



LEON COUNTY DIVISION OF TOURISM DEVELOPMENT
VISITOR SERVICES DEPARTMENT
2017-2018 SALES PLAN

Prepared By:

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The Visitor Services Department promotes the Tallahassee - Leon County area by managing the Leon County Visitor Information Center and gift shop, distributing and the fulfillment of requests for destination information, website maintenance and supporting the division staff departmental needs.

GOAL:

Enhance the visitor experience and itinerary considerations by providing destination information through the Leon County Visitor Information Center (VIC), maintaining VisitTallahassee.com, responding to visitor inquiries, and supporting division staff.

Strategy:

Provide a positive impression of the destination and easy access to current information regarding local events and attractions that enrich the visitor experience and ideally encourage an extended or repeat visit.

Tactics (Visitor Information Center):

- *Secure training opportunities for VIC staff through VISIT FLORIDA® hospitality training (available complimentary for partners) and professional development courses (available complimentary for Tallahassee Chamber of Commerce members).*
- *Establish relationships with Volunteer Leon / Dedman School of Hospitality / Flagler College for hiring and supervising a visitor services intern each semester to serve as support staff in VIC and Visitor Services.*
- Create and distribute the bi-weekly publication “What’s Happening in Tallahassee”, communicating upcoming events, featured attractions and local dining options including restaurants, breweries, food trucks, culinary events, etc.

- Develop visitor collateral as needed based on information requested from visitors.
- Ensure adequate staffing of the Visitor Information Center during operational hours (8 AM – 5 PM, Monday – Friday) by scheduling and supervising part time employees and keeping them informed about upcoming events, new restaurants/attractions, marketing campaigns and promotions.
- Maintain current collateral from destination partners.
- Continue physical improvements in the Visitor Information Center that enhance the atmosphere and how information is displayed.

Tactics (Gift Shop):

- *Increase foot traffic to the Visitor Information Center and sales in the gift shop by 5% through the creation and distribution of promotions and incentives (i.e. Information on featured vendors or percentage off gift shop purchase coupons).*
- *Explore the feasibility of creating an online option for website merchandise sales, and the ability to order amenity/gift baskets.*
- *Secure manage and maintain contracts with gift shop vendors and solicit new local vendors to enhance the quality of merchandise offered (recent additions to the gift shop currently include Lucky Goat Coffee, and Coton Colors).*
- Manage and maintain Visitor Information Center Gift Shop including inventory, cash procedures and design window displays to showcase destination assets and/or marketing campaigns.

Tactics (Distribution and Fulfillment of Destination Information):

- *Coordinate a destination tour for VISIT FLORIDA® Welcome Center managers to increase their knowledge of the area, its attractions and major events.*
- *Increase local partners' knowledge of the destination by increasing involvement in professional and community service organizations such as Tallahassee Chamber of Commerce/Access Tallahassee, Leadership Tallahassee, KCCI, etc.*
- Manage contracts with vendors for distributing information locally throughout Florida and Georgia:
 - Local distribution of 44,000 guides to local industry partners through semi-annual distributions in the fall and spring, and a weekly delivery of visitor guides to the VIC. (vendor: Information Distributors)

- Regional distribution of 13,000 visitor guides and 20,000 Visit Tallahassee rack cards to 41 Florida AAA Offices, Amtrak stations in Tampa and Lakeland, 22 regional chambers of commerce, Cross City and Lake City airports, nine regional attractions and 237 lodging establishments along I-95, I-10 and I-4 annually (vendor: Florida Suncoast Tourism Promotions)
- Regional distribution of 20,000 Visit Tallahassee Rack Cards to seven service plazas along the Florida Turnpike. (vendor: Kenney Communications)
- Deliver visitor guides, tear off map pads and rack cards to five VISIT FLORIDA® Welcome Centers, four regional chambers of commerce/destination marketing organizations and five military bases. Total distribution accounts for more than 15,000 visitor guides annually.
- Fulfill an average of 6,000 requests for visitor information, received from phone, web site and advertising reader response inquiries, within 48 hours of receipt.
- Answer industry requests that arise between the two annual deliveries by information distributors through the delivery of 10,000 visitor guides to local businesses, attractions and hotels.
- Facilitate shipping approximately 5,000 visitor guides for staff use at trade shows outside Leon County.
- Research new opportunities for distributing visitor guides within an eight hour drive of Tallahassee.
- Fulfill phone and web site requests for Choose Tallahassee information within 48 hours of receipt.
- Manage and update partner information in iDSS database to ensure information on the website is accurate.
- Approve and edit more than 3,000 events submitted for the calendar of events on VisitTallahassee.com. Ensure that all appropriate area events are represented and create events as needed. Manage feature events for website. Identify, create and tag event listings to enhance seasonal landing pages.

Tactics (Staff Support):

- Provide visitor guides, marketing materials and/or customized visitor packets for the nearly 200 groups that visit Leon County annually.
- Provide welcome packets and amenity bags for visiting journalists, promotional contest winners, and visiting VIP .
- Assemble destination marketing materials for staff use at trade shows and conferences and ship/deliver for sales staff .
- Manage the division's uniform and promotional item budget, soliciting quotes, ordering items and maintaining accurate inventory of items
- Assist marketing department with information verification for annual Visitor Guide and Meeting and Event Planner publications.
- Collaborate with departmental staff to design and produce new signage for events, sales flyers, handouts and tradeshow collateral.
- Assist staff in coordinating quarterly industry gatherings to share information about division activities, monitor partner feedback or address partner needs.