

VISIT TALLAHASSEE LEISURE TRAVEL DEPARTMENT

2014-2015 SALES PLAN

Prepared by:

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GOAL: Provide year round destination exposure and industry sales opportunities at events and activities impacting nearly 200,000 traveling consumers.

CONSUMER TRAVEL MARKET

STRATEGIES:

Focus on Florida resident travelers age 36-64 who travel within the state, spend an average of 2.4 nights away from home and have a household income of \$75,000. Targeting the following audience segments including, but not limited to:

- History and Heritage
- Outdoor and nature actives
- African American Heritage
- Culinary Interest
- LGBT

Exhibit at festivals in top producing visitor markets that focus on key market segments; history and heritage, outdoor and nature, African American Heritage and culinary interest.

- October - Hidden Coast Paddling Fest, Cedar Key with 1,500 attendees
- October - Mt. Dora Bicycle Festival, Mt. Dora with 1,200 attendees
- October - Johns Pass Seafood Festival, St Petersburg with 30,000 attendees
- November - Alafia Fat Tire Bike Festival, Brandon with 5,000 attendees
- January - 26th Annual Zora Neale Hurston Festival, Eatonville with 35,000 attendees
- March - Gasparilla Festival of the Arts, Tampa with 5,000 attendees
- April - Springing the Blues, Jacksonville with 75,000 attendees
- April - The Original Tampa Bay Blues Festival, Tampa 5000 consumers, two day event

- May - Isle of 8-Flags 52nd Shrimp Festival, Amelia Island with 75,000 attendees
- June - Tampa Bay Caribbean Carnival, Tampa with 65,000 attendees
- LGBT Travel Expo Ft Lauderdale – 5,000 consumers, two day event.
- Florida Sportsman Expo Tampa – 35,000 consumers, three day event.
- Florida Sportsman Expo Jacksonville – 30,000 consumers, three day event.
- Military Base Travel Expo in Florida and Georgia – Six bases to include Marine Corps Base, Robbins AFB, Moody AFB, Hulbert AFB, Pensacola Naval Air Station Ft. Walton and Whiting Field each with an average attendance of 700 active and retired personnel.

Distribute relevant Tallahassee travel information that includes area attractions, hotels, restaurants at events and festivals.

Develop and consumer data base of event attendees who opt in for Visit Tallahassee information.

Collaborate with the marketing team to develop specific marketing and promotional materials for target markets.

TRAVEL TRADE SEGMENT

GOAL: Average two leisure group visits per week with more than half of those involving overnight stays.

STRATEGIES:

Identify and schedule personal appointments with an average of 50 targeted, pre-qualified operators by participating in six of travel trade shows.. These tradeshow include:

- American Bus Association
- Florida Huddle
- National Tour Association
- Student Youth Travel Association
- Alabama, Georgia & South Central (LA, AL, TX, AR) Regional Motorcoach Association
- South Carolina, North Carolina and Florida Regional Motorcoach Association

Coordinate a Florida sales mission and meet with operators and wholesalers that include, but not limited to:

- All Tour America
- Kaleidoscope Adventures
- Super Holiday Tours

- Kaluah Tour
- American Ring Travel

Communicate quarterly with agents, wholesalers and operators through email newsletters highlighting Tallahassee industry updates, major events, special incentives and discounts offered by hotels and attractions, new hotels and dining venues.

Promote Tallahassee home football weekend events to via e-blasts, and in sales presentations.

- Group tour operators specializing in coordinating events with alumni and booster associations from universities visiting Florida State University and Florida A&M University.

Evaluate domestic travel/trade shows and sales activities based on:

- Attendance and number of appointments with operators,
- Leads generated for the local industry
- Room nights and economic impact generated;
- Potential for future bookings.
- Partner participation.

Continue to upgrade and maintain the quality of the travel trade database.

Identify operators using social media and coordinate Visit Tallahassee posts when appropriate.

Collaborate with international and domestic operators to increase the destination exposure

VISIT TALLAHASSEE PARTNERS

GOAL: Maximize partner participation in cooperative sales programs by offering value and exposure to industry partners.

