



# PARTNERSHIP OPPORTUNITIES

2024



**THE ORIGINAL.  
THE ONE.  
THE ONLY.**





For over 40 years, Discover The Palm Beaches has been the official tourism marketing corporation for Palm Beach County. We serve our local businesses every day by delivering outstanding sales and marketing opportunities. Partner benefits include listings on the website, listings in our official print publications, access to partner events and opportunities to participate in trade shows, sales missions, co-op advertising and more. We hope you will consider joining us in our mission to grow the tourism economy!





## MISSION

Grow The Tourism Economy.

## VISION

To position The Palm Beaches as Florida's premier tourism destination.

## BRAND PROMISE

The Palm Beaches are America's First Resort Destination.

The community where genuine hospitality is a way of life, and the diversity of travel experiences is matched by the warmth of its coastal communities.

It is Florida's finest travel experience.

## BRAND POSITIONING STATEMENT

America's First Resort Destination® — The Palm Beaches are renowned as the warm-weather getaway by discerning guests for over 125 years. Genuine hospitality is a way of life. Our vibrant blend of people, cultures and coastal towns welcomes everyone. Enjoy fewer crowds, a healthier beach experience, exceptional cultural offerings and the warm Atlantic Gulf Stream water that creates the finest Florida travel experience.

## VALUES OF PARTNERSHIP



Marketing & Advertising



Access & Insights



Group and Travel Trade Sales & Services



Advocacy

# WHY JOIN?

## JOIN US

- You'll be connecting with hundreds of businesses to support tourism

## SALES & SERVICES

- Teams dedicated to promoting The Palm Beaches to meeting professionals, event planners, and travel trade professionals
- Participate in tradeshows, sales missions, and destination reviews

