



THE POWER OF PARTNERSHIP

As a marketing partner of the Macon-Bibb County Convention and Visitors Bureau (CVB), you gain access to visitors, tour groups, conventions, meetings, sports and events that visit Macon each year through our sales and marketing efforts. You also have exclusive access to a variety of tools to leverage your marketing dollars, including free and co-operative marketing opportunities, educational workshops, digital advertising and more.



PARTNER WITH US

Joining the Macon-Bibb County Convention and Visitors Bureau is a great investment for any company in Macon. We connect your business to visitors, meeting and event planners, and group tour operators through our sales and marketing programming. If you aren't reaching this market, you are missing a significant business opportunity!

VisitMacon.org



OUR INDUSTRY

Tourism in Macon generates \$328.37 million in direct visitor spending in local businesses, supports 3,309 local jobs, and produces \$78.97 million in payroll. Tourists and visitors also pay nearly \$9 million each year in local taxes. That translates to a "tax relief" of \$312 for each household in Macon-Bibb!

OUR MANDATE

The CVB works with our tourism partners to grow tourism revenue. We are leading the development of a new Macon destination brand and will leverage the brand and tourism products in our community to attract visitors to the area.

OUR MISSION

As the Destination Marketing Organization for Macon-Bibb County, our role is to unify and lead our community in marketing the area as a superior visitor and meeting destination.

PARTNER BENEFITS

Grow Your Business

We can help you target your marketing efforts. With recommendations, tools and education, the CVB Marketing Team can help guide your marketing to reach tourism planners as well as individual travelers.

Connect With Visitors

The CVB team promotes our partners to travel writers, group tour operators, event and convention planners. Trained Visitor Information Specialists at our downtown and I-75 Visitor Center locations, work directly with visitors to recommend attractions, hotels, restaurants and other local businesses. Partners can display their brochures at both locations.

Digital Marketing

The CVB website, VisitMacon.org, receives more than 200,000 visits annually. The site features trip-planning tools, an events calendar, partner listings, an online booking engine and information that engages travelers to learn about what Macon-Bibb has to offer.

Publication Listings

Each year, the CVB prints 30,000 Macon Travel Guides. They are distributed on our sales calls, at tradeshow, in media kits and at Regional Visitor Centers, reaching travelers entering and leaving Georgia. The Official Visitor Guide is also available in digital format on our website.

Guess Who's Coming to Macon

The CVB hosts 60-70 groups each year. Your business can prepare for these visitors with an up-to-date convention calendar that includes expected attendance figures, anticipated hotel room use, and dates for conventions, sporting events and trade/consumer shows.

Industry News

Receive important industry news and tourism marketing opportunities via email.

TRANSITIONING FROM MEMBERSHIP TO PARTNERSHIP MODEL

Yes, there is something different about CVB membership beginning in January 2016. Rather than a flat fee with a limited number of benefit options, the CVB is transitioning to a Partnership Model. That means we will offer two levels of partnership with specific benefits for each level.

MARKETING PACKAGES

Marketing Partner

If you are new to marketing to the tourism industry you may want to just “dip your toe” in these waters. The Marketing Partner level may be the right level for you. It allows you to connect your business with the CVB’s online audience at a budget-friendly price.

Partner Plus

If you are serious about capturing the tourism market in Macon, then you will want to opt for the Partner Plus level, which offers everything the Marketing Partner level offers plus several additional benefits, including the monthly Convention and Event Calendar.

	Marketing Partner \$99.00 annually	Partner Plus \$250.00 annually
Customized website listing on VisitMacon.org	●	●
Access to Partner Portal to monitor website traffic & management account	●	●
Co-op marketing opportunities and discounts	●	●
Promotion on social media channels	●	●
New partner orientation sessions	●	●
Partner logo to display on your website and collateral to show your alignment with CVB brand	●	●
Educational opportunities offered by the CVB	●	●
Macon Travel Guide listing	●	●
Industry updates from CVB	●	●
Convention and event calendar		●
Inclusion in FAM tours and press releases to travel media		●
Email newsletter promotion opportunities		●
Distribution via promotional materials at meetings and conventions in Macon		●
Distribution via promotional materials at tradeshow and association meetings attended by the CVB		●
Distribution via promotional materials at I-75 and Downtown Visitors Centers		●
Participation in Visitors Centers promotional events		●



WHERE SOUL LIVES.

PAYMENT METHODS

Partnership billing is offered in January or July. Any new partnership beginning between the standard billing cycles will be prorated accordingly.

RENEWALS

- Partnerships can be renewed via check or online through the Partner Extranet.
- Renewal notices are sent three months prior to the renewal date.
- Renewal communication will include a Partner Recap Report, along with a renewal letter detailing payment options.

Once a partner renewal is 30 days past due, they will be deactivated in the CVB system. A final communication will be sent informing them that their partnership has lapsed. Once a partner is 90 days past due, a cancellation letter will be mailed.