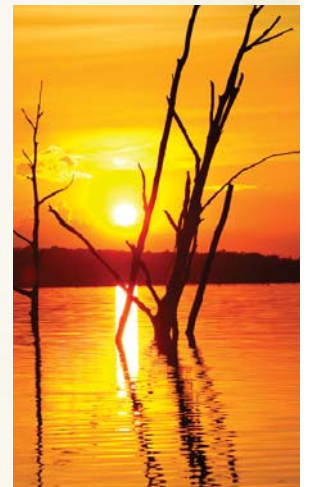
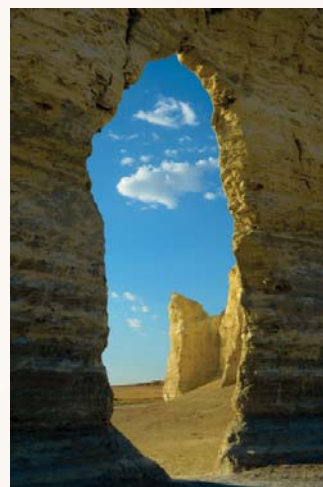
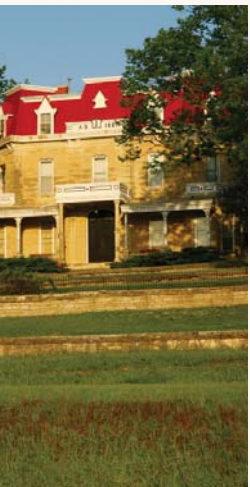




