



**PEORIA AREA**  
CONVENTION AND VISITORS BUREAU

## Guide To Membership

*A helpful reference guide of member benefits, services and marketing opportunities provided by the Peoria Area CVB.*

### Our Mission

To promote the Peoria Area as a destination for visitors and contribute to the economic growth of the communities we represent.

## Who We Are

The Peoria Area Convention and Visitors Bureau is the Peoria Area's official destination marketing organization. The Peoria Area CVB represents eight counties, Bureau, Fulton, Marshall, Mason, Peoria, Stark, Tazewell and Woodford.

The PACVB acts as a visitor's resource, promoting member area services, restaurants, local events, attractions and accommodations, encouraging visitors to spend money and time in and around the eight counties we represent. Convention and visitor bureaus across the country have earned the respect and trust of visitors and we take pride in promoting the Peoria Area.

## Membership Will Help Your Business

Peoria Area's tourism and convention markets are thriving, bringing thousands of dollars into the area's economy. We promote member businesses and services to incoming leisure travelers, sporting events, group tours and convention delegates. Membership with the PACVB can help your business get a foothold in these growing markets.



## What is Included in My Membership with the PACVB?

From **publications** to **marketing resources**, **brochure distribution**, **online exposure** and **networking opportunities**, the PACVB offers support to promote your local business or service. Take a closer look at what benefits are included in the chart below.

We also offer excellent **orientation sessions**. New members, or those who are new to their position, are encouraged to meet with our Membership Manager to learn how to maximize their membership benefits. Let the PACVB help promote your business.



## PACVB Member Services

We value and take pride in our members. To all visitors and potential visitors who inquire about more information on the area either by phone, online, visiting the Riverfront Visitors Center or stopping by our offices are given your information. It is important to us to direct visitors straight to you, whether they are looking for a great place for dinner, a unique shopping location, something fun to do over the weekend, or for a nice hotel—we support our members first.



## Publications

Visitors Guide	With national distribution and an annual circulation of 85,000 copies, this publication promotes the area to visitors, convention delegates and is our main marketing piece to potential visitors. A user-friendly locator map, individual member listings, articles, photos and more make this an important resource.
*Virtual Visitors Guide	Experience the Visitors Guide online at peoria.org! This interactive guide allows readers to flip pages, zoom-in, click on active links to view member websites and more! The Virtual Visitors Guide is no extra cost to members and has had over 2,500 views within the last 6 months.
Facility & Destination Guide	This guide provides convention/meeting planners and group tour operators with background on our community, accommodation information, convention center details, meeting room schematics, athletic event venues, and other amenities.
*Online Business Directory	This complete listing of PACVB members is a tremendous resource for visitors, our staff and the community. Members can add photos and customize their information.
Dining, Shopping Accommodation & Attraction Maps	User friendly maps featuring your restaurant or retail name, location (with map locator), address and phone number on one side and area maps on the other. These maps are distributed in a variety of locations (see Brochure Distribution).
Industry Publications: Convention, Sports & Leisure	The PACVB places a variety of ads throughout the year in industry publications. The ads reflect our convention, sports or leisure campaigns depending on which publication and highlight the area's finest attractions, and connects them to our website.
8 Counties Infinite Possibilities	Regional cooperative ad campaign developed to market the region to communities within a half day drive including Chicago, St. Louis and Indianapolis. Established to develop strong relationships in our eight-county service area; partners combine marketing dollars to make a much greater impact.

\* Detailed Website Information on Back

## Marketing Resources

Convention Calendar	Using this listing of conventions coming into the area, you may contact the event organizer directly regarding your services. With access to the calendar you'll know who is coming, how many and when. Create specials and promotions specific to visiting groups.
Tourism & Convention Leads	The Tourism and Convention Sales staff contacts meeting and group tour planners regularly. Qualified leads are sent to members with information on those groups considering a visit to our area.
* Website <a href="http://www.peoria.org">www.peoria.org</a>	The PACVB website is a valuable source of information for visitors to the Peoria Area. All members are listed on peoria.org. Add photos, menus, coupons, services and descriptions to your listing, plus link directly to your website.
*Calendar of Events Listing	Event information is used for PACVB publications, submitted to travel editors, read on-air for weekly radio spots, added to the State's website biannually for use at their call center and for publication in Illinois NOW! Magazine. Events are updated continuously on PACVB's website.
Member-to-Member Discounts	A unique opportunity to build awareness of your company or promotions to fellow PACVB members through the FYI member emails.
Activity Flyers & Group Itineraries	We design personalized flyers and itineraries for convention groups highlighting only our members. These flyers and itineraries are categorized by activity, for example: Family Fun, and list our member attraction information.
Group Resume	Monthly guide for conventions and meetings within the Peoria Area. This resume includes a listing of the group name, headquarter hotel, attendance, group details and the PACVB sales contact.

