



## Benefits of Partnership

Interested in promoting your destination in Grove, OK Free to you? The Grove CTB is on the move in our community bringing functions, activities, tourism into the Grand Lake area. Benefits you will receive by joining our CTB.

- A 175- Character descriptive listing on [cityofgroveok.gov](http://cityofgroveok.gov) with hyperlink to your business website. Our website, [cityofgroveok.gov](http://cityofgroveok.gov), consistently rank in the top Google organic searches for trip planning advice regarding the Grove/Grand Lake area.
- Access to the confidential Group Sales Department hotel leads and service requests which cover the meetings, convention, motor coach, reunion, wedding and sports group markets.
- Daily direct referral service provided by Convention Tourism Bureau (CTB) staff at visitor's center.
- Privilege to display pamphlets at the I-44 Tourism Center.
- Networking and educational opportunities with local tourism industry leaders at Travel Council meetings, which occur throughout the year.
- Continuing education programs, seminars and technology learning sessions provided throughout the year.
- Opportunity to advertise on-line and in CTB publications.
- Social Media: Your events/activities/discounts may be submitted for promotion via our social media networks.

When it comes to marketing a destination, the ability to reach audiences, attract awareness, excite interest, and convert into action can be a significant challenge—particularly in the age of marketing budgets decreasing and competition for tourism dollars strengthening around the world. A partnership approach to marketing provides greater strength, unity, and leveraged results—and will more effectively market the destination together when compared to individual efforts.