

explore **st. louis**

Partner Activities & Benefits

Partner Benefits

Brochure Distribution – Partners can display their 4” x 9” brochure at Explore St. Louis Visitor Information Centers located at Kiener Plaza, St. Louis Union Station, America’s Center®, both terminals at Lambert-St. Louis International Airport and Forest Park.

Convention Calendar – Available online, the calendar provides partners 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 partner businesses. The Convention Calendar is stored in a password-protected, partners-only section of www.explorestlouis.com.

Group Tour Sales Leads – Partners 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. Partners are encouraged to submit the appropriate e-mail address to the Group Tour Sales department to receive these leads.

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

Information Sharing Session – Partners may set up an Information Sharing Session with Explore St. Louis staff. The 15-minute session allows the partner to familiarize staff members with their company and to ask questions about working with our staff.

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

Publications – Partners receive listings in appropriate Explore St. Louis publications such as the *Official St. Louis Visitors Guide* (350,000 produced each year), *Official St. Louis Map* 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 partners are listed in the online *Partnership Services Directory*. Meeting and convention professionals, group tour planners and other customers in need of information regarding goods and services offered by other partners are directed to the Directory.

Public Relations – The Communications division works diligently to bring travel writers and reporters to the St. Louis area. Partners 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. Be sure to add the PR department to your press release list.

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Explore St. Louis

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

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

Web Site & Social Media – Partners receive a listing on www.explorestlouis.com under appropriate categories and a reciprocal link to the partner’s web site. All web sites will be reviewed for appropriate content prior to publication on our web site. Our web site welcomes more than 6.9 million visits and more than 4.2 million unique visits to the site each year. We are also represented on Facebook and Twitter with more than 45,000 "likes" on Facebook and 42,000-plus followers on Twitter.

Web Site Listing Enhancement– Partners have the opportunity to enhance their company’s listings on www.explorestlouis.com 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 Partnership Services Directory, as well as all listings on the web site. Ask the partnership staff for pricing information.

Partnership Activities

A key benefit of Explore St. Louis partnership is network-building interaction. This benefit is fulfilled through partnership workshops, after-hours connections and educational seminars.

Partnership Workshop/Orientations are held three times a year. During each workshop, our staff give partners a clear understanding of partner benefits and how to use them effectively, as well as Explore St. Louis sales and marketing goals. Attendance is strongly recommended for new partners and new employees at existing partners’ businesses.

After-Hours Connections are held twice a year at partner facilities. These gatherings showcase local hotels, attractions, museums, restaurants and other sites to provide partners with valuable networking opportunities. The Holiday Party is held each December at America’s Center.

Coffee With Explore St. Louis is held in neighborhoods throughout the St. Louis area. “Coffee” is designed to keep partners updated on the current and future activities of Explore St. Louis.

Educational Seminars are held throughout the year and give partners valuable marketing information in the areas of group tours, technology and conventions.

Hospitality Training, held throughout the year, provides customer service introduction for frontline 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 partner’s facility.

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. Celebrate with an industry luncheon and outdoor trade show in which locals are encouraged to “be a tourist” in their own town. Sponsorships available.