## Brochure Distribution

MEMBER BROCHURE DISTRIBUTION	
Riverfront Visitors Center	Individual member brochures are distributed at the Riverfront Visitors Center. An estimated 1.6 million visitors come to the Peoria Area annually, generating over 54,000 requests for information and an economic impact of over \$4.3 million.
Peoria Civic Center Brochure Display	The PACVB's brochure display, located in the Atrium of the PCC, is stocked with member brochures, maps, rack cards, Visitors Guides, and more! The PCC gets foot traffic throughout the year from visitors who are in town for conventions, concerts, sporting events and more!
Info. Booths at Local Events	PACVB information booths are set up at a selection of local events and bigger conventions. These booths are run by PACVB volunteers who pass out brochures, maps and coupons of member businesses.
VISITORS GUIDE DISTRIBUTION	
Exposure at Tradeshows	The PACVB sales staff attends regional and national trade shows to acquire meeting planner and group tour operator leads. Members are given the opportunity to include their brochures in follow-up packets to these contacts.
Area Hotel Rooms & Businesses	Replenished continuously, visitors will find a Peoria Area Visitors Guide in their hotel room. The perfect reference guide to the area.
Tourist Information Centers (T.I.C.s)	Visitors Guides are distributed through T.I.C.s to entice interstate travelers to visit member attractions, restaurants, accommodations, stores and local events in our area.
Advertising Fulfillment & *iBrochure	Our Visitors Guide is sent to anyone responding for more information from our advertising efforts. The iBrochure is an online virtual brochure showcasing what the Peoria Area has to offer visitors. An opportunity for additional online exposure. (on vacationfun.com)

Take Advantage Today!

# \*Website Benefits

<p>Webpage Listing</p>	<p>As a PACVB Member you will receive a webpage listing on <a href="http://www.peoria.org">www.peoria.org</a>. The webpage listing is like your very own webpage. Complete with your business name, address, contact name, phone, fax and email, plus a link to your own website. The listing also includes a google map locator and space for an overview about your business or service.</p>
<p>Account Access</p>	<p>Each member is given a log-in name and password into our CRM system. This system is directly linked to your webpage. At your leisure; change your contact information, business description, add coupons and much more, enabling our members to update their website listing with the click of a mouse!</p>
<p>Photos &amp; Logos</p>	<p>Send the PACVB your logo and your business's or service's photos and we will upload them directly onto your webpage. Each member's webpage listing has the ability to include your logo and your very own picture gallery within your personal webpage.</p>
<p>Coupons</p>	<p>Market your special package, offer or coupons online at <a href="http://www.peoria.org">www.peoria.org</a>. As a member you will have the ability to add and update their coupons and offers within your PACVB online account. Website visitors can print or forward to friends as well. Whether you are a restaurant, hotel, attraction, service, shopping center or store, this is a great way to lure visitors to your location!</p>
<p>Google Analytics</p>	<p>Interested in who is visiting our site, why and where they are from? We can tell you! Google Analytics creates an easy breakdown of detailed facts about hits and views on <a href="http://www.peoria.org">www.peoria.org</a>. We are able to use this information to enhance the effectiveness of our site and provide our members with hard facts on why becoming a member and utilizing our resources online is so beneficial.</p>
<p>Reports</p>	<p>We analyze our website monthly and monitor daily. You have immediate access to your webpage hits with your member login. You can attain more in depth web analysis reports from our web integration manager.</p>
<p>DTN Advertising</p>	<p>The PACVB partners with Destination Travel Network (DTN) in an effort to help promote our member area businesses. DTN offers our members the opportunity to purchase priority listings and spotlight ads. A priority listing ensures that your purchased web ad will pop up first when a page is being viewed. Spotlight ads are available ad spaces on the <a href="http://peoria.org">peoria.org</a> homepage.</p>
<p>Additional Online Exposure</p>	<p>The PACVB website was created with you in mind! From large Header Images on every page, a virtual Photo Tour and Video Tour, a comprehensive iBrochure, the ability to add events, articles and press releases, an online Facilities Guide, social networks such as: Facebook, Twitter, MySpace, Flickr and Linked In managed by the PACVB staff; there are dozens of additional online exposure opportunities that are just an added benefit of your membership with the PACVB.</p>



**[www.peoria.org](http://www.peoria.org)**

**FREE** with Membership!





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