

# **Southeast Volusia Advertising Authority Marketing Plan**

## **Vision Statement**

To unite the tourism industry, its business partners, and the entire Southeast Volusia community including New Smyrna Beach, Port Orange, Edgewater and Oak Hill, to create and deliver memorable experiences

## **Mission Statement**

The Southeast Volusia Advertising Authority is the official marketing and management organization of New Smyrna Beach, Port Orange, Edgewater and Oak Hill. Our mission is to promote, preserve and enhance the image of Southeast Volusia County to both domestic and international visitors.

## **Goals:**

1. To increase market share by positioning Southeast Volusia County as an affordable family destination, offering substantial value for the dollar.
2. To generate wide-reaching publicity and coverage in regional, national and international media publications.
3. To continually nurture current relationships and to establish new relationships with the business communities in New Smyrna Beach, Port Orange, Edgewater and Oak Hill that have an interest in promoting tourism.
4. To seek additional cooperative opportunities to gain added value for our dollars.
5. To support efforts for additional lodging establishments to the area.
6. To work to increase meeting space in Southeast Volusia County.
7. To seek non-traditional advertising opportunities through print ads, broadcast ads, consumer shows and public and media relations.
8. To gain a strong foothold in the family reunion market and encourage these groups to hold these reunions here.
9. To promote Southeast Volusia County as an ideal setting for weddings and honeymoons.

**Objectives:**

1. To establish and maintain media relationships by providing continual information through press releases about the general area and to encourage increased hands on visits through press trips.
2. To continue to work with regional airports such as, but not limited to Daytona Beach International Airport, New Smyrna Beach Airport, Sanford-Orlando Airport, and the airlines serving them.
3. To make New Smyrna Beach a household word through targeted advertising in our key domestic markets: Florida, New York, New Jersey, Ohio, Pennsylvania, Georgia, Tennessee, and Illinois and internationally in Canada, Germany and the UK.
4. To continually update our website and social media to attract new visitors to the area.
5. To utilize our website and social media to maintain contact with consumers with targeted emails geared to their tastes.
6. To increase visibility at all community events and to continue to strengthen relations with Flagler Avenue and Canal Streets by working with them to plan and promote their events. These events drive tourism and put, “heads in beds.”
7. To produce and distribute information to The Greater New Smyrna Beach Area’s target audience through direct mail, e-newsletters, facebook, twitter and e-mails.

**Strategies/Program****Advertising**

We already know that Central Florida is where our number one visitor is found. New Smyrna Beach has been named Florida’s Best Beach three years running by 50,000 readers of the Orlando Sentinel. This, along with our coop advertising campaign, has been instrumental in attracting new visitors to our area. In addition, we plan to continue our long running campaign on Bright House Networks. A total of 21 spots run weekly on News 13 and the Travel Channel. We are currently working on a new series of commercials set to replace our “Sydney” spots airing now.

We will continue to build regional relationships in those areas that produce the largest number of tourists to our area. These will include, but not be limited to, New York, New Jersey, Pennsylvania, Ohio and Michigan.

We need to continue to seek unique, non-traditional advertising opportunities. We are exploring the possibility of placing a one hour, pre-produced radio program to air on barter stations in our strategic markets. The cost for this can run from \$100 to \$300 an hour. We can recoup our money by placing coop ads within the program. This represents a unique opportunity to capture listeners in markets where radio still rules, places like Chicago, Indianapolis, Cleveland, Pittsburgh and New York.

Following the success of our New York campaign, we have expanded our successful winter campaign on the Weather Channel. Our current temperature and contact information appears 19 hours a day, twice an hour in 15 key markets in the Northeast and Midwest, for a three month period beginning in January.

Due to a changing environment, advertising strategies should be reviewed on a continuing basis. Target markets should be nurtured and emerging markets explored. Media should be reviewed throughout the year to ensure getting the best “deals” possible. A balance of media needs to be sought utilizing television, radio and print media in appropriate markets.

## **MEDIA RELATIONS**

Maintaining good media relations represents a valuable part of the advertising package with the return on investment worth hundreds of thousands of dollars more than the initial investment of room and board for the writer. We will continue to reach out to all media genres.

