Lehigh Valley Awarded Its Own Cvent.com Region

Popular meeting and event planner website’s new region will help local meeting locations.

LEHIGH VALLEY, Pa. (January 26, 2015) – Those looking for a location to hold an upcoming meeting or event in Lehigh Valley no longer have to search within the “Philadelphia” region on the popular meeting and event planning website Cvent.com. Through joint tourism efforts, a new “Lehigh Valley” region was recently added to the site, giving local meeting and event venues increased online visibility, which could result in more events being held in the region in the future.

Prior to the change, all Lehigh Valley hotels and attractions that cater to meeting and event planners were grouped into the Philadelphia region of the site. This resulted in confusion, frustration, and missed opportunities.

With the creation of a Lehigh Valley region on Cvent, properties will see a dramatic increase in their exposure to meeting planners. This will allow meeting and event planners to find the appropriate information they are looking for.

The new Lehigh Valley region change to the Cvent site was made after a group effort spearheaded by Discover Lehigh Valley, the area’s destination marketing organization (DMO) for Lehigh and Northampton counties, and joined by various other Lehigh Valley hotels and attractions, according to Discover Lehigh Valley Executive Vice-President, Kim Lilly.
“Discover Lehigh Valley formed a team of professionals from the lodging community including Denise Maiatico, Vice President Meyer Jabara Hotels of the Lehigh Valley; Patrick Ryan, National Sales Manager for Sands Bethlehem; Andrea Weismiller, Regional Sales Director for JHG Properties; and Kelly Ronalds, Director of Sales & Marketing for Historic Hotel Bethlehem,” Lilly said.

“The team also consisted of Discover Lehigh Valley staff including Marc Kaminetsky, National Sales Manager; and Ryan Hogan, Director of Marketing.”

The team evaluated the situation they were faced with and had several conversations with Cvent about the potential of making the new region a reality. These conversations were accompanied by a petition signed by nearly 40 hospitality individuals showing their support of Lehigh Valley being removed from the Philadelphia region.

“The creation of a Lehigh Valley region will be a game changer,” Kaminetsky said. “In the past, Lehigh Valley venues have been overshadowed by the Philadelphia region. Discover Lehigh Valley is excited to expose the entire region to meeting planners throughout the United States.”

Why does Lehigh Valley deserve its own region? Lehigh Valley is the 68th largest metropolitan region in the United States, with a $32 billion GDP that is larger than that of 104 nations. The region is also the fastest growing and third most populous area in the state of Pennsylvania with a population of more than 820,000 residents.

Hotel properties such as Sands Bethlehem, Historic Hotel Bethlehem, Bear Creek Mountain Resort and Renaissance Allentown Hotel have been receiving numerous RFPs each week through Cvent, according to Kaminetsky.

Many of these properties are able to convert potential business into booked business. The addition of a Lehigh Valley region will help to increase conversion and book more business into the region.
**About Discover Lehigh Valley**

Discover Lehigh Valley is the designated destination marketing organization (DMO) of Lehigh and Northampton counties. Its mission is to promote and develop Lehigh Valley as a leisure and business travel destination. Created in 1984, Discover Lehigh Valley assists in promoting regional tourism, an industry that generates $1.906 billion in annual revenue and accounts for more than 22,000 jobs in Lehigh Valley. For more information on Discover Lehigh Valley and its activities or to request a Lehigh Valley Official Visitors Guide, call (800) MEET-HERE, or visit the official tourism website of Lehigh Valley at DiscoverLehighValley.com.

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