

BEAUMONT

BEAUMONT CONVENTION & VISITORS BUREAU

FY 2017 MARKETING PLAN





MISSION STATEMENT

The Beaumont Convention and Visitors Bureau mission is to enhance and extend local economic development efforts by marketing Beaumont, Texas as a premier travel and meeting destination; thereby generating travel to the city and ultimately creating revenue and jobs.

ADVISORY BOARD

Mayor Becky Ames

Council Member W.L. Pate, Jr.

Council Member Mike Getz

Arthur Berry

Joanne Broussard

Rocky Chase

George Crawford

Dr. Molly J. Dahm

Punit Sheth

Ava Graves

Richard James

Dr. Richard LeBlanc

Valerie Linton

Steve McGaha

Frank Messina

Connie Patterson

Allen Perkins

Ann Rothkamm

Vertress Slack

Ryan Smith

Jake Tortorice

Mel Wright

FROM THE **EXECUTIVE DIRECTOR**



Times and responsibilities are changing for CVB's, or DMO's (Destination Marketing Organizations). It has always been, heads in beds, heads in beds, heads in beds. Although the CVB budget will be based on the Hotel Tax for the foreseeable future, we must find other revenue streams to raise our funding. Our team's focus will always be about bringing conventions, sporting events, and leisure travelers to Beaumont. We will also be the leaders in product development and quality of life for both visitors and our citizens alike. We know we are on the right track and feel the future will be quite bright.

This upcoming year we want to concentrate on three key elements: Product Development, Co-op Marketing and Partnering. This, along with the education of our staff and stakeholders, will allow us to be involved with many programs that will enhance our city offerings. Whether that be festivals, new recreational areas, or public art, the CVB will be involved. Another challenge we face, is our notoriously low hotel rates. We need to somehow move these rates up. There is talk of a couple of new hotel projects coming to Beaumont. That would really help, especially if one of these will be attached to Ford Park or the Civic Center. We have begun new co-op programs with the Houston and Beyond partnership as well as the Beaches of Texas. Each of these initiatives gives us a broader reach into attracting new customers at a cost we can afford.

Our highly educated and industry savvy staff is the true strength of our organization. Not only have they earned many industry certifications over the years, they also are technologically advanced and know their customers. Our business will always be relationship based and that has been something we have cultivated throughout the years. We will also focus more on educating our local partners and politicians. This will include the hotel and restaurant community, Beaumont attractions, civic organizations, city council, county commissioners, and CVB board of directors. We are grateful to have the support and interaction with other city departments when there are events that need us all to pull together. The bottom line is all citizens of Beaumont need to pull together to make this city and Southeast Texas a better place to live and visit.

2017 will be an incredible year.

A handwritten signature in black ink, appearing to read 'DEAN E. CONWELL'. The signature is stylized and fluid.

DEAN E. CONWELL, CDME
Executive Director



WHAT **DESTINATION MARKETING** MEANS TO COMMUNITIES

In today's highly competitive global marketplace, travel destinations require investment in their brand to remain relevant. By investing in effective travel promotion, states and cities attract new visitors, create significant local economic activity and generate crucial tax revenue to support essential services. Without effective promotions, states and cities cede these benefits to competing destinations.



Investing in travel promotion creates a virtuous cycle of economic benefits. Travel promotion generates awareness and creates visitor demand. Travelers visiting a destination spend money at local attractions, hotels, retail, restaurants and on transportation. Travel promotion generates awareness and creates visitor demand.

Promotion also improves the quality of life for residents, offering a positive 'halo effect' on perceptions of a destination for potential businesses, residents and visitors alike.

First impressions matter! Research shows that nearly one-third of new residents first visited their communities as tourists.

Travel provides essential support to state and local government. Without these travel-generated revenues, each household would pay \$1,200 more in taxes every year.



In 2015, the travel industry **generated \$67 billion** in state and local tax revenue—enough to pay the salaries of:



All 935,000 state and local police and firefighters across the U.S.,

or



All 923,000 secondary school teachers,

or



1.1 million (93%) elementary school teachers.

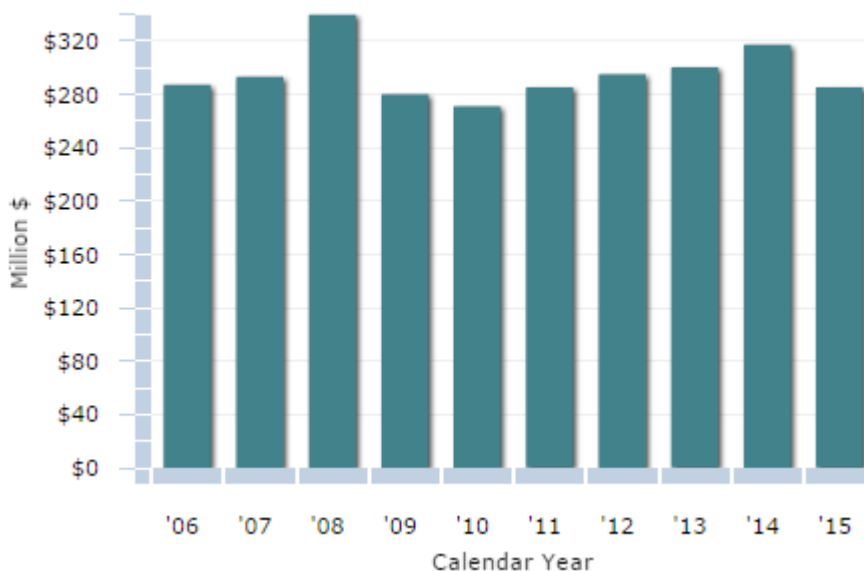
ECONOMIC IMPACT OF TRAVEL SPENDING

The benefits of conventions, events, exhibitions and trade shows ripple beyond the walls of the meeting space. When meetings come to town, everybody benefits. The face-to-face industry creates jobs, generates commerce and creates a far-reaching community impact.



