

Leisure Sales

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

GOAL: Generate 7,000 room nights, representing a 3% increase over FY 2020-2021.

STRATEGY: Direct Sales

Focus efforts on increasing awareness of the destination's products and services, with emphasis on key attributes attractive to the target markets.

TACTICS

- Identify new sponsorship opportunities with organizations having a regional and national-level impact in the Leisure markets.
- Work with community partner attractions and venues to promote them as safe and ready for leisure groups.
- **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, running, and hiking clubs, paddle sports, bird hunting/watching, and fishing
 - Continue researching new conference/trade show opportunities that align with the destination's strengths.
- **Specialty Markets**
 - Support wedding/special events, fraternal, multi-cultural, and family/social reunions by assisting with itineraries, hotel leads, dining and entertainment options.
 - Research opportunities within the Athletic Alumni Associations at FSU and FAMU.
- **Tour Operators**
 - Continue to build awareness of Tallahassee as a group travel destination and sustain partnerships with top industry associations to leverage awareness into leads.
 - National Tour Association (NTA)
 - Student Youth Travel Association (SYTA)
 - Produce customized itineraries and promotional materials for tour operators.
 - Research an incentive program to allow groups to be rewarded for their overnight stays in Tallahassee.
- **Military**
 - Maintain quarterly email communication with Information, Ticket, and Travel offices at military bases in Florida, Georgia, and Alabama that reach Active Duty, Retired Military, Reservists, Civilian Employees and their family members.
 - Continue membership with the Military Reunion Network.

STRATEGY: Events

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

TACTICS

- Attend the 2022 Information, Tickets, and Travel (ITT) Recreation Trade Shows at Robins Air Force Base, Maxwell Air Force Base, Moody Air Force Base, and Marine Corp Logistics Base.
- 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 in Atlanta.
 - 2020 Travel and Adventure Show (had just under 12,000 attendees as a first-year event).
- Continue exploring new opportunities to expand on bike tourism by attending the 2021 National Bicycle Tourism Conference.

STRATEGY: Industry Partners/ Marketing

Convert day-trippers into overnight leisure visitors and entice event/meeting visitors to extend their stay or book future visits to Tallahassee.

TACTICS

- Assist the Sports Department with distributing leads to hotels for major sporting events such as: USATF Cross Country Club Championships, FHSAA Cross Country State Championships, and NCAA Cross Country Championships.
- Continue assisting local festivals, events, and organizations by identifying key audiences' demographics and coordinate efforts in generating group travel.
- Compile and distribute a monthly 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.
- Manage other digital marketing programs as assigned.

Team Goal: Continue collaboration with the Sales and Marketing departments to expand upon community event awareness program.

Strategy: This program allows for better communication to educate industry and community partners on events and group happenings within our community. We will amplify and refine the program over the coming year.

Tactics

- Identify local businesses with marquee and message boards that could be utilized to welcome groups.
- Continue to work with the highly engaged Tallahassee Foodies through their various social media platforms to promote local restaurants to incoming event participants.
- Utilize social media, the industry eblast and industry insider to communicate to area businesses when high profile events or peak dates are forthcoming.

- Take a leading role in the production of the new strategic plan allowing for a Leisure specific viewpoint to be included.

SALES 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 and attend four Recreation Trade Shows.

Date	Show/Event	Location	Target	Show Cost	Travel Cost	Net Cost
October 2-3, 2021	Travel and Adventure Show	Atlanta, GA	Affinity	\$4,000	\$1,250	\$5,250
November 10-13, 2021	National Bicycle Tourism Conference	Tempe, AZ	Tour	\$425	\$1,250	\$1,675
March 2022	Information, Tickets, and Travel (ITT) Trade Show	Montgomery, AL	Military	\$125	\$250	\$375
March 2022	Information, Tickets, and Travel (ITT) Trade Show	Albany, GA	Military	\$125	\$250	\$375
March 2022	Information, Tickets, and Travel (ITT) Trade Show	Warner Robins, GA	Military	\$125	\$250	\$375
March 2022	Information, Tickets, and Travel (ITT) Trade Show	Valdosta, GA	Military	\$125	\$100	\$225
				\$4,925	\$3,350	\$8,275