## ACCESS & INSIGHTS

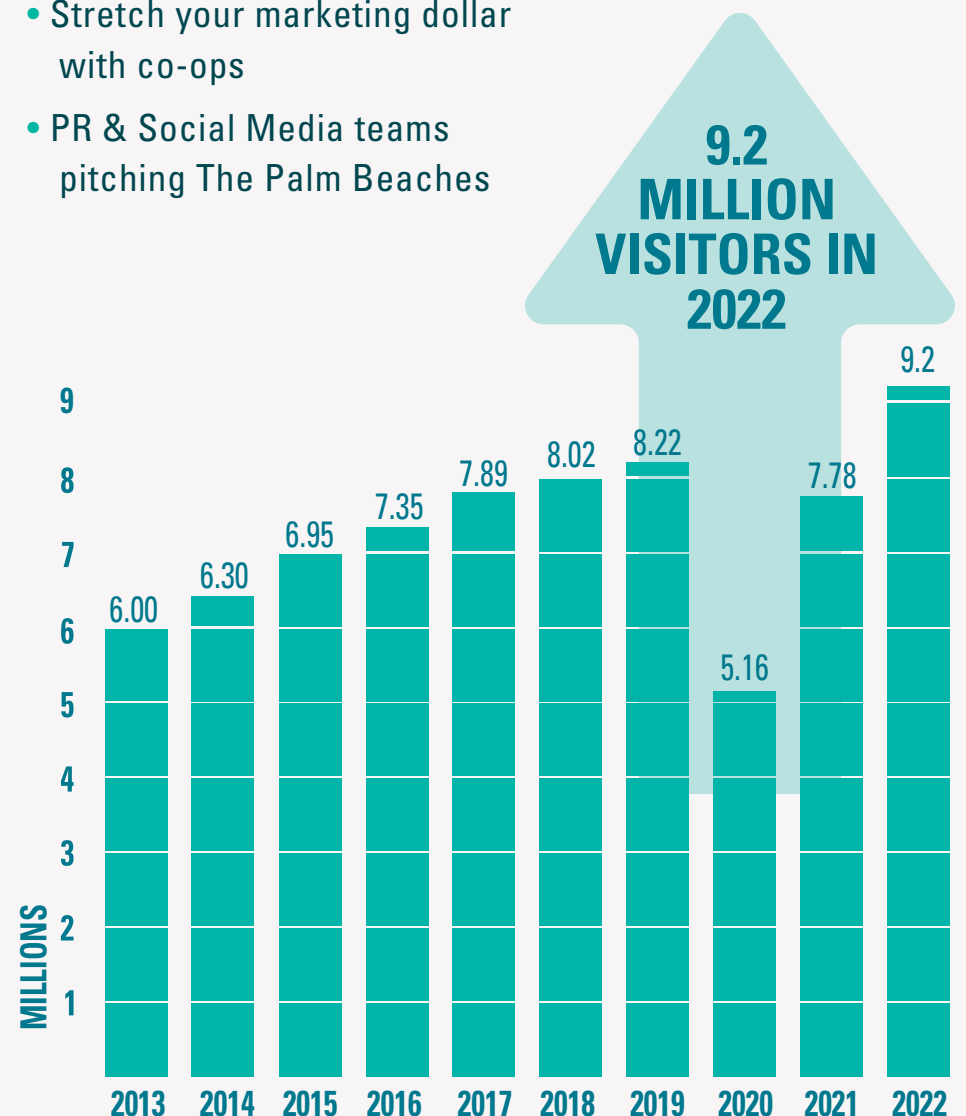
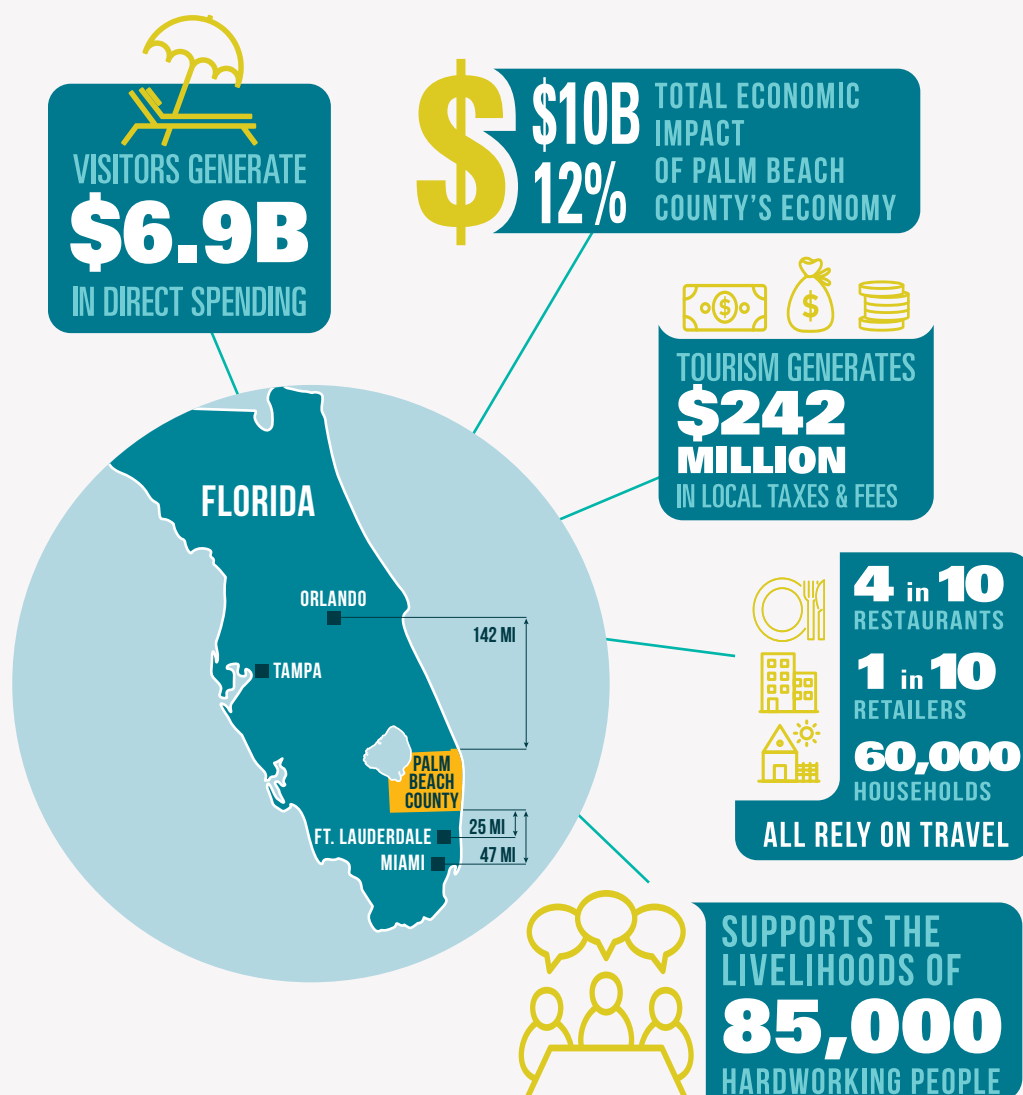
- Insights into industry leading research
- Network with 300+ Partners
- Attend FREE educational events, webinars, and more

