

# DINING & DRIVING POWER

## Summary, Benefits and Procedures

With the Destination DC (DDC) Dining and Driving Power programs, clients can experience your **restaurant** or quality **transportation service** as soon as they arrive to Washington, DC.

### Who will you meet?

- Planners of conventions or meetings
- Tour Operators
- Travel media writers

### What opportunities come from hosting a client/planner/media?

- Meeting planners experience your company during their planning process, which could result in a future booking for your service or facility.
- Showcase your product to domestic and international tour companies and network with travel trade professionals that book domestic and international tour groups.
- Impress a travel journalist and have the chance to be featured in an upcoming publication.

### Benefits

- DDC provides the client's contact information to you in advance so that you may prepare to meet these VIP guests, to ensure they have a positive experience and for follow up.
- Opportunity to welcome the client and to tell them about your company firsthand.
- Your company name and website link are featured on the partner page of Washington.org.
- Build relationships with DDC staff members who provide referrals.

### Procedure

- DDC staff request services via the Partnerships & Alliances Assistant, who shares with Dining and Driving Power Partners for review.
- Partners may approve or deny any request.
- Once confirmed, DDC Sales Managers will make any itinerary changes directly with partners.
- Clients will arrive at the scheduled date and time. Please have someone from your staff prepared to welcome them, share any information about your company, and exchange contact information.
- Gratuity will be paid DDC using a credit card (dining power) or directly billed to DDC (driving power).
- Follow up with the client to maximize the benefits of this program and the connections provided.

### Investment

- Dining Power: \$500 recommended monthly credit
- Driving Power: 21 hours or \$1,825 recommended monthly credit

Please contact Katie Streater at [katie@washington.org](mailto:katie@washington.org) or (202) 789-7081 if you are interested in participating or have any questions about the Dining and Driving Power Program.