

**LEISURE TRAVEL DEPARTMENT
2010-2011 SALES PLAN
Lorrie Allen**

CONSUMER TRAVEL

GOAL: To impact nearly 150,000 traveling consumers in proven primary markets by exhibiting at consumer shows. This is an increase of 15% from FY 09/10.

STRATEGIES:

Participate in a variety of consumer shows throughout the east coast to target a diverse cross-section of potential visitors, including:

- Women's shows
- Villages and other in-state senior shows
- Vacation and recreation shows
- Military base travel shows
- Student youth travel shows
- (8) Eight consumer Shows in Florida, Georgia and Alabama

Target the following leisure demographics and travel preferences:

- Mature traveler over 55
- Adults with families 25-54
- DINK travelers (double income no kids)
- Empty Nesters
- Arts, Historical & Heritage
- Nature based activities
- Motorcoach groups
- Educational/school groups
- College tour groups
- Family reunion groups
- Military consumer travelers

DOMESTIC TRAVEL TRADE MARKET

GOAL: Influence and educate over 10,000 preferred retail travel agents resulting in 3,000 definite room nights booked.

STRATEGIES:

Attend thirteen tradeshows targeting the most productive retail agents throughout the U.S.

Interact with retail travel agents, key domestic wholesalers and tour operators, consortiums and internet companies that specialize in the leisure travel market via product launches and sales missions.

Develop a collaborative effort to reach the travel industry through events that involve Visit Tallahassee Leisure, Meetings & Convention and Public Relations departments in our top origin markets.

Partner with the Meetings & Convention and Public Relations department to participate in an industry sales blitz targeting our direct fly market featuring wholesale product launches/packages to attract high-volume retail agents.

Develop (3) three exclusive trade/sales blitzes and mission which allow us to invite co-operative partners to promote our destination through imaginative oral and visual presentations.

Schedule an in-state AAA Auto Club sales mission to call on the majority of the AAA Florida clubs and update them on seasonal offers.

Communicate periodically to our travel industry partners through electronic mailings with industry updates and special incentives. Continue strong alliances and partnerships with established tour operators, wholesalers, and travel agents who actively promote Tallahassee. Create and solicit imaginative co-op opportunities to our stakeholders.

Attend tradeshows to attract leisure group overnight travel including – Florida Motorcoach Association, American Bus Association and National Tour Association, Student Youth Travel Association and F.A.S.T. Teachers Association. Continue to monitor the ever changing tourism industry through educational conferences, seminars, trade publications, meetings and interaction with key industry staff to include VISIT FLORIDA.

VISIT TALLAHASSEE PARTNERS

GOAL: Participate in sales opportunities that provide Tallahassee tourism partners an avenue to promote their property, attraction and/or travel industry related product or service.

STRATEGIES:

Attend over ten trade and consumer shows in which local tourism partners can partner with Visit Tallahassee and/or exhibit via booth share and promotional distribution co-ops. Most sales co-op opportunities have a brochure distribution component for those partners that are unable to physically participate in tradeshows or missions.

- (2) two Southern Women's shows
- (1) one senior consumer travel expo
- (2) two student youth travel shows
- (3) three motor coach shows
- (4) four military base travel expos

Develop, promote and conduct (4) four exclusive Visit Tallahassee sales missions/blitzes in key domestic markets with co-op opportunities. Partner with a leading wholesale tour operator in larger markets. Visit Tallahassee will be imaginative and memorable in creating events.

- (1) one AAA sales blitz
- (2) two leisure sales blitz's
- (1) one industry sales blitz

Collaborate with the marketing and public relations departments to create promotional opportunities attracting consumers to tradeshow booths. Promotions would include sweepstake offerings from Tallahassee partners, packages attracting military, leisure travelers and family/alumni reunions during the summer aka shoulder months. In addition, a summer package with incentive for the Villages consumers to become overnight guests rather than day trippers.

Utilize the Blue Star Museums designation wherever possible via tradeshows, sales missions and packaging.

Host four (4) Leisure Travel Forums in which industry suppliers can attend and discuss ideas and issues. Tourism experts will be invited to attend these meetings to offer educational advice on marketing and sales for the Leisure market.

GOAL: Continue to grow leisure visitation by assisting local events.

STRATEGIES:

Establish relationships with event organizers who coordinate major events in Tallahassee. Work together and explore areas of possible growth that would expand the event to occur over subsequent days. This would help to draw attendees from other parts of the state, as well as all over the southeast, resulting in multi-night stays at our hotels.

Collaborate with the Marketing Department to target state and regional motorcycle and biking groups promoting Tallahassee as a special events destination. Itineraries would incorporate canopy road tours and coastal rides in conjunction with festivals and events to extend overnight stay.

Explore venues and solicit organizations to create new events that may develop into destination events for visitors.

Promote the Special Event Marketing Grant at every opportunity as a means of creating and growing events around the city. It is the intent to educate as many groups as possible about this incentive and assist them with the application process.