

Let Us Help Tell YOUR STORY







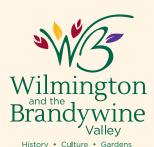
11.5 MILLION

annual visitors to New Castle County

\$2.6 BILLION

annual tourism spending in New Castle County

SOURCE: Rockport Analytics (2021)



History • Culture • Gardens

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.



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.

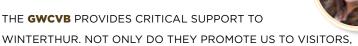
Amplify your social media presence and get out in front of our more than 48K followers. Take advantage of our social media one-on-one program with our digital marketing manager and receive our monthly social media e-newsletter.





CHRISTINE HEESTERS

Director of Marketing & Technology Winterthur Museum, Garden & Library





THEY HAVE BROUGHT US IMPORTANT CO-OP AND PARTNERSHIP OPPORTUNITIES TOO. THE TEAM IS A DELIGHT TO WORK WITH - KNOWLEDGEABLE, FRIENDLY AND DATA-DRIVEN. 77







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. 77

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





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. 37





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.

