

Partnership

Mobile Bay Convention & Visitors Bureau

Visitors pump millions of dollars into the Mobile area economy each year representing money left in cash registers where they stayed overnight, shopped, dined, attended events and more.

For any business that may benefit from the travel and tourism industry, we can help. We provide our partners with a wide range of services, opportunities and tools designed to maximize your exposure to convention and tourism dollars. Our region is growing and we want you to be a part of it.

Be a part of the excitement. Become an MBCVB Marketing Partner.



JOIN!

We have a simple mission.

The Mobile Bay Convention & Visitors Bureau is committed to promoting the Mobile Bay area to visitors, meeting planners, travel agents and group travel operators and providing our partners with valuable benefits and services. The MBCVB works closely with government, businesses and communities to enhance the economy and position the region as the Gulf Coast premier destination.

So whether you represent a hotel, restaurant, entertainment venue or any business that could use tourism and convention dollars to help you thrive, the good news is that it is our business to help you grow yours. Through networking opportunities, targeted advertising, promotional events and industry research, we deliver maximum exposure to the Mobile Bay area's growing crowd of visitors.



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MBCVB's Partnership Marketing Department performs the following functions.

- Acts as liaison between our Marketing Partners and MBCVB staff.
- Manages Marketing Partner's benefits and programs.
- Coordinates Partnership communications.
- Maintains MBCVB Marketing Partner's database including general partner information on www.mobilebay.org.
- Coordinates advertising sales for special projects such as the Official Mobile Bay Visitors Guide, Lodging Guide, Dining Guide, and Group Travel Planner.
- Facilitates hospitality training programs for MBCVB Partners.
- Promotes and encourages strong support among our Marketing Partners.

Your Partnership Investment will . . .

- Help promote the Mobile Bay area as a destination.
- Enable you to capture convention and tourism dollars.
- Provide opportunities to gain key exposure for your business in Mobile's convention and tourism industry publications.
- Offer you educational and networking opportunities.



What is the MBCVB?

The Mobile Bay Convention & Visitors Bureau (MBCVB) is a private, non-profit organization and is contracted by the city to be the primary marketing arm for the city of Mobile for the following three markets:

(1) leisure tourism, (2) group travel, (3) conventions and meetings. To market Mobile as a premier destination, MBCVB creates and implements a comprehensive marketing plan that promotes the city's meeting facilities, attractions, restaurants, events and other amenities. Millions of direct and indirect dollars and tax dollars are pumped into the local economy through the convention and tourism industry.

The MBCVB is one of three major companies housed in the convention center. The center is managed and operated by SMG. Catering service is provided by Savor.

MBCVB Markets Mobile

To accomplish our mission, MBCVB's staff is organized into teams or departments: Marketing & Communications, Convention Sales, Convention Services, Partnership Marketing, and Tourism Sales & Service. Each team is instrumental in bringing new visitors to the city, which means a boost to Mobile's economy.

Our partners are very important to our marketing plan. It is our marketing partners who actually provide the rooms, the food and the many amenities which a visitor or convention delegate needs. MBCVB knows that it takes a coordinated, concentrated effort to attract visitors to Mobile. Our partnership with you makes this happen.

BENEFIT!

Take a look at some of the benefits available. You'll see some of the many ways the MBCVB works for you.

Promotional and Advertising Opportunities

The MBCVB Partnership Program is designed to give you an opportunity to approach and establish another market for your goods and services.



MBCVB Online

- **CVB Web Site:** In 2010, our web site saw 353,000 unique visitors, 526,000 total visitors and 52,000 visitors per month during high

seasons, such as Mardi Gras. Visitors can learn about our Partners on our web site, www.mobilebay.org. Each Partner receives their own "page" within our web site including business name, address, phone number, weblink and email. Each partner can include at least one picture or logo, a brief description of their business. A map function is also provided so that visitors can find your business easily.

- **Social Media:** The CVB maintains a host of social media pages on sites such as Facebook and Twitter. These sites are used to promote special events, share interesting stories and keep Mobile on the minds of visitors.



- **Smart Phones:** "There's an app for that." MBCVB's smart phone application provides easily accessible information for visitors on the go. Partners have the opportunity to be

a part of the CVB's smart phone app.

- **E-Newsletters:** The CVB generates customized e-newsletters for the convention and consumer market. CVB Partners are often featured along with special and seasonal events. A Partner e-newsletter is also produced to keep you informed.

