



Let Us Help Tell YOUR STORY



11.5 MILLION

annual visitors to
New Castle County

\$2.6 BILLION

annual tourism
spending in
New Castle County

SOURCE:

Rockport Analytics (2021)



HOW MANY TOURISM DOLLARS ARE SPENT AT YOUR BUSINESS?

By becoming
a member of
the **Greater
Wilmington
Convention &
Visitors Bureau**,
you can capture
even more
market share.



The Bureau, a not-for-profit organization,
is the only destination marketing
organization exclusively promoting New
Castle County and the Brandywine Valley.

VISITWILMINGTONDE.COM



MEMBERSHIP COMES WITH **INCLUSIVE PERKS THAT HELP YOUR MARKETING DOLLARS GO FURTHER.**

DIGITAL LISTING ON OUR WEBSITE.
With over 600,000 annual visitors, our website is the perfect way to grow your customer base.



VISITOR GUIDE LISTING.
More than 90,000 copies of our guide are distributed annually. The digital version is downloaded more than 3,000 times a year.

THRESHOLD 360° VIDEO PROGRAM.
Capture your hotel, event space, attraction, or restaurant on 360° video and use the finished product as a marketing tool.

MOBILE DISCOUNT PASS.
Highlight special discounts and offerings here! We market this pass to visitors, conference attendees, sports groups, weddings, reunions, and locals.

SOCIAL MEDIA SUPPORT.
Amplify your social media presence and get out in front of our more than 48K followers. Take advantage of our social media one-on-one program with our digital marketing manager and receive our monthly social media e-newsletter.

WHAT MEMBERS SAY



CHRISTINE HEESTERS
*Director of Marketing & Technology
Winterthur Museum, Garden & Library*



THE **GWCVB** PROVIDES CRITICAL SUPPORT TO WINTERTHUR. NOT ONLY DO THEY PROMOTE US TO VISITORS, THEY HAVE BROUGHT US IMPORTANT CO-OP AND PARTNERSHIP OPPORTUNITIES TOO. THE TEAM IS A DELIGHT TO WORK WITH – KNOWLEDGEABLE, FRIENDLY AND DATA-DRIVEN. ”





EVEN MORE MEMBER BENEFITS

- Exposure to travel writers and social media influencers
- Members-only events
- Discounted attraction tickets without fees
- Visitor center exposure
- Inclusion in the weekend event alert for hotels
- Spotlight opportunities in our monthly consumer e-newsletter
- Leads and referrals from industry trade shows and meetings

WHAT MEMBERS SAY



JOHN FUSCO

*VP Creative &
Brand Marketing
Wilmington Brew Works*

THE **GWCVB** IS A GREAT PARTNER TO HAVE IN WILMINGTON! THEY ARE ALWAYS WORKING HARD TO GET NATIONAL EXPOSURE TO THE GREATER WILMINGTON AREA, AND WILLING TO TAKE THE TIME TO PROMOTE SMALL



BUSINESSES LIKE OURS."



WHAT MEMBERS SAY



APRIL DOUGHTY

*Director of Marketing
Jamestown Hospitality Group*

ONE OF THE MOST VALUABLE BENEFITS WE RECEIVE FROM THE **GWCVB** IS VISIBILITY. IT ALLOWS US TO REACH A LARGER AUDIENCE, BOTH LOCALLY AND FROM THOSE TRAVELING FROM AFAR, AND SHOWCASE OUR EXCEPTIONAL FOOD AND SERVICE TO A BROADER DEMOGRAPHIC. ”



Over 90% of your membership dues are tax deductible.



WANT TO LEARN MORE?

Contact **Diane Angeline** at dangeline@VisitWilmingtonDE.com or 302.295.2215. Or go to VisitWilmingtonDE.com/WhyJoin.



SCAN for membership rates.

