

## BONHATA Membership Benefits (Accommodation members)



BONHATA COMMUNITY				
	Option to join exclusive BONHATA member group on Facebook	•	•	•
	Eligible to suggest agenda points for BoD meeting	•	•	•
	Eligible to serve in a committee *	•	•	•
	Receive bi-weekly newsletter	•	•	•
	Get exposure in that newsletter		•	•
	Eligible to serve on the Board of Directors		•	•
	Eligible to participate in M2M offers program		•	•
MARKETING				
-Social Media	Introduction posting	•	•	•
	Regular/daily/unpaid postings		limited	unlimited
	Paid postings/offers		•	•
	Inclusion in paid campaigns		•	•
	Opportunity to promote specials (Live) Videos on location**		•	•
-Website	Be included in member directory	•	•	•
	Have your own subpage		•	•
	Be included in the accommodation search engine		•	•
	Receive exposure through blogs		•	•
	Be the main topic of one of the I Love Bonaire's blogs			•
	Possibility to add more than one widget to subpage			•
	Additional exposure through online banners on our website (subject to possible extra costs)			•
-Consumer & Trade Shows	Eligible to make use of BONHATA's facilitating role		•	•
	Possibility to participate in a shared booth		•	•
	Be included in printed flyers		•	•
	Be included in all BONHATA promotional activities around shows and events		•	•
DATA   INFORMATION				
	Receive BONHATA collected/compiled information and data (often related to tourism)	•	•	•
	Documented information on doing business on Bonaire	•	•	•
	Access to the BONHATA knowledge base	•	•	•
	Introduction to STR reporting	•	•	•
	Access to member-only section of the site		•	•
	Specific one-to-one assistance on certain issues for a member, think of providing references, suggestions whom to contact		•	•
ADVOCACY				
	Be represented through our communication with external stakeholders (tourism industry)	•	•	•
	Liaison with other organizations	•	•	•
CARIBBEAN HOTEL AND TOURISM ASSOCIATION				
	Eligible for CHTA membership		•	•
	Get access to CHTA Education Foundation		•	•
	Eligible to serve on CHTA Board of Directors, if opportune		•	•
EDUCATION				
	Basic intro to marketing opps.	•	•	•
	Participate in BONHATA sponsored workshops/training		•	•
	Number of employees per company eligible to participate in workshops		limited	unlimited
	Assistance with (online) marketing		•	•
	Discount on workshop/training		•	•
	Access to BONHATA initiated/supported education		•	•
	Customized one-to-one assistance with (online) marketing			•
COMMUNICATION   NETWORKING				
	Access to networking opportunities	•	•	•
	Receive a BONHATA membership sign		•	•
	Eligible to use BONHATA logo and branding ***		•	•
	Access to small accommodation certification			only if property has less than 20 units
	Eligible to participate in BONHATA's Employee Recognition Program		•	•
	Eligible to make use of co-op advertising opportunities		•	•
	Possibility to be the topic of exclusive newsletter to send to I Love Bonaire's extensive consumer database			•

\* Silver members need approval by BONHATA's Board of Directors  
 \*\* On request  
 \*\*\* Subject to 1) guidelines and, if not stated in guidelines, 2) approval