

# Membership-

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## A Smart Investment

*The Greater Rochester area hosts a significant number of meeting and convention, group tours, and leisure travelers each year. Yearly, nearly 2 million visitors leave an economic impact of almost one billion dollars in Monroe County.*

***Did you get your share?***

By being a part of VisitRochester, your organization will maximize promotional opportunities by spending a limited amount of marketing dollars.

***What is VisitRochester?***

A sales and marketing organization with initiatives to attract conventions, meetings, group tourism and leisure visitors to the Greater Rochester area. As the official tourism promotional agency for the community, VisitRochester looks to area businesses as partners in marketing the community for tourism and economic development. Over 450 member organizations currently invest in marketing opportunities with VisitRochester. It is through the involvement and investment of our members that VisitRochester is able to implement various marketing campaigns to attract tourism to the area.

***Why should my organization join?***

VisitRochester can help you directly tap into the visitor market in a variety of ways. As an operator of an organization that can benefit from tourism, working together with VisitRochester in promoting the community helps everyone. Your support as a VisitRochester member is more than welcome.

**Membership benefits include:**

- **Confidential Convention Calendar** – Published monthly, this guide to upcoming conventions, meetings, trade shows and festivals provides the names and addresses of key contacts for use in direct marketing efforts.
- **Brochure Distribution** – A staffed Center City Visitor Information Center and Airport Information Booth (staffed seven days a week) provide valuable outlets for distribution of members' brochures and promotional pieces to thousands of visitors and residents alike.
- **Visitor Industry Council (VIC)** – Participation in the VIC is encouraged. Monthly meetings bring member representatives together to work on cooperative projects in the areas of convention marketing, tourism marketing, visitor services and media development. The VIC is designed to provide professional development and an opportunity for business-to-business networking.

- **Website Listing** – All VisitRochester member organizations receive a listing on the website - [www.VisitRochester.com](http://www.VisitRochester.com) that includes a description of the member organization; contact information and a link to the organization's website; plus email notification of listing's page-view traffic.
- **Special Event Listings** – Member organizations are invited to post events that may be of interest to visitors.
- **Special Offers or Discount Listings** – Member organizations are encouraged to provide unlimited special offers, or discounts, as a printable coupon to entice visitors.
- **Cooperative Promotional & Advertising Programs** – Opportunities for cooperative advertising provided at reduced costs to members.
- **Convention/Meeting Sales Leads** – Information on the lodging and meeting space needs for conventions and meetings.
- **Meeting Need/Convention Service Leads** – Information about booked meetings or conventions in need of services from a local business.
- **Relocation Leads** – Information on individuals who have recently moved to the Greater Rochester area, or have interest in moving, and have inquired about community information.
- **Group Tourism Inquiries & Leads** – Information about tour companies that may be interested in visiting the area.
- **Customer Service Training** – The visitor services department provides informational resources to member employees, along with on-site hospitality training free to VisitRochester members.
- **Newsletter and Updates** – The VIZ-BIZ membership newsletter is one communication tool that continually updates members on important programs, activities, marketing opportunities and issues.
- **Referrals** – Requests for information regarding attractions, facilities, lodging, restaurants, goods and services are immediately referred to appropriate VisitRochester members.
- **Site Visits and Familiarization Tours (“FAMS”)** – Conducted on an ongoing basis, these tours and visits introduce the Greater Rochester area – its facilities, attractions, lodging facilities, restaurants and more – to meeting planners, tour operators, travel writers and travel counselors. VisitRochester member properties and services are included when appropriate.
- **President and Staff Presentations** – The professional staff of VisitRochester is available to address groups, answer questions and provide industry updates.
- **Member Events** – VisitRochester members are invited to numerous events throughout the year, including our annual meeting, social events and program kick offs.

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