- **LinkedIn:** The CVB maintains a private group on LinkedIn where both the MBCVB and our dues-paying partner businesses can post updates and announcements, start discussions, make suggestions and just have a place to exchange ideas and dialogue. Look for Mobile Bay Convention & Visitors Bureau Partners at www.linkedin.com under the Group Directory to join the discussion. Follow us on Facebook and Twitter, search for Visit Mobile Bay.

Fort Condé Welcome Center

Located at 150 S. Royal St, this center provides visitors with a port of entry to Mobile. Often visitors receive their first information about the city's hotels, dining, events, and attractions at the Welcome Center. Our Partners receive a major advantage in reaching these visitors with exclusive space in the center to provide information about your business and services. The gift shop offers Mobile apparel and other items for visitors and locals alike.

Restaurant & Visitor Information Booth

This booth is housed in the Arthur R. Outlaw-Mobile Convention Center. Partner restaurants can distribute their menus at the booth along with the other visitor information that is provided there. Reservations can be made from the booth when it is staffed during events.

MBCVB Sales-Hosted Events

MBCVB sales professionals would like to bring prospective clients to your attraction, restaurant, hotel or gallery during site visits (when prospective clients actually visit the Mobile Bay area). Take advantage of this special opportunity to showcase your business when called upon.

Media Publicity

Partners are included in our on-going promotion to local, national, and international media. The MBCVB provides information about the Mobile Bay area and hosts hundreds of writers and editors each year. Hosting travel-writers is an excellent way to gain priceless exposure for your business.

Convention Services & Partnership Directory

All Marketing Partners receive a complimentary listing in this directory. It is distributed to meeting planners, clients, our Partners and MBCVB staff. The directory serves as a guide to local goods and services.

Meeting Planners Guide

This publication serves as a detailed guide to the city's meeting spaces and hotel rooms. It is customized and strategically sent to meeting planners with potential business for the Mobile Bay area.



Mobile Bay Official Visitors Guide

Serving as the primary fulfillment piece for visitor inquiries, the Visitors Guide is

published annually with nearly 350,000 printed copies circulated each year. The guide is also "circulated" via our e-magazine version. It provides an interactive, online experience through a variety of viewing options on mobilebay.org. The printed guide is distributed at key outlets such as Alabama State Welcome Centers, key Rest Areas, Fort Condé Welcome Center, the Mobile Regional Airport and more. Marketing Partners have the opportunity to advertise in the guide at a discounted rate. You will be notified each year when the advertising sales process begins.

Mobile Bay Dining & Lodging Guides

These two guides assist visitors in making their dining and lodging choices. Lodging and Dining Partners are included in the appropriate guide which offers important visitor information. The guides are distributed at the AL/MS and AL/FL State Welcome Centers, key Rest Areas, the Fort Condé Welcome Center, and the Mobile Regional Airport and the Restaurant & Visitor Information Booth to name a few. These guides are also available as e-magazines on our web site. Advertising opportunities are available in each guide.



Group Travel Planner

MBCVB publishes this planner to serve the needs of the motorcoach market, group tour operators and group leaders. Partners have the opportunity to invest in the planner which describes investor attractions, restaurants, activities, events and services. Suggested itineraries for group tours are also included. Its main purpose is to provide the reasons why group tour planners should choose Mobile as their destination and to provide important logistical information for groups.

GET MORE!

Gain access to valuable information.

Confidential Convention Calendar

This confidential resource lists confirmed trade shows, conventions and other meetings scheduled in the Mobile area. It also provides contact information, the hotel's serving as headquarters, and gives the size and scope of the meeting. Be creative and market in advance to this valuable target audience.

Convention Sales Leads

With the convention sales leads service, we notify our Marketing Partners first about any convention groups interested in bringing their meeting or convention to the Mobile Bay area. Upon a meeting planner's request and confirmation, MBCVB distributes leads to those Partners whose facilities, such as meeting space and accommodations, meet a potential group's needs and have invested in the sales lead program.

Convention Service Leads

The convention services leads provide a different service from those of sales. Through this lead function, MBCVB informs Partner suppliers that a particular convention or meeting planner is looking to purchase locally provided goods or services while they are meeting in the Mobile Bay area.

Group Travel Sales Leads & Updates

The MBCVB Tourism Department works to market Mobile as a destination for group travel. This is primarily motorcoach activity. Once a group travel planner has indicated an interest in bringing a group to Mobile, a lead is generated to MBCVB Partners such as accommodations, destination planning companies and other related marketing partners who have indicated an interest in this market.

"We use the Convention Calendar to see what conventions and trade shows will be coming into Mobile. We benefit from the calendar greatly. It allows us to be prepared for the number of visitors we might expect. It is an 'invaluable tool!'"

