



## MISSION STATEMENT

The St. Petersburg/Clearwater Area Convention & Visitors Bureau (SPCACVB) is a department of Pinellas County government and is the official tourism marketing and management organization for the county. The SPCACVB is charged with enhancing the county's economy by increasing direct visitor expenditures and job development, training and retention in the tourism industry. It works domestically and internationally to develop and enhance consumers, travel media, the travel industry, meeting and conference planners, sports promoters and film producers with research-driven marketing programs focusing on beaches, sports, arts and culture and nature-based opportunities. The SPCACVB also leads a community-based team to market the benefits of tourism to local residents while working with varied interests to assist in the development of new attractions and the redevelopment of others.