

Visit Beloit
PARTNER IN TOURISM
2024 Resource Guide





Hello Tourism Partner!

This Partner Resource Guide is designed to introduce you to the benefits that every partner receives and additional benefits available through Visit Beloit.

The goal of Visit Beloit is to promote the Greater Beloit region as a tourism destination to individuals, families, and groups. We rely on our tourism partners to accomplish this. Therefore, we are dedicated to help you—our tourism partner—achieve your business and marketing goals.

We encourage you to take advantage of the benefits available to you as a partner. Members of the Visit Beloit team are available and ready to explain our services in person.

If you have any questions, or would like to schedule an appointment to discuss your business with a team member, please contact info@visitbeloit.com or call 608.365.4838.

Sincerely,

The Visit Beloit Team

Meet the Team



Celestino Ruffini
Chief Executive Officer
P: 608-313-1360
celestino@visitbeloit.com



Matthew Bosen, STS
Director of Sales & Servicing
P: 608-313-1366
matt@visitbeloit.com



Tracy Bliss
Director of Marketing
& Public Relations
P: 608-313-1362
tracy@visitbeloit.com



Terri White
Director of Visitor Services
P: 608-365-8344
terri@visitbeloit.com



Savannah Schindler
Public Relations Specialist
P: 608-313-1373
savannah@visitbeloit.com

VISIT BELOIT

656 Pleasant St.
Beloit, WI 53511

Hours:
Mon-Fri
8:30 a.m.-5:00 p.m.

WISCONSIN WELCOME CENTER - BELOIT

Northbound I-39/Westbound I-90 Rest Area 22,
Mile Marker 187, Beloit, WI 53511

Winter Hours: Nov 1 – Apr 30
Sun and Mon: CLOSED
Tue – Sat: 9:00 a.m.-4:00 p.m.

Summer Hours:
Memorial Day weekend – Labor Day weekend
Mon – Sat: 9:00 a.m.-5:00 p.m.
Sun: 10:00 a.m.-3:00 p.m.

May, September, and October Hours:
Mon – Sat: 9:00 a.m.-4:00 p.m.
Sun: 10:00 a.m.-3:00 p.m.

Basic Services for All Partners

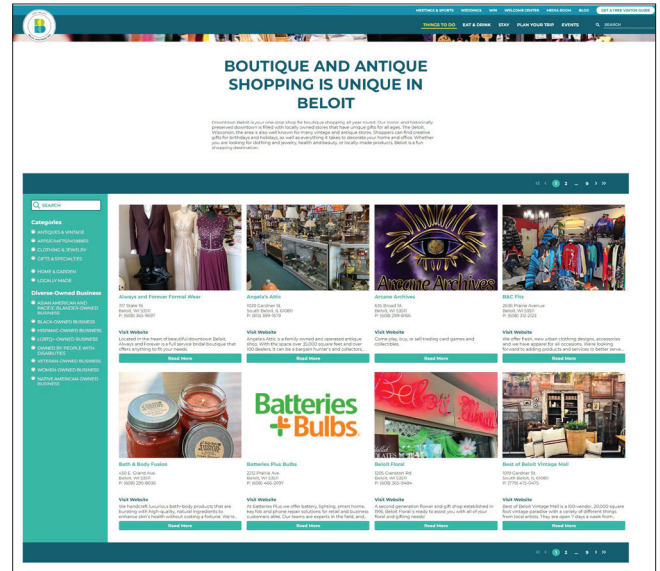
Business Listing on VisitBeloit.com

Every partner is included in Visit Beloit's database and has the opportunity to write/edit their business description (280 character limit), address, phone, and website, as well as upload a photo (600x600 pixels).

In addition, partners can access their account in the database and add/edit business and contact information.

If your business does not have a Beloit, WI, South Beloit, IL, or Rockton, IL mailing address, you can pay an annual fee of \$50 to be a Visit Beloit partner.

The Visit Beloit website has more than 500,000 page views per year.



Beloit Publications

Every partner will automatically receive the following publications via email.

Tourism E-Newsletter

This monthly newsletter is sent to more than 21,000 people who are interested in visiting Beloit. It has between a 30-40% open rate on average.

Beloit Weekly

The Beloit Weekly is sent out every Thursday or Friday and contains events in the area occurring in the upcoming week. The publication can be printed or shared digitally.

Online Calendar of Events

Every partner is welcome to submit an event that would be of interest to a visitor or resident via the homepage of VisitBeloit.com.