# Tourism Marketing:

**Getting Down to the Basics**

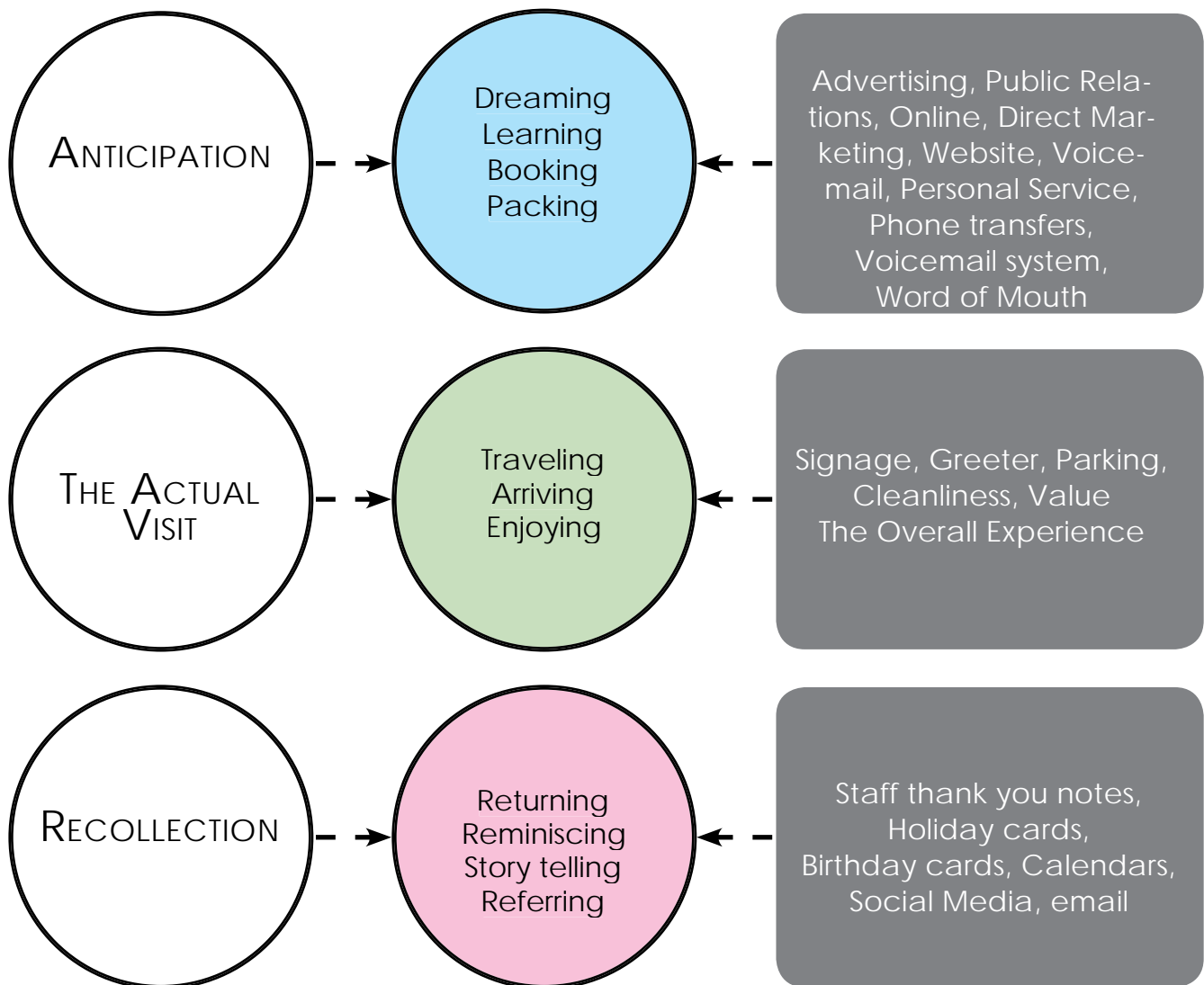


## OVERVIEW

According to a study done in 2009 by Global Insight, the total impact of travel and tourism both direct and indirect in Kansas was \$5.46 billion. Over 148 thousand jobs (direct and indirect) were created by travel and tourism economic activity. This number amounted to 9.5% of the total employment in the state and was the third largest private sector employer in the state. Approximately \$3.4 billion in wages and salaries were generated by travel and tourism as well as \$1.7 billion in federal, state and local government taxes in 2006. Nationally, tourism is one of America's largest industries.

This workbook was developed to help you with the basic tourism marketing guidelines and ideas you need to be successful with your operation. The marketing plan should not be considered as an isolated piece of work, it must serve as an action instrument to achieve your overall objectives. Success of the marketing plan depends on your willingness to be honest with yourself and devote the time and effort into documenting your thoughts into a work plan.

## THREE STAGES OF A VACATION:



### THE QUESTION TO ASK YOURSELF IS

"HOW CAN I AS A TOURISM MARKETER IMPACT EACH OF THESE STAGES IN A POSITIVE WAY?"

# THE MARKETING PLAN

## WHY DO I NEED ONE?

1. Provides marketing focus over the course of a year and into the future.
2. Organizes results and feedback for what worked (or didn't work) to help build better plans for the future.
3. Helps prioritize needs and initiatives.
  - a. Helps you define the business you are in. Remember...you can't be all things to all people!
  - b. Helps you determine what you want and how you will get there.
  - c. Helps you make decisions

## ELEMENTS OF THE MARKETING PLAN

1. Mission Statement - Define the business you are in and why you are doing what you are doing.
2. Objectives and timeline – Defines what you need to accomplish & when
3. Strategies for growth – Dream big – What would it take to get there?
  - a. Market segmentation – Who are my customers?
  - b. Positioning – How your target market defines who you are in relation to your competition.
    - i. What makes you unique?
    - ii. Is this considered a benefit to your target audience?
4. Pricing
  - a. What is my product worth?
  - b. What do my competitors charge?
  - c. What are my costs?
  - d. How do I compare?
5. Promotion tactics
  - a. Advertising – Determine the right message at the right time to the right audience within the budget.
  - b. Direct sales - such as trade shows
  - c. Public Relations (PR)
  - d. Packaging
6. Budget
7. Measurement and evaluation – How will I know if I am successful?

### **A BASIC MARKETING PRINCIPAL THAT WILL HELP BRING YOUR PLAN TOGETHER**

#### **PRODUCT DIFFERENTIATION**

How is my product different than those products similar to mine, what makes me special?

#### **MARKET SEGMENTATION**

Identification of the people (market segment) that want my particular product.

# TOOLS TO HELP YOU DEVELOP YOUR MARKETING PLAN

## ASSESSING YOUR SITUATION: DEVELOP A SWOT ANALYSIS.

- S**TRENGTHS: Helps identify benefits of your destination to feature in promotions/ads and spark new ideas for promotion.
- W**EAKNESSES: Helps identify things that need to be corrected or worked around.
- O**PPORTUNITIES: Helps identify potential future opportunities.
- T**HREATS: These may be out of my control.

