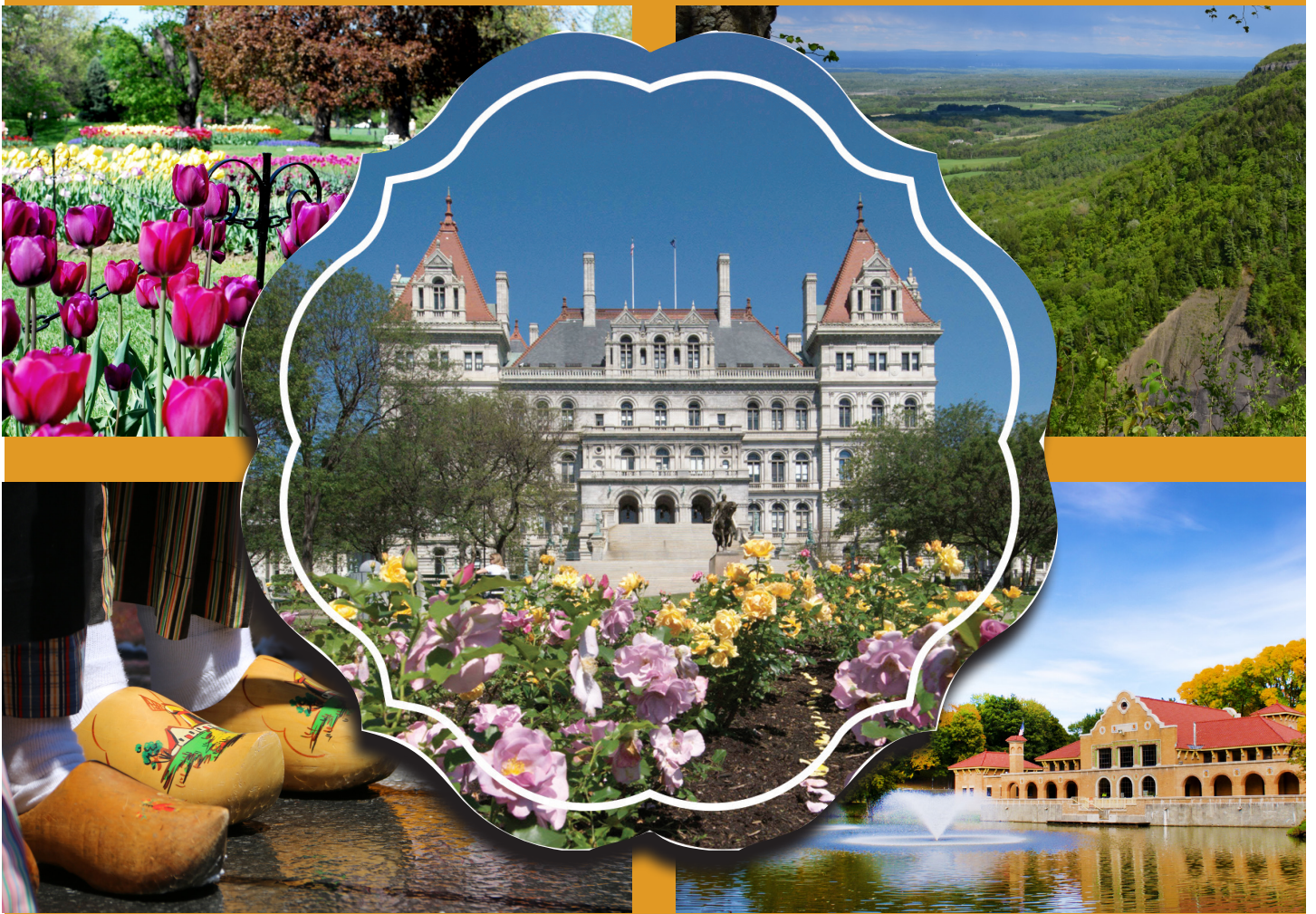


DISCOVER ALBANY



Partnership Program

About Us

Discover Albany (Albany County Convention & Visitors Bureau) has been promoting the New York State Capital to visitors since 1976. We work to ensure visitors get the inside scoop on all the incredible experiences Albany County has to offer! Discover Albany also operates the Discover Albany Visitors Center and the Information Desk at the Albany International Airport. In addition to visitors, Discover Albany has been assisting meeting specialists for more than 30 years, acting as a community concierge to attract successful meetings, conventions and events to Albany.

Discover Albany Visitors Guide

The Discover Albany Visitors Guide is the official printed resource for visitors exploring the Albany area. Throughout the year, more than 100,000 guides are distributed to area businesses, hotels, the Albany International Airport, travel shows and stops along the New York State Thruway, Albany International Airport and travel shows. In addition, the guides are sent directly to visitors via a request form through various outlets including: albanys.org, travelhudsonvalley.com, hauntedhistorytrail.com, AARP and others.

By the Numbers:

- In 2022 there were 6,267 guides requested and direct mailed to consumers.
- 48,753 guides were bulk mailed in-market and out-of-market.

