

## **Farmington Convention and Visitors Bureau Frequently Asked Questions**

### **Who can join?**

Any business or organization interested in promoting Farmington as a visitor destination in the Four Corners may join the Bureau. Those that serve the city's visitor and convention industry, as well as those that are vendors, suppliers or service providers for such businesses, generally have the most to gain from membership. Companies that support tourism, which has a significant impact on the area's economy and job market, also join the Bureau. All of these companies benefit from the sale of products and services to visitors, even if they don't directly serve the visitor market.

### **Why should I join?**

Tourism is everyone's business. Farmington's economy depends on the visitor dollar, and your membership supports our efforts to attract more conventions and visitors to the city. The FCVB works on your behalf to promote Farmington statewide and worldwide as a visitor destination in the Four Corners.

Membership opens the door for you to access valuable market research, exclusive services, and valuable marketing opportunities and resources to help you capture a larger share of the visitor dollar. Through membership, you help build and maintain the local economy, benefiting your company, your industry and your city.

### **What do I get as a Member with my due dollars?**

Your investment, combined with that of other member businesses and a small percentage of revenue from the Farmington Lodger's Tax, covers the costs of promoting the city, on your behalf, as a destination for meetings, conventions and pleasure travel in order to provide a healthy market for members to do business, a market with a constant influx of visitors and their dollars. In short, by pooling the industry's resources, we're able to engage in important broad-based marketing activities that most individual members would be unable to afford.

In addition to aggressively selling the city, the FCVB provides its members with benefits, activities and services designed to enhance members' visibility in the marketplace. These include:

- Advertising and promotional programs, as well as free listings in various Bureau publications.
- Opportunity to display your promotional brochures at the Visitor Center in Gateway Park.
- Firsthand information about Farmington's visitor market, such as research reports and the convention calendar.
- Quarterly newsletter with industry information and membership updates.

**How does the Bureau promote the city?**

The FCVB has professional staff members working on behalf of members to aggressively market the city as a destination for conventions, meetings and leisure travelers.

The FCVB markets the city in various ways:

- Directly to convention, event and meeting planners.
- Directly to visitors. The FCVB markets the city to visitors via numerous consumer advertising and marketing programs, such as magazine publications.
- Directly to the travel media. The FCVB's public relations efforts result in media news coverage of the city as a southwestern visitor destination in New Mexico.

**What other ways can I distribute my Brochures?**

One of the most valued benefits is free distribution of brochures at the FCVB's Visitor Center located at Gateway Park. Annually, the VC serves more than 14,000 walk-in visitors looking for information on things to see and do in Farmington.