



LEON COUNTY DIVISION OF TOURISM DEVELOPMENT
LEISURE SALES
2017-18 SALES PLAN

Prepared By:
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Create promotional opportunities which increase visibility and generates visitation from leisure groups and individuals.

GOAL:

Use an integrated marketing approach to increase the number of leisure room nights to 7,500.

Strategy:

Focus sales efforts within established and emerging market segments. Maintain sales efforts to motor coach operators (Impacting student youth and adult groups), weddings, and family reunions, through direct mail and attending conferences for meetings with key tour operators. Increase targeted sales efforts in the region to affinity groups that have established interests which align with our destinations strengths. This will be accomplished by exhibiting at selected events, email marketing and alliances with specific organizations and associations.

Tactics:

Tour Operators

- Conduct personal appointments with tour operators/planners who seek Florida travel options as well as new unique itinerary ideas at major national and regional shows:

- 2018 American Bus Association Annual Conference and Trade Show.
- 2018 South Central Motor Coach Association-Georgia Motor Coach Operators Association-Alabama Motor Coach Association Regional Meeting
- Develop customized itineraries and promotional materials for tour operators and communicate quarterly with email newsletters.
- Develop a digital group tour attractions reference guide for VisitTallahassee.com as a group planning resource for all audience segments.
- Continue assisting operators with itinerary options and hotel leads.

Affinity Groups

- Create and maintain a comprehensive group contact list for key audience segments including biking clubs, running clubs, hiking clubs, car clubs, paddle sports and communicate with them by email about major events and destination developments of interest to their membership.
 - A sample approach to generating business from affinity groups include: Establish a relationship with Florida car and motorcycle clubs primarily through email prospecting and developing itineraries of interest to members. Establish the destination as a preferred touring option, featuring the area's unique geography and canopy roads, the Big Bend Scenic Byway, hotels, restaurants, entertainment and attractions. Once the program is established and refined, we will expand efforts to similar groups throughout the Southeast.
- Promote Trailahassee.com and the area's vast trail system to more than 4,500 mountain bike enthusiasts at Florida's two largest mountain bicycle events -- the 2018 Alafia and the 2018 Santos Fat Tire festivals. Both create co-op marketing opportunities for local partners including local bicycle shops and clubs. We will explore unique sponsorships to further heighten our profile at these events.
- Exhibit during the Travel Expo at The Villages and schedule a meeting with representatives of nearly a dozen car clubs during the show. The show also provides opportunities for impacting other affinity groups and promoting events and activities to active seniors.

Specialty Markets

- While other destinations may offer more sources, few can compare to the quality of the craft beer brewed in Tallahassee. Craft beer is a growing element in attracting travel and while most destinations include its availability in brochures or on web sites, few have actively embraced it a major events.
 - We will establish a high profile sponsorship at the Florida Brewers Guild Annual Craft Beer Festival, co-op with local breweries and essentially create a “Capital Beer Garden” for building brand awareness for the destination’s emerging craft brewing businesses.
- Promote spring events and summer family travel to an upscale, nearby audience at the 7th Annual Roscolusa Songwriters Festival in Ponte Vedra. The festival attracts more than 5,000.
- Support wedding and reunion groups by assisting with itineraries, hotel leads, dining and entertainment options as these requests arrive directly or through inquiries to the Visitor Information Center.

Military

- Maintain relationships with Information, Ticket, and Travel offices at military bases in Florida, Georgia, and Alabama through quarterly email newsletters and exhibiting at selected shows that reach more than 2,000 active and retired military personnel. We will focus primarily on shows located on bases at or near beaches in order to focus on travelers that would be looking for something different than a beachside vacation. This will allow us to promote our communities festivals, events, outdoor pursuits and impulse trips or special offers.

Industry Assistance

- Assist existing local festivals, events, and organizations such as Market Days, North Florida Classic Cluster, Havana Hills Ride, The Big Bend Scenic Byway, Springtime Tallahassee, Tallahassee Marathon, etc. to identify each groups key demographics and assist in leveraging their appeal for generating group travel from throughout the region.
- Establish alliances (high level memberships) with statewide associations that communicate with and influence activities for specific market segments. Initially we will develop alliances with:
 - Florida Bicycle Association – estimated at \$500

- Paddle Florida – estimated at \$500
 - Florida Trail Association – estimated at \$1,000
 - Florida Audubon Society – estimated at \$250
- These alliances provide direct access and marketing opportunities to both individuals and groups. We will use these memberships in establishing the destinations brand identity by promoting events and activities of interest and resources like Trailahassee.com.