Tourism Roundtable Meetings

Connect with CVB staff and tourism industry colleagues at quarterly Tourism Roundtable Meetings. Get updates from Visit Beloit including the quarterly report, provide industry feedback, and network with each other. The meetings are free and do not require an RSVP.

Performance Reports

Visit Beloit creates quarterly reports and an annual report to share the results of marketing and sales efforts, hotel data, etc. They can be found at visitbeloit.com/about-us/transparency.

Access to Visit Beloit's Research

Visit Beloit is happy to share any tourism industry research that is conducted.



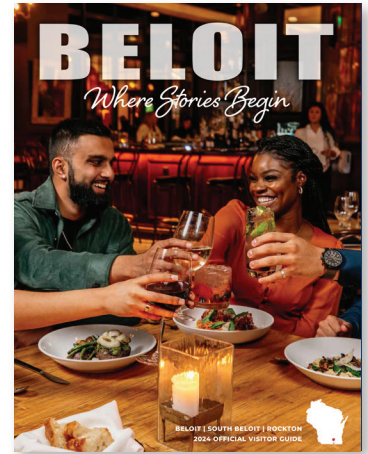
Additional Benefits Available

There are several additional benefits that Visit Beloit provides to partners. However, due to the volume of our tourism partners, not every business can receive every additional benefit available.

Printed & Digital Guides

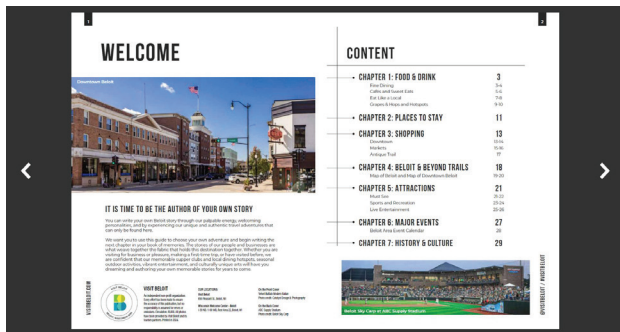
Visitors Guide—Printed and Digital

Visit Beloit publishes at least 10,000 printed guides each year that are distributed throughout Beloit and the Midwest. And an additional 2,000 guides in Spanish. The digital visitor guides are featured on every page of VisitBeloit.com. Users can page through, share, and download the publication. Businesses included in the digital guide also have a clickable link that directs the user directly to the business's website.



Wedding Guide—Printed and Digital

Visit Beloit publishes a Wedding Guide that focuses on wedding venues and hotels. The digital version is also featured on the homepage of VisitBeloit.com.



Event Promotion

Have a fun event that a visitor would enjoy? Visit Beloit wants to help you promote it!

- Be Included in the Visit Beloit Monthly E-Newsletter
- Get Your Facebook Event Shared on Visit Beloit's Facebook Event Page
- Get Included in the Beloit Weekly
- Get Talked About on Radio Stations such as WCLO, WTMJ, Big Radio, and More
- Get Included in a Blog on VisitBeloit.com
- Get Included in a Press Release
- Get a Social Post or Share on

Social Media

- Get Your Event Shared on Facebook Live
- Get a "Boosted" Post on Facebook

Recent Ads

Ads activity is reported in the timezone of your account.

| | |
|---|---|
| <p>Post Engagements Active Looking for something to do as a family? Head to Big Hig Hill Park for the...</p> <p>People Reached: 5,729</p> <p>Landing Page Views: 146</p> <p>View Results</p> | <p>Post Engagements Active Spring is around the corner, and so is the @t1016712328681066-844:3rd Annual...</p> <p>People Reached: 7,211</p> <p>Landing Page Views: 198</p> <p>View Results</p> |
|---|---|

Please do at least one of the following to be considered:

1. **Create a Facebook Event**
Create an event and message Visit Beloit or email tracy@visitbeloit.com to let us know you have created the event.
2. **Submit Your Event on Our Online Calendar**
Submit your event at VisitBeloit.com at least 7 days prior to your event.

Additional Benefits Available

Literature Distribution

Visit Beloit will display your brochures at each of our literature racks, as well as at the Wisconsin Welcome Center - Beloit along the interstate.

Public Relations

Showcase Your Business in a Press Trip

Every year, Visit Beloit hosts travel writers, bloggers, and freelance journalists to share with them why Beloit is a leisure and/or group destination.

