



Visit Wimberley, the City of Wimberley's Destination Marketing Organization (DMO) can provide various perks for hotels and other lodging properties that contribute to the city's hotel occupancy tax. Here are some benefits:

**Increased Tourism:** Visit Wimberley works to promote the destination as a whole, attracting more tourists to the area. This can lead to increased demand for accommodations, benefiting hotels and lodging properties.

**Collaborative Marketing:** Visit Wimberley often engages in joint marketing efforts, which can be cost-effective for individual hotels. Collaborative campaigns can enhance the visibility of the destination and the properties within it.

**Event Promotion:** Visit Wimberley may promote events and festivals happening in Wimberley, attracting visitors who need accommodation. Hotels can benefit from increased bookings during such events.

**Networking Opportunities:** Visit Wimberley is working on hosting a quarterly meet-up for hotels to network with other local businesses and tourism stakeholders. This can lead to valuable partnerships, collaborations, and shared initiatives.

**Market Research:** Visit Wimberley conducts market research to understand traveler preferences and trends. Hotels can leverage this information to tailor their services and marketing strategies to meet the demands of the target audience.

**Destination Branding:** Visit Wimberley created a positive and attractive brand image for the destination. A well-branded destination can enhance the appeal of hotels and lodging properties within Wimberley.

**Visitor Services:** Visit Wimberley often offer visitor services, providing information and assistance to tourists. This can enhance the overall visitor experience, contributing to positive reviews and repeat business for hotels.

**Advocacy and Support:** DMOs may advocate for policies that benefit the tourism industry, including lodging properties. They can also provide support during challenging times, such as crises or economic downturns.

**Online Presence:** Visit Wimberley maintains a strong online presence through the official tourism website [www.visitwimberleytx.org](http://www.visitwimberleytx.org), where each contributing business has an active listing, and all digital ads such as Texas Highways, Tour Texas, AAA Explorer, etc.. are pushed to the Visit Wimberley website. As well as social media @visitwimberley with possible exclusive business features as well as possible influencer collaborations. This digital exposure can benefit hotels by reaching a wider audience and attracting potential guests.

**Training and Education:** Visit Wimberley may organize training sessions and workshops for hospitality businesses, including hotels. This helps in improving service quality and staying updated on industry best practices, such as growing the business social media accounts.

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