Beaumont Travel Impact	2010	2011	2012	2013	2014	2015
Total Direct Travel Spending	\$277 M	\$288 M	\$295 M	\$301 M	\$318 M	\$285 M
Earnings	\$61 M	\$62 M	\$63 M	\$63 M	\$67 M	\$70 M
Total Employment (JOBS)	3,230	3,170	3,140	3,320	3,420	3,400
Local Tax Receipts	\$6.3 M	\$6.3 M	\$6.5 M	\$6.3 M	\$7.2 M	\$7.4 M
State Tax Receipts	\$16.3 M	\$16 M	\$16.6 M	\$16.9 M	\$18.1 M	\$18 M

**Total Direct Travel Spending
Beaumont**



DEFINITIONS

- **Destination Spending:** Spending by travelers at or near their destinations. This excludes spending on air transportation and for travel arrangement. All automobile operating expenses are included in the ground transportation component of destination spending.
- **Local Tax Receipts:** Tax revenue collected by counties and municipalities, as levied on applicable travel-related businesses (includes the transient lodging and local sales taxes).
- **Employment:** Industry employment (jobs) associated with the travel-generated payroll and proprietors. This includes both full- and part-time positions.
- **Earnings:** Total earnings include wage and salary disbursements, other earned benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.
- **State Tax Receipts:** State sales taxes, business and occupation taxes, motor fuel taxes and car rental taxes attributable to travel expenditures.

Source: Dean Runyan Associates, 2015. Texas Tourism Office of Governor, Economic Development and Tourism / www.deanrunyan.com

MEET THE TEAM



Director

DEAN CONWELL, CDME, TDM

Executive Director

Dean oversees and provides direction for all Beaumont CVB functions. He works in conjunction with the City Manager and the CVB advisory board to ensure the purpose and mission of the CVB is fulfilled.



Convention Sales Team

FREDDIE WILLARD, TDM

Director of Sales

Freddie leads the Beaumont CVB sales team to market and promote Beaumont as a meeting and sports destination. Along with overseeing all convention sales activities, Freddie develops relationships with prospective clients including: trade associations, governmental agencies and sporting groups.



REBECCA WOODLAND

Convention Sales Manager

Rebecca works to bring convention, meeting, reunion and group training business to Beaumont. Her primary markets are groups within the Social, Military, Religious, Reunion, Sciences and Corporate markets. She exhibits at conferences and trade shows. Rebecca also helps organize special CVB projects such as the Holiday Open House, downtown dine-arounds and conference fit & fun networking breaks.



SUSAN JACKSON

Convention Servicing Manager

Susan interviews CVB clients and oversees the services provided by our office. Along with managing our volunteer program, Susan produces the CVBs Hall of Fame reception, an annual event created to recognize planners who host meeting and events in Beaumont.



Tourism Department

ELIZABETH EDDINS, TDM, CTE

Director of Tourism

Elizabeth markets Beaumont to group tour, charter and individual visitors. She exhibits at trade & travel shows promoting Beaumont and Texas as a travel destination both regionally and at national levels. Elizabeth also directs the Beaumont Destination Training program.

MEET THE TEAM

Marketing Department



STEPHANIE MOLINA, CTE

Director of Marketing

Stephanie leads the marketing department to develop and implement the Beaumont CVB advertising and promotional campaigns. She serves as the in-house advertising agency, handles graphic design and heads up CVB public relations efforts which include journalist visits, interviews, editorial pitches and more.



ASHLEY WHITE

Online Communications Manager

Ashley leads the CVB's digital communications and social media strategy. Along with developing and managing content for the Beaumont CVB's website and social platforms, Ashley oversees email marketing efforts and calendar of event management. She also works closely with public relations efforts.

Administrative Support



KAREN LEWIS

Administrative Assistant

Karen oversees daily operations of the CVB offices, handling accounts payable, purchasing, payroll and other responsibilities. Karen also oversees the Babe Zaharias Museum and manages its part-time employees.



EUREKA YOUNG

Tourism Specialist

Eureka assists visitors and answers questions on all things Beaumont. She also handles visitor fulfillment, works with the sales team, fulfills lead requests and assists in the production of servicing gifts.

Distribution



ROSS RUSSELL

Distribution Coordinator

Ross is responsible for distributing the Official Southeast Texas Visitor Guide ensuring that locals and tourists are informed with up-to-date information. Ross also works closely with all personnel to aid in preparation for trade shows, special events and CVB programs.