### BE HONEST WITH YOURSELF

#### Strengths

*What does my destination deliver well on?*

*What does my destination have going for it?*

#### Weaknesses

*What about my destination be improved?*

*Where could I personally make improvements?*

#### Opportunities

*What are potential opportunities for business and growth?*

#### Threats

*What are the factors that have potential to harm my business or reputation?  
(May be internal as well as external factors)*

# CONDUCT RESEARCH!!!

## ASK YOURSELF THESE QUESTIONS.

Where do my present customers live? \_\_\_\_\_

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What are their tastes and preferences? \_\_\_\_\_

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Do I have different types of customers buying from me? \_\_\_\_\_

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Why did my past customers select my business? \_\_\_\_\_

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Why did travelers choose my competition over my business? \_\_\_\_\_

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Do I respond to changes in the expectations of my customers? \_\_\_\_\_

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## HOW DO I FIND THE ANSWERS?

- Customer survey - see sample on page 15
- Talk to your staff
- Read the magazines your customers read
- Talk to competitors
- Observe customers, competitors and trends
- Peer review - talk to industry counterparts
- Industry associations
- Internet/online research
- Kansas Travel & Tourism Office

## CONSIDER YOUR OWN HABITS.

When do I travel? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What hours do I do things when I travel? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is it easy to find places? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What else can I do there? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### WHY DO I NEED TO KNOW THIS STUFF?

HELPS DEFINE YOUR TARGET MARKETS AND PLACE THEM INTO THEIR VARIOUS MARKET SEGMENTS.

Market segments can be defined and differentiated by:

- Geographic area
- Demographic traits
- Lifestyle traits
- Purpose of their trip
- Frequency of travel
- Seasonality

Knowing this information helps you identify the best message, the best vehicles and the best timing for delivering your marketing messages.

# The Four P's of Marketing

## 1. Price

Break-even analysis - What does it cost to keep the doors open?

- Factors include utilities, services, staff, promotion, etc. \_\_\_\_\_

\_\_\_\_\_

How does my price compare with other destinations and the competition?

- Comparable product, experience, competition \_\_\_\_\_

\_\_\_\_\_

Other than price, what is the perceived value of my destination compared to others? \_\_\_\_\_

\_\_\_\_\_

What is it worth to me? \_\_\_\_\_

\_\_\_\_\_

How much do I want to make? \_\_\_\_\_

\_\_\_\_\_

## 2. Product

What business am I in? \_\_\_\_\_

\_\_\_\_\_

What differentiates my destination from others? \_\_\_\_\_

\_\_\_\_\_

What can I do to make it unique? \_\_\_\_\_

\_\_\_\_\_

## 3. Place

Where am I doing business? \_\_\_\_\_

\_\_\_\_\_

Do I have a choice of location? \_\_\_\_\_

\_\_\_\_\_

## 4. Promotion

Who is my target(s)? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How am I going to reach them? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What should my message be? What are the experiences my destination can offer that will make it an indelible part of consumers' lives? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Focus on the entire experience!

**The challenge:** Get the right message (offer) at the right time, to the right person.

Closely evaluate the following:

How does my communication reflect on my destination? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Through your market segmentation analysis you may identify more than one target which means you may need different messages and ways to reach them!

### The Promotion **MUST** of Tourism Marketing: **ONLINE/DIGITAL**

Critical to tourism marketing efforts today!

- Travelers are heavy online searchers.
- Defines your credibility.

### How do I go about creating a great online presence?

1. Harvest the questions of your customers (social media, blog comments).
2. Create the engagement online through social and blogs, consider your website a "holding tank" of information for you to share online and the destination to find you.
3. Utilize great photography, video and links showing customers enjoying themselves at your destination. (Show your customers more than just a building!)
4. Utilize helpful marketing tools such as pay per click, Search Engine Optimization etc.
5. Track your results and follow the trends in what sort of subjects are garnering the most attention.



# THE FOUR P's OF TOURISM

## 1. PARTNERSHIPS

Most of us by ourselves are not enough for the customer. People want travel packages and ideas. List at least three businesses that would complement yours. - Make sure to include a mix of attractions, events, lodging, places to eat, must see and do, etc. \_\_\_\_\_

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## 2. PACKAGING

What are the types of packages I could put together with the partners listed above? \_\_\_\_\_

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## 3. PROGRAMMING

What are some off-season ideas that we (your package partners above) could put together? \_\_\_\_\_

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## 4. PEOPLE

You and your staff make the experience special. What customer service training could I do for my staff? \_\_\_\_\_

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Is there a commitment among me and my staff to the idea that the customer always comes first?

