

COVA MEMBERSHIP BENEFITS

THE OFFICIAL CENTRAL OREGON VISITORS GUIDE

COVA Members receive premier visibility for their business in 150,000 copies of the award winning, full-color, 84-page Official Central Oregon Visitors Guide. This Guide is the primary information piece distributed to every visitor inquiry received in the COVA Reservation Center.

Members Receive ~

- FREE copies of the COVA Visitor Guide for display and distribution through their business.
- FREE business listing in the annual Visitors Guide and as a COVA member you have the opportunity to purchase additional or upgraded advertising space in the Visitors Guide. (Advertising opportunities are limited and available on a first-reserved basis)

THE OFFICIAL REGIONAL TOURISM WEBSITE

Only COVA members receive a FREE website link to their site directly from the COVA website.

- Additional FREE listing(s) on the COVA Web page(s) in the appropriate pages, i.e.: lodging, dining, attractions, retail, activities, real estate, banking and more.
- Additional FREE photos of your business (where applicable) posted on the COVA website to help market your product or services.

COOPERATIVE DESTINATION MARKETING

Only COVA members are invited to participate in the cooperative Destination Marketing programs of the Association.

- Public Relations
- Cooperative Advertising
- Trade Show Exhibits, Sales Blitzes & FAM/ Research Tours
- Direct Business Referrals
- Event Marketing & Sponsorship
- Database List Retrieval Access & Demographic Research Information

BUSINESS REFERRALS

The COVA Reservations Center responds to over 250,000 inquiries annually. Only COVA members receive FREE direct referrals from COVA for visitors needing accommodations, real estate information and complete vacation planning assistance.

MAILING LIST PROGRAM

COVA maintains a database retrieval and lead-share program. Qualified leads are made available to COVA Members in any requested format. List retrievals can be sorted to meet member specifications, demographics, state of origin, dates of contact, referral source or relocation request.

Leads are sent to participating members on a weekly basis and billed quarterly at a nominal charge of \$.075 per name.

For more information on how a COVA membership can work for you contact: Laura Russell, 800.800.8334 or laura@VisitCentralOregon.com