

## 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
- 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 ACCESS



- Participation in FAMs with Travel Trade\*
- Potential requests for site visits & experiences\*
- Ability to attend Receptive Tour Operator 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 attend or participate in select domestic and international meetings trade shows and sales missions, destination FAMs, annual meetL.A. Exchange, and in-market client events (including awards shows, sporting events, movie screenings, etc.)
- Engage in targeted account sales calls
- Use of the meetL.A. Website, App, and Virtual Discovery L.A. selling tools
- Co-op advertising and editorial opportunities

## 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](mailto:agarcia@latourism.org))

\*Based on client and/or media needs/requests