

### Top Five Reasons to Engagement with the VBHA for Property Members

**Let your voice be heard** and have a presence in legislative decisions that impact the Virginia Beach market. This includes representation with local and state officials and partnering with the Convention & Visitor Information Bureau (CVB) and the Virginia Restaurant, Lodging and Travel Association (VRLTA). The VBHA has established the Virginia Beach Hospitality PAC which allows endorsement of local and state candidates.

### Workforce Development

Educational seminars on a variety of industry topics present a great opportunity for professional development. Let us help you hire your professional team members using great referrals and internship programs. The VBHA recruits throughout the Commonwealth of Virginia and has a presence in the Virginia Beach High School utilizing career fairs and other opportunities.

### Network

Meeting other hoteliers in Virginia Beach allows us to offer support, resources, and share best practices. Keep it LOCAL by meeting other Virginia Beach business partners and utilize the Associate Members in meeting your hotel's business needs.

### Resources available at VBHA

Stay informed of local activities and events and offer reduced ticket prices to your guests. Numerous opportunities exist for discounts as we join together and benefit from quantities of scale.

**Market Exposure** via referrals from the VBHA website, Accommodations Directory and our valuable Associate Members. Stay in the know regarding Virginia Tourism Corporation (VTC) opportunities and other Virginia Welcome Center marketing initiatives. Partner with the military via the Military/Hospitality Task Force at the VBHA.



### Top Five Reasons to Engagement with the VBHA for Associate Members

**Network** with Property Members in Virginia Beach. Meeting other hoteliers in Virginia Beach allows us to offer support, resources, share best practices and create job opportunities.

**Associate Member Expo** provides you a great opportunity to gain access to top decision makers in our local area and region. Highlighting the vendors participating in the event is our key focus along with growing the audience of attendees each year.

### Resources available at VBHA

Stay informed of local activities and events and offer reduced ticket prices to your employees and clients. Receive access to the Property Members' contact data and business discounts. Remain connected with city officials on important issues like safety and venue development throughout Virginia Beach.

### Workforce Development

Educational seminars on a variety of topics present a great opportunity for professional development. VBHA recruiting and advocacy efforts support the industry and provide job placement information.

### Let your voice be heard

Have a presence in legislative decisions that impact the Virginia Beach market. This includes representation with local state officials and partnering with the CVB and the VRLTA. The VBHA has established the VB Hospitality PAC, which allows for endorsement of local and state candidates.

