

Visit San Pedro

The Tourism Authority for San Pedro and the
LA Harbor and Palos Verdes Peninsula Communities

225 West Sixth Street ■ San Pedro, CA 90731
310-729-9828 ■ VisitSP@spcvb.com ■ www.SanPedroTourist.net

It is a great pleasure to introduce Visit San Pedro. We are the organization that takes San Pedro to the world and brings the world to San Pedro.

Eight years ago, when we founded Visit San Pedro, few recognized the full potential of tourism and meetings as the main driver of the regional economy.

Today, Visit San Pedro is the only organization fully dedicated to bringing visitors, meetings, and events to San Pedro and the Los Angeles Harbor and Palos Verdes Peninsula communities.

Visit San Pedro makes people feel welcome and comfortable through our visitor services, including the San Pedro Visitor Center at 225 W. 6th Street, Downtown. And the Visitor Center makes us the first and most important point of contact for many tourists.

We are where visitors turn when they are looking for what to do, what to see, and where to dine. And we are often the first stop for newcomers to the area or those considering moving to San Pedro.

The range of our marketing efforts in key markets is unparalleled in the region.

Our website, WWW.SANPEDROTOURIST.NET, reaches thousands and thousands every month and is the prime point of contact for people's introduction to San Pedro. And our *Visitor Guide* is especially effective at bringing visitors to our member businesses. *San Pedro Visitor* magazine is the only locally-produced monthly tourist publication available in hotel rooms, at shops, and many other locations around the area.

We are the most active organization in the area on a range of social media outlets, including Facebook, Twitter, LinkedIn, Digg, and others, promoting our members, publicizing events, and introducing the San Pedro region to the world.

And there is so much more that we do. Our marketing and promotional efforts and programs are growing all the time.

And I invite you to membership in Visit San Pedro.

We can help bring customers to you through our many marketing channels. Visit San Pedro members receive guaranteed presence in our publications, on our website, and in our strategic social media marketing program.

Simply put: No other organization in the area markets San Pedro like we do. Visit San Pedro is the only organization fully focused on developing our region's tourism economy. And Visit San Pedro is the only organization that guarantees results for your membership.

I am enclosing information that describes some of our programs and how you can have a direct impact on increasing tourism revenues for San Pedro and surrounding areas and for your business.

If you have any questions, please call or email me. I hope to welcome you soon as a member.

Sincerely,



Scott F. Gray, Ed.D.
President

P.S., Visit San Pedro receives no government funding. We work directly with our business community to bring visitors to our region.

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Who We Are

Visit San Pedro is the independent non-profit tourism marketing, visitor services, and destination marketing organization serving San Pedro, the Los Angeles Harbor and Palos Verdes Peninsula communities, and Catalina Island.

What We Do

- Market the San Pedro region to the world and attract visitors from throughout the world to the area by reaching out through a variety of media and channels, including websites, the press, social media, and through travel agents and cruise lines
- Operate the San Pedro Visitor Center at 225 W. 6th Street and provide information to visitors, local residents, and newcomers including guides, maps, and brochures, along with expert advice on what to see and do, where to dine, and how to find services they need
- Train and deploy a team of volunteers who provide visitor assistance and information in the Visitor Center, on the Waterfront and in Downtown, and at special events
- Publish a variety of guides for visitors on the area, dining, family activities, information for newcomers, and for mariners, among many specialized publications
- Produce the most visited area website for tourists with information on what to see and do
- Produce the most comprehensive calendar of events of interest to visitors, including a biweekly printed calendar, an online calendar, and a long-term master calendar
- Provide training on topics of interest to Visit San Pedro members, including Alcohol Server Training, Marketing to Cruise Passengers, Social Media Marketing, and others

How We Are Funded

Visit San Pedro is funded entirely by membership dues, advertising, and special events revenues. We do not receive any government funding.

Visit San Pedro

Who We Are

San Pedro's Connection to the World

Visitor Services

- San Pedro Visitor Center
- Team San Pedro Tourism Ambassadors
- Information booths at major events
- Guides, maps, directories, tours
- Newcomer and relocation information

Marketing

- Worldwide outreach to
- Travel agents
 - Meeting planners
 - Business and consumer travelers
 - Media

Our Channels

Publications

Biweekly events calendar ★ Monthly San Pedro Visitor Magazine ★ Visitor Guide ★ Golf Guide ★ Family-Friendly Attractions Guide ★ Sailors Guide ★ Mariners Guide ★ Newcomers Guide

www.SanPedroTourist.net

Facebook

- Visit San Pedro
- Best Dining in San Pedro and the Peninsula
- Meetings and Reunions in San Pedro

Twitter

- @SanPedroCVB

Instagram

- @SanPedroCVB

Email

Press and media relations

Member Services

Worldwide marketing ★ Publications ★ Lead referrals ★ Event promotion
Multi-channel promotion Industry and economic information ★ Direct recommendations

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10 Reasons You Need to Join Visit San Pedro