## ADVOCACY

- Policy and Advocacy Updates
- Discover The Palm Beaches engages with local legislation on your behalf

## MARKETING

- #1 County resource supporting tourism - ThePalmBeaches.com
- New brand campaign driving visitors to ThePalmBeaches.com
- Print & Digital Guides
- Stretch your marketing dollar with co-ops
- PR & Social Media teams pitching The Palm Beaches



# GROUP & LEISURE SALES ACTIVITIES

Join the team at our many group and leisure trade shows, sales missions and destination reviews throughout the year.

We offer a variety of ways to connect with group and leisure markets plus convention and trade customers. Check out our current calendar of activities in the Partner Portal today!

## TOP MARKETS:

USA  
Canada  
Mexico  
Colombia  
Brazil  
United Kingdom  
Germany

## INTERNATIONAL PARTNERS:

Canada: VoX  
Mexico: Aviareps Mexico  
UK: Hills Balfour UK  
Brazil: Aviareps Brazil  
Colombia: Aviareps Colombia  
Germany: Lieb Management Group

## FIND US AT:



AND MORE!



# TRADITIONAL MEDIA

Attract the right audience for your business by advertising in The Palm Beaches' Insider Guide. Reach discerning travelers and locals alike, showcasing your brand alongside our curated collection of exclusive experiences.

- 430+ Distribution points
- 352 locations throughout Palm Beach, Broward, and Dade Counties
- 8 FL Turnpike locations  
59 locations within Orlando  
12 in county Visitor Information Centers



THE ORIGINAL. THE ONE. THE ONLY.

THE PALM BEACHES  
Official Visitors Guide



The Visitors Guide is the official source of travel information and inspiration for visiting Palm Beach County. Promote your business, attraction or service to a highly qualified audience of travelers and locals exploring The Palm Beaches!

Print Circulation:  
**50,000**

eGuide Visits:  
More Than  
**16,000**  
Annually

Distribution:  
**Various  
Targeted  
Locations**



# WE OFFER

- **WEBSITE LISTINGS**

Drive conversions by promoting your listing to consumers in relevant categories.

- **EMAIL & NEWSLETTER**

Database of 40k. Take advantage of an opportunity to engage a targeted audience and promote expanded content about your business.

- **NATIVE ADS**

Native ads on ThePalmBeaches.com are fully integrated into our webpage content, allowing you advertising opportunities on our website.

ARTS & CULTURE, GALLERIES & STUDIOS, LIVE MUSIC, PERFORMING ARTS

### Arts Garage


94 NE 2nd Ave  
Delray Beach, FL 33444

(561) 450-6357

DIRECTIONS

350 reviews

FOLLOW US



### Boca Raton Marriott at Boca Center

5150 Town Center Circle  
Boca Raton, FL 33486

(561) 620-3705

DIRECTIONS

1506 reviews

FOLLOW US



**The Brazilian Court Hotel**

Sponsored

Savor the cuisine of internationally acclaimed chef Daniel Boulud at Café Boulud, simply vanish into tranquility by the secluded, palm-fringed...

[Details, please](#)



**The Breakers Palm Beach**

Sponsored

Stay. Play. Getaway. Enjoy everything under the sun—plus, daily breakfast, your sixth night free, and more.

[See Offers](#)



### Fall into Savings at Waterstone Resort & Marina Boca Raton

Sponsored

Save up to 15% on 2-nights or more, half of valet parking, complimentary early check-in and late check-out. Book by 11/30/23 for qualifying stays through 8/31/2024.

[Book Now!](#)

### Deals & Packages

No matter when you travel to The Palm Beaches, you'll find enticing hotel packages and special offers to help sweeten the deal.

[See Offers](#)



### Things to Do This Weekend

No weekend plans yet? We got you covered! Discover all the things to do this weekend in The Palm Beaches!

[Make Plans!](#)



### November Happenings

A golf championship, fashion exhibits, art festivals, and more. Here is our events roundup for November 2023.

