

MEMBER BENEFITS

BECOME A MEMBER TODAY AND ENJOY A HOST OF BENEFITS DESIGNED TO GROW YOUR BUSINESS

LISTINGS



In multiple publications and online, reaching millions of leisure and group business travelers

- Official Visitors Guide
- Meeting & Travel Professionals Guide
- Dedicated webpage listing and social media links on DiscoverLosAngeles.com

NETWORKING & EDUCATION



- Member Mixers/Events
- Event Hosting Opportunities
- Directory of Members
- Exclusive Educational Seminars
- Member Meet & Greets
- Annual Market Outlook Forum - providing key research & demographic trends

TOOLS AND RESOURCES



- Monthly Convention & Event Calendar
- Marketing & Planning Resource Guide
- Weekly Lodging Summary Report
- Official Visitor's Guides and Maps for distribution at your property
- Access to Media Library
- Brochure/Postcard distribution at our Visitor Information Centers

PR COMMUNICATIONS AND MEDIA EXPOSURE



- Monthly member newsletter
- Media opportunities to connect with top-tier domestic and international media while they are in Los Angeles*
- Press material inclusion
- Requests for participation in media familiarization tours (FAM), hosted media visits from our key markets*

INTERNATIONAL TRAVEL TRADE



- Participation in FAMS and site inspections for travel professionals*
- Listed in the L.A. Insider Online Training Program for the travel trade**
- Offer discounts/value adds to certified travel professionals through the L.A. Insider Online Training Program**
- Invitation to attend Receptive Tour Operator local events*
- Opportunity to participate in select domestic and international trade shows, sales missions and client events

CONVENTIONS



- Participation in Meeting & Convention pre-sale meeting site visits*
- Potential to receive referrals from sales, services and international teams for events*
- Show Your Badge program - opportunity to provide special offers for convention attendees

HOTEL SALES



The following benefits apply to Lead Hotel members:

- Qualified leads & assists from the Hotel and Citywide Sales Teams
- Opportunity to participate in select domestic and international meetings, trade shows and sales missions
- Opportunity to participate in destination FAMs, annual meetL.A. Exchange, and in-market client events (including award shows, sporting events, movie screenings, etc.)
- Access to data and analytics, such as: citywide calendar, hotel scorecard, TAP reports, sales metrics, etc.
- Engage in targeted account sales calls
- Exposure on the meetL.A. Website and App
- Inclusion in meetLA virtual reality sales tool plus content creation by L.A. Tourism
- Co-op advertising and editorial opportunities on meetLA.com

ABOUT DISCOVER LOS ANGELES



We work on behalf of more than 1,100 businesses from the area's hospitality and tourism community to promote Los Angeles as one of the world's preferred travel destinations. Our objective is to engage and showcase member businesses throughout L.A., as well as deliver marketing opportunities and direct access to key partner contacts.

To join or receive more information on pricing and benefits, contact **Angie Garcia** (agarcia@latourism.org)

*Based on client, media or market needs/requests

**Members that work directly with the travel trade and offer commission will be included