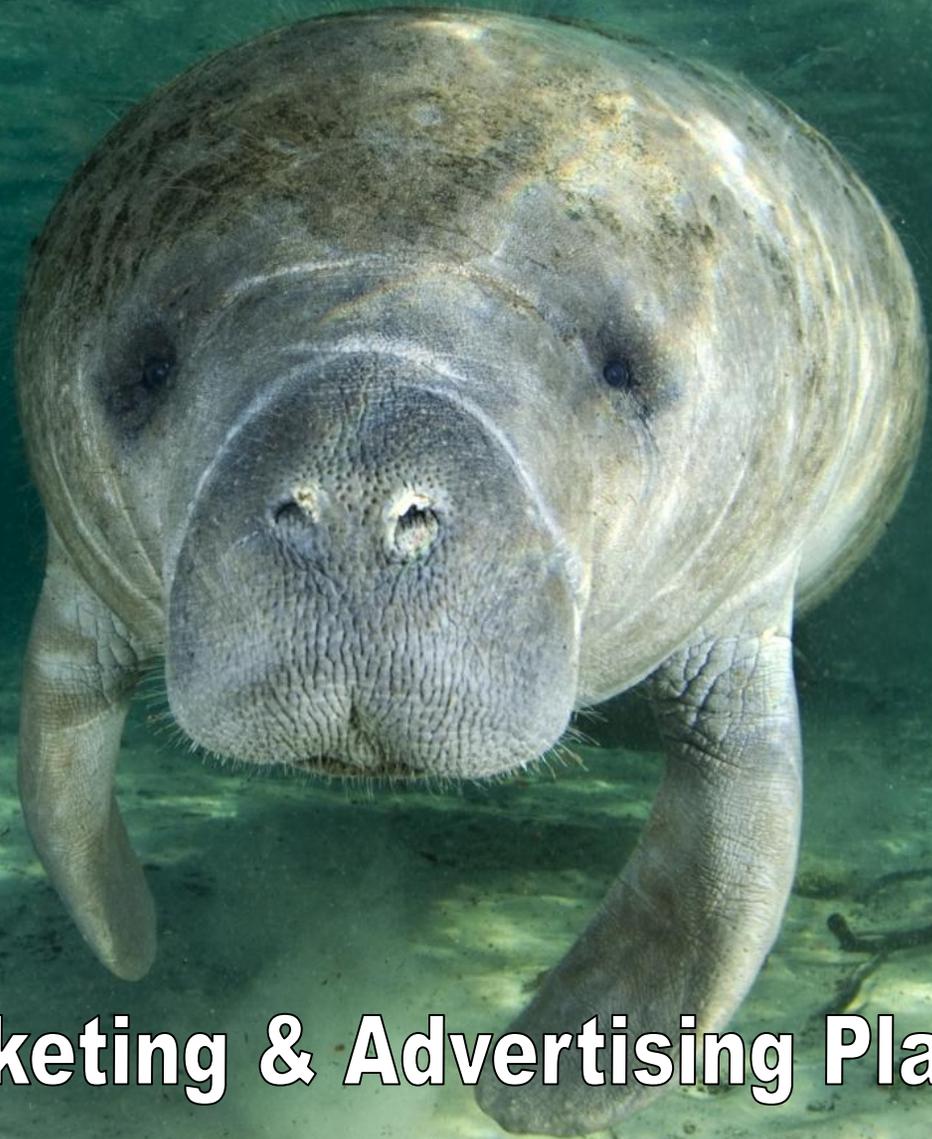


West Volusia Tourism Advertising Authority



2010/2011 FY Marketing & Advertising Plan



West Volusia Tourism Advertising Authority 2010/2011 FY Marketing & Advertising Plan

Vision

Advance the West Volusia County region and branding to promote the ECHO resources of Volusia County while building community pride, creating opportunities for employment, enhancing the quality of life and stimulating economic revitalization with clear emphasis on building tourism and increasing overnight stays.

Mission

The mission of the West Volusia Tourism Advertising Authority is to develop and support marketing and advertising programs intended to increase the flow of tourism dollars into West Volusia County to enhance the image of West Volusia as a tourism destination. We will accomplish this mission through responsible oversight of our programs and resources.

Overview

As the deepest recession since the Great Depression swept over the U.S. in 2008, the West Volusia region was hit hard and tourism revenue plummeted.

Despite indications that a slow recovery is underway, the near-term expectation is that the economy will not return to pre-recession conditions, nor will consumers return to pre-recession habits. As we move forward, a “new normal” for consumers, especially with travel behaviors, has been established. This necessitates a consistent changing of our focus and marketing initiatives as we reach out to prospective tourists.

