

TOURISM TOUCHES EVERYTHING.

Arlington Convention & Visitors Bureau PARTNERSHIP BENEFITS

HOW TOURISM TOUCHES EVERYTHING

In the past 3 years, Arlington hosted **484 events**, which had an economic impact of over **\$200 million** dollars. Not only do events bring money into the economy, support jobs and provide tax relief for residents, they create a virtuous circle: each event opens doors to future events and adds to the credibility and reputation of Arlington as a destination for both business and leisure travel. Each one amplifies civic pride, builds city prestige, delivers **media attention** and enhances quality of life for those who live and work here.

Then there is the halo effect. Visitors experience (and then talk about) the **local attractions, restaurants and retailers** that make our city such a great place. Arlington has always been a great place to live; it's our job to show people that it is a great place to visit. After all, no one ever moves somewhere without visiting first.

THE IMPORTANT ROLE OF OUR PARTNERS

By investing in the mission of the Arlington CVB, you are helping us bring prominent events and important conventions to town. You are investing in the growth of your own community. You're investing in the quality of life of your employees. You're investing in the reputation of the city and the ability to attract and retain talent. More directly, you become a part of these efforts, tapping into a new group of customers eager to experience local Arlington.

Arlington is emerging, progressive and inclusive. For those of us that live here, it's obvious. Together, let's continue to make Arlington a top-tier destination for visitors.



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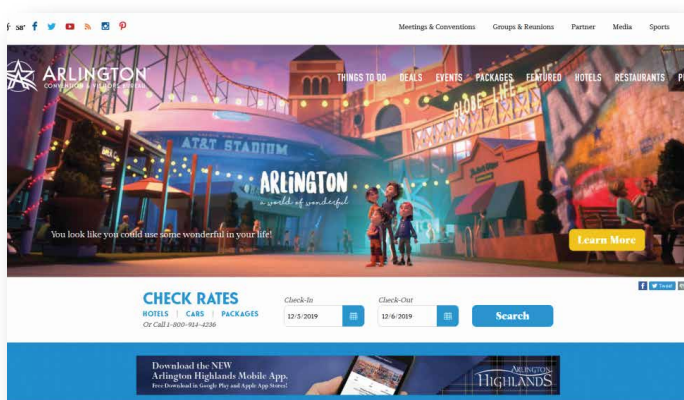
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WHAT PARTNERSHIP MEANS

YOUR ANNUAL PARTNERSHIP INVESTMENT INCLUDES:

- Exposure to Arlington's more than **14.5 million annual visitors**
- Networking and educational events with other hospitality Partners
- Direct sales leads and referrals through our group sales department
- Marketing, promotion and referrals through our Marketing & PR department
- Education to help build your professionalism and grow your business
- Website with more than 1.5 million annual unique visitors
 - o Your listing includes photos, amenities list, website link and social media links
- **Access to marketing programs:**
 - o Coupon program
 - o Blog posts
 - o Website advertising
 - o Partner meeting host location
 - o Familiarization tour participation
 - o ACVB Annual Meeting
 - o Additional advertising opportunities
- Recieve Partner Update e-newsletter and industry update emails

- Listing in Arlington Official Visitor Guide with a printed distribution of more than 65,000
- Invitations to industry previews and special programs
- Access to the Arlington CVB Convention and Event Calendar
- **Access to Partner-net that houses:**
 - o Industry reports
 - o Convention calendar
 - o Website and calendar of events
 - o Listing controls
 - o Photo uploads
 - o B2B postboard
 - o Marketing opportunities
 - o Tips for marketing to visitors
 - o Much more



APRIL LUTER

Director of Partnerships & Programs

P: 817.704.7570

april@arlington.org

www.arlington.org/partner

