

BONHATA Membership Benefits (Allied 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	•	•	•
	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	•	•	•
	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