

What can a DITA membership do for your business?

We're glad you asked!

Through business advocacy, economic development, visitor data, and educational trainings, member businesses are exposed to valuable tools that create strong community synergies and resources to grow and sustain their business.

Your annual membership with DITA provides a whole host of benefits, some of which are highlighted in this brochure.

**Become a member today!
call 906-493-5245.**



*We're building a new and better future for
Drummond Island Tourism Association.*

SUMMARY of MEMBERSHIP BENEFITS

- **Exclusive** exposure of your business in the Visitor Center. Visited by over 4,000 annually
- **Exclusive** advertising opportunity in the Drummond Island Visitor Guide
- **Exclusive** business listing on the DITA website, www.VisitDrummondIsland.com
- **Exclusive** leads and referrals
- **Exclusive** social media promotion of your business, services, and events
- **Exclusive** promotion of your business, services, and events through DITA's targeted email marketing.
- Sponsorship opportunities at events
- Discounts for trainings/seminars
- DITA Membership e-Newsletter
- Invitations to networking events
- Updates on advocacy efforts that effect the tourism industry
- Voting privileges at the DITA Annual Meeting
- Opportunity to serve on the DITA Board of Directors
- and much more!



*For more information or to become
a member, call 906-493-5245.*



Let's Do Business TOGETHER!



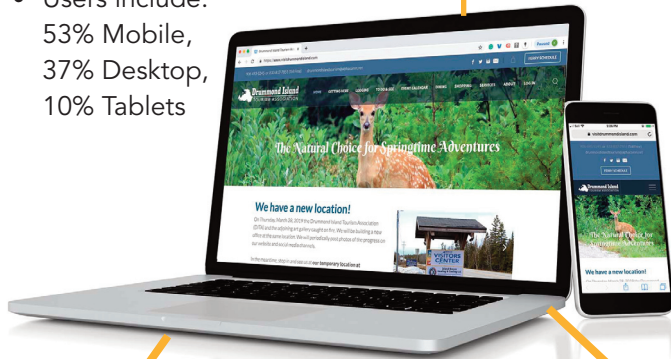
Online Marketing

VisitDrummondIsland.com is a mobile friendly website designed to offer potential visitors, meeting planners, and community residents an easy way to locate information about the best that Drummond Island has to offer. All members receive an online listing, including contact information, location, and a link to their business website or a DITA hosted landing page.

2018 DITA Website Stats

January 1- December 31, 2018

- 69,181 Users
- 243,029 Page Views
- Average Session: 2.36 minutes
- Users include:
 - 53% Mobile,
 - 37% Desktop,
 - 10% Tablets

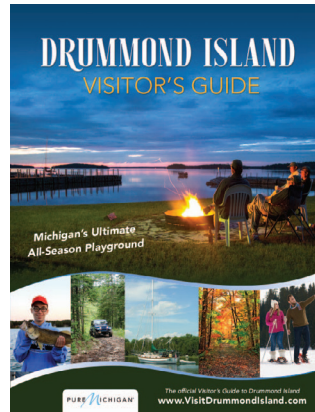


Online requests

Our website visitors can request a copy of the Drummond Island Visitors Guide to be mailed to them through an online form. Web visitors can also purchase the official map of Drummond Island, an essential item for any visitor.

DITA also answers hundreds of questions about Drummond Island via the website's email contact form.

Print Marketing





The **Drummond Island Visitors Guide** is the official premiere publication to promote Drummond Island. Members receive a complimentary listing, which includes business name, phone or website, and locator on a center spread map. Display ads are available for sale to members to offset the cost of printing.

DITA prints 30,000 Visitor Guides and distributes them to local businesses, area lodging, welcome centers, and more. The Visitor Guide is also available online and mailed to people requesting a copy.

Social Networks such as facebook and instagram allow DITA to promote visitor experiences and member businesses through a comprehensive social marketing presence. We love to "share" events, specials, achievements, and more to help promote our member businesses.

Be sure to follow Drummond Island Tourism Association on our official social channels:

-  [facebook.com/visitdrummondisland](https://www.facebook.com/visitdrummondisland)
-  [instagram.com/visitdrummond](https://www.instagram.com/visitdrummond)

Visitor Center

As a member business, you have exclusive privilege to display flyers, brochures, and business cards inside the Visitor Center. When appropriate, these materials are also taken to tradeshow and events to further promote our member businesses.

Leads and Referrals

During 2018, the visitor center welcomed 4,383 guests to Drummond Island, answered questions, and made referrals on where to eat, where to stay, where to shop, things to do, and services that are available on the island. As a benefit, we only recommend member businesses.

Leads that are gathered at events and trade shows are compiled for highly targeted emails that often feature our member businesses and promote Drummond Island.



Educational Events

Educational Workshops and **Webinars** are hosted periodically in the off-season. Watch your email for a list of upcoming events and topics.

Networking Events are held periodically, allowing members to network with fellow members on a casual yet professional level. One of the best ways to maximize the return on your membership investment is by participating in these fun and informative events.