

HAMILTON COUNTY TOURISM **PARTNERSHIP**



Get the most from your Partner Benefits!



GETTING STARTED

MANAGE IT ALL IN **PIN!**

Access PIN, Hamilton County's Partner Information Network (PIN), to respond to business leads, learn about new promotions, update your listings, post deals and coupons and so much more!

☐ **Bookmark PIN** in your favorite web browser for easy access

☐ **Log onto PIN regularly** (<https://hamilton.extranet.simpleviewcrm.com>)

Need access to your PIN account? Contact Carol Bennett at cbennett@hamiltoncountytourism.com

MARKETING

Is more sophisticated than ever, with endless opportunities that require constant oversight to ensure proper return on investment. Nowhere is that more obvious than in destination promotions.

ACTIVATE YOUR PARTNERSHIP!

☐ **Offer a deal!** Visitors (and residents) love deals. Post deals on PIN or participate in digital.

☐ **Tenderloin Trail™** - Do you serve this Hoosier delicacy at your restaurant? If so, we'll add you to the trail. Plus, participate in Tenderloin Tuesdays™ each July.

☐ **Advertise with HCT** - More than 750,000 are visiting VisitHamiltonCounty.com annually. Connect with them by purchasing affordable advertising.

☐ **Post your event** - Login to PIN to post events (and even coupons). **VisitHamiltonCounty.com/events** is one of the top performing pages so don't miss out on this free and easy way to promote your upcoming events.

☐ **Participate** in the Indiana Travel Guide and Indiana Festival Guide Co-Op program. HCT will help make it more affordable!

☐ **Digital passports** - Ask about our digital passports and get in front of visitors today!

Questions? Contact Ashley Ledford at aledford@hamiltoncountytourism.com or Katy Cavaleri kcavaleri@hamiltoncountytourism.com

SOCIAL MEDIA & DIGITAL MARKETING

ENHANCE YOUR DIGITAL MARKETING

- ☐ Learn how to easily boost your online presence.
- ☐ Follow **@VisitHamiltonCo** on social media and tag your posts **#VisitHC**. We'd love to interact with you!
- ☐ Continue the conversation with us and other HCT Partners. Join our **members-only Facebook page** (Visit Hamilton County Partner Group).

Contact Gabriella Blauert at gblauert@hamiltoncountytourism.com

PUBLIC RELATIONS

TELL YOUR STORY

- Local and national PR, New + Noteworthy:** We're always looking for stories to pitch to keep our partners in the limelight. HCT has contracted with a national PR agency, Turner PR. Do you have an interesting story to tell?
- ☐

Contact Ashley Ledford at aledford@hamiltoncountytourism.com

LEARN MORE ABOUT THE IMPACT OF TOURISM AT
HAMILTONCOUNTYTOURISM.COM

SALES & HOSPITALITY

HELP US WELCOME 4 MILLION VISITORS EACH YEAR

- ☐ **The Sales team hosts a variety of meetings and events each year.** Learn more about our groups and convention business coming to Hamilton County. Be sure you're on the invite list.

- ☐ **Group Sales + Bridal Guide:** Our Sales team works with groups, meetings and events, and if you're a meeting space or venue, we need to know more about you.

Contact Sandy Allen at sallen@hamiltoncountytourism.com

- ☐ **Visitor Experience Service Partners + Referral Opportunity:** Our Visitor Experience team services more than 100 groups each year ranging from large sporting events to small meetings. The opportunities are endless, and we rely heavily upon our local partners. We'd love to learn more about your business and how you can help.

- ☐ **Do you plan a Major Event?** Connect with our Sales and Service team to learn more about our complimentary services. We also print a Major Events Calendar annually, and you'll want to be included.

- ☐ **Ambassador Training:** Join us in exceeding visitors' customer service expectations. The two-part program is complimentary and prepares the local hospitality community and event volunteers with valuable information, tools and resources needed to welcome visitors to Hamilton County.

Contact Sarah Billman at sbillman@hamiltoncountytourism.com

- ☐ **Give Back While You Gather Guide:** Are you a company or organization that needs volunteer support? Let us know so we can connect you with incoming groups who want to give back while they gather.

Contact Sarah Buckner at sbuckner@hamiltoncountytourism.com