

IT'S AMAZING  
WHAT HAPPENS WHEN YOU  
**CHAMPION THE CITY  
YOU LOVE**

**MEMBERSHIP BENEFITS:**  
HOTELS, RESORTS & LODGING FACILITIES



## CONNECTIONS

Network at exclusive mixers, annual meetings, industry events & VIP events.



## VISIBILITY

Reach Millions of visitors by leveraging, VSA's year-long marketing campaigns, online listings, events and promotional offers.



## RESOURCES

Access Industry reports, submit offers & events, track conventions and gain proprietary market intelligence all through the member portal.



## OPPORTUNITIES

Drive Business growth with access to convention groups, referrals, key meetings and national journalist tours.

| MEMBER BENEFITS: HOTELS, RESORTS & LODGING FACILITIES                                                                                                                                          | SILVER | PLATINUM<br>(CBD / Zone1) | PLATINUM<br>(Non-CBD / Zone2) | PLATINUM<br>(Resorts) |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|---------------------------|-------------------------------|-----------------------|
| Industry Advocacy: Promote industry, engage elected officials on local priority issues, update members on industry-impacting legislation                                                       | ●      | ●                         | ●                             | ●                     |
| Access Member Portal & Benefits Summary                                                                                                                                                        | ●      | ●                         | ●                             | ●                     |
| Access to VSA-owned Stock Photos, B-Roll, Local Media Directory and Select Media Assets                                                                                                        | ●      | ●                         | ●                             | ●                     |
| Access to Amenities Section: For increased visibility and searchability                                                                                                                        | ●      | ●                         | ●                             | ●                     |
| VSA Member Newsletters (eNews)                                                                                                                                                                 | ●      | ●                         | ●                             | ●                     |
| M2M Mixers, Events, and Networking Opportunities                                                                                                                                               | ●      | ●                         | ●                             | ●                     |
| Access to add to the Hotel Deals Page                                                                                                                                                          | ●      | ●                         | ●                             | ●                     |
| VSA Event Sponsorship Opportunities                                                                                                                                                            | ●      | ●                         | ●                             | ●                     |
| Opportunity to be mentioned in marketing/social & blogs**                                                                                                                                      | ●      | ●                         | ●                             | ●                     |
| Member Website Listing on Leisure, Meetings & River Walk (As Appropriate)                                                                                                                      | ●      | ●                         | ●                             | ●                     |
| Post to our VSA Events Calendars                                                                                                                                                               | ●      | ●                         | ●                             | ●                     |
| San Antonio Hospitality Champions Program (Additional Fee)                                                                                                                                     | ●      | ●                         | ●                             | ●                     |
| Leverage Seasonal Marketing Opportunities (Offers, Events & Activations)<br><i>Paid marketing campaigns, organic marketing campaigns</i>                                                       | ●      | ●                         | ●                             | ●                     |
| Access to Annual Reports, Strategic Plan, and Executive Summaries                                                                                                                              | ●      | ●                         | ●                             | ●                     |
| Member to Member Referrals                                                                                                                                                                     | ●      | ●                         | ●                             | ●                     |
| Leverage Various Sells Channels (Attractions, Hotels, Experiences)<br><i>Viator, Get Your Guide, Go City, Vacations Made Easy, Tiquets, Etc</i>                                                | ●      | ●                         | ●                             | ●                     |
| Member Rates for DTN (Paid Advertising) on River Walk Website                                                                                                                                  | ●      | ●                         | ●                             | ●                     |
| Opportunity to be included in familiarization (FAM) engagements (Add-On or In-Kind)                                                                                                            | ●      | ●                         | ●                             | ●                     |
| Opportunity to Join Special Offers Programs<br><i>Show Us Your Badge, BMT Graduate Family Access Pass, Happy Hour Trail, Other Access Passes</i>                                               | ●      | ●                         | ●                             | ●                     |
| Sales, Marketing & Advertising Add-On Opportunities (Additional Fees May Apply)<br><i>Trade Shows, Sales Missions, Marketing &amp; Tourism Development Co-ops</i>                              | ●      | ●                         | ●                             | ●                     |
| Industry Research & Reports<br><i>Silver &amp; Gold – FuturePace, Monthly Measure</i><br><i>Platinum – FuturePace, Monthly Measure, Citywide Compression Heat Map, Pickup &amp; Attendance</i> | ●      | ●                         | ●                             | ●                     |
| Prominent Listing on VSA Publications (Guest Service Materials, Maps, Dining Guides) in Digital PDF                                                                                            |        | ●                         | ●                             | ●                     |
| Qualified Group, Sales & Service Leads and Referrals                                                                                                                                           |        | ●                         | ●                             | ●                     |
| Access to Definite Conventions & Meetings Calendars and Convention Group Resumes                                                                                                               |        | ●                         | ●                             | ●                     |
| Placer Data Reports<br><i>One report (visits, demographic profile, customer journey) with member-specific data and one drill-down report on metrics of your choice</i>                         |        | ●                         | ●                             | ●                     |
| 360° Virtual Tour Footage (Limited Availability)                                                                                                                                               |        | ●                         | ●                             | ●                     |
| Product Presentations to VSA Staff (Limited to 2 Presentations)                                                                                                                                |        | ●                         | ●                             | ●                     |
| Mentions and listings in the Official Visitor Guide (Digital Format) **                                                                                                                        |        | ●                         | ●                             | ●                     |
| ANNUAL MEMBERSHIP DUES                                                                                                                                                                         | \$599  | \$15 per room             | \$10 per room                 | \$15 per room         |

\*\*All editorial content is at the discretion of the marketing department and is not guaranteed



Scan to view the Zone 1 and Zone 2 Boundaries Map:

Members.VisitSanAntonio.com



— VISIT —  
**SAN ANTONIO**

TO LEARN MORE, CONTACT OUR MEMBERSHIP TEAM:  
(210) 244-2000 OPTION 3 | [MEMBERS@VISITSANANTONIO.COM](mailto:MEMBERS@VISITSANANTONIO.COM)

