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- WHAT ARE DMOs AND CVBs?
- HOW TO USE A DMO OR CVB
- HOW DMOs AND CVBs CAN HELP
- WORKING WITH A DMO OR CVB
- MAXIMIZE YOUR EXPERIENCE

CVBs & DMOs:
YOUR PARTNERS IN TRIP PLANNING

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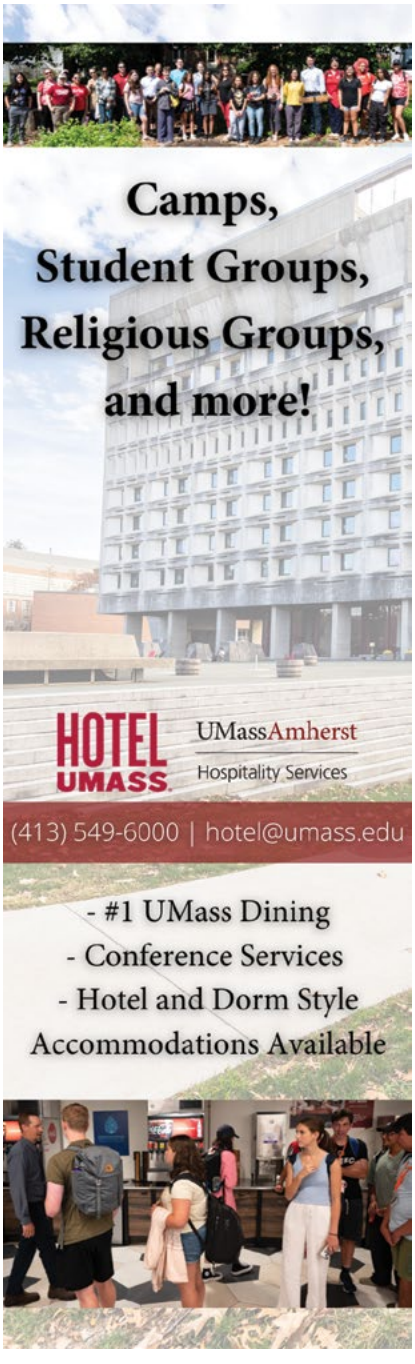

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Planning a student trip is no small feat, with endless decisions to make about meals, transportation, and lodging. Luckily, local experts can simplify the process. That's where Destination Marketing Organizations (DMOs) and Convention & Visitors Bureaus (CVBs) come in. These professionals offer insider knowledge to help your trip run seamlessly, from major attractions to hidden treasures.



WHAT ARE DMOS AND CVBS?

DMOs and CVBs often overlap in purpose, but they have distinct roles. DMOs are local experts dedicated to helping visitors explore a destination to the fullest, typically focusing on leisure travelers. CVBs, usually nonprofit organizations funded by hotel taxes or membership dues, are more business-oriented, offering support for conventions, meetings, and event permitting.

Many CVBs also double as DMOs, branding themselves with names like "Visit," "Explore," or "Experience." Large cities often host both organizations, each offering reliable and impartial advice about local highlights. For nonbusiness travel groups, DMOs might offer a broader array of services, with teams of sales representatives, event coordinators, and service managers ready to assist.

HOW TO USE A DMO OR CVB

Most DMO or CVB websites feature sections specifically for group travel—and often even a menu tailored to student travel. Start there to spark ideas for itineraries that might include cultural sites, live performances, hands-on workshops, dining, lodging, and immersive museum or aquarium programs.

These websites typically provide contact information for attractions, transportation, and accommodations. Many also offer group-friendly suggestions, galleries of images, downloadable resources, and even videos showcasing event spaces. Some organizations go further, offering free digital and print sales kits to help with planning and promotion.

Connect with staff online or by phone for expert guidance. Follow their social media accounts for updates, or subscribe to e-newsletters to stay informed about new opportunities in your destination.

