

VISIT GREENE

Greene County Tourist Promotion Agency



The Greene County Tourist Promotion Agency's **Partnership Program** provides invaluable exposure, information and education for businesses and organizations in Greene County. Working together, we market Greene County's history, recreation and small-town American feel as the place to visit. Through multiple marketing platforms such as print, radio, website and social media, we package Greene County as your destination.

New for 2021! Choose your level of partnership that fits best with your goals!

Basic Partnership (\$50 per calendar year)

- Online partnership directory listing at www.VisitGreene.org with a short description (maximum of 30 words).
- Events open to the public and located in Greene County are included on the online event calendar.
- Opportunity for brochure display in the Greene County Tourist Promotion Agency office.
- Receive the weekly e-blast communication showcasing upcoming Partner events, news and articles of interest in Greene County.
- Share news from your business or organization in our weekly e-blast communication that is sent out to over 600 recipients.
- Invitation to the Annual Partnership Meeting.

Expanded Partnership (\$75 per calendar year)

Basic Partnership benefits plus:

- Expanded online partnership directory listing at www.VisitGreene.org with a photo and long description (maximum of 100 words).

Premier Partnership (\$125 per calendar year)

Expanded Partnership benefits plus:

- Ad in one (1) weekly e-blast that is sent out to over 600 recipients.

Targeted Marketing Partnership

(\$225 per calendar year)

The Targeted Marketing Partnership is an opportunity for specific interests in Greene County to work together in a targeted marketing campaign.

Current Targeted Marketing Campaigns:

1. Intimate Wedding Marketing: Perfect for small wedding venues and vendors, the Intimate Wedding Marketing campaign's focus is towards the smaller intimate or elopement-style wedding packages.
2. *Coming in 2022: Major Festivals and Events*

Benefits:

- Additional marketing beyond our general marketing that is specific towards the campaign.
- Ad in one (1) weekly e-blast that is sent out to over 600 recipients.
- Online partnership directory listing at www.VisitGreene.org with a photo and long description (maximum of 100 words).
- Events open to the public and located in Greene County are included on the online event calendar.
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**Descriptions, events and news details must be communicated to the Greene County Tourism Office to be included in marketing opportunities*

***The Tourism Board of Directors has the right to review all partnership applications for eligibility in partnership program.*

Our goal is to build Greene County as a destination and stimulate our economy by promoting the businesses, attractions and scenic natural beauty that makes us unique.

Overview of Tourism in Greene County, PA

WHERE DO OUR VISITORS COME FROM?

61 Pennsylvania Counties

46 States & Territories

14 Countries

United States, Australia, Canada, Denmark, Ecuador, France, Germany, Japan, Mexico, New Zealand, South Africa, Sweden, United Kingdom and Venezuela.

57% of observations at events came from outside of Greene County!

10% from Washington County, PA

8% from Fayette County, PA

13% from West Virginia

**Information provided by 2019 Greene County Tourism grant data and local polling locations.*

WHAT IS THE ECONOMIC IMPACT?

\$83.6 million in Traveler Spending

505 Travel Industry Employment

\$87.3 million in Total Travel Demand

TRAVELER SPENDING IN 2018

25.1 million in Transportation

19.8 million in Food & Beverage

14.0 million in Recreation

13.7 million in Retail

11.0 million in Lodging

**Information provided 2018 Economic Impact of Travel and Tourism in Pennsylvania*



Partnership Annual Dues *(January-December 31)*

- _____ \$50 Basic Partnership
 - _____ \$75 Expanded Partnership
 - _____ \$125 Premier Partnership
 - _____ \$225 Targeted Marketing Partnership
- Make checks payable to Greene County Tourism*

Partnership Application

Business/Organization Name: _____

Contact Name: _____ Title: _____

Street Address: _____

City, State, Zip: _____

Mailing Address *(if different)*: _____

Main Phone Number: _____ Website: _____

Alt. Phone Number: _____ Email: _____

Directory Listing Description (please attach your description to this application or email tourism@co.greene.pa.us)

Social Media:

- Facebook
 Twitter
 Instagram
 YouTube
 Other: _____

Directory Categories (check **one (1)** category that best describes your business/organization):

Living in Greene

- Business & Economic Development
- Churches & Retreats
- Energy
- Educational
- Financial Institutions
- Funeral Homes
- Healthcare
- Government
- Insurance
- Libraries
- Media Communications
- Non-Profits/Clubs & Organizations
- Pet Care & Shelters
- Photography
- Printing & Promotion Services
- Real Estate

Agritourism

- Farms
- Butchering / Meat Processing
- Clubs & Organizations
- Fairs & Fairgrounds
- Farmers Markets
- Nurseries / Garden Centers
- Wineries

History & Heritage

- History & Heritage

Recreation

- Airport
- Clubs & Organizations
- Drive-In Theater
- Event Venue
- Motor Sports
- Parks & Trails
- Pools
- Recreation Facilities
- State Game Lands

Stay

- Accommodations *(Check all that apply)*
 - Hotel/Motel
 - Campground
 - Cabin Rentals
 - Other: _____

Dine and Drink

- Dining
- Beer & Wine
- Catering

Shopping

- Antiques
- General Stores
- Gifts & Specialty
- Grocery
- Rental Services
- Suppliers

Other *(Please Describe)*

Office Use Only

Payment \$ _____

Method _____

Date _____

Welcome Packet Sent _____

QuickBooks _____

Website _____

Social Media _____

Visitors Guide _____