

# Let Us Help Tell YOUR STORY







#### **12.6 MILLION**

annual visitors to New Castle County

### **\$3.12 BILLION**

annual tourism spending in New Castle County

SOURCE: Rockport Analytics (2023)



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 **EXCLUSIVE 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.

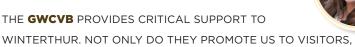
Amplify your social media presence and get out in front of our more than 48K followers. Take advantage of our social media one-on-one program with our digital marketing manager and receive our monthly social media e-newsletter.





#### 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







### 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
- Leads and referrals from industry trade shows and meetings

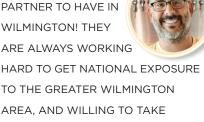
# WHAT MEMBERS SAY



## **JOHN FUSCO**

VP Creative & Brand Marketing Wilmington Brew Works

THE **GWCVB** IS A GREAT PARTNER TO HAVE IN WII MINGTON! THEY ARE ALWAYS WORKING





THE TIME TO PROMOTE SMALL

**BUSINESSES** IIKF **OURS.** 77





# 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 US AT:

- $\bullet \ Membership@VisitWilmingtonDE.com$
- VisitWilmingtonDE.Com/WhyJoin
- 302-295-2215



**SCAN** for membership rates.

