



# Investment Opportunities

## with Amador Council of Tourism

**Mission:** *The purpose of the Amador Council of Tourism shall be to develop and implement a unified approach to tourism programs to benefit the local economy by increasing visitation to Amador County. This approach shall take into consideration the interests and needs of current and potential visitors, local tourism related businesses, other tourism promotion agencies, and local government, working in harmony with the environment and the values of the community.*

### **BUSINESS MEMBERSHIP BENEFITS** (\$150 annual investment)

- ▶ Advance notice of regional advertising opportunities and media exposure
- ▶ Discounted member-only price for ad in ACT Visitor's Guide
- ▶ Display of business collateral in ACT visitor center
- ▶ Enhanced website listing on ACT's VisitAmador
- ▶ Business listing on ACT web site acts as micro website
- ▶ Monthly notice of board meetings and updates
- ▶ Ability to participate in ACT direction and programs

*World-Class Wine + California Gold Rush History + Small Town Hospitality + The Great Outdoors*

### **COOPERATIVE MARKETING PARTNERSHIP BENEFITS**

*Cost: \$50-\$220 per month. Billed quarterly.*

*"Participation in the cooperative marketing with Amador Council of Tourism has made a big and positive increase in visitors to our destination."*

*—Karl Knoblauch, President, Preston Castle Foundation*

- ▶ Collective buying power to reach regional markets like Reno, Bay Area, Sacramento.
- ▶ Featured on visitamador.com and social media.
- ▶ Professional marketing expertise and advice from member peers.
- ▶ Representation/participation in regional travel shows.
- ▶ Knowledgeable Amador business owners develop ACT's annual Marketing Plan to increase visitation.
- ▶ Active participation with travel writers, Gold Country Visitors Association, Visit California shines the light on Amador County.

### **WHY?**

**More visitors, more visibility, more sales.**

### **LODGING PARTNERS VOLUNTARY TOURISM ASSESSMENT BENEFITS**

*Cost: 2% per room per night, passed on to guests. Paid quarterly.*

*"The targeted marketing programs for lodging partners brought immediate results to Best Western Amador Inn."*

*—Shauna Swanner, Sales Manager, Best Western Amador Inn*

- ▶ Booking Engine on visitamador.com at no cost to lodging partner.
- ▶ Preferred Host to travel writers and travel agents.
- ▶ Notification of meetings and groups requesting information.

### **WHY?**

**More mid-week occupancy, more small meetings and groups, more revenue per room.**