



Member Activities & Benefits

Levels of Membership

Marketing Members are actively involved in St. Louis' hospitality industry, thus receiving the most direct benefit from the visitor market. This is the core of CVC membership. Marketing Members gain added exposure and increased sales opportunities and receive all Commission benefits and services.

Allied Members are businesses which support the CVC's efforts to stimulate the St. Louis economy. These businesses benefit indirectly from many of the CVC's programs and therefore receive limited services.

Corporate Members are major corporate citizens who wish to achieve greater visibility within the hospitality industry. Corporate Members receive full range of CVC services, as well as promotional opportunities and additional benefits tailored to their marketing strategies in conjunction with CVC goals.

Membership Activities

A key benefit of CVC membership is member-to-member contact. This benefit is fulfilled through membership workshops, membership connections and educational seminars.

Membership Workshop/Orientations are held three times a year. During each workshop, CVC staff give members a clear understanding of CVC member benefits and how to use them effectively, as well as CVC goals. Attendance is strongly recommended for new members and new employees at existing members' businesses.

Membership Connections are held throughout the year at member facilities. These gatherings showcase local hotels, attractions, museums, restaurants and other sites to provide members with valuable networking opportunities. Members can also purchase sponsorships which provide them with a skirted display table, company signage and the opportunity to promote their product or service to other members. Sponsorships available.

Coffee With the CVC is held in neighborhoods throughout the St. Louis area. "Coffee" is designed to keep members updated on current and future activities of the CVC.

Educational Seminars are held throughout the year and give members valuable marketing information.

Hospitality Training, held throughout the year, provides customer service introduction for front line employees and brand awareness for all levels. These two programs, St. Lou is...Hospitality and St. Lou is...Me, taught by our in-house trainer, can also be conducted at the member's facility.

CVC Annual Meeting, held each autumn after the end of the fiscal year (July 1-June 30), highlights industry trends and significant developments impacting convention and tourism business. Sponsorships available.

National Tourism Week takes place each May and is a collective effort to promote the power of travel in communities nationwide. The CVC celebrates with an industry luncheon and outdoor trade show in which locals are encouraged to "be a tourist" in their own town. Sponsorships available.

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St. Louis Convention & Visitors Commission

The Official Destination Marketing Organization for St. Louis City and St. Louis County

701 Convention Plaza, Suite 300 St. Louis, MO 63101 314.421.1023 800.325.7962 Fax 314.621.7729 www.explorestlouis.com

Member Benefits

Brochure Distribution – Members can display their 4” x 9” brochure at CVC Visitor Information Centers located at Kiener Plaza, St. Louis Union Station, America’s Center®, the Main and East Terminals at Lambert-St. Louis International Airport and Forest Park.

Convention Calendar – Available online, the calendar provides members with valuable information on upcoming meetings, conventions, expositions and trade shows. This important marketing tool, when used correctly, can provide a new revenue source for member businesses. The Convention Calendar is stored in a password-protected, members-only section of the CVC’s web site, www.explorestlouis.com.

Group Tour Sales Leads – Members interested in the leisure group market (motorcoach tours, youth groups, military/family reunions) are sent group tour sales leads via e-mail that provide contact information, dates and group profiles. Members are encouraged to submit the appropriate e-mail address to the Group Tour Sales department to receive these leads.

Hospitality Heroes Recognition Program – A front line employee recognition program developed to stimulate and reward exceptional service provided by hospitality industry employees. Nominees are recognized annually.

Information Sharing Session – Members may set up an Information Sharing Session with the Membership and Convention Services departments. The 15-minute session allows the member to familiarize the CVC staff with their company, while learning more about the needs and functions of specific departments.

Membership Leads – When a convention or meeting planner requests a particular product or service, a member lead is generated. The entire CVC sales and services staff works in tandem with members to promote local purchases by out-of-town buyers. Leads are sent via e-mail. Members are encouraged to submit their e-mail address to the Membership department to receive these leads.

Publications – Members receive listings in appropriate CVC publications such as the *Official St. Louis Visitors Guide* (435,000 produced each year), *Official St. Louis Map*, Family Reunion Planner and Group Tour Manual. *The Official St. Louis Visitors Guide* is the only local visitors publication which reaches St. Louis visitors before they arrive, when they are making key travel decisions. All members are listed in the online *Membership Services Directory*. Meeting and convention professionals, group tour planners and other customers in need of information regarding goods and services offered by CVC members are directed to the site to use this directory.

Public Relations – The CVC Communications division works diligently to bring travel writers and reporters to the St. Louis area. Members are strongly encouraged to send information about happenings at their business to the PR staff for possible editorial inclusion in regional, national and international newspapers, magazines, web sites and television programs.

Washington Avenue Concierge Desk – As an added benefit to restaurant members, the CVC operates a Washington Avenue Concierge Desk at America’s Center during mid-size to large conventions. Restaurant member menus are on display and reservations can be made at the booth.

Web Site – Members receive a listing on the CVC web site, www.explorestlouis.com, under appropriate categories and a reciprocal link to the member’s web site. All web sites will be reviewed for appropriate content prior to publication on the CVC web site. The CVC web site welcomes more than 280,000 user sessions each month.

Web Site Listing Enhancement– Members have the opportunity to enhance their company's listings on the CVC's web site with a logo and photo(s). Showcase a venue or highlight an event by including up to four images/photos with your listing in the Membership Services Directory, as well as all listings on the web site.

The St. Louis Convention & Visitors Commission reserves the right to accept/reject membership at its sole discretion consistent with its mission and objectives.