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## SUMMARY

- Market what you are, not what you want to be.
- Take care of the basics first which in today's world means online.
- Don't price shop when it comes to marketing decisions, make sure it's what you need to reach and influence your customer.
- What's your message? Right offer, at the right time, to the right person.
- People and Packaging

*"Opportunity is missed by most people because it is dressed in overalls and looks like work."*

– Thomas Edison

# MEDIA 101

## PRIMARY VEHICLES:

• BROADCAST • CABLE TV • RADIO • PRINT • ONLINE

## BROADCAST

Pro: Reaches broad audience in each Designated Market Area (DMA) through networks like NBC, ABC, CBS and FOX.

Con: Expensive to purchase and if your audience is really targeted, can yield a significant amount of waste.

## CABLE TV

Pro: Great medium to leverage the power of a TV commercial (sight and sound) with a more targeted audience through the careful selection of appropriate cable networks

- i.e. HGTV is a great targeted network to reach females while ESPN primarily reaches men.

Pro: In many markets, cable can be purchased by zone so you can choose to run your spots in specific zip codes in a market, eliminating a significant amount of waste.

Con: Audience reach is smaller on a per station basis than the local network TV stations.

- Not every HH subscribes to cable and the cable networks typically have niche audiences.
- Example: a 7 PM spot on the local CBS affiliate station will pull a larger audience than a 7 PM spot on A&E.

## HINTS FOR EVALUATING AND BUYING BROADCAST

### Dayparts:

Make sure your spots run in dayparts that your audience watches.

Highest viewing dayparts are typically:

- Early News: evening local news broadcasts
- Early Fringe: 6:30 PM – 7 PM broadcasts
- Primetime: 7 PM – 10 PM programming
- Late News: local news broadcasts beginning at 10 PM
- Late Fringe: broadcasts beginning at 10:30 PM such as Letterman and Jay Leno

### Programming Environment:

Make sure spots run in television shows with appropriate content. You should approve your specific buy by daypart and program. (Be especially careful with program choice on cable networks.)

Beware of ROS spots (Run Of Schedule) that allows stations to place your spots anywhere they want...could be running overnight while most people are sleeping!!!

Evaluate spots and schedules based on GRP (Gross Rating Point) delivery—NOT number of spots.

- Gross Rating Points represent the audience delivery of a spot during a specific program. One GRP represents 1% of the target market.
- For instance, a spot during Price is Right on Monday at 10 AM may deliver .5 GRPS while a spot during Extreme Home Makeover on Sunday at 7 PM may deliver 4.5 GRPS. More spots does not mean a larger audience delivery.

## RADIO

Pro: Great medium to add more frequency and target-ability to a campaign.

Pro: Great medium to add significant added-value through promotional components.

- On-air contests, DJ involvement, etc.

Pro: Typically a very low-cost investment for production of a radio spot.

- In many cases, radio stations will record a spot for you.

Con: Due to the targeted audiences of specific radio stations (Country-lovers, Rock 'n' Rollers or Classic Rock) you must buy several stations at the same time to achieve a significant audience reach within a market.

## HINTS FOR EVALUATING AND BUYING RADIO:

Similar principles as discussed with television also apply to radio. A few exceptions are:

Dayparts:

Popular dayparts are:

- AM Drivetime & PM Drivetime (people in their cars commuting to and from work)
  - High listener engagement because there are usually no distractions from other people and they can be very loyal to a particular morning show and/or DJ.

Spots are usually purchased in :60 second or :30 second units.

- Consider how much time you need to deliver your message.

## MAGAZINE

Pro: Allows flexibility in audience targeting and longer shelf life than newspapers.

Con: Cluttered environment. Long lead time.

## HINTS FOR EVALUATING AND BUYING MAGAZINES:

Sales representative can provide detailed information on subscriber base.

Evaluate cost efficiency of different publications on a Cost Per Thousand (CPM) based from subscribers — not readership.

Magazines with paid subscribers have a more loyal and engaged audience.

Always negotiate value added elements.

## NEWSPAPER

Pro: Provides a platform for communicating more extensive information and or delivering promotional coupons.

Con: In recent years has experienced a significant decline in readership among all audiences.

