

IT'S A TRIP®

ALBUQUERQUE

CONVENTION & VISITORS BUREAU

To Whom It May Concern:

In August 2005, the Albuquerque Convention and Visitors Bureau contracted with Egret Communications to be the "architects" of our Destination Master Plan. We made the right choice! In a very short period of time, they knew, intimately, more about our community than most of us in the hospitality industry.

They visited nearly every attraction, landmark and cultural experience our community has to offer. Simultaneously, they spoke with a broad spectrum of stakeholders ranging from industry leaders to elected officials. Egret Communications became Albuquerque experts within a couple of months. The respect they earned grew quickly because they were masters at facilitating conversation and truly understanding the issues. Their practical approach allowed them to communicate with participants on all levels. Our working relationship with Egret Communications has been outstanding.

The resulting plan is a living mechanism which allows our entire community to participate, in a very meaningful way, in making Albuquerque a better place to live and visit. We could not be more satisfied. They are the best.

Sincerely,

Elise T. Rogers
VP of Development