



PARTNERSHIP BENEFITS

Every year, the economy of the Mobile area significantly benefits from the influx of millions of dollars brought by visitors. This income reflects the money spent at locations where these tourists lodge, shop, dine, participate in events, and more.

For any business that may benefit from the convention and tourism industry, Visit Mobile is here to help. We provide our partners with a wide range of services, opportunities and tools designed to maximize your exposure to convention and tourism business. So whether you represent a hotel, restaurant, entertainment venue, or any business that could use tourism and convention dollars to help you thrive, the good news is that it is our business to help your business grow!

“Mobile has a certain magic that keeps you on your toes. Where a melting pot of people, flavors, cultures and traditions become one voice to lead all of life’s celebrations. Join the jubilee and welcome every day with an enduring passion and a little soulful hospitality, because life is the ultimate gift. This is the spirit of living. This is what we’re born to do.”

We invite you to partner with us and spread the message.

WHO WE ARE. WHAT WE DO.

Visit Mobile is the official destination marketing organization (DMO) for Mobile, providing professional services to the City to attract meetings, conventions and tourists. The role of Visit Mobile is to be the official point of contact for conventions and leisure travelers, as well as the travel media. We represent hotels, attractions, restaurants, entertainment venues, meeting facilities and many other businesses and organizations who wish to reach the traveling public. Essentially, we are the key to the city, an unbiased resource that assists visitors when planning their visit by providing them the necessary tools.

Through networking opportunities, targeted advertising, promotional events and industry research, we deliver maximum exposure to the Mobile area's growing crowd of visitors. Visit Mobile develops integrated marketing and

advertising campaigns that target leisure visitors, cruise passengers, meeting planners, travel agents, group tour operators and locals. Visit Mobile promotes the city's meeting facilities, attractions, restaurants, events and many other amenities.

Visit Mobile is one of three major companies housed in the Mobile Convention Center. The center is managed and operated by ASM Global. Catering service is provided by Savor.



DIGITAL VISIBILITY

Visit Mobile offers promotional and advertising opportunities designed to give you exposure to our potential visitors and convention delegates.

The Partnership Department:

- acts as a liaison between our partners and the Visit Mobile convention sales, leisure sales and events, convention services, marketing and communications departments.
- maintains the Visit Mobile Partner database including general partner information as it appears on the Visit Mobile web site.
- coordinates production for the Official Mobile Destination Guide.
- facilitates hospitality training programs.
- manages partner benefits and programs including networking functions and Get to Know Visit Mobile, our orientations and refresher program.

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MOBILE.ORG

Online Presence

Our website, mobile.org, features a wealth of information about Mobile including history, a calendar of events, maps, Mardi Gras, accommodations,

dining, attractions, services and more! Visit Mobile partners are listed on the site in their appropriate categories and each includes a picture or logo, brief description, general contact information and web link. Our site helps promote your business directly to visitors, locals, professional meeting and travel planners, funneling them directly to your business and website. The site is easy to navigate via P.C., smartphone, or tablet. Advertising opportunities are also available through our partnership with Destination Travel Network.

Submit your events to the online calendar at mobile.org/events/submit-an-event

Be Social

Follow us on the below social media networks. It's one of the best ways to know what's going on in Mobile and with Visit Mobile.



FACEBOOK

Visit Mobile
Mobile Mardi Gras
Visit Mobile: CVB Member & Business Page
Cruising from Mobile, Alabama



INSTAGRAM

VisitMobileAL



TWITTER

VisitMobile
Mobile Mardi Gras



YOUTUBE

Visit Mobile

Social Media

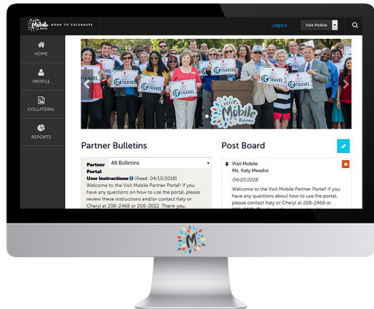
We like to socialize and interact with potential visitors through managing profiles on social media networks including Facebook, Twitter, Instagram, Snapchat, Youtube and our blog. We are able to continually broadcast Mobile's spirited, soulful sense of hospitality through posts about coming events, photos, local flavor and posts about our Partners to our ever-growing fan base. When the content is relevant to the visitor audience, we can help to amplify online stories and dialogue about your business when you share it with us.



GAIN ACCESS TO VALUABLE INFORMATION

Partner Portal

The Visit Mobile Partner Portal offers partners a personal, direct access to updates, news, reports, statistics, partner account details and more to help partners make the most of their Visit Mobile investment. Partners can update their web site listing, access the confidential convention calendar, cruise schedule, partner directory and so much more! Each partner is issued a unique login and password.



Confidential Convention Calendar

This confidential resource lists confirmed trade shows, conventions and other meetings scheduled in the Mobile area. It also provides the hotels hosting the delegates and gives the number of attendees expected. A multi-year calendar is produced twice a year. Every

month, an update to that calendar is made available to let partners know what future business the sales team booked the previous month. A monthly snap shot of incoming conventions is emailed to partners and posted on the Partner Portal as a reminder about what is coming up the following month.

