

PREFERRED MEMBER PROGRAM



DELIVERING QUALIFIED CUSTOMERS TO YOUR DOOR

ENTERING OUR THIRD YEAR, Touring & Tasting Preferred Member Program is a loyalty program designed to drive customers to your wine country business via enticing offers.

Free membership provides wine country travelers with special perks, incentives and upgrades on experiences, events, accommodations, and more – exclusively offered by our marketing partners. Our goal is to deliver highly-qualified, preferred customers to your door – not people simply looking for free tastings or the best deal in town.

HOW IT WORKS

It's simple, free and there are no strings attached.

- Members register online and receive password protected access to a list of our Preferred Marketing Partners with their special offers.
- Members must identify themselves as a Touring & Tasting Preferred Member by presenting their physical or digital card at the place of business. If an advance reservation is required, they must enter a promo code.
- Members receive e-newsletters with new and/or seasonal promotions and upgrades.
- Temporary cards are included in each copy of *Touring & Tasting* magazine (70,000 copies) that people can activate immediately when they arrive in wine country.



[TOURINGANDTASTING.COM/PREFERRED](https://touringandtasting.com/preferred)

WHAT WE'LL NEED FROM YOU

- To participate, you'll need to submit a specific offer for Touring & Tasting Preferred Members.
- **Examples include:** upgraded experience, wine club member benefits for a day, percentage discount on purchase, upgrade on hotel room, complimentary bottle of wine in hotel room, etc.

MARKETING PARTNER BENEFITS

- Creates an opportunity to promote a special offer or new experience to our qualified audience of enthusiastic wine travelers.
- Provides a tangible metric for source of business.
- Creates a new platform of active and engaged wine travelers that we can market your business to on an ongoing basis.

BECOME A PREFERRED PARTNER TODAY!

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