



VISIT
SAN ANTONIO

IT'S AMAZING WHAT
HAPPENS WHEN YOU
CHAMPION THE CITY
YOU LOVE




MEMBERSHIP PROGRAM

A nighttime cityscape featuring a prominent Marriott hotel with its name illuminated in red at the top. The building is lit up with warm yellow lights. To the right, another tall building with a grid of windows is also lit. In the foreground, a large, stylized teal graphic resembling a flower or a cloud is centered. Below it, a road with light trails from cars and streetlights is visible. A large, reddish-brown sculpture stands on the left side of the road. The sky is a deep blue, suggesting dusk or dawn.


**YOUR BUSINESS
GETS STRONGER**

A family of four is exploring a cave. The mother, father, young girl, and toddler are looking up at the cave's interior, which is filled with stalactites and stalagmites. The scene is lit with warm, golden light. A large, stylized orange flower shape is overlaid on the center of the image, containing the text "YOUR NETWORK GETS DEEPER".

YOUR NETWORK
GETS DEEPER

A vibrant outdoor market scene with a large green speech bubble overlay. The background features a historic brick building with a prominent tower and a water tower. People are walking around, and there are food stalls with red and white canopies. A pug dog is walking in the foreground.

YOUR VOICE
GETS LOUDER

A young girl is the central focus, captured in a vibrant, traditional Mexican dance costume. Her face is adorned with intricate, colorful makeup, including blue around her eyes, red lips, and various patterns and symbols. Her hair is styled in a braid, topped with a large, decorative pink flower. She wears a multi-layered, brightly colored blouse (yellow, green, red, white) and a matching skirt with a wide, flowing pink skirt. The background is a blurred outdoor setting with trees and a crowd of people, suggesting a festive parade or cultural event. A semi-transparent red cloud-like shape is overlaid on the center of the image, containing the text.

OUR FUTURE
GETS BRIGHTER

Visit San Antonio – Your partner in success

Visit San Antonio has been marketing our amazing city as a destination for leisure, meeting and event travel for 50 years. We are a not-for-profit 501(c)(6) organization that represents and promotes tourism-related businesses across the city and our neighboring partner communities in Central and South Texas. We work with our members and industry partners to attract visitors to the region, encourage them to stay longer and ensure they return time and again.

Visit San Antonio is committed to being the best destination sales, marketing and visitor experience organization in the world. We believe this is made possible by supporting a diverse and inclusive membership that is reflective of the destination and visitor needs.

Whether you are looking for qualified business leads, brand exposure, education, advocacy, or market research to assist you in your business planning, your membership with Visit San Antonio will deliver all that and more. In addition, your membership will help you stay on top of new trends and future best practices



for business management, and provide networking opportunities with key industry partners.

For business owners with an interest in reaching the tourism market, networking with other businesses and supporting the tourism industry to promote San Antonio, an annual membership with our organization will offer a number of points of engagement to support your existing sales and marketing initiatives.

Our membership structure is segmented into two tiers: Silver and Gold.

SILVER TIER: This tier offers immediate exposure. This lower-price membership option includes access to many of Visit San Antonio's valuable resources and an expanded website listing. The Silver Tier does not include sales lead distribution and other select benefits.

GOLD TIER: This tier is designed for business owners looking for greater industry engagement. It provides all that the Silver Tier offers, and includes the opportunity to participate in sales and



marketing cooperative programs, an additional online category listing, discounted access to targeted programs and workshops, plus highly coveted access to group resumes and qualified sales and service leads.

Members in the Gold Tier may participate in numerous cooperative opportunities and programs for an additional fee. These programs include seasonal campaigns, custom targeted email and digital campaigns, and advertising in key print products such as the dining guides and tearaway map. Various customer engagement opportunities are also available and include programs like the Tamale Lift, sales missions, and Transforming Leaders events, to name a few.

Gold Tier members may also augment their engagement by purchasing "a-la-carte" add-ons throughout the year such as professional development workshops, marketing programs, and store front window displays in the Visitor Center.



Here is a comprehensive LIST OF BENEFITS for each tier of membership.

Member Benefits	Silver	Gold
Qualified Sales & Service Leads		•
Group Resumes		•
Sales, Marketing & Advertising Add-on Opportunities (i.e. Trade Shows, Sales Missions, Web Advertising, etc)		•
Industry Research & Reports (i.e. TAP, Monthly Measures)		•
Access to Annual Reports & Executive Summaries		•
Synchronocities Partner Opportunities		•
Exclusive Networking Opportunities (with Clients, Elected & Industry Officials, etc)		•
VSA Event Sponsorship Opportunities		•
Product presentations to staff		•
Expanded Online Member Directory Listing	•	•
Meetings & Events Calendars	•	•
VSA Newsletter (eNews)	•	•
Guest Services Materials (Maps, Visitor Guides, etc)	•	•
Show Us Your Badge Program	•	•
Inclusion in Rooms-Only City-Wide Conventions	•	•
Access to Local Media Directory	•	•
Visitor Center Referrals & Consignment Ticket Sales	•	•
Quarterly M2M Mixers & Workshops	•	•
In-Market Trade Show Opportunities	•	•

If you are interested in joining the Visit San Antonio family and elevating your business, please contact us! We will follow up with you directly to discuss the application process and determine the appropriate membership tier for your business.

For more information:

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— VISIT —
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THE VISIT SAN ANTONIO
MEMBERSHIP PROGRAM
SUPPORTS AND AMPLIFIES
YOUR BUSINESS