1. Our website, WWW.SANPEDROTOURIST.NET. You will be listed and have as much information and as many photos as you want.
2. You'll get links from our website, Facebook, Twitter, and more.
3. Have your listing, information, photos changed on our website within 24 hours – including adding specials, sales, or events.
4. The San Pedro Visitor Center, 225 West Sixth Street, Downtown. Your information on display for visitors, new resident, meeting planners, and everyone else who comes to the place to begin a visit in San Pedro and the Peninsula.
5. Our Calendar of Events. In printed form every two weeks. Distributed to all major hotels in the area. Updated constantly on the web. Sent via Facebook, Twitter, email. Advertising opportunities available.
6. We're the place for newcomers – whose buying habits start early. We reach out to them, provide them recommendations on businesses, services, things to do, places to go, where to dine.
7. The town's big events like Fleet Week, military reunions, historical anniversaries, fairs, festivals. We're at them and we hand out member information.
8. We're a rapid response team. For example, when the cruise ships were delayed by norovirus, the cruise line contacted us to guide their passengers to attractions, businesses, shopping, and restaurants. We were at the terminal, shuttle stops, and all over town. And we notify you when these last-minute opportunities arise, so you'll know when to expect extra customers.
9. Our volunteers are available to help when you have special events. Free of charge. It's part of your membership.
10. **We guarantee we will bring customers to your door.**

For less than the cost of one ad in most publications, you get a full year's membership

Visit San Pedro Communications

Publications produced by Visit San Pedro and online and social media activities

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Publications	
Annual and Special Events Directory	A listing of annual and special events of interest held in the San Pedro/Harbor/Peninsula/Catalina areas
Best Restaurants Guide	A guide to dining the area listing members of Visit San Pedro
Biweekly Calendar of Events	Printed calendar of events of interest to visitors
Downtown and Waterfront Map	Map for directing visitors to specific attractions in the area
Family Fun Guide	Listing and description of attractions and activities especially appropriate for families and children
Golf Guide	Directory of the best local golf facilities open to the public
Holiday Dining Guide	Annual directory of festive season dining at members of the San Pedro Convention and Visitors Bureau
Mariners Guide	Information of direct interest to mariners bringing their boats into Los Angeles Harbor
Newcomers' Guide	Listing of resources needed by those relocating to the San Pedro area
Problems and Resources Guide	Listing of types of problems and resources in the community offering assistance
Sailors' Guide	Annual guide to Downtown and the LA Waterfront published during Fleet Week
San Pedro Visitor	Monthly printed and online magazine-style newsletter with feature articles, restaurant guide, calendar of events, and services directory
Travel Agent Guide	Annual publication with information to assist travel agents in booking San Pedro and to provide to their clients
Visitor Guide	Pocket-size directory of restaurants, bars, shops, and attractions and information about transportation options
Wedding Guide	Annual publication with information on venues in the region appropriate for weddings, restaurants, caterers, hotels, and other services

Website and Online Social Media Activities	
Website	SanPedroTourist.net, SPCVB.com. Providing information of interest to visitors
Website calendar	Long-range calendar of events available in a variety of formats
Facebook	
	Visit San Pedro page with events listings and promotions for member organizations, photos, and news about the area of interest to visitors
	Cruising from Los Angeles page with information and events of interest to LA cruise passengers and ship crew members
	Meetings and Reunions in San Pedro page with information of interest to meeting planners and travel agents about resources for their events in the San Pedro/Harbor/Peninsula/Catalina areas
	Visit Los Angeles page with information of interest to visitors to the area
	Best Dining in San Pedro and the Peninsula page with information on restaurant offerings, specials, entertainment, and news
Twitter	@sanpedrocvb linked to Facebook pages with information on visiting the area, events, and special offers
Instagram	Photos showcasing San Pedro, the Harbor and Peninsula communities, and Catalina Island
Digg	Articles about the areas served by Visit San Pedro and its members

Visit San Pedro Your Membership ROI

Membership in the Visit San Pedro is not just paying dues; it's an investment in a full multi-channel marketing program. The only multi-channel marketing organization that offers person-to-person interaction and personal recommendations to your business.

Here are just a few of the features of membership for your comparison.

Non-Member Cost		Member Cost
Literature distribution in San Pedro Visitors Center	\$25/month	Included in membership
Literature distribution on visiting cruise ships	Members Only	Included in membership
Page on www.SPCVB.com with photos *Limited to three photos	\$55/month*	Included in membership (unlimited photos)
Recommendations to your business for visitors to Visitors Center and at events	Members Only	Included in membership
Listing in San Pedro Visitors Guide	Members Only	Included in membership
Listing in Best Restaurants Guide	Members Only	Included in membership
Business referrals from incoming meetings	Members Only	Included in membership
Opportunity for bars and restaurants to host happy hours	Members Only	Included in membership
Lucky Cabin Number cruise passenger promotion	\$100/season	Included in membership
Special promotions, including neighborhood and for specific types of businesses	Members Only	Included in membership

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Visit San Pedro Membership Application

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Company/Organization	
Official representative name	
Title	
Address	
City	
State	
ZIP	
Phone	
Mobile	
Email	
Web site	
Description of business	
Category	

Payment Information

Amount
Make checks payable to San Pedro CVB

Category	Contribution		
Accommodations			
Hotels with meeting space			
Fewer than 100 rooms	\$450		
100 rooms or more	\$550		
Hotels with guest rooms only	\$350		
Bed & breakfast	\$300		
Attractions	\$275		
Cruise lines	\$500		
Meeting facilities	\$450		
Meeting services	\$300		
Religious and spiritual services	\$150		
Restaurants & caterers	\$375		
Retail	\$300		
Services (Professional, etc.)	\$350		
Transportation/Sightseeing	\$350		
Associates	\$200		
Individual/Family	\$75/\$125		
SPONSORSHIPS			
Commodore	\$1,800		
Two-Star Admiral	\$2,500		
Three-Star Admiral	\$5,000		
Four-Star Admiral	\$10,000		
Fleet Admiral	\$25,000		
Card number	Name on card	Expiration	Code number
SPCVB representative name			