2016 HIGHLIGHTS



FUNDING & BUDGET FY 2017

The Convention and Visitors Bureau is a department of the City of Beaumont. The Convention & Visitors Bureau is funded by Beaumont's hotel occupancy tax (HOT); taxes paid by overnight visitors in Beaumont hotels. The City collects and distributes hotel occupancy tax funds to the CVB, City event facilities, art and historical preservation organizations. CVB funding is directly related to the health of Beaumont HOT collections; therefore the primary mission of CVB programs is focused on growing and replenishing the hotel occupancy tax fund.

HOTEL OCCUPANCY TAX RATE	15%
CITY OF BEAUMONT	7%
JEFFERSON COUNTY	2%
STATE OF TEXAS	6%

The City of Beaumont's FY 2017 Hotel Occupancy Tax Funds will be distributed as follows.

2017 HOT FUND COLLECTION PROJECTION	\$2,718,100
CITY OF BEAUMONT / 2017 HOT DISTRIBUTIONS	\$977,700
- CIVIC & ARTS SUPPORT	\$280,700
- PAYMENT IN LIEU OF TAXES	\$100,000
- TRANSFER TO OTHER FUNDS	\$597,000
- BEAUMONT CONVENTION & VISITORS BUREAU	
WAGES, BENEFITS	\$828,600
OPERATING SUPPLIES, REPAIRS & UTILITIES	\$45,500
GENERAL SERVICES & SPECIAL PROGRAMS	\$386,200
ADVERTISING & PROMOTION	\$412,100
FLEET, COOP EXP, MISC CAPITAL	\$68,000
	\$1,740,400

Beaumont, TX Hotel Performance Stats

<i>SECOND QUARTER YEAR TO DATE</i>	2015	2016
NUMBER OF ROOMS	3,085	2,950
\$ ROOM REVENUES (000'S)	25,710	24,096
\$ EST DAILY RATE	71.82	71.29
% OCCUPANCY	64.1	63.3
REV PAR	\$46.04	\$45.13

Data Source - Prepared by Source Strategies, Inc., San Antonio, TX - www.sourcestrategies.org

1. Roomnights sold (from estimated rate and actual rooms revenues.).

2. Occupancy: nights sold divided by nights available (x 100).

3. Taxable and gross rooms revenues are from Texas Comptroller (with 12%+ added on average if gross not reported; covers monthly, government, charity, educational rents).



CONVENTION SALES DEPARTMENT



OVERVIEW

The Convention Sales Team markets and sells Beaumont as a premier meeting and convention destination to associations and groups across Texas. The Sales Team strives to build a strong and solid foundation with meeting planners, and works with local hotel sales teams to book meetings at local properties. These efforts drive occupancy and the average daily hotel rate which ultimately contributes to positive economic growth. The overall objective is to maximize the number of conventions, meetings, seminars, and sporting events with overnight stays utilizing Beaumont hotels.

Accomplishments

Account Files Worked	3,064
New Accounts	25
Site Inspections	8
Lead Generation	59
Definite Bookings	157

Goals

Account Files Worked	3,200
New Accounts	40
New Leads	60



- Won TACVB Idea Fair Award: “Best Convention Promotion” & “Best Sports Marketing”

In 2015, Beaumont hosted 125 events, welcomed 99 organizations and 73,339 convention delegates. The annual Hall of Fame reception recognizes meeting planners who chose Beaumont as their host city for conferences, sporting events and reunions during 2015 resulting in over \$18 million of economic impact for Beaumont. The events drawing the largest number of overnight stays included:

Organization / Event Host	Nights	People
United States Baton Twirling Association	1,439	2,050
American Legion & Auxiliary	1,038	950
United States Fastpitch Association (2)	1,026	5,640
Williams Fire & Hazard	762	450
Stars Over Texas	746	2,374
United States Tennis Association	694	539
Southwest Electric Safety Exchange	561	350
American Contract Bridge League	553	1,000
Code Enforcement Association of Texas	490	240
South Texas County Judges & Commissioners	442	284



PRIMARY MARKETS AND TACTICS

Sports

- Continue to build relationships with promoters, tournament directors and local members of sporting organizations.
- Partner with Lamar University, Beaumont Independent School District and County / City owned venues to host statewide and national sports events.
- Attend Connect Sports & NASC Marketplaces, exhibit at TEAMS Sports Conference.
- Attend Texas Amateur Softball Association conference to bid on tournaments.
- Advertise in key industry magazines such as Sports Travel, Sports Events, Sports Destination Management and Connect Sports. Promote via social media, direct mail and take advantage of co-op opportunities.
- Create a promotional sports video to showcase and market top sports facilities, sports events in the area and Beaumont as a destination.

State Associations

- Continue to use marketing tools to position Beaumont as the premier meeting destination for state association planners.
- Conduct sales missions in Austin and host luncheons with state association planners.
- Exhibit at Southwest Showcase, Plan Your Meetings, Connect Texas and Connect Marketplace.
- Advertise in target top industry publications, both in print and on-line.
- Renew memberships for Texas Society Association Executives (TSAE), Society Government Meeting Planners (SGMP) and utilize TXMET, a centralized database system used for lead generation.



