

WHY PARTNER WITH US?

In the world of destination marketing, more collaboration means more visitation. That's why Discover Lehigh Valley® has been teaming up with regional partners for years.

This outlines what we can do together to promote your business and Lehigh Valley to travelers. We want to share your stories through our communications, advertising, websites and social media.

Once you renew your dues, use this piece as your partnership checklist, and get in touch with the people

listed for each tactic to find out how they can promote your attraction, event, exhibition, restaurant or hotel.

These opportunities are included in your partnership with us for no additional charge. [How often do you hear that?] It's a win-win strategy—and it's proven to be a successful model over our three decades of destination marketing.

Partnerships are what we do.

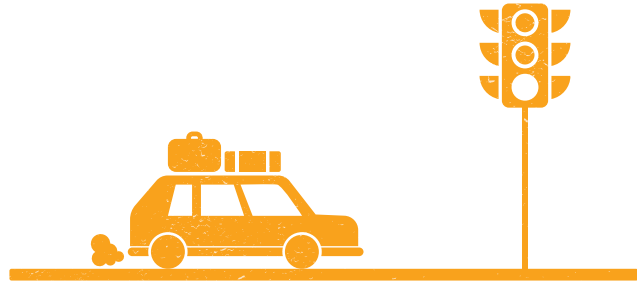


Tourism Supports Jobs

As of 2015, tourism is responsible for 23,000 jobs with earnings approaching \$881 million, up 7.83% from 2012.

Tourism Visits

The region hosts more than 4.6 million people overnight and receives 10.6 million day trippers annually.



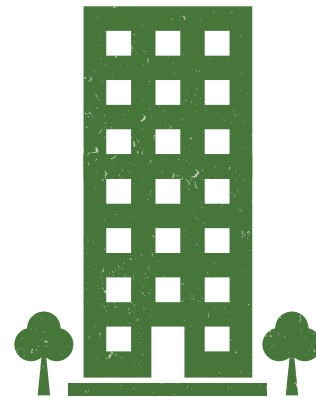
Hotel Room Nights Sold

As of 2015, 1.5 million hotel room nights sold, up 31% when compared to 1.1 million in 2011.



Visitor Spending

Travel and tourism generated almost \$2 billion in revenue in 2015, compared to \$1.9 in 2012.



Hotel Tax \$2.1 million generated in 2015.

Tax Revenue

In 2015, \$433.5 million in tax revenue was generated [federal, local and state], up 16.22% over 2012.



Marketing & Advertising

MEDIA BUY & CREATIVE

Discover Lehigh Valley® is constantly tweaking and enhancing our media plans and creative to be sure we are spending dollars efficiently and for the right audience. Ask us what we are doing so you may be able to better leverage your spend.



Record year (2015-16)

Visitation to DiscoverLehighValley.com and network of sites reached over 1.1 million, up 12% over fiscal year 2014-15.

BRANDING & RESEARCH

We take brand very seriously. While we know we don't control our brand, we do know we are the ones to help guide the perception and image of Lehigh Valley. Our complete brand guidelines and logo files



are available for download at DiscoverLehighValley.com/logo. Discover Lehigh Valley® continues to analyze data to ensure our media spend is performing to our expectations and meeting our goals.

FOR MORE INFORMATION ON ANY OF THE OPPORTUNITIES LISTED ABOVE, CONTACT: Alicia Quinn, alicia@DiscoverLehighValley.com

Communications

MEDIA RELATIONS

Our media relations team interacts daily with the press on the phone, via email and social media, and in person. We promote all aspects of the Lehigh Valley experience, and in doing so, generate hundreds of earned media stories each year in news, travel, lifestyle and niche outlets (Meetings, Group Tour, Sports) in the U.S. and Canada. We regularly distribute themed press releases and photos. Keep us updated on your news, so we can include it in our pitches and press materials as appropriate.

PRESS MATERIALS

We write press releases about Lehigh Valley attractions and events and circulate them to media. Send your seasonal and event-related press releases and newsletters one month out for short-lead coverage and six months out for long-lead coverage. And, tell us about your fun, quirky or under-the-radar stories any time of the year.

PHOTOGRAPHY, VIDEO & B-ROLL

We are always adding to our vast library of images and video footage—much of which is available to media, non-profits and for-profit hospitality partners for editorial use. Let us know if you'd like us to consider adding your high-quality photos or b-roll to our expansive library, or if you'd like us to consider doing a shoot at your attraction or event.



800 editorial stories earned
with an ad value of \$1 million in 2015-16

VISITING JOURNALIST PROGRAM

As part of our media relations efforts, Discover Lehigh Valley® hosts Mid-Atlantic journalists—individually and in groups—to give them first-hand experiences based on key story themes. We can showcase your attraction or event to a visiting journalist, when appropriate, based on the trip's theme.

FOR MORE INFORMATION ON ANY OF THE OPPORTUNITIES LISTED ABOVE, CONTACT: Kaitie Burger, kaitie@DiscoverLehighValley.com

Social Media

FACEBOOK

We connect with hundreds of thousands of Facebook fans every day. Facebook.com/LehighValleyPA engages fans by sharing upcoming events, posting fun facts, offering tips and more.

TWITTER

Through Twitter, we keep our followers in the know about things to do, brag-worthy facts, hotel and restaurant deals, giveaways and promotions throughout the day. Let us know if you have content suggestions. Twitter.com/LehighValleyPA offers the scoop on general happenings, insights and travel promotions in Lehigh Valley.



