

Leisure Sales

FY 2020-2021 Sales Plan

TARGET: Affinity groups, tour operators, military, reunions, weddings, and other specialty markets.

Direct Sales

Room Night Goal: Achieve a room night goal of 6,733. This is a 32% reduction over the original anticipated FY 2021 goal prior to COVID-19.

Strategy: Continue to build awareness of Tallahassee as a group travel destination and continue to grow relationships with key decision makers.

Tactics:

- Focus sales efforts within established and emerging market segments.
- Increase targeted sales efforts to affinity groups having interests which align with our destination's strengths. This will be accomplished by exhibiting at selected events, email marketing and alliances with specific organizations and associations.
- Support groups by assisting with itineraries, hotel leads, dining and entertainment options as these requests arrive directly or through inquiries to the Visitor Information Center.
- Enhance further growth of specialty groups such as the multicultural, fraternal, faith-based and military markets.
- Update the digital group reference guide for VisitTallahassee.com as a group planning resource for all audience segments.
- Expand membership and sponsorship opportunities with organizations that have a regional impact in the Leisure markets.
- Research an incentive opportunity to encourage tour operators, reunions, and other groups to book in Tallahassee.
- Contact five existing contacts each week and reach out to five new contacts each week.

Events

Strategy: Attend trade shows and other client-facing opportunities to generate new business, strengthen current client relationships, and network with decision-makers.

Tactics:

- Participate in the virtual 2020 National Tour Association Travel Exchange to build relationships with tour operators from all over the country and to get Tallahassee added to their trip itineraries.
- Promote Tallahassee as a key destination for nature activities such as mountain biking, hiking, kayaking, birding, and fishing at the 2021 Travel and Adventure Show.
- Continue exploring new opportunities for promoting local craft breweries at regional festivals and attend the 2021 Beer Marketing & Tourism Conference to continue

Industry Partners/Marketing

Strategy: Convert day-trippers into overnight leisure visitors and entice event/meeting visitors to extend their stay.

Tactics:

- Assist local festivals, events, and organizations by identifying key audiences' demographics and coordinate efforts in generating group travel from throughout the region.
- Communicate regularly, highlighting events, targeted sweepstakes promotions and destination developments of interest to a comprehensive group contact list for key audience segments.
- Compile and distribute a bi-weekly Happenings ALL Around Town with local events and activities to hotels and attractions.
- 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.

Team Goal: In collaboration with the Sales and Marketing departments implement a new community event awareness program.

Strategy: This program will allow us to better communicate and educate industry and community partners on events and groups happening within our community. We will launch, implement and refine the program over the coming year.

Tactics

- Identify local businesses with marquee and message boards that could be utilized to welcome groups.
- Utilize social media, the industry eblast and industry insider to communicate to area businesses when high profile events or peak dates are forthcoming.
- Develop and maintain a database of key contacts to communicate to when high profile events or peak dates are forthcoming.
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Partnership Opportunities

- Collaborate with partners on items for the 2021 Travel and Adventure Show that include giveaways, special promotions, and brochures.
- Send quarterly emails to the Information, Ticketing, and Travel (ITT) agencies at Military Bases in the Southeast that include any military discount opportunities.
- Encourage the local breweries to attend the 2021 Beer Marketing and Tourism Conference.

FY 2020/2021 MEETINGS AND CONVENTIONS TRAVEL AND TRADESHOW SUMMARY							
Date	Show/Event	Location	Target	Show Cost	Travel Cost	Industry Participation	Net Cost
November 15-19, 2020	NTA Travel Exchange	Virtual	Tour Operators	\$1,695	\$0		\$1,695
February 2021	Beer Marketing & Tourism Conference	Richmond, VA	Specialty	\$495	\$1,250		\$1,745
Apr. 24-25, 2021	Travel and Adventure Show	Atlanta, GA	Affinity	\$4,000	\$1,250		\$5,250
				\$6,190	\$2,500		\$8,690