

Visit



San Pedro
California

San Pedro Convention & Visitors Bureau
On LA's Waterfront

225 W. 6th Street ■ San Pedro, CA 90731

310-729-9828 ■ VisitSP@spcvb.com ■ www.SPCVB.com

Tourism is an important part of the San Pedro/Harbor/Peninsula/Catalina economy.

From meetings and reunions to cruise passengers and individual vacationers, visitors bring business to the area.

The San Pedro Convention and Visitors Bureau **brings visitors to this area and customers to our member businesses.**

And you should be a part of what we are doing.

We are the first and most important point of contact for many tourists and business travelers.

The San Pedro Convention and Visitors Bureau works to attract these visitors and serve their needs while they are in the LA Harbor and Peninsula areas.

Our Visitors Center at 225 West Sixth Street is the place visitors come for information on where to dine, what to do, where to shop.

Our website, www.SPCVB.COM, attracts thousands of visitors every month. We reach out to travel agents, meeting planners, and others with influence over travel plans to tell them what a great place San Pedro is to visit. We produce a Visitors Guide, Best Restaurants Guide, Family-Friendly Attractions Guide, Golf Directory, and other publications that send visitors to our member businesses.

We provide first rate tourism promotion services to San Pedro. Yet, we are small enough that each of our members gets personal attention. **We are our members' tourism marketing agency.**

Sincerely,

Scott F. Gray, Ed.D.
President



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 Newsletter ★ Visitor Guide ★ Golf Guide ★ Family-Friendly Attractions Guide ★ Sailors Guide

www.SanPedroTourist.net

Facebook

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

Twitter

- @SanPedroCVB

Email

Press and media relations

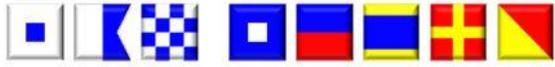
Member Services

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

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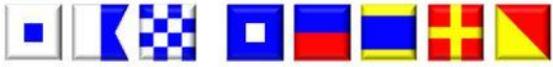
San Pedro, *California*

10 Reasons You Need to Join the 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

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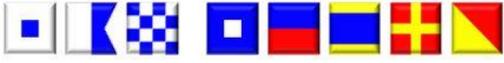
Communications

Publications produced by SPCVB and online and social media activities

| 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 the San Pedro Convention and Visitors Bureau |
| 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 |
| 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 |

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Visit  **Your Membership ROI**
San Pedro, California

Membership in the San Pedro Convention and Visitors Bureau 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 business type promotions | Members Only | Included in membership |

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San Pedro, California

Membership Level Benefits

| Regular Category Membership | Commodore Membership |
|---|--|
| <ul style="list-style-type: none"> • Supporting the growth of tourism in San Pedro, keeping dollars in the community to grow • Distribution of your materials at our San Pedro Visitors Center • Featured listing on SPCVB web site • Listing in area guide and maps • First opportunity to advertise and prime positioning • Delivery of calendar of events • Highlighted listings on calendar of events • Your information made available to visitors • Leads and referrals • Member education programs • Custom welcome signs for groups, ship passengers • Opportunity to participate in the Lucky Cabin Number promotion | <p><i>All of the benefits of Regular Category Membership, plus:</i></p> <ul style="list-style-type: none"> • Full page feature and photos on the SanPedroTourist.net website • Featured signage in the San Pedro Visitors Center • Preferred placement of logo and acknowledgement in all major publications • Preferred placement of logo and name on banner at all events • Invitations to special events, including ship inspections • Complimentary table/booth at mixers and showcases • Membership on SPCVB Advisory Board <p style="text-align: right; font-size: 24pt;">\$1,800</p> |

For those companies and organizations wanting to make the strongest statement of support for tourism in San Pedro and the greater Los Angeles Harbor area, a number of sponsorship levels are available, all with the same benefits as Commodore membership and enhanced opportunities for involvement and exposure throughout the year

Five-star \$25,000 ★ Four-star \$10,000 ★ Three-star \$5,000 ★ Two-star \$2,500

For information and a personal consultation on how San Pedro Convention & Visitors Bureau membership or sponsorship can benefit your organization, please contact us at 310-729-9828

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Membership Application

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

Payment Information

| 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 | | |
| Restaurants & caterers | \$375 | | |
| Meeting services | \$300 | | |
| Attractions | \$275 | | |
| Transportation/Sightseeing | \$300 | | |
| Cruise lines | \$500 | | |
| Meeting facilities | \$450 | | |
| Retail | \$250 | | |
| Non-profit organizations | \$175 | | |
| Associates | \$200 | | |
| Individual/Family | \$75/\$125 | | |
| SPECIAL SUPPORT | | | |
| Commodore | \$1,800 | | |
| Two-Star/Three-Star/Four-Star/Five-Star | \$2,500/\$5,000/\$10,000/\$25,000 | | |
| Credit number | Name | Exp | Code |

Make checks payable to San Pedro CVB

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