MISSION

The Marketing Communications Department strives to position Tallahassee/Leon County as a desirable destination to targeted geographic, demographic and psychographic markets through public relations, owned & earned media, marketing, promotional campaigns, advertising and local industry relations.

THIS MISSION WILL BE ACHIEVED THROUGH THE FOLLOWING APPROACHES

- Digital Earned & Owned Media
- Communications Industry/Local
- Public Relations Out-of-Market & Local
- Promotions
**GOAL**

Position Tallahassee/Leon County as a desirable destination to targeted geographic, demographic and psychographic audiences.

**TACTICS**

- Leverage Tallahassee's designation as a *Southern Living Magazine* “Top 10 Best City in the South” to inspire media outlets to increase coverage of the area.
- Recruit and host individual media visits, creating customized itineraries and experiences to fit visiting journalists’ specific editorial needs. Targeted media includes:
  - Syndicated Journalists
  - Outdoor Recreation Outlets (Trails, Cycling, Running, Hiking, Kayaking)
  - Nature Enthusiast (Bird Watchers, Butterflies, Flowers)
  - Family & Pet Friendly
  - Culinary/Brewery Focused (Farm-to-Table, Locally Sourced, Unique Ingredients)
  - Social Media Influencers (Instagram, YouTube, Facebook, Pinterest, Bloggers)
- Develop a targeted “Trails” marketing campaign.
- Increase quantity of articles in regional and/or national magazines, newspapers, and social media posts in targeted DMA's.
- Work with PR firm to identify publications, websites, journalists, and media outlets that cater to “niche” travelers looking for specialized travel experiences.
- Implement in-market activations in 2 of our target DMA's with the intent of increasing visitation and exposure through a sponsored consumer event and media meetings.
- Execute secondary media blitzes in additional target DMA's along with media appointments.
- Distribute press releases and story ideas to regional and national media outlets, supporting seasonal promotions, destination updates, festivals, and events.

**TARGET MARKETS (DMA)**


*Indicates Direct-Flight Market
Public Relations
Local

GOAL
Promote the positive benefits of tourism on the local economy and educate residents about the area’s offerings and events.

TACTICS

• Engage and educate residents on Tallahassee/Leon County's Tourism offerings and attractions with our new “Seasoned Local” campaign.

• Coordinate regular media interviews & appearances that communicate Visit Tallahassee’s role in tourism promotion, its marketing and promotional activities, campaigns and the importance of tourism.

• Provide local media with story ideas to educate residents about Division activities, accomplishments, seasonal campaigns, promotions, and events.

• Create press releases highlighting destination updates and coordinate distribution with Community & Media Relations (CMR).

BECOME A SEASONED LOCAL!

This new resident engagement campaign will inspire locals to explore Tallahassee and discover what makes us one of the Best Cities in the South!

Check items off your Tallahassee bucket list and earn prizes along the way.

#iHeartTally
Continue to expand the use of the #iHeartTally hashtag. Increase engagement with Visit Tallahassee across social media platforms.

Increase public placement of #iHeartTally letters to promote sharing across social media.
GOAL
Produce digital content designed to engage new audiences, gain greater exposure for partners and elevate Tallahassee/Leon County’s image as a desirable travel destination.

TACTICS

• Develop website content specifically for meeting planners, sporting events coordinators, group tours, and niche travelers.

• Aggressively promote Trailahassee.com to showcase our trails and natural attractions to tourists.

• Expand content across our social media platforms (Facebook, Instagram, Twitter and YouTube).

• Work with ad agency to enhance the user experience on VisitTallahassee.com by improving mobile content, ease of navigation and reinforcing its position as the official source for destination information.

• Cross-promote industry partners and seasonal events to reach additional social media followers with our messages.

A Large Digital Footprint Makes It EASY For Visitors to Find Information About Tallahassee!
Communications Industry/Local

GOAL
Promote the Division’s efforts, opportunities and the importance of tourism to the local economy to partners and residents.

TACTICS

- Continue to host quarterly industry meetings for partners to connect, share successes, and network with each other.
- Utilize the industry e-newsletter and LinkedIn page for communicating timely information regarding upcoming events, partnership opportunities, sales and marketing efforts, statistics and other pertinent information.
- Inform and inspire the local industry with the annual Marketing Rollout by celebrating successes and future opportunities; coordinate events/programming for local industry during National Travel & Tourism Week.
- Work with the ad agency & PR firm to improve and expand the co-op advertising and other promotional opportunities for industry partners.
- Review and modify the crisis communication/emergency plan throughout the year and its role with other County departments and the local industry. Increase number of partners using the GroupMe app during an emergency situation.

Our local partners are a driving force behind the continuing growth & success of Tallahassee tourism!
# GOAL

Generate excitement with new travelers and return visitors in target markets using innovative and creative promotional opportunities.

## TACTICS

- Work with the ad agency & PR firm to develop promotions that impact specific targeted market segments by showcasing the destination's assets and gaining media visibility for participating partners.
  - Focus promotions on specific experiences offered in the destination, for example:
    - VIP Craft Beer Experience
    - VIP Culinary Experience
    - VIP Sports / Concert / Performance
    - VIP Family Get-a-Way
    - VIP Outdoor Adventurer (Mountain Biking, Birdwatching, Kayaking)
- Develop promotions in the markets identified for the saturation initiatives.
- Create a minimum of two promotions capitalizing on major events or festivals.

Contest winners in Tampa received a 2-night trip to Tallahassee, Visit Tallahassee branded merchandise and gift cards to our 5 local breweries!
### FY 2019/20 Sales Plan (Travel & Per Diem / Show Cost Details)

<table>
<thead>
<tr>
<th>Date</th>
<th>Show/Event</th>
<th>Location</th>
<th>Target</th>
<th>Show Cost</th>
<th>Travel Cost</th>
<th>Industry Participation</th>
<th>Net Cost</th>
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<tbody>
<tr>
<td>TBD</td>
<td>VISIT FLORIDA Marketing Retreat (2 ppl)</td>
<td>TBD</td>
<td>Industry Event</td>
<td>0</td>
<td>1,750</td>
<td>-</td>
<td>1,750</td>
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<td>May/June 2020</td>
<td>FADMO Marketing Summit</td>
<td>TBD</td>
<td>Industry Event</td>
<td>300</td>
<td>500</td>
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<td>800</td>
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<tr>
<td>May/June 2020</td>
<td>PRSA Travel &amp; Tourism Conference</td>
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<td>Media</td>
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<td>August 2020</td>
<td>Travel Media Showcase (TMS)</td>
<td>TBD</td>
<td>Media</td>
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<tr>
<td>September 2020</td>
<td>VISIT FLORIDA Governor's Conference (2 ppl)</td>
<td>TBD</td>
<td>Industry Event</td>
<td>700</td>
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<td>Travel Blogger Exchange (TBEX)</td>
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<td>Media</td>
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<td>ESTO - U.S. Travel Association</td>
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<td>Year-Round</td>
<td>Individual Media Visits</td>
<td>Tallahassee</td>
<td>Media</td>
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**Total Travel & Per Diem / Show Cost Details:** $8,000 $27,500 - $35,500