

CVB Membership Application

Date _____

Company _____

Contact _____

Telephone # _____

Fax # _____

Web Address _____

E-mail _____

Street Address _____

Mailing Address _____

Signed _____

Print _____

Category (For Directory)

1. _____

2. _____

Additional Category: \$50 each

3. _____

4. _____

Payment: Cash Check Visa

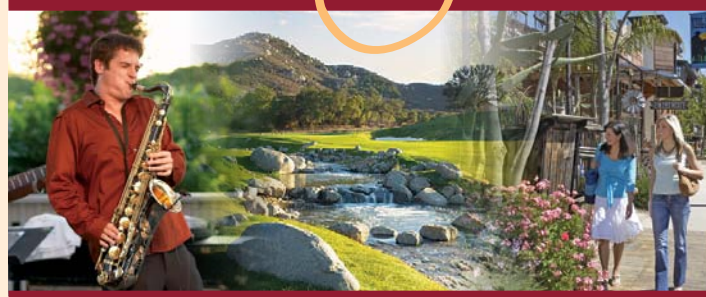
MasterCard AMEX Discover

Card # _____

Exp. _____ CVV# _____

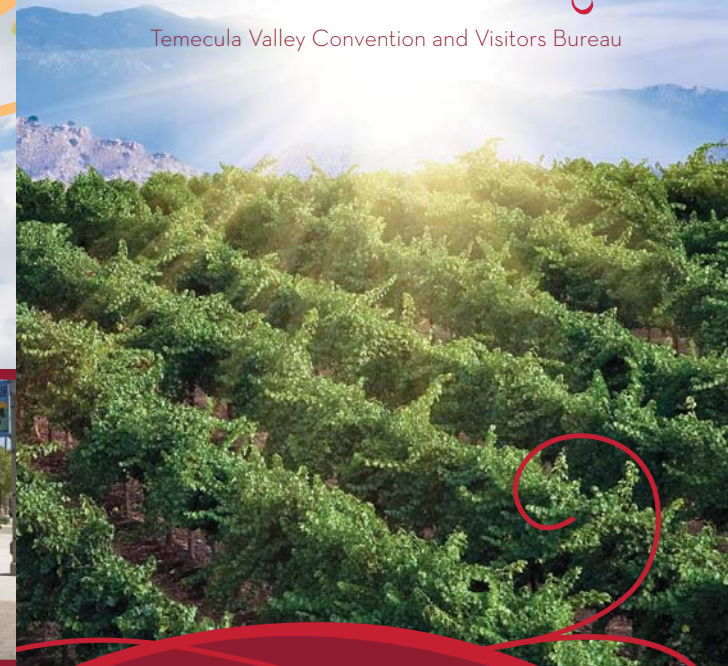
CC Billing Address _____

Signature _____



Temecula Valley 
SOUTHERN CALIFORNIA
WINE COUNTRY

Temecula Valley Convention and Visitors Bureau



membership
application

Temecula Valley
Convention and Visitors Bureau
26790 Ynez Court, Temecula, CA 92591
Phone: (888) 363-2852 Fax: (951) 694-0201
Email: membership@temeculacvb.com
www.temeculacvb.com



Temecula Valley
Convention and Visitors Bureau

OUR MISSION

The Temecula Valley Convention and Visitors Bureau is a non-profit organization whose mission is to stimulate economic growth and tourism in our region by developing, expanding and marketing our destination to conventions, meetings and leisure travel markets.

TVCVB MEMBERSHIP BENEFITS SUMMARY

Your membership with Temecula Valley Convention and Visitors Bureau (TVCVB) is your connection to this \$1 billion tourism market. As a member of TVCVB, you have the expertise of our entire sales and marketing team working for you to promote your products and services to visitors, meeting professionals and travel trade, media and the film industry.

Web Site & Linking - Your business is included on VisitTemecula.org viewed annually by thousands of visitors, meeting planners and professional tour operators. Your basic listing includes your business name, address, phone, fax and link to your website. Upgraded listings are available which may include up to two images, a 250-word description and premium placement. Other technology benefits include access to the Calendar of Events, coupons and online accommodations booking engine.

Member Extranet - Our password-protected Member Extranet gives you complete control over what visitors see about your business on our website and an efficient way for you upload any promotions and offers on Hot Deals. Plus, you have exclusive access to the most current versions of our Membership Directory, a powerful tool for member-to-member networking and business development.

Publications - Based on business specialty, members are listed in our Visitor guide, which has an annual circulation of 60,000 copies and is distributed through visitor inquiry fulfillment, travel professionals (tour operators, travel agents, meeting/event planners, travel media), local distribution (hotel rooms, concierges/front desk, visitor center, meeting and conference attendees)

and state welcome centers. We also produce the Meeting & Event Planners' Guide, which has a circulation of 20,000. In addition, members who service the wedding market are promoted in our Wedding Planning Kit. Advertising in the Visitors Guide and Meeting & Event Planners' Guide is exclusive to members.

Referrals - TVCVB refers member businesses to meeting and event planners, tour operators, travel writers, residents and local corporations who request products and services.

Cooperative Programs - Exclusive to TVCVB members. Participation allows for additional exposure through website sponsorships, e-newsletter advertorials, print advertising placement and Group Sales tradeshow participation.

Networking & Events - Make new business contacts at TVCVB events which are designed to educate the local hospitality industry. Members receive discounted pricing at meetings with a registration fee.

Monthly & Quarterly Newsletters - Information about the local hospitality industry and past, current and future Bureau programming.

National & Local Research Access - Advertising statistics, visitor surveys and conversion studies, monthly occupancy reports and average daily rates.

Promotional Opportunities - Bureau destination marketing programs and international public relations including FAMiliarization tours, travel writers, meeting planners, travel agents and film scouts.

Tradeshow Representation - Through Bureau participation in key markets, members get access to meeting, tour & travel and incentive buyer contacts made at the TVCVB booth.

Community - Your affiliation with TVCVB shows support of the local tourism industry and the importance of your business contribution to local tax revenues.

MEMBERSHIP DUES STRUCTURE

Regular Membership

Lodging

County Lodging*	\$150.00
B&B, Campsites, Vacation Rentals*	\$150.00

*additional cost for hotel co-op advertising

Dining

All city and county restaurants	\$150.00
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Transportation

Airline, Van, Shuttle, Train, Bus, Rental Car, Taxi, Limousine	\$150.00
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Attractions, Museums, Sport & Recreation, Aero Sports, Golf, Arts & Entertainment

For profit	\$150.00
Non-profit	\$100.00

Wineries

With Tasting Room	\$150.00
Just Tasting Room	\$150.00
Without Tasting Room	\$150.00

Visitor & Convention Service Businesses

Destination management companies	\$150.00
Tour Operators / Guides	\$150.00

Meeting & Banquet Facilities, Professional Services

Speakers, Photographers, Florists, Printers, Caterers, etc	\$150.00
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Retail

Shopping Centers - Regional	\$150.00
Shopping Centers - Local	\$150.00
Department Stores	\$150.00
Specialty Shops	\$150.00

Hospitality Business and Related Organizations

Festival/ Event and Hospitality Marketing	\$150.00
Hospitality Consulting	\$150.00

Professional Associations / Community Support

For profit	\$150.00
Non-profit	\$100.00

Associate Membership and Trade Members

	\$150.00
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Dues are not deductible as a charitable contribution for federal tax purposes, but may be deducted as a necessary business expense.