

Visalia Convention & Visitors Bureau

Membership Levels & Benefits



The Visalia Convention & Visitors Bureau relies heavily on the collaborative participation of local hotels, caterers, restaurants, retail shops, cultural arts, and tourism attractions and activities to maximize its marketing success to continually improve the local economy in Visalia! Partner with us now and see your business reach grow!

All Visalia CVB Members receive the following:

- **Exclusive referrals and recommendations!** The Visalia CVB recommends the products and services of its members to callers, visitors, the media, meeting planners, travel agents, tour operators, and other member contacts
- Inclusion in the **Tourism & Sales Newsletters** where appropriate
- **Enhanced listing on VisitVisalia.com** website which includes photos, a description and link to your website
- **Access to media** visiting Visalia on familiarization tours to promote your business
- Receive **confidential CVB Requests for Proposals** and the opportunity to host planners looking to hold events in Visalia for conventions, meetings, reunions, weddings, sporting events, group tours, banquets and more
- Access to cooperative **advertising and tradeshow partnership opportunities**

Annual Membership Fee per category:

❖ Visalia Hotels*	\$300
(Membership required for 501(c)6 IRS code for nonprofit "commercially oriented" organizations)	
❖ Meeting Space Venues**	\$100
❖ Professional Caterer**	\$200
❖ Restaurant, Retail, Transportation, or Tourism-centric attractions and activities**	\$100
❖ Other business, non-tourism **	\$350

**No hotels outside of the Visalia city limits may become a member of the organization. If we require additional facilities for a City-wide event, outside hotel properties may be enlisted and are required to pay a 10% booking fee for all Visalia CVB referrals and adhere to rebate or incentive programs where applicable for our Clients.*

***Membership is subjective to the Executive Director and team's review of their candidacy before being deemed a quality match.*

To ensure your membership benefits reflect your specific business needs, we also offer the following add-on options.

• Promotional Offer / Banner ad on VisitVisalia.com	\$10 per month
• Social Media posting (Instagram/Facebook/Twitter, has to be geared for tourism audience)	\$20 per posting
• Display your brochures at Visit Visalia office & Visalia Convention Center	\$50 annually
• Placement in the Visit Visalia Brochure (only available prior to annual printing in December)	\$100 annually
• Highlighted exposure on Visit Visalia Welcome Letters and Emails	\$25 for 3 months
• Brochure placement on Visit Visalia's convention & meeting concierge desk	\$25 annually
• Tradeshow participation	Varies
• Cooperative ad pricing	Varies