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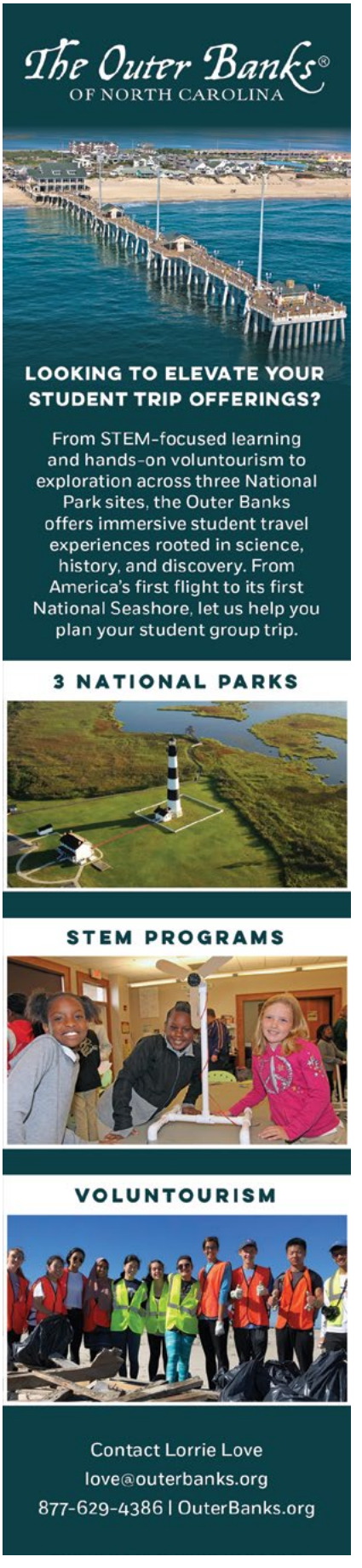

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HOW DMOS AND CVBS CAN HELP

- **Safety Tips:** Learn how to protect students, secure valuables, and respect local environments.
- **Transportation Advice:** Get guidance on the best ways to navigate—from public transit to motorcoaches.
- **Local Rules:** Understand area-specific regulations like parking and public space guidelines.
- **Tour Options:** From walking tours to Segway adventures, DMOs can map out the best sightseeing experiences, often with complimentary options.
- **Accessibility:** Access resources to accommodate group members with disabilities.
- **Food Services:** Find restaurants, caterers, or boxed meal providers that meet your schedule and dietary needs.
- **Day Trips:** Identify nearby destinations worth exploring and plan an efficient itinerary.
- **What's New:** Discover must-see attractions and events unique to the area.
- **Contact Lists:** Gain a curated list of local contacts for seamless planning.
- **Performance Opportunities:** Access venues for parades, concerts, or workshops tailored to your group.
- **Behind-the-Scenes Experiences:** Arrange educational tours, master classes, or professional meet-and-greets to enrich your trip.

CONTINUED...












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FOR THE FOURTH CONSECUTIVE YEAR

- Tripadvisor's 2025 Travelers' Choice Awards: Best of the Best Things to Do

"AMERICA'S FAVORITE BUILDING"

- American Institute of Architects

#1 NEW YORK CITY ATTRACTION

- Lonely Planet's Ultimate Travel List



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WORKING WITH A DMO OR CVB

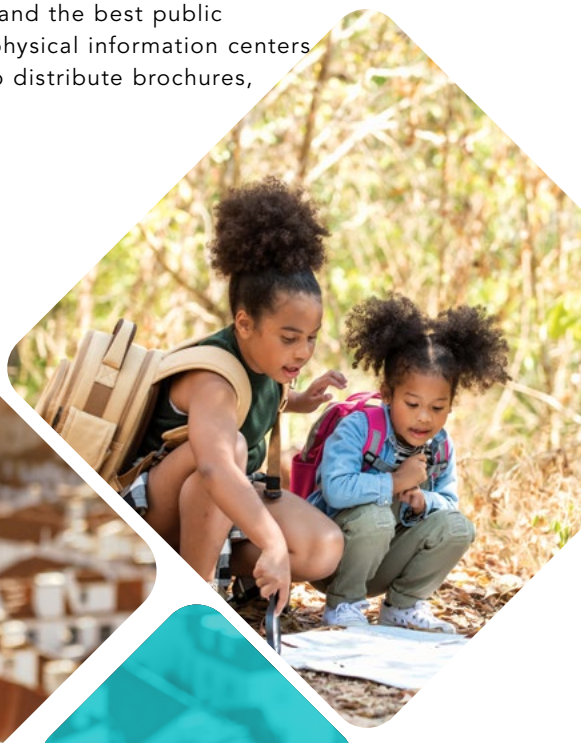
These organizations often offer complimentary planning support, such as negotiating rates for restaurants, hotels, and attractions. Their expertise can streamline your itinerary, ensuring maximum value and efficiency. As Anjuli King of Visit Savannah puts it: "We ARE the city! A one-stop shop for all the contacts you'll need."

Reps can recommend licensed drivers, reputable vendors, and the best public transportation options. Many DMOs and CVBs also provide physical information centers in major cities, staffed with knowledgeable ambassadors who distribute brochures, maps, and personalized itinerary suggestions.













MAXIMIZE YOUR EXPERIENCE

Partnering with a SYTA member tour operator and a DMO or CVB ensures you'll get the most out of your trip. Their mission is to help you enjoy a safe, unforgettable visit. Tap into their local expertise, and your group's adventure could become the experience of a lifetime.

For a comprehensive list of SYTA DMOs and CVBs, consult the 2025 Educators' Buyers Guide at teachtravel.org/educators-buyers-guide.


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