- This, however, may not be the case in smaller, local market newspapers.

## HINTS FOR EVALUATING AND BUYING NEWSPAPER:

Ad size:

- Typically sold in units known as "column inches".
- The width of a newspaper is measured by a certain number of columns wide
  - Count the number of columns of article copy that go across the width of the paper.
- The height of a newspaper is measured in inches.
  - A 3 column x 8 inch ad represents the amount of space allowed by 3 newspaper columns of text x 8 inches deep.
  - Or, a contract that allows 24 column inches would allow you to run the following sizes of ads:
    - 2 columns x 12 inches
    - 3 columns x 8 inches
    - 4 columns x 6 inches

a 5-column newspaper page



Newspaper sections:

- Be sure to place your ads in newspaper sections that your target reads.
  - For example, if your target is Women, you should place your ad in the Local News or Lifestyle section, not the Sports section.
  - Your local newspaper representative will be able to provide you with readership statistics on the different newspaper sections.

## DIGITAL

Pro: Important source of information for travelers.

- More than 70% of travelers use the internet for gathering information on travel destinations.

Pro: If website is constructed properly and ads are tagged, track-ability is almost instantaneous.

Con: Requires some testing to find the best placement.

## KEY TERMS:

Search Engine Optimization (SEO):

- How high in the search results you are listed when someone searches for a related term to your destination or destination category.
- Goal is to be in the first few search results on the first page.

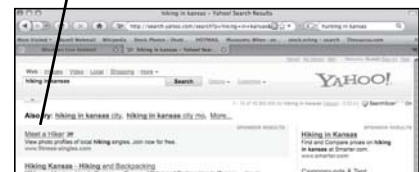
"Organic"



"Paid"

Organic (non-paid) search:

- The search results your website receives just by having metatags and search terms set up correctly in your website source code.



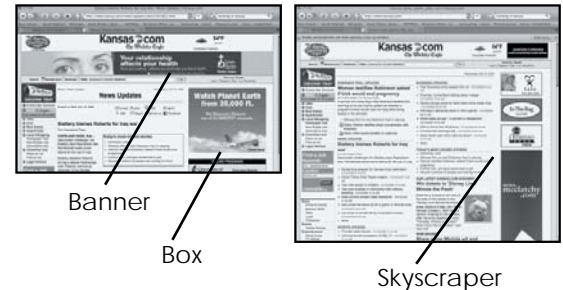
## KEY TERMS, CONT.:

### Paid search:

- Paying for your website to appear in the top positions of a search results page on Google, Bing or Yahoo! (primarily).
  - You only pay when someone clicks through to your site.
  - Your ad/website offer is delivered to only a set selection of search words or phrases.
  - Popularity of search term and how much you are willing to pay for your click-thru are determinants of how high in the search results your ad/website will appear.
  - Website content is also an important factor.

### Display or banner ads:

- Ads that appear on content sites such as local newspapers websites, travel sites, or enthusiast sites such as hunting websites, etc.
- Typical sizes include:
  - Banners—horizontal rectangular ads that typically appear at the top of web pages
  - Skyscrapers—vertical rectangular ads that typically appear down the right side of the page
  - Box—square ads that typically appear in copy or down the right side of web pages
  - Sizes typically quoted in “pixels.”



## HINTS FOR EVALUATING AND BUYING ONLINE:

- First evaluate your website on content and adaptability to optimization and track-ability. Keep content fresh with new photos, copy, blogs, events etc.
- Survey your current customers on how they researched their trip online.
- Like with any medium, first evaluate what you want to accomplish and then determine the best ways strategically and tactically to address the issue.
  - Note: Offers help drive click through.
- Online options can be very broad in audience delivery or very narrow and targeted in audience delivery. Evaluate your needs and the sites fit very carefully.

## SOCIAL MEDIA:

- Create a presence for your destination on social media sites such as Facebook and Twitter to communicate with consumers who want to connect to your business. Update these platforms regularly with upcoming events and announcements to keep your followers engaged.
- Place any videos you have created for your destination on YouTube. Be sure to enter “tags” with your destination name, location and activities so that it is easily searchable.
- Other avenues include Flickr, Pinterest, Blogs and more!

## FINAL WORDS...

Call the Tourism Division office if you have any questions about media. They are happy to help and/or assist in getting you the resources you need.

