

# Membership Benefits

- Great Stays of Texas PASSPORT program
- Great Stays of Texas Digital Travel guide that brings guests to your property as part of a custom itinerary that highlights your specific offerings
  - Google Analytics report from Great Stays of Texas for your property on request
  - Digital copy of the Resource Manual
- Opportunities for bookings from the sale of gift certificates the Great Stays of Texas, sells each year to be used at our member properties. They are reimbursed 100% to you!
  - Access to information and assistance from the Texas Hotel & Lodging Association
    - Property directory profile listed on our website: [greatstaysoftexas.com](http://greatstaysoftexas.com)
    - “BOOK IT” button linked directly to your property website for instant bookings
    - Be part of our private TBBA-Innkeepers page for sharing, learning and growing
  - Embossed certificate awarded to Platinum Members as evidence of your membership
    - Congratulatory Social media post for all new members
    - Marketed for you as the “GREAT STAYS OF TEXAS”
    - Networking with others with vast knowledge and experience
- Workshops and educational opportunities at the annual conference and regional get-togethers
  - Quarterly newsletter “Innkeeper News” with important industry information, tips, trends and announcements
  - Goods and services at group rates from our Vendor Partners in the hospitality industry
- Receive increased traffic from the Great Stays of Texas Google Pay-Per-Click Ads at no charge!