

BUCKS COUNTY

PENNSYLVANIA

CONFERENCE & VISITORS BUREAU

Marketing Partner Benefits

Affiliate Partners:

- ✓ Descriptive Listings on *Visit Bucks County's* website, www.VisitBucksCounty.com, in all appropriate categories for the consumer and for meeting, group, sports and wedding planners*.
- ✓ Link from *Visit Bucks County* website to your site
- ✓ Opportunity to place coupons on *Visit Bucks County* website
- ✓ Option to buy print advertising and listings in Visitors Guide
- ✓ Opportunity to upgrade listing on the *Visit Bucks County* website
- ✓ Brochure distribution at Bucks County Visitor Centers
- ✓ Invitations to all *Visit Bucks County* events – “Tourism After Hours” Mixers, Get To Know Your Bureau, Educational Seminars, Annual Meeting
- ✓ Opportunity to exhibit at annual Gateway to Bucks County or Bridal Show
- ✓ Opportunity to serve on *Visit Bucks County* committees
- ✓ Listing of events on website calendar of events
- ✓ Opportunity to participate in *Visit Bucks County* co-op advertising
- ✓ Opportunity to co-op with *Visit Bucks County* for tradeshow
- ✓ Quantities of the Bucks County Visitors Guides to distribute at your location
- ✓ *Visit Bucks County* Partnership Decal to display in your window
- ✓ Subscription to monthly Partner E-newsletter

Hospitality Partners -ALL OF THE ABOVE PLUS:

- ✓ Listing and short description in the annual Bucks County Visitors Guide in most appropriate category i.e. Accommodations, Dining, Attraction or Shopping.
****Services** receive property information listing only in the Visitors Guide that includes business name, address, phone and website but no description. Note:125,000 Visitor Guides were printed for 2010 and a digital guide is available online.
- ✓ Opportunity to list packages on website
- ✓ Opportunity to have events listed in Visitors Guide, contingent on criteria
- ✓ If appropriate for regional tourism, listing of events will also be placed on Philly Fun Guide, a web site dedicated to regional events and on our state web site, VisitPA, under calendar of events.
- ✓ Phone Referrals
- ✓ Leads for group tours, meetings, weddings, reunions, sports to appropriate partners
- ✓ Opportunity to host *Visit Bucks County* meetings
- ✓ Opportunity to submit press releases and photography for use in *Visit Bucks County* press releases
- ✓ Opportunity to host travel writers at your facility as needed
- ✓ Opportunity to purchase upgraded listings and premium listings on website

* must meet *Visit Bucks County* guidelines and criteria in each category

Levels 1 & 2

We also have opportunities for online only partnerships and reduced rates if you are a member of a participating umbrella organization.

Our website offers a small business partner with the *Visit Bucks County* a landing site to use to get information out to their customers at a nominal price. Contact the Marketing Services and Partnership Department to find out how we can help you reach the thousands of consumers that use our website.