# PUBLIC RELATIONS 101: THE BASICS

## WHAT IS PUBLIC RELATIONS?

Public Relations is a management function that focuses on two-way communication and fostering of mutually beneficial relationships between an organization and its publics. Building and managing relationships with those who influence an organization or individual's audiences plays a central role in effective public relations. Many in the communications industry are beginning to replace the term public relations with influencer relations. This specialty has evolved well beyond simple communicating with traditional media and now encompasses all influencers that can impact the product, including bloggers, LinkedIn groups, strategic on-line communities, local corporate partners, etc.

## TIPS FOR WRITING PRESS RELEASES:

- Target your audience: Your press release must be newsworthy to your audience.
- Put the most important information up front: The release's headline and first paragraph should stand out and grab the reader's attention, regardless of audience or industry.
- Don't overload your release: Present enough information for the journalists to get the idea and stay curious, but don't overburden the release with excessive news or details. A press release is NOT a book. It should be simple and no more than 1-2 pages long at the most.
- Know your (and their) deadlines: Find out the deadline for the publication prior to issuing a press release on your schedule. Deadlines are absolute and are set by a publication or network's editorial board.
- Use quoted material: Interesting, informative or colorful quotes not only make the release look like a news story, but in many cases – especially with smaller papers and publications – will increase its chances of getting published, sometimes verbatim.
- INCLUDE CONTACT INFORMATION: A press release MUST contain sufficient contact information; always include a phone number (even a cell if you're more available that way) and email address.
- With digital distribution, links to more information and images can be utilized.

## TRAVEL WRITERS:

- Develop written guidelines: Written guidelines will assist you in making decisions on hosting travel writers and will provide you with written communication to respond to all requests.
- Consider requests on a case-by-case basis: Is the writer "on-assignment" or just exploring your region? Is the publication and its audience a priority for your community?
- Provide complimentary services based on qualifications: In general, writers "on-assignment" should receive complimentary lodging, attraction admittance, and some meals. All other requests need to be determined individually.
- ALWAYS meet with any writer visiting your community: Meeting one-on-one with your travel writers provides you with the best method of "shaping the message" and inputting additional story angles and ideas.

# CUSTOMER SURVEY (EXAMPLE)

1. How many times have you stayed at this establishment?

- This is my first stay.
- Two times.
- Three times or more.

2. How did you get here? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. What activities have you participated in during your visit? (Please list on-site and off-site activities.)

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_
- e. \_\_\_\_\_
- f. \_\_\_\_\_

4. How does our establishment compare to the others you have just listed? Note: If you have not visited at any of them, please tell us how we compare to similar places that you have visited at elsewhere. (Check only one box for each characteristic.)

## HOW WOULD YOU RATE OUR ESTABLISHMENT

Characteristics	Great	Above Average	Average	Below Average	Poor
Cleanliness					
State of repair					
Quality of service					
Value for rate paid					
Friendliness of staff					
Room/Unit Décor					
Quality of Restaurant(s)					
Quality of recreational facilities					
Other _____					

5. How did you find out about us?

- On the recommendation of a friend or relative.
- Visited here before and enjoyed it.
- Internet.
- Radio advertisement.
- Television advertisement.
- Brochure.
- Newspaper ad(s).
- Sign on highway
- I liked the location.
- Other, please specify:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

6. Age Range

- 18 – 26
- 27 – 36
- 37 – 46
- 47 – 56
- 57 – 65
- 66 +

7. Number of people in your party \_\_\_\_\_

## OPTIONAL

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

E-mail Address \_\_\_\_\_

Additional Comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

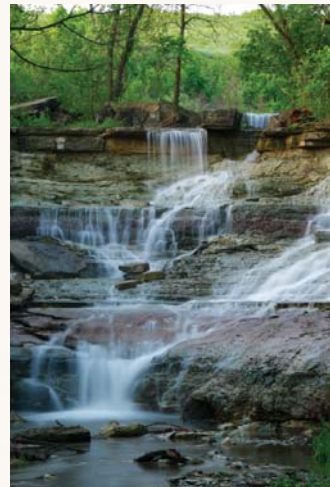
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# IMPORTANT STUFF AND HOW WE CAN HELP YOU

TRAVELKSIDUSTRY.COM

- Subscribe to TravelTalk newsletter
- Download grant information and applications
- Find research reports
- Learn about marketing opportunities
- Find dates of upcoming industry events
- Locate division contacts



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