

Oxford Convention and Visitors Bureau

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OXFORD RECEIVES CONVENTION & VISITORS BUREAU OF THE YEAR AWARD

Oxford, Miss. – The Oxford Convention and Visitor’s Bureau was presented with the Convention and Visitor’s Bureau of the Year award for an organization with a budget of \$500,000-\$1,000,000 by The Mississippi Tourism Association (MTA) at their annual awards ceremony for tourism achievement during the Governor’s Conference on Tourism, held at the MSU Riley Center in Meridian, Mississippi on Feb. 25-27, 2007.

“We are very excited to have received this award” says Hugh A. Stump III, the Executive Director of the Oxford CVB, “the award is a tribute to the hard work and dedication of our staff and board of directors.”

The awards program recognizes outstanding contributions to the advancement of tourism by members of the 450+-member private sector organization as well as honoring travel media, community volunteers and governmental friends of the industry. Awards were presented in 10 categories, each focusing on a different aspect of the hospitality industry or individual achievement.

“Special recognition should be given to our tourism industry leaders for their outstanding accomplishments. We are happy to have the opportunity to honor the winners of these awards as we truly appreciate their dedication not only to our organization but to the entire tourism industry,” said Anne Coggins 2006-2007 President of the MTA.

The OCVB is relatively new but has accomplished great things in its short history. The OCVB was established in 2005 when the Oxford Tourism Council merged operations with the newly-completed Oxford Conference Center. With a new 5-year contract in hand with the city to market Oxford and Lafayette county, the Oxford Convention and Visitors Bureau began promoting tourism and meetings in Oxford and has enjoyed a very successful beginning.

Oxford is becoming an increasingly popular destination for leisure and business travel. Tourism rates are gauged by monitoring the 2% hotel/motel tax and the 2% food and beverage tax. For the 2006 fiscal year, the hotel/motel tax revenues were up 18% and food/beverage tax revenues were up 12% over 2005.

The CVB also markets and operates the Oxford Conference Center (OCC), which holds events ranging from small business meetings to larger association conferences, as well as local social events and banquets. The OCC and Oxford are a popular draw for state associations looking to meet in north Mississippi. In 2006, sales at the conference center increased 50% over the previous year.

The OCVB also sponsors a grant program, offering \$80,000 to local organizations that hold events that enhance community spirit while offering visitors a reason to travel to Oxford. In addition to producing the Double Decker Arts Festival and the Oxford Town BBQ Throwdown, the OCVB helps fund many other events including the Oxford Film Festival, the Sunset Concert Series, the Football Friday Concert Series, the Conference for the Book, and the Faulkner and Yoknapatawpha conference.

For more information on The Oxford Convention and Visitors Bureau visit www.oxfordcvb.com.

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