[See Events](#)



### Thanksgiving Dining

Celebrate of these re Beaches!

[Read More](#)

Discover The Palm Beaches Sponsored


**PLACES TO STAY**

Savor nature-inspired cuisine from the open live fire kitchen at the only Forbes "Recommended" restaurant in Palm Beach.

You're receiving this email because you...

Discover The Palm Beaches Sponsored


Lots of Yachts/Lots of Spots offers unique yachting and locations from 2 - 2,000 guests starting at \$300/hour.



floriespb.com

Spring at Florie's by Mauro Colagreco

[See menu](#)



Discover The Palm Beaches Sponsored

Explore summer offers at our chic Delray Beach escape and enjoy beachfront rooms, vibrant dining & our award-winning spa.

opalcollection.com

Book an Opal Grand Resort & Spa Getaway

[Book now](#)





# PUBLIC RELATIONS:

## WHO?

- We host a combination of publications ranging from national to regional, including LGBTQ and DEIA specific, luxury lifestyle, women's or men's interest, bridal, as well as meetings, travel trade and more



## WHEN?

- Our typical cadence is to host 2-3 editors per month for individual stays or a group FAM of 3-4 editors
- We negotiate coverage in advance of every stay and make sure to thoroughly vet the editors

# SOCIAL MEDIA:

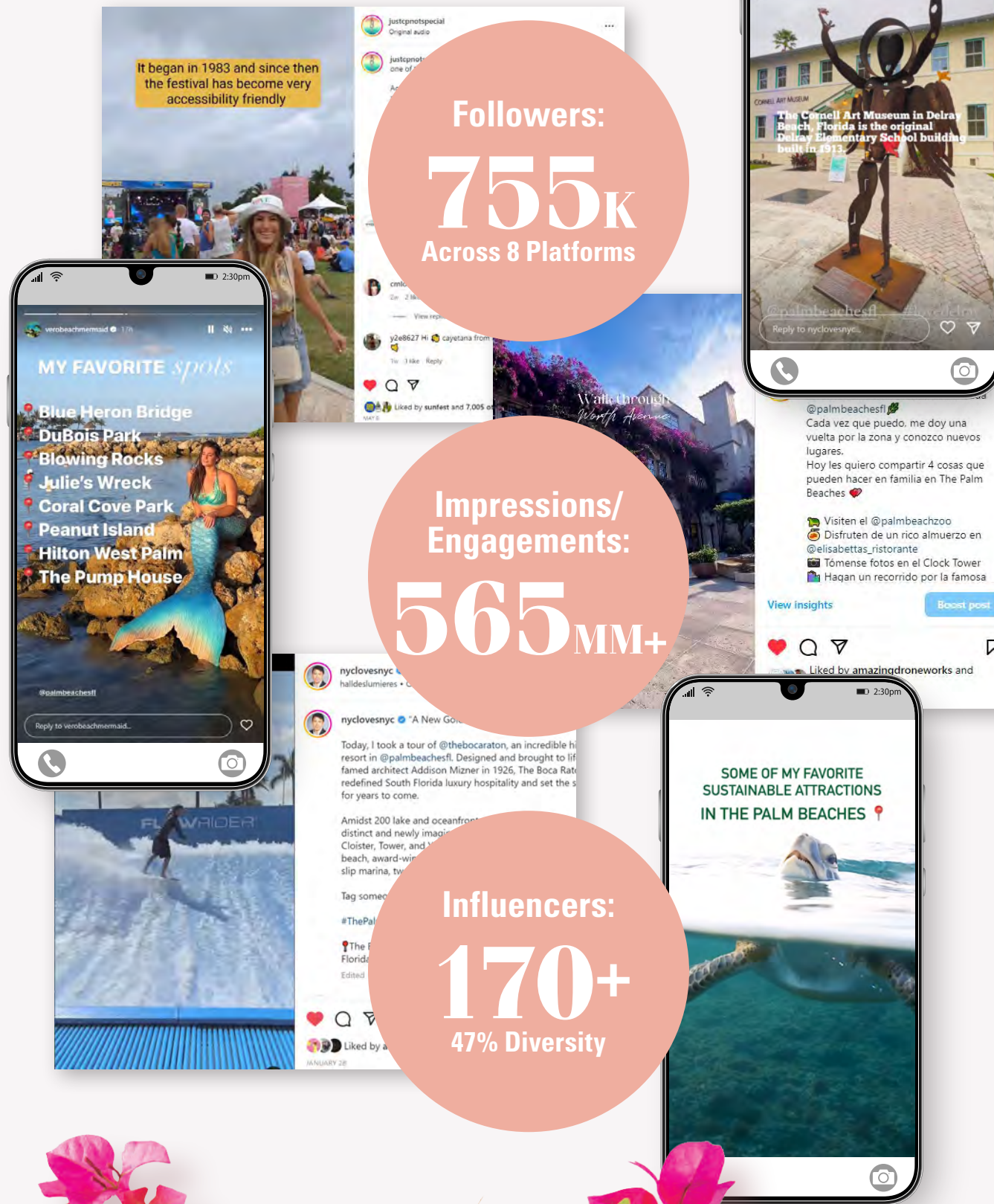
Social media is an extension of public relations and an opportunity for additional coverage.