Press Releases

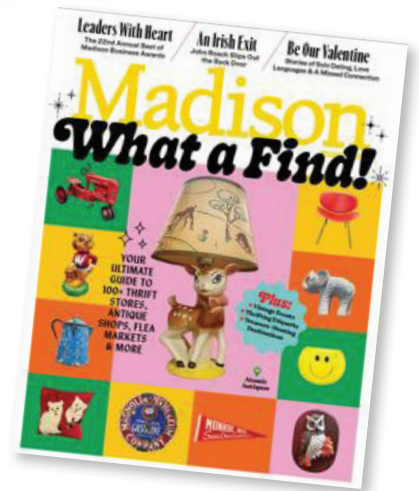
Visit Beloit shares events, new businesses, and relevant stories to various media outlets throughout Wisconsin and other targeted media outside of the state.

Pitching

The Marketing and Public Relations department consistently pitches Beloit's tourism partners to magazines, newspapers, and freelance journalists.

Tourism Trade Shows

The Marketing and Public Relations department attends several conferences each year to meet content creators, influencers, journalists, and bloggers to pitch Beloit as a travel destination.



Video, TV, Photography

Television

For example, be showcased in an episode of *Discover Wisconsin* or *Buzzed Into Madison*. Past episodes can be seen at youtube.com/visitbeloit.

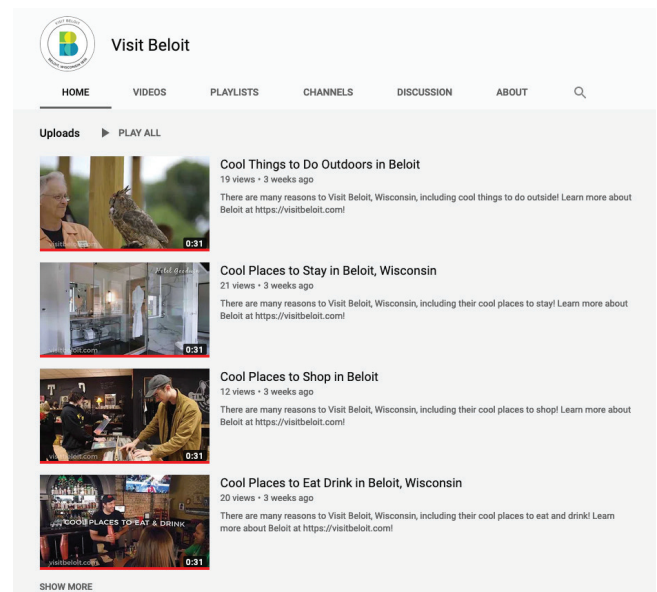
Video

Be included in videos that are used in pre-roll advertising on YouTube, promoted on the Visit Beloit website, and all social media channels.



Photo Library

Visit Beloit maintains an extensive photo library featuring the Beloit area's many tourism offerings. Images from local attractions, special events, restaurants, shops, landmarks, and nature and recreation areas are used in a variety of advertising, social media, and public relations efforts throughout the year. In addition, there is an image gallery on the website for the general public to peruse.



Additional Benefits Available

Contests & Giveaways

Facebook and Instagram

Visit Beloit periodically conducts giveaway contests on Facebook and Instagram to increase followers and engagement and promote local businesses.

Quarterly Sweepstakes

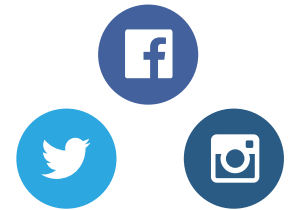
Every quarter, Visit Beloit promotes a weekend getaway package which includes a two-night stay, admission to attractions, and gift cards to various restaurants. This contest helps create awareness and increase our email list. We get more than 2,000 entries every month.

Contact tracy@visitbeloit.com if you would like to discuss participating in contests and/or giveaways.



Social Media Assistance

Visit Beloit offers basic social media assistance to help partners learn how to create events, schedule posts, create ads, and better engage followers and drive traffic to your website. For assistance in setting up or reviving your social media efforts, contact tracy@visitbeloit.com.



Group Sales

- Promote your services or offer a discount for groups.
- Promote your business to motor coach, group tour, sports rights holders, and meeting planners.
- Inclusion in custom itineraries created for motor coach groups.

Swag Bags

Visit Beloit offers swag bags for large groups filled with local information and products. In addition, all media hosted by Visit Beloit receive a welcome bag. For information on how to be included or to order, contact info@visitbeloit.com.



Tourism Development Grants

Visit Beloit will accept grant applications for costs related to the development of attractions, amenities, and interactive experiences, as well as high impact traveling exhibitions and certain types of signage in the greater Beloit region. Get more information at visitbeloit.com/giving-back.