

BENEFITS OF ASSOCIATE MEMBERSHIP

- **New Associate Members** can prepare an email which HHA will send out to all members introducing the company and their products.
- **Associate Members** can request a speaking spot at an HHA meeting. This request would be put to the membership to see if a majority of members were interested in the topic.
- **Meetings** – there will be at least one a yearly meeting for associates to meet and exhibit if they wish, to the HHA members - priority to apply to present at HHA regular monthly meetings
- **HHA leaflet is** distributed to appropriate outlets including TICs, visitor attraction sites and shows
- **Social Media Page** – this is ongoing for contribution
- **Regular press releases** are written and sent out on HHA achievements and activities – associates can be included in these
- **Regular competitions** are written and placed for HHA and members – associates will have the opportunity to participate
- **Associate Members will be listed on HHA website** – with appropriate links
- **Exhibition Opportunities** – County Show, Group Travel Organiser Show, BOBI, Confex, etc
- **HHA are Members of Hertfordshire Tourism Leisure Partnership (TLP)** – enabling feedback to Local Government, Chamber of Commerce and other influential bodies. We were part of the team winning Best Olympic Initiative at British Travel Awards
- **Familiarisation Visits organised free of charge** – these have included White Water Raft Centre, Snow Centre, Butterfly World and Warner Bros. Studio Harry Potter experience –
- **Partnership marketing opportunities** - these present themselves throughout the year
- **Charity** – links and opportunities
- **Education Committee** – opportunities for work experience and sourcing new staff