



WAYS TO MAXIMIZE YOUR PARTNERSHIP

The Ocean City Hotel-Motel-Restaurant Association (OCHMRA) is a private, non-profit hospitality trade organization dedicated to connecting industry interests through **ADVOCACY**, **EDUCATION**, and **PARTNERSHIPS & NETWORKING**. OCHMRA addresses common industry challenges and serves as a central hub for information dissemination.

1 Add Us To Your Email List

Email is our primary way of communicating with you, as we are no longer USPS mailing. Add our email address to your list of safe senders so you can stay up to date on the cutting edge of issues & opportunities in the OCMD hospitality community:

susanjones@ocvisitor.com & kaylee@ocvisitor.com

2 Keep Your Info Up-to-Date

Have seasonal hours? New photos? New menu items? New contacts? Your listing is important & the more relevant you keep it, the more engaged your customers will be. We've made it easy to update your information. Login to our Partner Portal, click on "Edit this Profile" & review your contacts & directory listing details.

3 Read Hospitality Hotline Newsletter

We deliver our most relevant member and industry news straight to your inbox. Our Hospitality Hotline keeps you informed with Hospitality Highlights, Business Briefs, Marketing Opportunities, Upcoming Events, Member Mentions & much more.

4 Attend Our Networking Events

We believe being face-to-face helps establish stronger connections. That's why we host our Networking Dinners and Events at our partner businesses & everyone who attends is just like you — looking to make relationships with local like-minded businesses.

5 Give Us Your Feedback

Really happy with something we're doing? Eager to see us make improvements? We appreciate it when a member reaches out to give us feedback, regardless if it's positive or negative. It makes us better, so we welcome all comments. Let us know by calling or emailing at any time!

6 Upload Special Offers/Coupons

Submit offers/coupons that will appear on your website listing and under the "Deals" link located on OCVisitor.com. Visitors love a good deal—these offers will bring more people through your doors. In addition, submit your Member Marketplace deals that are available for OCHMRA members.

7 Take Advantage of Opportunities

For added visibility, take advantage of our many FREE marketing opportunities/campaigns — Midweek Smiles, Restaurant Week, Special Event Promo Flyers, etc. Reach out to Kaylee Payne at kaylee@ocvisitor.com to learn more!

8 Review Your Benefits

You're paying for them, so make sure you take advantage of every benefit available to you! Check what's included in your membership on the "Join Us" page of OCVisitor.com. Share with your team to make sure you're marking off every opportunity.