– Joe Roszkowski, Original Oyster House

NETWORKING & Professional Development



Marketing Partner Involvement

Once a Marketing Partner of MBCVB, it is important to stay involved in the group. As you participate more, you will gain a better appreciation for MBCVB's overall goals for the Mobile Bay area.

Get to Know the Bureau

New, existing and prospective partners are invited to this orientation that provides an introduction to key MBCVB staff. It is an opportunity to learn more about the MBCVB and how to successfully leverage your partnership and maximize its benefits.

Partner e-Newsletter

Designed to keep partners up-to-date on CVB activities, events, industry news and more, the e-newsletter offers brief updates on things such as new CVB partners, upcoming trade shows, new business booked,

cooperative marketing opportunities and media outreach.

Partner to Partner Discount Program



increase your exposure in the business community and build strong relationships with other MBCVB Partners.

Hospitality Training / Educational Seminars

This program helps to provide industry professionals with the tools and motivation necessary to provide quality and memorable customer service that encourages repeat business.

This program allows you to save money on products and services,

Marketing Mixers

MBCVB strives to keep enthusiasm about the mission alive through networking events for our Partners. Marketing Mixers provide a more relaxed setting to network and discuss ideas. Sponsorship opportunities are available.

Destination Training

MBCVB Marketing Partners are offered FREE bus tours of Mobile's tourist attractions. We'll give you a history lesson, lunch and several itineraries to choose from. The training sessions help Partners stay updated on local events and activities and enables you and your staff to answer visitor's questions about Mobile. Often this information is vital to providing excellent service to area visitors.

Continued on back

RESOURCES & Identification



Professional Development & Networking

Continued from previous page



National Tourism Week

The first full week of May is annually recognized as National Travel and Tourism Week, a tradition first celebrated in 1984. Partners are invited to participate in events geared at celebrating our industry as well as call attention to the economic impact on our community and champion the power of travel.



Additional Publication Listings

List your business in more than one category or list your second location at a discounted partnership rate on the MBCVB web site and other publications.

MBCVB Marketing Partner Identification

To identify MBCVB Marketing Partners as industry supporters and to encourage others to support our mission, we provide our Partners with static-cling decals that can be displayed on store front windows. It also lets visitors know that you are a visitor friendly business.

Logo Use

Upon approval, the Mobile Bay logo is provided upon request to Marketing Partners for use in promoting their businesses and can add credibility.

Photo Library

MBCVB photo library is available on our web site. Images are available free of charge for editorial usage only. However, all advertising and commercial use is prohibited. Photo credit is required to be placed adjacent to any use of our photography.

Maps

As a Marketing Partner, you may receive copies of the full color Mobile Flat Map upon request to use in your business and hand out to customers.

Official Mobile Bay Visitors Guide

Each Marketing Partner may receive copies of the Mobile Bay Visitors Guide upon request to distribute to their clients and guests.



Partnership Labels and Mailing Inserts

Receive current MBCVB Marketing Partnership labels to do your own mailing to MBCVB Partners for a small fee.

Insert a promotional flyer or brochure into an MBCVB Partnership mailing for a small fee. We do all the work and take care of the postage! All you have to do is provide a sufficient amount of your promotional piece and we will take it from there.

Affiliate Partnership

Partnership is available to businesses outside Mobile County. This is in effort to stress the importance of marketing the entire Mobile Bay region as a destination of choice while remaining sensitive to the needs of our Partners within Mobile County that contribute to our tax base.

Base Investment for Mobile County: \$175/year.

The Power of Travel

The tourism and convention industry is a silent industry constantly acting as an economic driver for our city. The dollars generated by the industry help to provide some of the economic foundation needed to fund our schools, highways and communities. Supporting tourism is supporting our community!

How Travel Dollars Support America



So, what are you waiting for?

As the Mobile Bay area continues to garner national attention, visitors and convention attendees will continue to be drawn here - creating tremendous opportunities for businesses like yours. Let the MBCVB help you talk full advantage of it. The Mobile Bay Convention & Visitors Bureau sells Mobile! Our partners are community ambassadors, highlighting an incredible variety of cultures, fashion and tastes. Be a part of the excitement! Become an MBCVB Marketing Partner.

Contact the Partnership Marketing Department at 251-208-2468 or 251-208-2022.

We look forward to working with you!

DID YOU KNOW?

The economic impact of visitors to Mobile annually is more than \$800 million!

Source: Alabama Tourism Department - Travel Economic Impact Report 2009.

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CONVENTION & VISITORS BUREAU