Consumer Advertising

Although the WVTAA budget has decreased over the last few years, savings in other areas of the budget have been used for additional advertising in major publications, the majority with a circulation of more than 1 million and new co-operative marketing programs with our Volusia County partners. In fact, the advertising budget has increased \$29,368 compared to the 2009-2010 fiscal year. The Promotional Advertising line item also includes special events advertising, web marketing, website promotions and sports marketing.

The 2010-2011 fiscal year advertising plan was based on a variety of factors, including previous response history for those publications we have advertised in before, emerging travel trends and niche markets suited for our regional resources.

We will continue our emphasis on consumer advertising through print and online resources. However, to maximize our dollars, we plan to do more co-operative advertising with other travel industry partners including VISIT FLORIDA and the Southeast Tourism Society. This allows us to advertise in publications that we otherwise would not be able to afford and also provides a larger impact by multiple page advertising sections. Ad sizes have been increased over last year to maximize exposure.

Tracking our advertising is difficult and not totally accurate, but we use combined methods that include reader response leads sent to us by the publication, landing pages on our

website created for each publication, Google Analytics, hotel surveys and track telephone calls.

Based on studies done by VISIT FLORIDA, regardless of origin market, visitors prefer similar activities. Ranked highly are playing golf and other outdoor activities, as well as visiting national/state parks.

Despite an overall decline in visitors to Florida in 2009, the number of people who drove actually increased. Twenty states combined account for 90% of Florida's drive visitors. Georgia ranked number one accounting for nearly one in five of all drive visitors. North Carolina, Alabama, Tennessee, South Carolina and Louisiana are included in the top six drive origin states. Keep in mind that some of these visitors do not travel to Central Florida, but their destination is the Northwest Florida vacation region. These states are Alabama and Louisiana.

In addition, 29% of Georgia drive visitors come to Central Florida and 22% go to the Northwest region; 33% of Tennessee visitors come to Central Florida and 30% go to the Northwest region; nearly half from North Carolina go to Central or Central West regions; 31% from South Carolina go to the Northwest followed by 29% visiting the Central region.

Other states with a drive market that visit Central Florida are Mississippi, Kentucky, Virginia, Texas, Missouri, Indiana, Maryland and Ohio.

Among specialty or niche consumer segments identified by VISIT FLORIDA as target markets, boating, fishing and outdoor enthusiasts, cultural heritage travelers and golfers, and regional drive travelers were included. The many resources in the West Volusia region match these niche segments indicating that our ongoing advertising message has been centered.

We have not advertised to the Canadian market in years but included it in this year's advertising plan because VISIT FLORIDA reports that the top international origin market remains Canada at 2.6 million, followed by the United Kingdom at 1.2 million.

The economic outlook for Canada is positive as their banking system is considered the world's healthiest. A potentially significant opportunity is emerging with Canadian Boomers. A study by Outbound Canada indicates that 57% of Canadian Boomers have or expect an inheritance. This fact is projected to be the largest ever inter-generational transfer of wealth. The study also found that Canadian Boomers have the highest propensity to travel out of country.

AARP SE

Size: 1/6 page 4 color

Cost: \$6,880

Publication Date: March

Circulation: 1,500,000 in Alabama, Florida, Georgia, Mississippi, North and South Carolina, Tennessee.

Demographics: Ages 60-69 edition.

Added Value: Reader response listing, TravelLinks online page with hyperlink to our website.

Biketoberfest 2010

Online advertising \$1,000

Bikeweek 2011

Online and print advertising \$2,975

Billboard on I-4

Current location \$13,200

Brochure Distribution

5 VISIT FLORIDA Official Welcome Centers located at US 231 Campbellton; I-75 Jennings; Capitol Building Tallahassee; I-10 Pensacola and I-95 Yulee. \$575

Canadian Geographic Travel

Size: 1/3 page 4 color

Cost: \$4,260

Publication Date: November 2010

Circulation: 122,692

Demographics: Average age 45

Added Value: Bonus distribution of 10,000 copies at the Toronto Outdoor Adventure Show in February 2011; "Feature Destinations" listing including 500 words of copy and five photos posted on www.canadiangeographic.ca for 6 months; online reader service "Tell Me More" including a 35 word listing, logo and hyperlink; section promoted in digital e-newsletter sent to 73,000 opt-in subscribers.

Countywide Co-op Programs

Ongoing \$12,500

Reserved for promotional opportunities with Daytona Beach CVB, New Smyrna Beach Visitors Bureau, the Ocean Center and Daytona Beach International Airport.

Florida Freshwater Fishing Regulation Guide

Size: ¼ page 4 color

Cost: \$2,849

Publication Date: June 2011

Circulation: 405,000 give to anglers when they buy a fishing license and distributed at 650 points within the state of Florida.