## **COMMUNITY RELATIONS**

As part of the overall marketing package, relationships between the community and the Visitors Center are very important. The Visitors Center has established excellent communications with the Southeast Volusia Chamber of Commerce, the Atlantic Center for the Arts, and the New Smyrna Speedway. These relationships have pored over into the community at large providing a better perspective for residents who increasingly utilize the services of the Visitors Bureau.

This aspect is very important for increasing the number of overnight stays and filling our restaurants, stores and attractions. VFR's, visiting Friends and Relatives, have become an integral part of tourism growth. Up to 25 percent of those who come because they know someone in the community stay in local accommodations – not with their friends and relatives. Studies show that more visitors would stay locally if the community were more knowledgeable of existing accommodations. Nurturing this market is important to the future of tourism. Currently, many locals frequent the Visitors Center to help plan local and countywide day trips for their expected visitors. To continue to involve the community, the Visitors Center will make New Smyrna Beach as visible as possible at community events. We will continue to staff events like Images, and our fishing tournaments providing brochures, and pertinent information on the area. We also plan to continue a “Local’s Night at the Visitors Center” to introduce more residents to everything we have to offer.

## **INTERNET**

Our website is an asset worldwide to those seeking information about the Greater New Smyrna Beach Area. This is a living document, which can accurately provide up to the minute information to anyone planning a visit. Our website is yet another advertising venue, which will be changed and modified to reflect current needs and trends. In addition, our Facebook Page and Twitter Feeds keep our many friends and followers up to date with everything going on in our area and at our Visitor Information Center.

## **Geographic Markets**

### **Domestic**

We will continue to concentrate our advertising, marketing and public relations efforts in the Central and Eastern parts of the United States. Most of our tourists hail from Central Florida, New York, Ohio, Pennsylvania, Georgia and Michigan. Those markets should receive ongoing attention, as they are a significant part of our tourism puzzle. While there may be emerging markets attached to these, our main focus should be on the tried and true: Those who have been here previously provide excellent word of mouth advertising. While we will work to develop other markets, we need to cater to our current customers and their potential for bringing new faces here. This can be accomplished through print and broadcast advertising, consumer shows and generating articles through media outlets and through direct mail and email campaigns.

### **International**

The majority of our International Visitors hail from three areas: Canada, Germany and the United Kingdom. Our primary focus will be to strengthen media relations in these countries. Traditional advertising costs are significantly higher here, though we will continue to explore those as well, but the cost of entertaining good writers has remained constant. Increasing press coverage through fam trips is a cost effective method of attracting attention.

### **Co-Op Marketing**

Co-op advertising with our accommodations and other area businesses has proven to be a worthwhile effort, putting more than \$50,000 back in our coffers last year. We will continue this program which offers our accommodations and business the opportunity to advertise in major publications at deeply discounted rates. While our funding currently comes from lodging tax collections, we know through past experience that funds can fluctuate depending upon the economy, natural disasters and events like September 11. Stretching our dollars through co-op marketing efforts makes good sense to enable us to get the biggest bang for our buck. The goal is to double the impact of our advertising monies through cooperative efforts. This can be accomplished by partnering with the Halifax Ad Authority, West Volusia Tourism Ad

Authority, the Daytona Beach International Airport, and the Ocean Center. However, our cooperative opportunities should not be limited to only the above and all opportunities should be evaluated on an individual basis. Membership partnerships should also be considered with our memberships in the Southeast Tourism Society, the Travel Industry Association, the Florida Association of Convention and Visitors Bureaus and the International Association of Convention and Visitors Bureaus, all of which we are members. Both advertising and trade shows can be easily partnered with any of the above, thereby reducing our costs.

### **CONSUMER/TRADE SHOWS**

Our participation in consumer shows has proven to be a valuable tool in getting our message to the traveling public. At these shows, we have the opportunity to “sell” New Smyrna Beach in a way print and broadcast advertising can’t touch. The personal contact with someone who knows the area has proven to be a catalyst in attracting new visitors to the area. In addition, most consumer shows have both Press and Travel Agent days attached so that we gather contacts in those areas as well. We will continue to participate in as many of these shows – both domestic and international – as possible. The Adventures in Travel Shows in New York, Washington D.C. and Boston have proven to be worthwhile investments of our time and money. We will continue to pursue these and other consumer shows and target new and more unusual venues as well.