



As a result of the CVA strategic board retreat process on Thursday, February 19th, a number of goals were identified by the CVA Board of Directors. The goals are listed in their strategic importance as decided by the members of the board. These goals will be considered for adoption at the full CVA board meeting on Thursday, March 19th.

Goal 1: Increase convention sales

Goal 2: Become a more recognizable entity while increasing the recognition of the value of the economic impact of tourism

Goal 3: Become more involved in local government, business and community relation activities.

Goal 4: Grow the number of sports tournaments per year and encourage economic development of sporting facilities

Goal 5: Increase the number of FIT (leisure travel) visitations to Greenville and Pitt County and determine a measurement mechanism.

In addition to establishing goals, the CVA board established the following mission statement for the CVA. This mission statement will be considered for adoption at the next full CVA board meeting

To foster an environment of superior travel and tourism experiences.

*Please see the note from our facilitator Al Glennon regarding the use of the word experiences at the end of the mission statement.

Within the context of the Mission Statement, it is acceptable to state the original board wording in the CVB Mission Statement pertaining to "tourism experiences." This wording was the consensus of the board, prior the grammatical question

raised at the end of the retreat agenda break, and should be re-inserted. Abstract cited below even references "tourism experiences" as a key word!

"...Experiences, Satisfaction and Intention to Recommend" (Hosany, PhD, School of Management, Royal Holloway University of London Egham, Surrey, TW20 0EX, United Kingdom. (Mark Witham, School of Management, Royal Holloway University of London Egham, Surrey, TW20 0EX, United)

Abstract

Pine and Gilmore (1998) set out the vision for a new economic era: the 'experience economy' in which consumers are in search of extraordinary and memorable experiences. Since then, a rich body of research on applications of the experience economy concepts has appeared in the marketing literature. However, academic investigations on the measurement of tourism experiences are very recent....

Keywords: experience economy, tourist experiences, cruise vacation, satisfaction, intention to recommend "