

**LEISURE TRAVEL DEPARTMENT**  
**2009-2010 SALES PLAN**  
**Lorrie Allen**

**GOAL: CONSUMER TRAVEL**

To impact nearly 150,000 traveling consumers in proven primary markets by exhibiting at consumer shows.

**STRATEGY:**

Participation 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
- (5) Five consumer Shows throughout Florida

Target the following leisure demographics and travel preferences:

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

## **GOAL: DOMESTIC TRAVEL TRADE MARKET**

**Attend fifteen travel trade events to influence and educate over 5,000 preferred retail travel agents.**

### **STRATEGY:**

Interaction 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 meeting and events, sports and public relations departments in our top origin markets of Florida, Georgia and Alabama.

Attend fifteen tradeshow targeting the most productive retail agents throughout the US. Partner with PR department to participate in (2) two wholesale product launches/packages, which 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 (2) two in-state AAA Auto Club sales missions to call on the majority of the AAA Florida clubs and update them on seasonal offers.

Maintain a line-item of opportunity funds in the department budget that will enable Leisure Travel to capitalize on changing market and consumer trends through participation in any last minute sales opportunities. Trends such as changes in airlines services, collegiate home sports games, and newly researched shows or events.

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 tradeshow for Leisure Group Travel – Florida, Georgia, South Carolina and Alabama Motorcoach, American Bus Association and Travel South.

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.

## GOAL: VISIT TALLAHASSEE PARTNERS

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 (7) seven 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
- (2) two Senior Consumer Shows
- (3) three Motorcoach shows

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

- (2) two AAA sales blitz's
- (2) two leisure sales blitz's

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.

Showcase our properties, attractions, parks and festivals during in-county educational training trips. Create "Destination Showcases" aka "FAMS" for tour operators and motorcoach group leaders to display Tallahassee as group destination.

## GOAL

Continue to assist with growing and assisting local special 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.

Explore venues and solicit organizations to create new events that may develop into destination events for tourist. We will work to maintain current clients through outstanding customer service and will continue to integrate our function with that of convention services to assure an unforgettable event.

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

## Sales Mission Calender FY 09/10 - Leisure Sales

<u>Month</u>	<u>Event</u>	<u>Date</u>	<u>Location</u>	<u>Target</u>
November	Senior Friendly Extravaganza	11/18/2009	Tampa, FL	Senior Consumer
December	Coach America Co-op	12/11-12/2009	Kissimmee, FL	Tour operators
	Leisure Sales Blitz	12/18-19/2009	Jacksonville, FL	Travel Agents, Tour Opera
January	American Bus Association	1/15-18/2010	Washington DC	Tour operators
	Villages Tradeshow	1/19-20/2010	Villages, FL	Consumer-senior
February	Southern Womens Show	2/5-7/2010	Savannah, GA	Consumer-Family
	NY Times Travel Show	2/26-29/2009	New York, NY	Leisure Travel Agents
March	TallahasseeWedding Expo	3/1/2010 (est)	Tallahassee	Brides
	Military Leisure Shows (3)	3/10-15/2010	AL/GA	Military Base Families
April	Travel South USA	4/10-14/2010	Birmingham, AL	Group Travel Leaders
May	Leisure Sales Blitz	5/18-19/2010	PanHandel/S. AL	Tour Operators/Agents
	Leisure Sales Blitz	5/27-28/2010	South Central, FL	Tour Operators/Agents
June	AAA Sales Mission	6/11-13/2010	Central Gulf Region	Consumer/Group Leader
	AAA Sales Mission	6/24-26/2010	South FL	Travel Agents, AAA
	Golden Eagle Wedding Show	6/10/2010	Tallahassee	Brides
July	FSAE	7/21-24/2010	Naples, FL	Meeting Planner Exec's
	Georgia Motorcoach Assn.	7/24-27/2010	Chattanooga, TN	Tour & Group Leaders
August	Alabama Motorcoach Assn.	8/1-4/2010	Biloxi, MS	Tour & Group Leaders
	South Carolina Motorcoach	8/23-26/2010	Spartanburg, SC	Tour operators
September	Florida Motorcoach	9/27-30/2010	St Petersburg, FL	Tour & Group Leaders