

Purpose

- Promote mutually shared ideas as an association to enhance the general economic conditions within the hospitality industry of the Green Bay area.
- Unite all member hotels and motels of the greater Green Bay for the purpose of sharing common goals and ideas.
- Organize a channel of communication through which thoughts and ideas can be expressed by and to the Packer Country Regional Tourism Organization.
- Promote within the Green Bay area, a cooperative educational arm with the goal of continual upgrade and advanced training of all employees within the membership.
- Compile and share outside economic information and analyze general market conditions that would impact general hospitality trends and actively develop and pursue identified markets.
- Association Representation on the Packer Country Regional tourism Organization.
- Establish a hotline to act as a cooperative safeguard against negative, unlawful acts that would have an adverse effect on the way we conduct business on a daily basis.
- The greater Green Bay Lodging Association meets the third Tuesday of each month at various locations.

Benefits

Being a member of the Greater Green Bay Lodging Association affords you the following benefits:

- Preferred Partner Status with Packer Country Regional Tourism Organization. This provides members with discounts on all Packer Country Regional Tourism Organization publications and promotions.
- Cooperative marketing opportunities to better promote your property.
- Online reservation system via *greenbaygetaways.com* offering reservations directly to your property through the internet.
- Education initiatives with the NWTC Hospitality Program, as well as other community resources for seminars and staff training.
- Networking opportunities with area hoteliers, community leaders, and industry partners.
- Legislative updates keeping you up-to-date on government activities and pending legislation that may impact your property.
- Timely local and industry information and educational updates.