Followers:  
**755k**  
Across 8 Platforms

Impressions/  
Engagements:  
**565MM+**

Influencers:  
**170+**  
47% Diversity





# TESTIMONIALS:

## PGA NATIONAL RESORT

At PGA National Resort, our commitment to excellence extends beyond our picturesque courses and into the valuable relationships we nurture. One such invaluable relationship is with Discover The Palm Beaches.

In regions where our voice may be a mere whisper, Discover The Palm Beaches amplifies it to a resounding echo, reaching audiences far and wide beyond our resources. Their expertise and vast network ensure that we have a presence not only in our immediate community but also across national and international markets.

Our association with Discover The Palm Beaches is more than just a partnership; it's a thriving collaboration where mutual aspirations converge to yield tangible outcomes.



## GRANDVIEW PUBLIC MARKET

Over the years, our association with DTPB has brought a surge of both locals and tourists into our market, elevating our stature as a must-visit dining experience. More than just business, our partnership has been a synergy of shared values. Your commitment to promoting the best of Palm Beach aligns seamlessly with our slogan, "Community, Culture, Cuisine." It's not just about dining; it's about the experience, the engagement, and the sense of belonging.



## CAPTAIN'S M&M

Discover The Palm Beaches and Captains-M&M have been in partnership for many years. It is and always has been a pleasure working with Discover The Palm Beaches. We value our partnership and strive to provide excellent transportation service to the team of Destination Service Managers and their clientele.

We look forward to many more years of a successful partnership with Discover The Palm Beaches.



## OCEAN PROPERTIES

It has been my pleasure to confirm partnership for Ocean Properties Palm Beach County hotels with Discover The Palm Beaches for over 25 years. As our company corporate offices are located in Palm Beach County along with several of our hotels, we have established a great working relationship with the team here. We support their efforts all year in web development, public relations, trade show events, fam trips and advertising opportunities. Their team is a pleasure to work with and we have had many successes together over the years bringing more visitors to Palm Beach County.