Over 165,000+ fans
across Facebook, Twitter, Instagram,
YouTube, Pinterest, LinkedIn, Google+

LINKEDIN

On Discover Lehigh Valley's LinkedIn company page, followers keep up with company news, tourism facts and figures, industry trends and must-read articles about Lehigh Valley in the press.

INSTAGRAM

What's better than reading about what's happening in Lehigh Valley? Seeing what's happening in Lehigh Valley. We show off the region using #LiftYourSpiritsDLV in all our posts and encourage partners to do the same. Share opportunities for us to feature visually compelling views of Lehigh Valley or to host influential Instagrammers for exclusive access at your venues. Instagram.com/LehighValleyPA posts day-in-Lehigh-Valley life photos, along with local photographer submissions.

PINTEREST

Through various boards, Discover Lehigh Valley® highlights content along specific themes, such as Festivals, Food and Family Fun. Send us images or web content that you'd like us to consider for one of our boards.

WEB VIDEOS & YOUTUBE

Discover Lehigh Valley® creates, hosts and shares plenty of videos—regional chefs, cool fashions, craft beers and more—on youtube.com/DSCVRLehighValley and other video-sharing sites. Feel free to request that we “favorite” your content from our YouTube channel, and share opportunities for us to broadcast live from Facebook.

FOR MORE INFORMATION ON ANY OF THE OPPORTUNITIES LISTED ABOVE, CONTACT: Kaitie Burger, kaitie@DiscoverLehighValley.com



Events

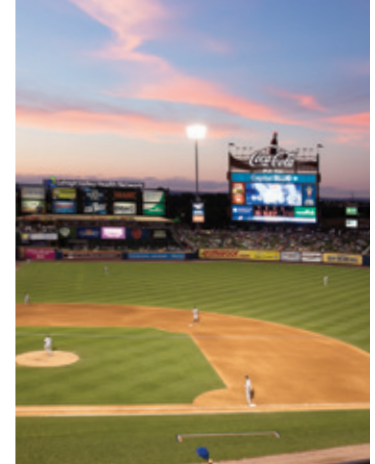
DIGITAL CALENDAR OF EVENTS

Discover Lehigh Valley® provides a comprehensive online events calendar. You can submit an event via UploadYourEvent.com. We frequently feature partner events on social media and on DiscoverLehighValley.com's homepage, so be sure yours is listed.

CONTACT: Kaitie Burger, kaitie@DiscoverLehighValley.com



Sales



PARTNERSHIP

Partnership is what we do. In addition to these free benefits, Discover Lehigh Valley® has a wide range of advertising opportunities for you to further extend your business. Let us help you decide what makes the most sense for you at the time.

CONTACT: Dan Ginter, dan@DiscoverLehighValley.com

MEETINGS

We work very close with the business travel community in making sure we know what's new about the region's properties that have meeting and event space. This allows us to continue to target meeting and event planners to come to Lehigh Valley.

CONTACT: Suzanne Stianche, suzanne@DiscoverLehighValley.com

SPORTS

The sports market in Lehigh Valley continues to be one of the fastest-growing segments of economic impact for the region. Discover Lehigh Valley® Sports works hard to actively promote Lehigh Valley to event organizers as the perfect place to hold a sporting event or tournament.

CONTACT: Michael Kusmuk, kuzy@DiscoverLehighValley.com

GROUP TRAVEL

We continue to work diligently with those partners who are group tour-friendly, and the harder we work, the luckier we seem to be in attracting tours to Lehigh Valley.

CONTACT: Jamie Zackey, jamie@DiscoverLehighValley.com

Visitor Services



ACCOUNT[s] / LISTING[s]

Your listing[s], both on DiscoverLehighValley.com and in the Visitors Guide may be a visitors first impression of your companies brand, so you'll want to keep it looking sharp and engaging! By using the Extranet regularly, you'll be able to submit events and special offers, respond to sales leads, keep photography, amenities, contacts and logos updated as well as request more visitors guides for your location. You'll also want to check out your benefit summary from time-to-time to see all the ways we are sharing your story to visitors and business travelers alike.

CONTACT: Aliza Levin, aliza@DiscoverLehighValley.com

BROCHURE DISTRIBUTION

Our four Visitor Centers and more than 70 local businesses accept partner brochures, and we distribute them to visitors for free.

CONTACT: Alan Levin, alan@DiscoverLehighValley.com

INVOICING & PAYMENTS

If you need another copy of your invoice or have questions about payments, we can help you!

CONTACT: Ed Eppler, ed@DiscoverLehighValley.com

SURPRISE & DELIGHT

To build closer rapport with visitors and go beyond offering them suggestions on what to do, our social team listens in on social media conversations and sends surprises to select visitors to enhance their trips. This program helps them to do more while they're here and often propels them to share their delight on social media.

In addition, we stuff bags with literature and promotional items for different groups and events almost weekly, so it's a great way to get your brand in front of visitors, new residents, business travelers, etc. Let us know if you have gift certificates or tickets in quantities of 4 - 40 that you'd like us to share with visitors.

CONTACT: Audra Organetti, audra@DiscoverLehighValley.com

SPECIAL DISCOUNTS

Discover Lehigh Valley® coordinates seasonal and event-related hotel packages and promotions to increase hotel occupancy and provide visitors with a fun, memorable and experiential visit. We also promote hotel-specific packages, restaurant specials, attraction deals, etc.

CONTACT: Aliza Levin, aliza@DiscoverLehighValley.com