Demographics: Nearly 700,000 people buy freshwater fishing licenses in Florida annually. Approximately 550,000 are Florida residents and 150,000 are non-residents. Trip related expenditures for freshwater anglers account for \$1.1 billion dollars annually.

Added Value: Guide is in digital format on the Florida Fish and Wildlife website. Our ad would have a hyperlink to our website.

Golf Publications

Size: Digital newsletter for Golf Magazine featuring Florida golf escapes. Google adwords run in the U.S. and Canada featuring golf packages.

Cost: \$10,000

Publication Date: January & March; Ongoing

Circulation: Varies

Demographics: Predominantly male reader, median age 46 with a median household income of \$87K.

Added Value: Reader response listing and URL on golf.com.

Google AdWords

Ongoing \$4,000 annually

Reserved for advertising on Google.com and its network of partner websites. Ads appear when someone searches for specific terms to be identified related to West Volusia, i.e. St. Johns River. This would be a monthly campaign, including a contingency for unexpected events. Focus is on our fishing and golfing packages.

Heritage & Culture Magazine Insert

Size: 1/6 page 4 color

Cost: \$9,000

Publication Date: Inserted into Preservation Magazine March/April 2011; Smithsonian Magazine May 2011; Civil War Times May/June 2011

Circulation: Preservation 120,000; Smithsonian 450,000; Civil War Times 30,000 in Southeast markets.

Demographics: 81% of U.S. adults took a trip of 50 miles or more away from home in the past year included historical or cultural activities.

Added Value: Dedicated web page with links to advertisers, reader response listing.

Newspaper Inserts

In-State Newspaper Inserts

Size: Fall: 1/8 page 4 color; Spring ¼ page 4 color

Cost: Fall: \$6,717; Spring \$9,717 = \$16,434 total

Publication Date: October 17, 2010; May 8, 2011

Circulation: 1,600,000 each issue

Demographics: Targeted to families with median household incomes of \$75K+.

Added Value: Digital version with click-through on VacationPlanning.net; online lead generation; reader service; listing on VacationPlanning.net for 12 months including photos.

Out-of-State America's Best Vacations Inserts

Size: Fall: 1/8 page 4 color; Spring ¼ page 4 color

Cost: Fall: \$4,196; Spring \$7,000 = \$11,196 total

Publication Date: Fall 2010; Spring 2011

Circulation: 2,006,000 each issue in Alabama, Georgia, Kentucky, Missouri, Mississippi, North and South Carolina, Tennessee, Virginia, Arkansas, Louisiana, New Mexico, Oklahoma and Texas.

Demographics: Targeted to families with median household incomes of \$75K+.

Added Value: Digital version with click-through on VacationPlanning.net; online lead generation; reader service; listing on VacationPlanning.net for 12 months including photos.

People Magazine Southeast

Size: Travel Planner

Cost: \$5,196

Publication Date: May 2011

Circulation: 691,000 including Alabama, Georgia, North and South Carolina, Virginia, Tennessee, Texas and Washington DC.

Demographics: 68% of readers are Female with a median age of 41 and median household income of \$67.7K.

Added Value: Reader service.

Speedweeks

Online advertising \$500

Sporting Events

Ongoing \$4,500

Used to fund sponsorships and support the expenses of the Central Florida Sports Commission for area sporting events.

The Griffon Army Magazine

Contract commitment for the Fall and Winter issues at \$680 each = \$1,360 total

Toronto Star Newspaper

Size: 1/8 page 4 color

Cost: \$4,253

Publication Date: November 2010

Circulation: 567,000

Demographics: Toronto is the 4th largest winter market for potential travelers to Florida. The Toronto metropolitan area has an average household income of \$91.7K, 27% above the Canadian average. More than 61% of Canadian visitors to Florida are residents of Ontario.

Added Value: 1 million impressions on star.com via text link.

Undiscovered Florida

Size: 1/2 page 4 color. This is a co-op with the Daytona Beach CVB who has purchased the same size so that we will have a full page ad.

Cost: \$6,000 each

Publication Date: May 2011

Circulation: 285,000 – 206,000 inserted in the May 2011 issue of *National Geographic Traveler* in New York, New Jersey, Alabama, Illinois, Washington DC, Virginia, Georgia and Florida. 53,000 distributed year-round at the 5 official Florida welcome centers. 26,000 inserted in the May 2011 issue of Recommend magazine to travel agents.

Demographics: Undiscovered Florida is an annual nature-based, historical/heritage and cultural guide targeting consumers, Florida residents, Florida-bound visitors and travel agents. 78% of all U.S. travelers participate in cultural and heritage activities.