Convention Sales

The Visit Mobile sales team works to attract meetings and conventions to the area in a variety of markets including corporate, association, multicultural, fraternal and government. Upon a meeting planner's request and confirmation, the sales manager distributes leads to those partners whose facilities, such as meeting space and sleeping rooms, meet a potential group's needs.

Leisure Sales & Events

Visit Mobile targets military reunions, sports events and conferences, cruise passengers, as well as leisure travelers and international and domestic group tours. Strong relationships are built with cruise line representatives, travel agents and group tour operators in order to promote Mobile. Leads may also be sent to partners about potential business.

Services

Visit Mobile acts as the liaison between the meeting planner and our partners. When a meeting planner is interested in purchasing locally provided goods and services, Visit Mobile partners will be referred to the planner. A directory of Visit Mobile Partners is available to planners on our website.

Visit Mobile Sales - Hosted Events

The Visit Mobile Convention Sales team hosts prospective clients and may wish to bring them to your attraction, restaurant, hotel, gallery, etc. during site visits (when the prospective client actually visits the Mobile area.) Take advantage of this special opportunity to showcase your business when called upon.

Media Publicity/Travel Writers

Visit Mobile Partners tell our story in our on-going promotion to local, national and international media. Visit Mobile pitches stories and hosts journalists throughout the year. Hosting these writers, photographers and editors is an excellent way to gain priceless exposure for your business.

Visit Mobile Kiosks

Visit Mobile is installing all new kiosks in various locations around town to bring visitors information at ground level. Through your partnership, your listing and events will seamlessly integrate to these kiosks daily, letting visitors stay up to date with information to help plan their activities on the fly.



Visit Mobile Welcome Center

Located inside the History Museum of Mobile at 111 S. Royal St., this center provides visitors with a port of entry to the Mobile area. It offers information about the city's hotels, dining, attractions, events and more. Visit Mobile Partners receive exclusive space in the center for displaying information about their business and services.



E-Newsletters

We keep our travel consumers, convention meeting planners and partners in the loop with e-newsletters that feature our Partners along with special and seasonal events and other news targeted to each audience's interests.

Visit Mobile Official Destination Guide

Serving as the primary fulfillment piece for visitor inquires, the Visitors Guide is published annually, averaging 200,000+ copies available for circulation. It is available on the Visit Mobile website as a digital guide, providing an interactive experience. It can be printed, emailed, shared, and more - all from the web site! The printed guide is distributed throughout Alabama, Mississippi and the Florida panhandle including Alabama State Welcome Centers, the Mobile Regional Airport, the Mobile Alabama Cruise Terminal, to meeting planners and convention delegates, tour operators and travel agents, area hotels, media and more!



Follow the Visit Mobile: CVB Member and Business Page

This page is designed specifically with our partners and industry stakeholders in mind. It features partner news and events, updates on where our team is traveling and promoting Mobile, cruise alerts, travel writer adventures, media coverage of Mobile and so much more!

BE CONNECTED

NETWORKING AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Get to Know Visit Mobile

New, existing and prospective partners are invited to orientation events that provide an introduction to key Visit Mobile staff. It is an opportunity to learn more about Visit Mobile and how to successfully leverage Visit Mobile partnership and maximize its benefits.

Hospitality Training

This program helps to provide industry professionals with the tools and motivation necessary to provide quality and memorable customer service that encourages repeat business.

Annual Business Meeting

Get a sneak peek at upcoming marketing and sales plans, find out about upcoming cooperative advertising opportunities and learn about general trends affecting the convention and tourism industry.

I Am Mobile! Tourism Ambassador Program

Become a certified Mobile Tourism Ambassador through this exciting five-week class. Learn about Mobile's attractions, history, events and more!

Marketing Mixers & Market Segment Pow Wows

Visit Mobile strives to keep enthusiasm about the industry alive through networking events for partners. They provide a more relaxed setting to network and discuss ideas. Market segment "Pow Wows" are also held from time to time throughout the year.



RESOURCES

Visit Mobile Marketing Partner Identification

The window decal provided to our partners lets your customers know you appreciate them. It also identifies you as a Visit Mobile Marketing Partner and industry supporter. If you are able, please display it in your store front window.



Photo Library

Visit Mobile has a wide variety of Mobile area images and photos. Images are free of charge for editorial use only. Use of images for advertising and commercial use is prohibited. Photo credit is required for use of our photography. Please contact the Marketing & Communications Department for images.

Guides & Maps

As a Visit Mobile partner, you may request copies of the Official Destination Guide, Dining Guide, Lodging Guide, and area maps for use in your business and hand out to customers.



How Much?

Basic investment for
Mobile County
businesses:
\$325 annually*.
Join at any time!

*Partnership is available to businesses on the Eastern Shore at an additional fee. This is in an effort to stress the importance of marketing the entire Mobile region as a destination of choice, while remaining sensitive to the needs of our partners within Mobile County that contribute to our tax base.

**information subject to change*