



## Office of Tourism

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Harford County Invites you to join our **Tourism Marketing Partnership for 2012**. Save money and target your limited advertising dollars to the lucrative visitor and relocation market through a packaged approach to destination marketing. Your business/attraction will be included in Harford Tourism's 3 key marketing initiatives- *Destination Harford* Visitors Guide, Visitor Website [www.harfordmd.com](http://www.harfordmd.com)/e-marketing; and our electronic visitor kiosk network. By joining, you are bundling 3 key marketing programs for the cost of one!

Here's how to join- please read this letter and the enclosed information carefully:

1. **Join the Tourism Marketing Partnership** By joining the program you will receive a basic listing in *Destination Harford 2011*, a listing and link on the tourism website, [www.harfordmd.com](http://www.harfordmd.com), and a listing on our electronic kiosk network. To become a Tourism Partner, please fill out the enclosed application form. This is also the invoice to pay the \$295 annual fee.
2. **Electronic Visitor Kiosk Network** Harford County based Kiosks are located at the Hilton Garden Inn Aberdeen, the AMTRAK Station in Aberdeen, Homewood Suites-Riverside, Best Western-Edgewood, downtown Bel Air, and downtown Havre de Grace. Other host sites will be added later. **As a bonus:** All paid Harford Tourism partners are also listed on kiosks in the Baltimore market including sites at the Inner Harbor and the Cecil County network including Hollywood Casinos and the Chesapeake House & MD House welcome centers on I-95. **Bigger bonus:** All Tourism Partners may upgrade to a premium kiosk listing for FREE. This feature of your marketing partnership alone is valued at over \$1,000.00
3. **Destination Harford 2012- A Printed Visitors Guide:** Published by the Souza Agency in cooperation with Harford County Tourism, 40,000 copies of Harford's official Visitors' Guide are distributed widely throughout the mid-Atlantic reaching qualified in-bound visitors. All basic listings will be provided to the Souza Agency by the Office of Tourism for all **paid** Tourism Partners. Information is forthcoming from the Souza Agency for *Destination Harford*. Purchasing a display ad is highly recommended.
4. **Website & Electronic Marketing** All Tourism Partners will receive a listing on [www.harfordmd.com](http://www.harfordmd.com). Harford County's Official visitors website. Attractions and events held by Tourism Partners will be given priority placement in our electronic newsletter and social networking platforms on Twitter, Facebook, and the popular *Where's Wini?* Video Blog. **Events must first be added to the website via the online form before they can be pushed electronically to hundred's of thousands potential visitors a year.**
5. **Calendar of Events:** ALL events are to be added online. **For inclusion in the printed calendar of events featured in *Destination Harford 2012*, your event must be submitted via the online form by October 24, 2011.** All paid Tourism Partners may submit up to (3) events that meet criteria listed on the tourism website. Events that are not added via the online form may not be included in our promotional efforts.

All information is enclosed and is also available on [www.harfordmd.com](http://www.harfordmd.com) under "Partners". Please don't hesitate to contact me with any questions. Thank you for supporting tourism in Harford County!

Best Regards,

Wini Roche, Tourism & Marketing Manager  
Harford County Office of Tourism