Religious Meetings

- Refresh and strengthen relationships with local, state, & national faith-based organizations.
- Renew membership in RCMA & CMCA.
- Exhibit rotation between the three national religious tradeshow: Religious Conference Management Association (RCMA), Christian Meeting & Conventions Association (CMCA) and Connect Faith Marketplace in alternating years.
- Advertise in target religious meeting planning media.

CONVENTION TEAM TRAVEL SCHEDULE

Date	Event	Location	Staff
October 9, 2016	TXASA Bid Presentation	Beaumont, TX	FW
November 15-17, 2016	Connect Texas	Galveston, TX	FW
December 7, 2016	Holiday Open House	Beaumont, TX	RW
December 14-16, 2016	TSAE Celebration Luncheon/Austin Sales Calls	Austin, TX	FW
January 6-8, 2017	ESPA Annual Conference	Austin, TX	SJ
January 23-25, 2017	TACVB Mid-Winter Conference	Waco, TX	RW
January 25-27, 2017	Southwest Showcase	Austin, TX	FW
February 7, 2017	Hall of Fame Reception	Beaumont, TX	SJ
March 16-18, 2017	CMCA	Overland Park, KS	RW
March 27-31, 2017	Austin Sales Calls	Austin, TX	RW
March 30, 2017	TSAE Tech Talks	Austin, TX	RW
April 3-6, 2017	Simpleview Summit	Tucson, AZ	FW, RW
May 2017	TSAE Summer Break	Austin, TX	FW
May 2017	Plan Your Meetings	Austin, TX	FW
July 10-14, 2017	Austin Sales Calls	Austin, TX	FW
August 2017	Connect Marketplace	TBD	FW
September 17-19, 2017	TSAE Annual Conference	Houston, TX	FW, RW
September 2017	Austin Sales Calls	Austin, TX	RW
September 2017	TEAMS Sports Conference	TBD	FW

CONVENTION SALES SPECIAL PROGRAMS

The Convention Sales Team's calendar is packed with events, sales initiatives, campaigns and special programs.



- Out & About Local Sales Initiatives
- CVB Volunteer Program
- Local Awareness Advertising Campaign
- CVB Holiday Open House
- Professional Development Initiatives
- Annual CVB Hall of Fame Reception



The Annual CVB Hall of Fame Reception honors and shows the CVB's appreciation for planners who contributed to the meeting industry and economic impact during the previous year.

DIRECT ECONOMIC IMPACT

Beaumont Convention, Sports, Meeting & Events

Year	Economic Impact (\$M)	# Events	# Delegates
2015	\$18	125	73,339
2014	\$21.7	152	97,535
2013	\$20.9	162	80,254
2012	\$22.3	166	79,008
2011	\$17.1	149	64,191
2010	\$17	147	65,186
2009	\$15	85	54,625
2008	\$15.2	110	50,797



The CVB uses a Travel Industry Association standard formula based on the number of roomnights used to calculate the economic impact of an overnight convention delegate. Source: Infotrac / Beaumont CVB



THE INDUSTRY'S MOST WIDELY USED CRM

simpleview

NEW Database System & Technology Upgrade

The Sales Team will embark on the installation of a new, powerful database system which will allow access to client accounts 24/7, which is vital while traveling on business. They are in the midst of the conversion process with a completion date of December 2016. The Convention Sales & Marketing Department will host a meeting for Hospitality Partners to introduce and train them on the new Customer Relations Module (CRM) in regards to responding to leads for prospective convention business.

TOURISM DEPARTMENT



OVERVIEW

Promoting Beaumont as a premier leisure travel destination for individual, group, and special interest travelers is a vital part of the CVB mission. The tourism department utilizes sales strategies including consumer tradeshows, sales calls and familiarization tours. The tourism director is directly involved with advancement of general and event-specific travel product development, hospitality training, and local advocacy efforts.

Goals

Accounts worked	650
New Accounts	64
New Leads	54
Weddings	40
Definite Bookings	50
Speaking Engagements	20
Tourism Meetings	4



2016 Accomplishments

- Boardwalk Construction Completed
- Victor Emanuel Tours 40th Anniversary Meeting in Beaumont
- Launch of new birding and nature tourism initiative
- Exhibited at Featherfest and birding tourism trade shows
- Hosted TTIA/TXDOT Study Tour
- Won TACVB Idea Fair Award “Best Tourism Promotion”

Today's destinations require constant development, management and vision. CVBs play an active role in shaping the story of the destination and product development. Industry trends indicate the need for CVBs to evolve from tourism representatives to tourism advocates. Following these industry recommendations, the Beaumont CVB Tourism Department is taking the lead in developing new tourism offerings. Building on the Trailblazer initiative, Beaumont's Cattail Marsh is on its way to becoming a premiere birding and nature destination on the Upper Texas Coast.



PRIMARY MARKETS AND TACTICS

Leisure Travel & Tourism

- The Beaumont CVB Tourism Director will continue to develop incentive-based seasonal programs to attract leisure travelers to choose Beaumont as a vacation destination. Advertising in travel publications will support messaging in on-line efforts and social media, in cooperative programs and in targeted travel magazines and publications.
- Work with regional partners to exhibit at leisure travel shows and participate in annual sales missions representing Southeast Texas as part of the Jefferson County Tourism Commission.