STRATEGIES:

Offer cooperative opportunities that include brochure distribution, booth sharing and exposure in email newsletters.

**Leisure Budget Summary
FY 13-14**

Travel Cost \$14,150
Event Cost \$13,050
Community Relations \$ 200
Dues/Publications: \$ 3,500
Training: \$ 1,200
Sponsorships \$ 1,200

Cost: \$33,100

Industry Participation \$ 5,000

Total Net Budget \$ 28,100

**Leisure Budget Summary
FY 14-15**

Travel Cost \$18,300
Event Cost \$15,745
Community Relations \$ 200
Dues/Publications: \$ 2,325
Training: \$ 1,000
Sponsorships \$ 1,200

Cost: \$38,770

Industry Participation \$ 4,900

Total Net Budget \$ 38,770

FY 2014/15 Sales Plan Detail							
Leisure Department							
Department							
Date	Show/Event	Location	Target	Show Cost	Travel Cost	Industry Participation	Net Cost
October 4-6, 2014	Hidden Coast Paddling Fest	Cedar Key, FL	Oudors and Nature	200	500	\$ 200.00	600
October 9-12, 2014	Mt. Dora Bicycle Festival	Mt. Dora, FL	Outdoors and Nature	900	800	\$ 300.00	1400
October 25-27, 2014	Johns Pass Seafood Festival	St. Petersburg, FL	Culinary Interest	800	1000	\$ 300.00	1,500
November 7-9, 2014	Alafia River State Park	Alafia, FL	Outdoor and Nature	350	700	\$ 200.00	650
December 11-13, 2014	LGBT Travel Expo	Ft. Lauderdale, FL	LGBT Consumer	700	1000	\$ 300.00	1,600
January 10-13, 2015	American Bus Association	St. Louis, MO	Domestic Motorcoach	1,100	1,200	\$ -	2,300
January 14-16, 2015	Florida Huddle	Ft. Lauderdale, FL	International/Domestic Buyers	2,500	1,300	\$ -	3,800
January 18-22, 2015	National Tour Association	New Orleans, LA	Domestic/International Motorcoach	995	1,200	\$ -	2,195
January 30-Feb. 1, 2015	26th Annual Zora Neale Hurston Festival	Eatonville, FL	African American History & Culture	1,000	1,200	\$ 500.00	1,700
March 1-2, 2015	Gasparilla Festival of the Arts	Tampa, FL	Art and Heritage	800	1,000	\$ 300.00	1,800
March 20-22, 2015	Georgia Military Base Travel Expo (3 bases)	South Georgia	Military consumer	450	500	\$ 500.00	450
April 4-6, 2015	Springing the Blues	Jacksonville, FL	Heritage	400	400	\$ 300.00	600
April 10-12, 2015	The Original Tampa Bay Blues Festival	Tampa Bay, FL	Heritage	500	800	\$ 300.00	1,000
April 13-15, 2015	Central Florida Sales Mission	St. Petersburg, FL	Operators, Wholesale	200	500	300	200
April 23-26, 2015	Florida Military Base Travel Expo (3)	Panhandle, FL	Military consumer	500	700	\$ 300.00	1,100
May 1-3, 2015	Isle of 8-Flags 52nd Shrimp Festival	Fernandina Bch, FL	Art, Culinary & History Consumer	850	800	\$ 300.00	1,350
June 5-7, 2015	Tampa Bay Caribbean Carnival	Tampa, FL	Heritage Consumer	300	700	\$ 300.00	700
July TBD	SCMA/NCMA	South Carolina TBD	Motorcoach Tour Operators	800	1,000	\$ -	1,800
July TBD	Alabama/Georgia Motorcoach Assn	Georgia TBD	Motorcoach Tour Operators	900	1,000	\$ -	1,900
8/28-9/1 2015	SYTA	Branson	Student Youth Travel Trade	900	1,000	\$ 200.00	1,700
September 25-27, 2015	Florida Sportsman Expo	Tampa, FL	Outdoorsman	600	1,000	\$ 300.00	1,300
				\$ 15,745	\$ 18,300	\$ 4,900.00	\$ 29,645