



Why Be A Member of Visit Amador?

Mission: *To actively increase awareness and visitation to Amador County benefiting the local economy while providing unified harmony with public and private entities.*

BUSINESS MEMBERSHIP BENEFITS (\$150 annual investment)

- ▶ Advance notice of regional Co-Op advertising opportunities and media exposure
- ▶ Discounted member-only price for ad in Visit Amador's Visitor's Guide
- ▶ Enhanced website listing on VisitAmador.Com
- ▶ Monthly notice of board meetings and marketing updates

World-Class Wine + California Gold Rush History + Small Town Hospitality + The Great Outdoors
JOIN US: <https://VisitAmador.Com/Membership>

COOPERATIVE MARKETING PARTNERSHIP BENEFITS

"Participation in the cooperative marketing with Amador Council of Tourism has made a big and positive increase in visitors to our destination."

–Karl Knoblauch, President, Preston Castle Foundation

- ▶ Collective buying power to reach regional markets like Reno, Bay Area, Sacramento.
- ▶ Featured on visitamador.com and social media.
- ▶ Professional marketing expertise and advice from member peers.
- ▶ Representation/participation in regional travel shows.
- ▶ Knowledgeable Amador business owners develop Visit Amador's annual Marketing Plan to increase visitation.
- ▶ Active participation with travel writers, Gold Country Visitors Association, Visit California shines the light on Amador County.

WHY?

More visitors, more visibility, more sales.

LODGING PARTNERS TOURISM ASSESSMENT BENEFITS

Cost: 2% per room per night, passed on to guests. Paid quarterly.

"The targeted marketing programs for lodging partners brought immediate results to Best Western Amador Inn."

**–Shauna Swanner, Sales Manager,
Best Western Amador Inn**

- ▶ Preferred Host to travel writers and travel agents.
- ▶ Notification of meetings and groups requesting information.

WHY?

**More mid-week occupancy,
more small meetings and
groups, more revenue per
room.**