Birdwatching and Nature Tour Operators

- Cattail Marsh Product Development Initiative - Further develop and promote the birding and nature assets of Beaumont, focusing on the offerings of Cattail Marsh Wetlands Boardwalk and surrounding areas and the creation of a destination birding festival.
- State of Texas Great Birding Classic "Big Sit 2017" at Cattail Marsh - BCVB will invite city leaders, media and birders to spot as many birds within a 17-ft circle over a 24 hour period.

Group Tour Operators

- Develop programs and products that meet the needs of key group tour markets, including custom itineraries and hotel allotment. Attend tradeshow, sales missions, FAM tours, and educational seminars to increase product awareness and keep Beaumont top of mind with the travel trade market. Targeting 1/2 day or multi-day tours, CVB tourism staff will work with tour companies, senior clubs, church organizations, student groups and special interest groups to bring group tours to Beaumont.

Partnerships & Cooperative Marketing - Maximize exposure of Beaumont with regional and statewide cooperative events and marketing partnerships.

- Team Texas: American Bus Association Marketplace, National Tour Association Marketplace, Albuquerque International Balloon Fiesta.
- Houston & Beyond - Partnership of 14 Houston area cities that will plan and execute sales missions and press trips.
- Texas Forest Trail Coalition - State initiative that preserves and promotes the history and heritage of East Texas through specialized marketing pieces and programs.



TOURISM DEPARTMENT SPECIAL PROGRAMS

National Tourism Week Local Awareness

Beaumont joins cities across the country by recognizing National Travel and Tourism Week, celebrated the first full week of May. The goal is to educate and inform local officials, media and the community on the importance of conventions, meetings, sporting events, group & leisure travelers and their economic impact on Beaumont's economy. A week of events raises awareness including: Appearances at Beaumont City Council and Jefferson County Commissioner's Court, National Wear Red Day and Travel Rally, Beaumont Destination Training tour, hospitality industry and visitor appreciation events.

Beaumont Destination Training Program

The CVB's award winning hospitality training program has approximately 1,800 graduates each year. In addition, the Director of Tourism acts as community liaison by speaking at numerous social club luncheons, meetings, and special events on the history of Beaumont, discovering the assets of our community and the importance of tourism to Beaumont's economy.



TOURISM DEPARTMENT TRAVEL & PROMOTIONAL SCHEDULE

Date	Event	Location
November 2016	Rio Grande Valley Birding Festival	Harlingen, TX
December 2016	Holiday Appreciation Events for travel counselors at Ben J Rogers Regional Visitors Center, Orange Travel Information Center	Beaumont, TX
January 2017	McAllen International Travel Show Texas Home & Garden Show Destinations Galore TACVB Mid-Winter Conference American Bus Association	McAllen, TX Houston, TX Harris Co. Day trip Waco, TX Louisville, KY
February 2017	Texas Forest Trail Annual Sales Retreat Texas Home & Garden Show Whooping Crane Festival TTIA Unity Dinner & Marketplace Texas Fishing Show	TBA Houston, TX Port Aransas, TX Austin, TX Houston, TX
March 2017	Beaumont Destination Training Tour - March 22nd	Beaumont, TX
April 2017	TTIA Travel Fair Cattail Marsh Birding FAM Tour Galveston Feather Fest Field Trip & Tradeshow	Amarillo, TX Beaumont, TX Galveston, TX
May 2017	National Travel & Tourism Week Promotions Beaumont Destination Training Tour - May 3	Beaumont, TX Beaumont, TX
June 2017	International Pow Wow - Houston & Beyond Partnership	Washington DC
July 2017	Beaumont Destination Training Tour - July 12	Beaumont, TX
August 2017	Texas Forest Trail Summit TACVB Annual Conference	Nacogdoches, TX Fort Worth, TX
September 2017	Texas Home & Garden Show Beaumont Destination Training Tour - September 13 SCMA Annual Marketplace TTIA Travel & Tourism Summit	Houston, TX Beaumont, TX TBA TBA
October 2017	Team Texas - International Balloon Fiesta	Albuquerque, NM
November 2017	Beaumont Destination Training Tour - November 15	Beaumont, TX



Registration for 2017 Destination Training Schedule
is available online!

www.beaumontcvb.com/bdt

March 22, 2017

May 3, 2017

July 12, 2017

September 13, 2017

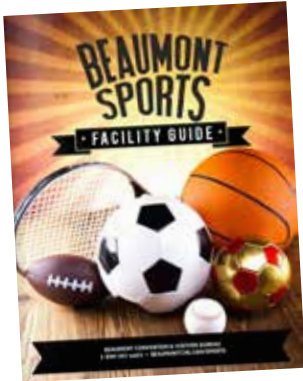
November 15, 2017



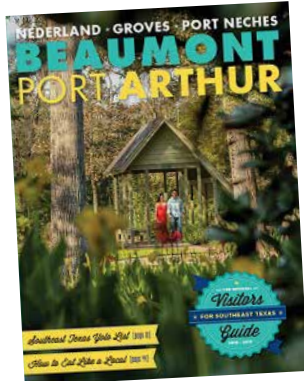
MARKETING DEPARTMENT OVERVIEW

The Marketing Department serves as the official voice in messaging to meeting planners, leisure travelers, media and hospitality industry partners. The Department is charged with elevating awareness of Beaumont through integrated marketing efforts, direct consumer programs, media relations and online initiatives. In-house, the CVB marketing staff coordinates advertising buys, department promotions, designs and publishes collateral as well as manages BeaumontCVB.com and @VisitBeaumontTX social channels.

