

HERTFORDSHIRE HOTEL ASSOCIATION (HHA) – ANNUAL MEMBERSHIP £290.00

The Hertfordshire Hoteliers Association (HHA) was set up in 2007 by a group of like-minded colleagues and has grown to its present strength of 27 members. The wide range of hotels in Hertfordshire and the high standards they set have been key to the growth.

Benefits of Joining – included in your membership fee:

- **FULL PAGE ‘SPOTLIGHT’ ITEM** is arranged, written and placed every month for two members in local magazines – **this is free of charge** and only requires a reader offer. Members are selected in turn and the coverage runs for two consecutive months (**Value: £300.00**)
- **Exhibition Opportunities** – members can exhibit on HHA stand at **Hertfordshire County Show**, **this is free of charge (Value £500.00)** - other opportunities being considered are Group Travel Organiser Show, BOBI, Confex, etc
- **Regular press releases** are written and sent out on HHA achievements and activities (**Value £300**)
- **Regular competitions** are written and placed for HHA and members (**Value £300**)
- **Group Advertisement** rates can be organised with significant savings (**Value circa 25% saving**)
- **A monthly meeting** for members is held free of charge – with regular presentations on relevant subjects – all hotels have an opportunity to hold these meetings
- **Sharing of Local Knowledge and Business Awareness** – at meetings
- **A HHA leaflet is produced** and distributed to appropriate outlets including TICs, visitor attraction sites and shows
- **Social Media Page** – this is ongoing for members’ contribution
- **Members are listed on HHA website** – with appropriate links
- **Membership of Hertfordshire Tourism Leisure Partnership (TLP)** – enabling feedback to Local Government, Chamber of Commerce and other influential bodies from hotel members. 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
- **Education Committee** – opportunities for work experience and sourcing new staff
- **Christmas Dinner Meeting** – free to members to celebrate the HHA year’s achievement
- **Discount PR Service** – all members have access to discounted PR service

Coming Shortly

- **Joint Advertising opportunities**
- **Joint Purchasing/Sourcing Opportunities**