

FOR IMMEDIATE RELEASE

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Bakersfield CVB Now Offers Online Housing

BAKERSFIELD, Calif. – The Bakersfield Convention & Visitors Bureau has teamed up with meetingmax planning inc. to offer web-based housing reservations for city wide conventions, meetings and events. The new system gives meeting planners and attendees a secure and convenient way of booking hotel rooms online for Bakersfield events.

“Bakersfield has always been a meeting friendly city, now we have an attendee friendly system for booking hotel rooms online,” said Don Cohen, executive director of the Bakersfield CVB. “The Bakersfield CVB continues to be proactive when it comes to addressing the needs of meeting planners and attendees.”

The system allows meeting planners to setup room blocks with local partner hotel properties and track reservations through a user-friendly interface. The program lets users pick their hotel based on multiple factors, such as room size, price, and location based on preferences set forth by the event organizer or the CVB. Attendees are assured their room is booked through the program’s confirmation process.

“By partnering with meetingmax we have enlisted an industry leader to provide the best online housing program on the market,” said Cohen. “Nowhere in California can meeting planners find a host city with as good of location, value, and services as in Bakersfield.”

The Bakersfield CVB is a non-profit, city managed, economic development organization with the purpose of strengthening Bakersfield’s economy through the marketing, promotion, and selling of the city and region as a site for conventions, corporate meetings, trade shows, pleasure travel, group travel, cultural, sports and special events.

For more information, please contact Chris Huot at (661) 852-7235.

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