Accomplishments



 New Sports Facility Guide Published



 120,000 Visitor Guide Magazines Published



114 Blogs Published



12,210 Facebook Likes

23 Marketing E-mail Distributions

4,018 Twitter Followers

306,173 Website Visits

462 Pinterest Followers

722,204 Pageviews

2,286 Instagram Followers



\$770,756 PR Value
172,756,487 Impressions



Objectives

Publish Visitor Resources

- Online channels and website: www.BeaumontCVB.com
- Official Visitors Guide Magazine: 120,000 published annually
- Beaumont Meeting Planner Guide
- Beaumont Sports Facility Guide
- Brochures, flyers, postcards, maps

Advertising

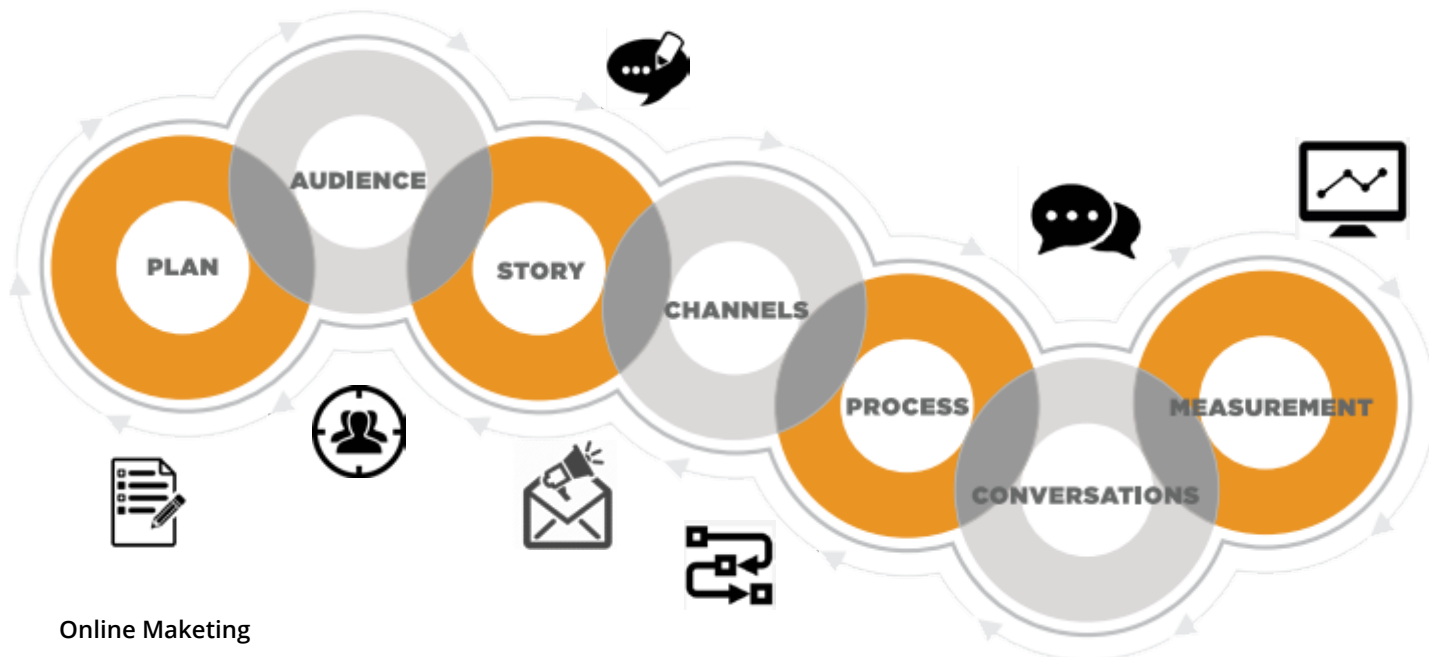
- Create and place advertising messages in key outlets for Beaumont meeting and leisure travel markets. The CVB's graphic design and creative production is handled in-house. Primary target audiences include meeting planners and overnight leisure travelers.

Public Relations

- Generate positive coverage in trade and consumer travel media channels.
- Work with Tucker PR and travel media to garner coverage of Beaumont in domestic print, broadcast, online and social media outlets. Strategically target editorial opportunities in leisure travel and meeting trade publications, focusing on drive markets and national outlets.
- Host journalists throughout the year. Distribute event round-ups, seasonal messaging in order to drive awareness and support overall promotions.
- Partner with Texas Tourism and regional tourism partners to host international writers and increase global destination coverage. Take advantage of industry communication efforts and opportunities with: SATW, Texas Tourism, Travel Media Showcase, TTIA, TACVB, Texas Forest Trails and DMAI.



