and out of Ontario.

The new Official Visitor Guide is available to download or via mail from the website at GOcvb.org. In addition the guide and information about the statewide and local tourism destinations is available at the California Welcome Center in Fashion Alley at Ontario Mills.

ABOUT GREATER ONTARIO CONVENTION & VISITORS BUREAU

The Greater Ontario Convention & Visitors Bureau is the official destination marketing organization to promote the cities of Ontario and Rancho Cucamonga, California to visitors nationally and internationally. As destination experts we provide leisure, meeting groups and meeting professionals with an unbiased, comprehensive resource when booking a tour, convention, meeting or event within the cities of Ontario and Rancho Cucamonga, California. Ideal for leisure and business travel, the region boasts scenic mountains, deserts, vineyards and metropolitan areas that are both historic and cosmopolitan in character. Under the umbrella of the Greater Ontario Convention & Visitors Bureau is the California Welcome Center and several Signature Events to support the overall mission to drive visitors to the region. The Greater Ontario Convention & Visitors Bureau provides the necessary destination support tools to execute a successful experience. Visit www.GOcvb.org.