Albany.org

Albany.org is the official website of Discover Albany. Featuring business listings, an up-to-date calendar of events, tour information, itineraries, a blog containing unique and thoughtful content and much more.

By the Numbers:

- In 2022 there were 1.17M pageviews
- 183,273 Calendar of Events views
- More than 400 blog posts with 128K views
- 1:35 was the average time spent on the page

Discover Albany App

The Discover Albany App is a brand new outlet for Discover Albany. With hotel, restaurant and attraction listings at your fingertips, an up-to-date calendar of events, and a fun, interactive Albany Adventures experience, the official Discover Albany App makes exploring Albany County easier than ever.

By the Numbers:

- 3000 App Users
- Average Time spent on App 8:02
- Top Pages: Things to Do, Events, Grab A Bite

Newsletters

Discover Albany sends out six newsletters throughout the year targeted at different audiences including:

By the Numbers:

- **Consumer News:** Targeted towards leisure travelers
Contacts: 30,103 | Average Yearly Open Rate: 19.8%
- **Partner News:** Sent out monthly to all our partners
Contacts: 1,114 | Open Rate: 25%

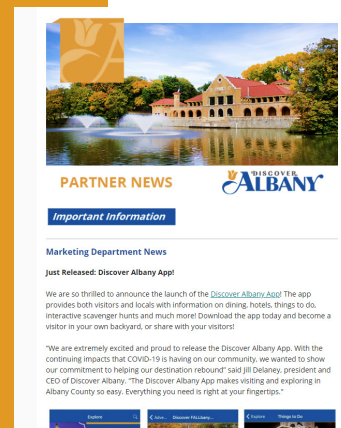
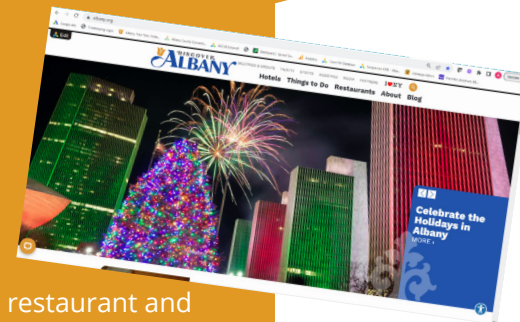
Social Media

Discover Albany uses six different social outlets to help promote our partners.

By the Numbers:

- Facebook: 16, 677 Followers
- Instagram: 19,658 Followers
- Twitter: 11,189 Followers
- TikTok: 1,046 Followers
- LinkedIn: 1,559 Followers
- Pinterest: 482 Followers

Outlets



Benefits

	*Basic Free	Standard \$150	Non-Profit Promotional \$250	Promotional \$500
A basic listing on Albany.org and the Discover Albany App	X			
Ability to add visitor friendly events to Albany.org and Discover Albany App	X	X	X	X
Will receive Discover Albany Partner and Consumer Newsletters	X	X	X	X
Help with industry advocacy efforts and updates on the federal, state and local levels	X	X	X	X
A full listing on Albany.org and the Discover Albany App		X	X	X
Invitation to Discover Albany Annual Celebration of Hospitality Excellence		X	X	X
Inclusion in Discover Albany Partner and Consumer Newsletters (where appropriate)		X	X	X
Access to the Partner Portal to manage your listing and photos, post visitor-friendly events and add special offers to Albany.org and the Discover Albany App		X	X	X
Preferential inclusion in Discover Albany blog (where appropriate)		X	X	X
Preferential inclusion in Discover Albany social media (where appropriate)		X	X	X
Three featured events on Discover Albany's Calendar of Events			X	X
Invitation to one Director of Sales Meeting			X	X
Invitations to partner networking, and education events			X	X
Ability to participate in the Discover Albany Convention Special Offers program			X	X
Access to Discover Albany Convention Calendar Report and other exclusive destination research			X	X
Access to information about visitor spending and data provided at discretion by Discover Albany			X	X
Priority inclusion in the Discover Albany blog (where appropriate)			X	X
Priority inclusion in the Discover Albany social media promotions (where appropriate)			X	X
Inclusion in community programming (where appropriate)			X	X
Priority access to promotional opportunities such as gifts bags or local product requests			X	X
Preferential business and visitor referrals, including vendor referrals for Film Albany			X	X
Access to incoming travel/media writers to participate in Discover Albany FAM Tours			X	X
Brochure distribution at Discover Albany Visitors Center and Albany International Airport Information Center			X	X
Access to the CDTA Universal Access program for your staff members			X	X
Complimentary staff enrollments in destination education opportunities			X	X
Opportunity for trade/travel show participation			X	X

Promotional Partner Add-On Benefits**

Ability to send messages to convention attendees through the Discover Albany App
Ability to send a geofenced message to Discover Albany App users
Convention sponsorship opportunities
Partner Spotlight (Includes: Instagram story, on-site visit for photos, Q&A to be featured on a blog post)
Albany.org digital advertising through Destination Travel Network (DTN)
Visitor Guide advertising

*Available to Albany County businesses only

**Available for an additional cost