

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 22 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:

- **Quarter Page Advertisement** is arranged, written and placed every 3 months for four members in local magazines – **this is then followed by free quarter page editorial in the following quarter.** Members are selected in turn. **(Value: £600.00)**
- **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** – **one regular competition per month can be arranged for members in turn – minimum competition prize needs to be approximately £500.**
- **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
- **Members can advertise for staff free of charge on the HHA Web Site.**
- **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

- **Suggestions welcome**

Please note all benefits are subject to change and are not contractual