Added Value: Link to digital edition with active hyperlink, included in 2 e-newsletters to 180,000 National Geographic Traveler's top subscribers and an e-blast to 37,000 travel agents. Reader service listing in *National Geographic Traveler*, a listing in the online *Traveler* with a website link. Hyperlink on digital edition of Undiscovered Florida.

VISIT FLORIDA Insider Guide

Size: 1/3 page 4 color

Cost: \$6,032

Publication Date: April 2011

Circulation: 300,000 – 200,000 direct mailed to Florida residents. 25,000 distributed to specific drive markets (Atlanta, Birmingham, etc.). 25,000 distributed at consumer trade shows in Florida. 45,000 handed out through the Official Florida Welcome Centers. 5,000 distributed at VISIT FLORIDA "Share A Little Sunshine" promotions.

Demographics: More than 85% of Florida residents travel within the state annually.

Added Value: Reader response service, QR code in ad to direct to our website.

VISIT FLORIDA Official Vacation Guide

Size: ½ page 4 color

Cost: \$9,746

Publication Date: January 2011

Circulation: 300,000 – Sent in response to requests for information on a Florida vacation, consumer trade shows, travel agencies and tour operators, Official Florida Welcome Centers, Chambers of Commerce, CVB's and AAA offices.

Demographics: General – targeted to potential visitors who specifically request information on planning a vacation to Florida.

Added Value: Reader response service, QR code in ad to direct to our website.

Website Maintenance & Design

Ongoing \$2,400

Reserved for costs related to maintenance of our website and design changes.

Reserves for Additional Advertising Opportunities

Ongoing \$8,655

Tour & Travel Packages

Special niche packages for fishing and golfing will be advertised digitally and in print as well as our website and through social media promotions.

We will continue our seasonal campaigns that offer discounts by accommodators targeting regional special events including BikeWeek, Coke Zero 400 Races, Biketoberfest and the Daytona 500 Races.

Familiarization Tours

Our activity director's familiarization tour last year was an overwhelming success with several participants already planning group tours. We will host a second one in early winter.

In addition, we are planning familiarization tours with the Daytona Beach CVB and New Smyrna Beach Visitors Bureau for niche bloggers and motorcoach operators.

Marketing Partnerships

Our focus on countywide tourism co-operative programs will continue with the Daytona Beach CVB, New Smyrna Beach Visitors Bureau, Daytona Beach International Airport, Volusia County Tourism Consortium, MainStreet DeLand Association, regional chambers of commerce and the Ocean Center to enhance the image of Volusia County as a major tourism destination. We will partner with familiarization tours, advertising, promotional opportunities, trade shows and tour operator programs.

Internet Marketing and Social Media

Most tourism bureaus are increasingly putting emphasis on using social media channels to enhance their consumer advertising and promotion. In addition to maintaining and building our fan base on Facebook and Twitter, we will be implementing new tools that will include in-house blogging, podcasts, e-newsletters, videos & images and smart phone technology.

The WVTAA launched a redesigned website in early May 2010. The site features new branding elements including a new logo and a bright, cheery color scheme. Users can easily navigate the site to find tourism information including a welcome video, where to stay, things to see and do, shopping and dining listings, a calendar of special events, area information, social media resources and a media room. They may also sign up to receive a free visitor's guide and our monthly e-newsletter.

The site was developed by Alternate Image, Inc., a website development and marketing firm in Daytona Beach, who also maintains the websites for the Daytona Beach CVB and the New Smyrna Beach Visitor's Bureau. Our web visitor data is now monitored by Google Analytics, a highly user-friendly and more complete data tracking system than was used on the old website. We are able to collect more specific information including visitor sessions, link and landing page activity and top referring sites. The new data format is not comparable to the previous format so we are not able to give a comparative website report this year.

Our new monthly e-newsletter ***The Manatee Messenger*** was launched in June. With more than 8,000 subscribers the e-newsletter features information on our ECHO resources, hot deals & packages, our podcasts, accommodators and events.

Smart phones are becoming a primary source of information. The tourism bureau has designed a **QR code**, or quick response code, as part of a regional visitor information campaign. QR codes are similar to bar code technology and contain information like web addresses that are readable only by smart phones. Not only are we using our QR code in consumer advertising, but we have designed window stickers that are being distributed to area tourist-friendly locations.

We are working on another smart phone promotion with our accommodators, tourism resources and service providers featuring the very popular social media platform ***foursquare***. With more than 6 million users, ***foursquare*** is an interactive application that invites participants to visit and explore new places. Our ***foursquare Fridays*** will launch on Friday, April 15, 2011 and include special rates from our accommodators, service providers and resources.

2010-2011 Fiscal Year Marketing & Advertising Budget \$168,855

2010-2011 Fiscal Year Total Budget Including Carryover \$379,823