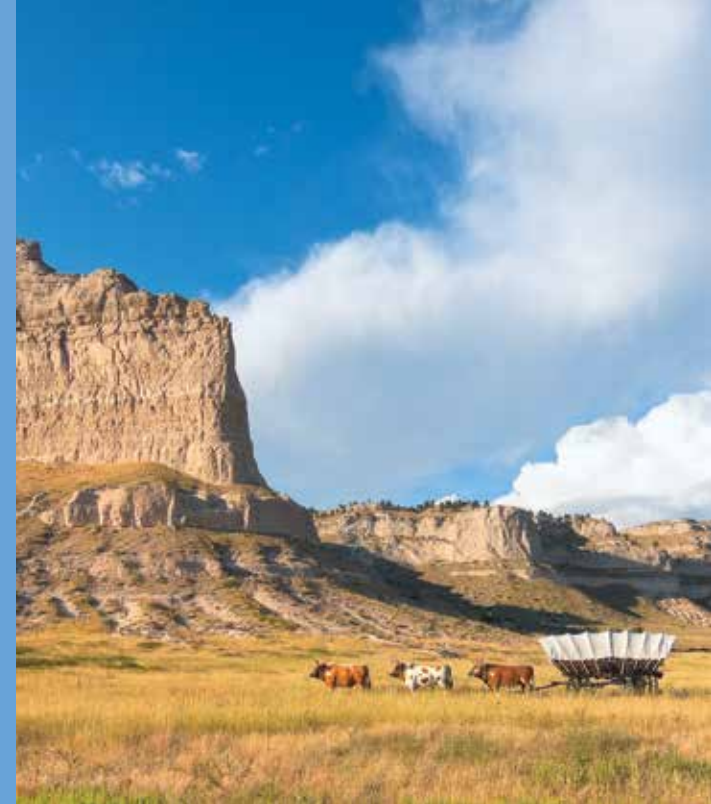


# Western Nebraska Tourism Coalition

Journey to Western Nebraska

## Membership Brochure



### Why join the WNTC?

The goal of the Western Nebraska Tourism Coalition (WNTC) is to attract more tourists, lengthen their stay and increase their spending.

To accomplish this goal we need your help. By becoming a member you will receive representation in the WNTC's regional large-scale marketing and promotional campaigns as well as have the opportunity to attend trade shows and travel conferences.

The WNTC represents the tourism industry throughout Western Nebraska. Your membership will generate revenue to expand marketing to promote Western Nebraska as a vacation destination.

Your business will also receive greater exposure throughout the region and even further with the WNTC's website, **WestNebraska.com** which is maintained and updated regularly.

Your support will also enhance area chambers of commerce, visitors bureaus and business marketing and advertising.

**WestNebraska.com**  
**1-866-684-4066**

Western Nebraska  
Tourism Coalition  
Journey to Western Nebraska

658 Glover Rd.  
Sidney, NE 69162

## Benefits

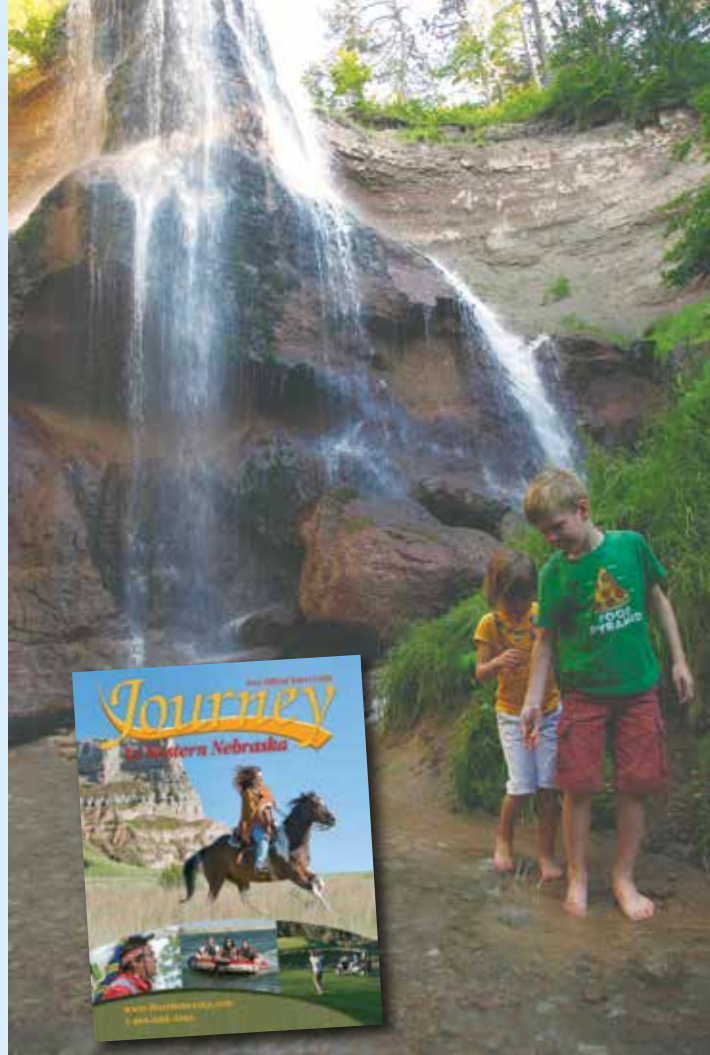
**Regional Collaboration** – Members of WNTC have the opportunity to share marketing ideas and develop innovative approaches to promote Western Nebraska, their attractions and businesses by attending bimonthly meetings, held in various communities throughout the region.

**Marketing** – 90% of WNTC's budget is earmarked for marketing the regions to visitors. Recent marketing has included advertising in *Good Housekeeping*, *Midwest Living*, and AAA magazines. Over 3,200 requests for information were received from these publications, which were then forwarded on to members.

**Trade Shows** – WNTC represents the region at travel industry trade shows in surrounding states. More than 50,000 *Journey* magazines and maps, which highlight the area attractions are handed out annually.

**Internet Visibility** – Members of WNTC have the opportunity to purchase a link from WestNebraska.com to their own website.

**Referrals** – Members of WNTC have the unique opportunity to cross-promote attractions and businesses in the region by having access to the visitor leads from advertising efforts.



## Western Nebraska Tourism Coalition Membership Application

Name \_\_\_\_\_

Business/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

### Membership Levels

**\$100 Membership**

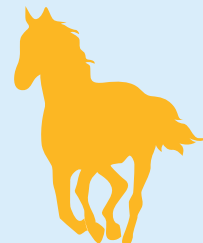
- Identified as WNTC member on the WestNebraska.com by membership icon.
- Downloadable brochure on website.
- Receive leads from our print advertising placements.

**County Visitor Committee**  
(3% of Promotion Fund)



### With the \$100 membership you will also receive:

- Identified as a WNTC member on the WestNebraska.com with the membership icon.
- Downloadable brochure on website.
- Receive leads from our print advertising placements.



Membership Icon

#### Additional Opportunity:

With the purchase of your *Journey* advertisement and your WNTC membership receive a link to your website for \$240.

*Western Nebraska  
Tourism Coalition*

Journey to Western Nebraska

### Send Application and Payment to:

Western Nebraska Tourism Coalition  
658 Glover Rd. • Sidney, NE 69162  
1-866-684-4066