

### FY14 INTERNATIONAL MARKETING PLAN



# **POWERFUL PARTNERSHIPS**

ACVA Budget \$50,000

LEVERAGED TO OVER \$170,000



# OVERVIEW

### Canada:

### 651,000 visitors to Virginia annually Northern Virginia Visitors Consortium (NVVC) Virginia Tourism Corporation (VTC)

### Overseas (Europe):

Over 2.1 million visitors to Capital Region Capital Region USA (CRUSA)



# CANADA

× Virginia's largest international market:

651,000 visitors (2012) 13%

- Visitor Spending (2012): \$155 million 14%
- High brand awareness of Virginia is for Lovers already in Canada
- × Shopping, sightseeing, outdoor recreation and historic places
- × Strong Canadian economy
- **×** Most immediate ROI from investment
- × \$10,000 investment leveraged to \$150,000
- Leadership role in NVVC & VTC partnerships

### TARGET CANADIAN MARKETS



**Ontario & Quebec** 



- × Origin of 90% of the Canadian visitors
- Sought-after activities by Quebecers and Ontarians are found in Northern Virginia
- x Drivable distance in one-day (84% drive)
- × Strong economies
- VTC in-market representatives for consumer sales and media opportunities

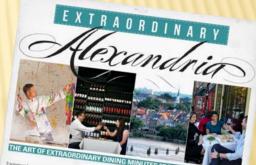
# NVVC MARKETING INITIATIVES

- Name and Identity Development
- × Web Presence
- × Collateral Piece
- Creative Assets Brand USA Video
- × Media Recommendations
- × Public Relations
- Direct Sales
   Sales Missions
   Tradeshow
- Media and Trade Familiarization Trips



# **ACVA CANADIAN INITIATIVES**

× Canadian In-Market Reps × Brochure distribution × Zeste & EvasionTV Promotion + 47,299 impressions + \$18,000 value × Brand launch/FAM Consumer & Travel Tradeshows 115,000 consumers × Ontario Motorcoach Association 2013 Summit x Joint sales calls to Canadian AAA



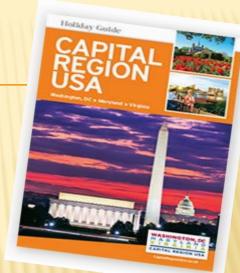
### **OVERSEAS**

- × 2.1 million visitors annually
- × Arrive any day of the week
- × Stay longer and spend more money \$1.7 billion
- Long haul destination, further booking and fewer cancellations
- × Increased direct flights
- × European Tour Operators
  × U.S. Receptive Operators
  × UK and France



### EUROPE Budget: \$40,000

**CRUSA** Partnership



- Leverage the CRUSA partnership to maximize existing budget
- Position Alexandria within the context of an established European marketer
- Expertise and marketing recommendations



# MARKETING INITIATIVES

#### × 2014 Integrated Print & Digital Program

Placement	Impressions	Description	Value
2014 Travel Guide	70,000	Full-page 4 Color	\$10,000
Capital RegionUSA.org	100,000	Year-round banner	\$4,000
e-Newsletter	40,000	Spotlight Feature	\$1,500
e- Newsletter Premium Sponsor	40,000	Premium Banner; bi-monthly	\$1,000
e-Newsletter Standard Sponsor	40,000	Standard Banner; bi-monthly	\$3,000
SEM Click Credit	N/A	Landing Page (CRUSA)	\$380
		Total	\$19,880
		ACVA Cost	\$12,835

# MARKETING INITIATIVES

Additional Media Buys		
Receptive Tour Operator Newsletters	1,080 newsletters <b>\$1,177</b>	
Tour Operator Co-op Purely America (UK)	4 e-newsletter to       Value \$17,000         25,000 operators       Cost \$ 1,500	

Current media buy provides approximately 61% in savings, leveraging a \$14,355 investment to **\$36,800 \*** CapitalRegionUSA.org – Video, itineraries, toolkit etc. **\*** Free promotions + ADAC Germany Byways supplement (AAA) \* 250,000 inserts – 8 Alexandria hotel partners + "Road Trip Experiences" Social Media Campaign

International Pow Wow (IPW) 2013 & 2014 Compagnie du Monde

# MARKETING INITIATIVES

\* FAM Trips and Site Visits French Travel Trade Fam "A wonderful first morning in beautiful Alexandria! Wine, cheeses and charcuteries. Virginia is for food lovers! French Travel Trade fam, @ Butcher's Block. Thank you ACVA!"



× CRUSA Trade & Media Reps

Panrotas Brazil Hotspots August 2013

 Receptive Operators Receptive Services Association (RSA) 2014 Summit in DC Sales Calls NY & Boston

# MEDIA: \$200,000 IN MEDIA VALUE

#### CRUSA Reps: CRUSA Group Tour

**×** UK Group Press Tour (June 2012 Visit)

- + "A Tale of Three Cities" theme for Alexandria, Washington, DC and Baltimore
- + 26 UK publications reaching a half million people at a value of \$116,000 (July 2013)
- + 30 total stories (August 2012 July 2013)

#### **CRUSA Individual Tours**

- WK Daily Mail Online (May 2013 Visit): most-visited newspaper website in the world
  - + Reached 1.9 million at a value of \$42,000 (July 2013)
- \* Brazil Top Destinos Magazine (Early 2012 Visit to Virginia)
  - + Alexandria's 2 pages in a 17-page story are valued at \$46,000 (Nov 2012)

#### Non-CRUSA Tour

The Philippine Star (October 2013 Visit)



# Merci Beaucoup Obrigado Danka

Muchas Gracias

