



Visit  
**Tallahassee**  
A Division of Leon County

**LEISURE SALES DEPARTMENT  
LEON COUNTY DIVISION OF TOURISM  
2019-2020 SALES PLAN**

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**MISSION**

Create promotional opportunities which increase visibility to specific audience segments and generates visitation from leisure groups and individuals and assist industry partners in maximizing experiences for group customers.

THIS MISSION WILL BE  
ACHIEVED THROUGH THE  
FOLLOWING APPROACHES

Increase  
outreach to  
key decision  
makers

Expand  
presence in  
National &  
Regional  
Events

Increase  
involvement  
with local  
organizations

# Increase outreach to key decision makers

## GOAL

Increase outreach to key decision makers to view Tallahassee/Leon County as a viable destination for group travel.

## TACTICS

- Focus sales efforts within established and emerging market segments.
- Maintain sales efforts to regional motor coach operators (Impacting student youth and adult groups), weddings and family reunions, through direct mail and American Bus Association membership.
- Increase targeted sales efforts in the state to affinity groups (see list next page) having 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.
- **Tour Operators**
  - Maintain on-going communication with key tour operators.
    - American Bus Association helps members connect potential buyers, sellers, and partners in the group tour industry.
  - Develop customized itineraries and promotional materials for tour operators and communicate quarterly with email newsletters.
  - Update the 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.



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## GOAL

Increase outreach to key decision makers to view Tallahassee/Leon County as a viable destination for group travel.

## TACTICS

- **Affinity Groups**
  - Communicate regularly, highlighting events, targeted sweepstakes promotions and destination developments of interest to a comprehensive group contact list for key audience segments including:
    - Biking clubs,
    - Running clubs,
    - Hiking clubs,
    - Car clubs,
    - Paddle sports
    - Bird Hunting
  - Exhibit at the 2020 Travel and Adventure show
- **Specialty Markets**
  - Support wedding, fraternal, multi-cultural, 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 quarterly email communication with Information, Ticket, and Travel offices at military bases in Florida, Georgia, and Alabama and participate at selected shows that reach Active Duty, Retired Military, Reservists, Civilian Employees and their family members.



# Expand presence in National & Regional Events

## GOAL

Increase outreach to key decision makers to view Tallahassee/Leon County as a viable destination for group travel.

## TACTICS

- Manage the VisitTallahassee.com [online calendar of events](#) and approve, edit and update calendar of events submissions. Maintain and update information on VisitTallahassee.com. Manage other digital marketing programs as assigned.
- **Affinity Groups**
  - Promote Trailhassee.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 2019 Alafia and the 2020 Santos Fat Tire Festivals.
- **Specialty Markets**
  - Attend the 2020 Connect Specialty to generate potential leads from fraternal and mutli-cultural groups.
  - Maintain a high-profile sponsorship at the Florida Brewers Guild Annual Craft Beer Festival, explore new opportunities for promoting local craft breweries at other regional festivals.



# Increase involvement with local organizations

## GOAL

Engage industry partners to increase visibility to key decision makers to view Tallahassee/Leon County as a viable destination for group travel.

## TACTICS

- Assist local festivals, events, and organizations by identifying key audiences' demographics and coordinate efforts in generating group travel from throughout the region.
- Provide industry assistance in itinerary development and group service capabilities. Assist local hotels and attractions with targeted sales activities.
- Expand membership and sponsorship opportunities with organizations that have a regional impact in the Leisure markets. These opportunities include:
  - Tallahassee Beer Society (\$1,000)
  - Tallahassee Association of Wedding Professionals (\$250)
  - American Bus Association (\$565)
  - Tallahassee Mountain Bike Association (\$1,000)
  - Gulf Winds Track Club (\$1,000)
- These opportunities provide direct access and marketing to individuals and provide the potential for group travel. These memberships and sponsorships provide opportunities for promoting events and activities of interest to key market segments.
- Hold an annual meeting with key contacts at local attractions to maintain relationships, exchange ideas, and collaborate with special promotions and events.
- Compile and distribute a bi-weekly Happenings ALL Around Town with local events and activities to hotels and attractions.



## Industry Engagement

Share plans, identify trends and provide updates during quarterly meetings with local hotels and attractions. (Identified in the 2018 LEADS listening session).