

Why be a Visit Luzerne County Tourism Partner



Tap into Tourism...

With so much to offer within a short drive of major metro areas, more and more visitors are discovering Northeast Pennsylvania. In 2019 alone, visitors spent more than \$1 billion in Luzerne County, according to an Oxford Economics report.



From Mountains to Main Street... there are so many reasons visitors are choosing Northeast Pennsylvania!

Our beautiful parks, miles of trails, waterways and downtowns full of local flavor are just a few of the highlights visitors tell us made their trip to our corner of Pennsylvania one to remember.

At **Visit Luzerne County**, we share our area's story and the places that make it a great destination to visit, play and stay. We reach potential visitors throughout Pennsylvania, New York, New Jersey, Maryland and Washington, D.C.

Be a Tourism Partner

Our partners are seen by potential visitors, current visitors and locals through our multichannel marketing. From our printed Visitors Guides and brochures with large distribution, to our web presence, social media and digital advertising, to trade and travel shows, as well as our work with other publications and organizations, Visit Luzerne County is always sharing our area's story.

Not only are we a resource for visitors and locals, we are also a resource for our partners. We share industry data, insights and trends with our partners and are always available to work with partners on marketing ideas and plans.

DID YOU KNOW?

**Tourism
is a
\$1 BILLION
dollar business
in Luzerne
County!**

- ▶ **Lodging**.....\$125.1M
- ▶ **Food/Beverages** . \$232.5M
- ▶ **Retail**.....\$156.2M
- ▶ **Recreation**\$212.2M
- ▶ **Transportation**....\$289.7M

- ▶ **Total**.....\$1,015.7
BILLION


Let us share your story with our visitors.


Turn over to find out how.

TOURISM PARTNER BENEFITS


Join Visit Luzerne County and take advantage of the benefits listed below.



 **Reach Visitors & Locals**
The **Luzerne County Visitors Guide** is distributed to local businesses around NEPA, as well as to PA Welcome Centers, rest stops and other businesses across the state, New York, New Jersey, Maryland and Washington, D.C. metro area. Get listed on **VisitLuzerneCounty.com** with photo and clickable link to your website. Opportunity to advertise in Visitors Guide.


 **Feature Your Events, Packages & Deals**
List your events on **VisitLuzerneCounty.com**. Items on our Events Calendar are often shared and published in additional, statewide publications and sites.

 **A Resource for You**
Receive industry data, insight and trends. Ability to work with us to develop business marketing plans.

 **Referrals**
Visit Luzerne County works closely with partners and organizers of conferences, athletic competitions and other events to coordinate lodging, dining and activities for attendees.

Additionally, partners receive promotion at trade shows, travel shows, special events and sales missions with co-op opportunities.

 **Social Media & Digital Reach**
Opportunities to be featured in social media posts, paid advertising, blogs, as well as monthly e-newsletters sent to an opt-in database of more than 40,000 locals, past and potential visitors.

 **Media Buy**
Visit Luzerne County showcases our area through print, digital and television advertising. Opportunity for advertising co-ops.

ANNUAL PARTNER DUES:

To partner with us, please submit the Partner Application and partner dues in the form of a check made payable to Luzerne County Visitors Bureau.



Attractions

(Attendance Under 50,000)

\$180

(Attendance 50,000+)

\$360



Hotels

(In County)

Under 75 Rooms:

\$240

(In County)

75 + Rooms

\$300

(Out of County)

\$7.50 Per Room



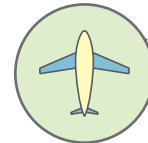
Hospitality and Services

Shops, Breweries/ Wineries, Camping, B&Bs, Real Estate, **\$180**



Restaurants and Dining

\$120



Transportation, Chambers, etc.

\$180



CONTACT US

Visit Luzerne County
200 Old Train Station Road
Wilkes-Barre, PA 18702
570-819-1877
www.VisitLuzerneCounty.com
#HereinLC #NearLC