# EVENTS:

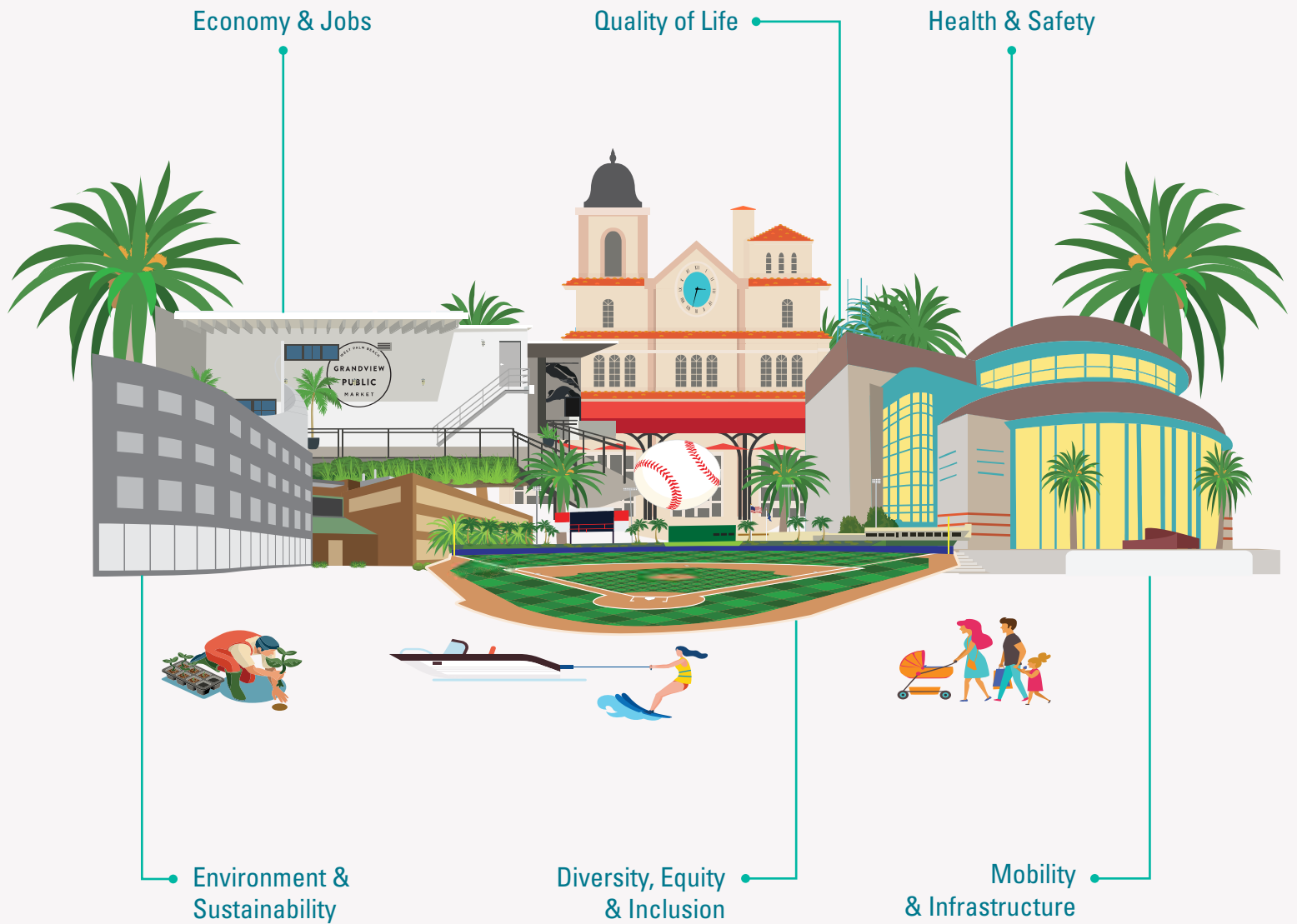
- **WAKE UP WITH DISCOVER**  
Virtual introduction to Discover The Palm Beaches and your Partnership
- **PARTNER PORTAL WORKSHOPS**  
Virtual workshop on how to use the Partner Portal to its full potential
- **DISCOVER CONNECTIONS**  
Quarterly Partner networking and educational events
- **ENGAGE WITH DISCOVER**  
Virtual introduction to The Palm Beaches Advertising/Co-Op Programs, PR, Social Media & Content, Leisure, Group Sales and Destination Services Teams. Provides current ways to optimize your partnership with these teams

## ADDITIONAL DISCOVER THE PALM BEACHES HOSTED EVENTS

- **TRAVEL RALLY DAY**  
National Travel & Tourism Week's annual industry celebration; locally hosted event celebrating the impact of travel and tourism to The Palm Beaches' economy
- **STATE OF THE TOURISM INDUSTRY EVENT**  
The Palm Beaches' presentation of the coming year's plans, goals, and initiatives to grow the tourism economy
- **THE PALM BEACHES HOSPITALITY & TOURISM JOB FAIR**  
A premier event where employers and job seekers in The Palm Beaches' hospitality and tourism industry gather to connect, network, and explore employment opportunities



# WHAT OUR COMMUNITIES AND RESIDENTS CARE ABOUT



**DESTINATION PROMOTION IS A COMMON GOOD,  
IMPROVING QUALITY OF LIFE.**



[partnership@thepalmbeaches.com](mailto:partnership@thepalmbeaches.com)  
[thepalmbeaches.com](http://thepalmbeaches.com)

2195 Southern Blvd. Suite 400,  
West Palm Beach, FL 33406  
United States  
(800) 554-7256

**TOURISM IS A COMMUNITY SHARED VALUE**





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