DIGITAL STRATEGY



Online Marketing

The BCVB will actively curate photography, video, articles and assets for use in print collateral, blog posts, on social channels and on the CVB's website. The CVB online communications strategy includes a monthly detailed activity plan and editorial calendar for messaging across various channels. Monthly team meetings with strategic partners are held to review progress, reports and to plan content as well as distribution.



DATA & RESEARCH

NsightforTravel - nSight data helps the CVB make better marketing decisions, test and track campaigns and identify new opportunities to increase both awareness and visitation for the destination. Based on this data, online marketing efforts will include targeted campaigns using: Google Adwords, TripAdvisor, display advertising, packages and promotions, Email marketing, as well as to development relative content.



WEBSITE PROVIDER

Ongoing development and content management means the CVB website is always evolving. The Beaumont CVB website is powered by Simpleview, the industry leader in destination marketing websites. Simpleview's database-driven platform offers built in content management tools and customer relations modules. To maintain visitor traffic, Simpleview provides ongoing search engine optimization and monthly consulting services. Traffic and key performance indicators are closely monitored using Google Analytics.



CONTENT CREATION AND MARKETING

Interfuse Media is the BCVB's partner for a complete content marketing program. The content distribution plan includes email marketing, native content, social engagement and analytics.

ONLINE MARKETING GOALS

1. Improve website traffic visitation
2. Improve overall engagement with newsletter marketing, including open rates, click through rates, website traffic and pages per session on site
3. Increase engagement and fan base on social outlets and increase clicks to the site from social accounts
4. Produce original, native content to help improve SEO, social media engagement and email engagement
5. Improve overall site engagement with keyword-rich content
6. Increase the reader of this marketing plan's Klout. Email smolina@beaumonttexas.gov the code word "story" and receive a little something extra for reading the Beaumont CVB 2016 plan.

VISITOR PROFILE

Who are Beaumont's visitors? What draws them here and how long do they stay? What activities do they enjoy while in our city? The Texas Travel Research program provides primary data, analysis and trends that help the CVB direct advertising and marketing activities. Read over the following current research findings below for Beaumont-Port Arthur MSA and learn more about the destination's visitors.

Demographic Profile (Person-Days)					
Average Age		45.7	Employment		
	18-34 Years	36.7%		Employed	69.0%
	35-49 Years	19.2%		Retired	21.8%
	50-64 Years	23.8%		Not Employed	9.2%
	65+ Years	20.3%			
			Marital Status		
Average HH Income (in \$1,000)		\$74,324		Married	49.3%
	Under \$25,000	11.2%		Never Married	33.8%
	\$25,000-\$49,999	29.8%		Divorced/Widowed	16.9%
	\$50,000-\$74,999	22.5%			
	\$75,000-\$99,999	6.9%	Children in Household		
	\$100,000+	29.6%		Yes	34.5%
				No	65.5%
Purpose of Stay (Person-Days)			Purpose of Stay (Person-Days)		
Total Leisure		74.1%	Total Business		25.9%
Vacation		6.8%	Meetings		10.6%
	Getaway Weekend-Overnight	3.5%		Seminar/Training	4.0%
	Day Trip Vacation/Getaway	1.8%		Convention	3.1%
	General Vacation-Overnight	1.4%		Other Group Meeting	3.4%
Non-Vacation		67.3%	Transient		15.3%
	Visit Friend/Relative	51.6%		Inspection/Audit	9.1%
	Special Event (celebration, reunion)	6.7%		Consulting/Client Service	1.5%
	Medical/Health Care	5.1%		Sales/Purchasing	0.3%
	Seminar/Class/Training (personal)	0.6%		Government/Military	0.0%
	Convention/Show/Conference	0.0%		Construction/Repair	0.0%
	Other Leisure/Personal	3.4%		Other Business	4.3%
Length of Stay (Stays)			Accommodation Type (Person-Days)		
Average Length (Incl. Days)		1.47	days	Paid Accommodations	50.4%
Average Length (Overnight Only)		1.65	nights	Hotel/Motel	39.8%
	Day –Trips	56.4%		High-End	8.8%
	1-3 Nights	42.2%		Mid-Level	21.6%
	4-7 Nights	1.2%		Economy	6.3%
	8+ Nights	0.2%		Other Hotel/Motel	3.1%
				Non-Hotel/Motel	10.7%
Primary Mode of Transportation (Person-Days)				Non-Paid Accommodations	49.6%
	Air	4.1%		Other Overnight	0.0%
	Auto Travel (Net)	92.5%			
	Other Transportation (Net)	3.4%			
	Bus	0.0%			
	Train	0.0%			
	Other	3.4%			
Distance Traveled One-Way from Home (Person-Days)					
Average Distance Traveled		255	miles		
	250 Miles or Less	66.2%			
	251-500 Miles	23.0%			
	500-1000 Miles	4.7%			
	1001 Miles or More	6.0%			

