



For Immediate Release

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New Partnership set to drive US Convention Business to international destinations

GainingEdge and Arena Destination Marketing have created a strategic partnership to offer unique destination representation services in North America. The prime mission of this GainingEdge initiative is to assist international destinations in securing conventions, incentive programs and meetings originating from the United States and Canada.

Arena Destination Marketing, based out of New York, has worked with GainingEdge for several years in North America representing the Tokyo Convention & Visitors Bureau, Meetings Africa and the Guadalajara Convention & Visitors Bureau. They have established strong client relationships throughout America and provide in-market services to leading international MICE destinations. In addition, GainingEdge provides in-market services in Europe, Asia and Australia to clients from various parts of the world.

Jon Sivertson, GainingEdge's CEO, said that linking the power of GainingEdge's global network with Arena Destination Marketing's strong North American reach offered a significant opportunity to international destinations.

"Most in-market representation companies operate in single markets, so, in the case of North America most only offer services within that region", he said. "GainingEdge now provides a seamless solution, sourcing business from North America but also having the ability to connect to people in other parts of the world that are decision makers or influencers for meetings coming out of the US."

Sivertson said that even if an Association meeting originated from North America some of the decision makers would be in other parts of the world.

"Through this partnership, we are able to provide strong support in communicating to all the decision makers, not just in the USA but all over the world."

Sivertson said that another advantage being offered by GainingEdge is that destinations wanting support in other regions of the world as well as in the USA can have a single solution rather than having to manage relationships with multiple representation companies.

Alessandra Delmonte, Vice President and Arena Destination Marketing Partner, said the new service offered a unique end-to-end solution. She pointed out that securing conventions requires effective coordination at both the place of origin and the proposed destination.

"The most successful destinations have representation where the decisions are being made" she said. "But, they also have to work locally to develop relationships with local hosts and to put together bids that are more strategic and have a higher chance of success. This partnership



means that we can offer destinations strong support at both ends of that value chain. It's a uniquely integrated solution.”

GainingEdge is a global specialist consulting firm advising the tourism and business events industry and associations since 2004. It provides a data-driven approach to market synthesis and on strategic recommendations that are specific, practical, and actionable.

GainingEdge has offices in Melbourne, Kuala Lumpur, Paris, The Hague, Johannesburg, Dubai, and Vancouver.

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For further information contact:

Alessandra Delmonte

Director, Business Development

Phone: +212 989 1440 (USA)

Email: alessandra@gainingedge.com

Website: www.gainingedge.com

Website: www.gainingedge.com