MARKET RESEARCH



Activities Summary (Stays)			
Attractions (Net)	4.5%	Nature (Net)	4.8%
Gambling (slots, cards, horses, etc.)	2.5%	Beach/Waterfront	2.3%
Amateur Sports (attend/participate)	1.6%	Parks (national/state etc.)	1.3%
Professional Sports Event	0.3%	Camping	0.9%
Culture (Net)	8.3%	Outdoor Sports (Net)	0.3%
Historic Sites	5.1%	Fishing	0.3%
Festival/Fairs (state, craft, etc.)	2.1%	Hiking	0.1%
Museums/Art Exhibits etc.	1.4%	Extreme/Adventure Sports	0.0%
Family/Life Events (Net)	33.9%	General (Net)	42.8%
Visit Friends/Relatives (general visit)	19.9%	Shopping	17.4%
Funeral/Memorial	9.6%	Business	9.7%
Personal Special Event (Anniversary, Birthday)	3.5%	Medical/Health/Doctor Visit	4.7%
Libation/Culinary (Net)	16.5%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	16.5%	Avg. Party Size (Adults and Children)	1.75 persons
Winery/Distillery/Brewery Tours	0.0%	One Male Only	11.2%
		One Female Only	46.4%
		One Male and One Female	21.1%
		Two Male or Two Females	8.3%
		Three or More Adults	5.7%
		Adult(s) with Children	7.2%

Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	34.7%	Avg. Per Person Per Day Spending	\$78.90
Transportation - Excluding Airfare	28.4%	Transportation - Total	\$27.40
Transportation - Airfare	6.4%	Transportation - Excluding Airfare	\$22.40
Transportation - Rental Car	5.1%	Transportation - Airfare	\$107.50
Transportation - Other	23.2%	Transportation - Rental Car	\$41.60
Food	29.1%	Transportation - Other	\$18.30
Lodging - Total	15.5%	Food	\$22.90
Lodging - Room	15.5%	Lodging - Total	\$35.60
Lodging - Services	0.0%	Lodging - Room	\$38.50
Shopping	15.1%	Lodging - Services	\$0.00
Entertainment	2.7%	Shopping	\$11.90
Miscellaneous	2.8%	Entertainment	\$2.10
		Miscellaneous	\$2.80

Source: Texas Destinations 2015 prepared for The Office of the Governor, Economic Development & Tourism Division. Copyright © 2016 D.K Shifflet & Associates, Ltd. All rights reserved. travel.texas.gov/tti/media/PDFs/2015-Gulf-Coast-Region_1.pdf

BEAUMONTCVB.COM/PARTNERS
 ONLINE RESOURCES FOR PARTNERS



The Beaumont Convention and Visitors Bureau is ready for an amazing 2017 and we want to make sure local partners and stakeholders are fully aware of the many complimentary online resources available on BeaumontCVB.com. The online partner resources section offer up a wealth of tools to extend the hospitality for local businesses and tourism partners.

Looking to add Visitor & Travel Info Links to your website?



The Beaumont CVB offers the Official Southeast Texas Visitors Guide as well as a variety of other resources to our local hospitality partners free of charge. We've also compiled a list of our top most-requested promotional materials you're welcome to link on your website.

There are a number of ways your business can partner with the Beaumont Convention & Visitors Bureau.



- Update your complimentary business listing details like e-mail address, phone number and other details
- Submit an event for the Event Calendar
- Register for the Beaumont Destination Training Tour
- Learn more about bringing your association meeting to Beaumont

Hospitality Training



Beaumont Destination Training is an award-winning program designed to educate and inspire a renewed sense of pride in your community. Sign up for this free tour now!

Trail Maps



View and download trail maps to help you explore downtown Beaumont, hiking and biking trails, and the entire Southeast Texas region.

submit an event

Partner Login



Update your business listing address, phone number, description and more.

LOGIN

Voice & Tone Guide



Want to know how we promote Beaumont? Take a look at our Voice & Tone Guide to see what the Beaumont CVB & Visit Beaumont, TX are a destination source like.

BEAUMONT Things To Do Events Restaurants Hotels Trip Planning About

TEXAS WITH A LITTLE SOMETHING EXTRA.

in this section

- Partner Login
- Leads & Listings
- Hospitality Training
- Submit an Event
- Guest Blogger Program
- Advertising
- Partner Resources
- National Tourism Week

beaumont cvb partners

As the official Destination Marketing Organization (DMO), our mission is to promote and market Beaumont, Texas as a premier visitor and convention meeting destination for the purpose of positively affecting the city's economy. To help fulfill this mission, we partner with local hospitality business (hotels, restaurants, attractions & more) to provide visitors with current info...

beaumont meetings

When something fits, you just know it. That's what it's like in Beaumont where our Texas roots are full of Cajun flare and Bayou boldness. Beaumont offers all the comforts of a big city, but with the added coziness and convenience of a small town. Convention centers, meeting venues, hotels, restaurants and attractions are easily reachable within a short 10-15 minute drive from anywhere in the city. Plus you'll get extra care and personalized service from our helpful and friendly CVB sales team.

Why Beaumont

Update your business listing description and more.

Hospitality

With 3,500 rooms & over 100,000 square feet of meeting space, Beaumont is a perfect fit for your next meeting.

Our Team

Beaumont DMO program offers a sense of pride and a great tour now!

Planning Tools

Beaumont is ready to go to work for you! Here's a quick list of the top meeting planning tools you'll need to get started.

WELCOME

There's a reason the Beaumont Convention & Visitors Bureau has an award winning staff.

Already know what you're looking for? Submit your RFP online now and we'll be in touch soon!