



Marketing
&
Communications Plan
FY2018



Nacogdoches
Convention & Visitors Bureau

A Message From The Chairman

DEAR STAKEHOLDER PARTNERS,

As the promoters of Nacogdoches, the Convention and Visitors Bureau (CVB) has the distinct privilege of showcasing a town rich in history and heritage, making it a traveler's dream to visit. The charm of its downtown brick streets and one-of-a-kind shops beckon shoppers; abundant lakes and surrounding forests attract outdoor enthusiasts; and live music and annual festivals make it a destination for the entire family.

For the 2017-2018 fiscal year, we intend to continue marketing Nacogdoches as "the oldest town in Texas" while incorporating "what's new" about Nacogdoches as well to drive our strategic approach in multiple market segments.

A special example from our leisure market is the expansion of the Garden Capital of Texas designation. Initially, we will develop a "mini-website" showcasing each season of the year by taking advantage of bloom reports, home and garden shows, plant sales, trails, and the acclaimed SFA Gardens' speaker series. Our efforts will continue as we market through media-outlet services, social media channels and email campaigns.

We pledge as an organization and to our stakeholders to:

- Be flexible in responding to changing market conditions.
- Be aware of evolving market trends.
- Use performance indicators to measure and track results of marketing efforts.
- Engage and expand community involvement by solidifying partnerships.

We encourage all stakeholders to review our plan, join our e-mail list, call to ask questions, and learn how to become involved with the CVB:

- Email the Marketing Director at marketing@visitnacogdoches.org to receive CVB news and to learn how to take advantage of our interactive website by utilizing the Extranet feature to submit events, photos, or videos, or view special offers at VisitNacogdoches.org.
- Contact the Director of Sales at sales@visitnacogdoches.org to bring your organization or association to Nacogdoches for your next event, training, board or regional meeting.

The CVB's 2017-2018 mantra will be "Nacogdoches-Destination Weekend." With the help of our partners, we look forward to strengthening relationships and growing tourism in Texas' oldest town.



Mark Barringer
Chairman of the Board of Directors



Table of Contents

INTRODUCTION

Overview, Mission, Staff, Board.....1
Board Committees.....2

NACOGDOCHES CVB: FY2018 PLAN OF ACTION

Visitor Center.....3
Marketing segment: Leisure.....4
Sales and marketing segment: Conventions/Meetings.....6
Sales and marketing segment: Group Tour.....8
Sports Tourism.....9

Timeline



Introduction

OVERVIEW

The Nacogdoches CVB was created on October 15, 1996 and is charged with administering and disbursing 72.5% of the proceeds of the hotel occupancy tax (HOT) funds collected in the City of Nacogdoches.

MISSION

The Nacogdoches CVB shall encourage, enhance and promote tourism-related business and promote the city as a tourist and meeting destination throughout the state, region, nation and world.

STAFF

The Nacogdoches CVB employs four full-time staff members and one part-time staff member, as well as SFA interns who assist the different departments in accomplishing their individual missions. The Visitor Center, overseen by one full-time staff member, has a strong and knowledgeable group of volunteers who assist in operating the Visitor Center seven days a week in a cost-effective manner to serve our visitors.

BOARD

The board is comprised of seven community members. Those currently serving are:

Mark Barringer, Chair

Chair, Department of History
Stephen F. Austin State University

John McLaren, Vice-Chair

General Manager
Fredonia Hotel

Kati Kennedy, Treasurer

Owner
The Liberty Bell Restaurant & Wine Bar

Rick Still

Owner
Still Financial Group

Shirley Luna

Director, Marketing Communications
Stephen F. Austin State University

Tracie Lasater

Executive Director
Millard's Crossing Historic Village

Kelly Daniel

Membership and Marketing
Nacogdoches County Chamber of Commerce



BOARD COMMITTEES

To increase community involvement and awareness of the goals of the CVB, the following committees have been constituted:

Finance/Research (Kati Kennedy) – the board’s treasurer leads this committee, which will oversee the strategic financial direction of the organization and make recommendations for maximizing the financial return on all investments. Members of this committee will also participate in the development of the annual budget.

Leisure (Tracie Lasater) – members of this committee will assist in the development of itineraries targeted to specific leisure travelers based on time of visit such as weekday/weekend, seasonal travel, or affinity (e.g., girls’ weekend, man-cation, thrill seekers, history buffs, antique lovers, brewery/wine tasting, arts & music, etc.)

Conventions/Meetings (John McLaren) – this committee will serve as a resource to representatives planning meetings and events. Will offer guidance regarding coordination of services and actively; seek out community partnerships for specific group events.

Sports (Shirley Luna) – this committee will work with local sports organizers to increase the number of athletic tournaments and/or teams hosted in Nacogdoches. Sports tourism is facilities-dependent; therefore, this committee is taking a long-term approach to attracting sporting events.

Annual Events/Festivals (Rick Still) – members coordinate with organizers of Nacogdoches events that have a proven record of success to increase overall attendance and length of stay; encourage the development of additional events. Recommend financial support other than marketing and in-kind contributions from the CVB for specific events that have proven track records of attracting overnight visitors.

Board Training /Development (Kelly Daniel) – members will assist in providing development and continuing education activities for CVB board members, including support for open meetings/open records, Robert’s Rules of Order, onboarding for new members and recognition of outgoing members. Committee charge includes recommending changes to bylaws of the organization.

The board member designated to chair each committee shall appoint community partners as members, whose names will be recorded by the executive director and published on the CVB website. Members will assist in identifying opportunities and achieving goals set forth in the FY2018 marketing plan. The number of members and the manner in which the committees are constituted and function should be at the discretion of the committee chairs.



VISITOR CENTER

Is the source of information for visitors seeking information about Nacogdoches.

OBJECTIVES

- Enhance visitor experiences so as to encourage repeat visits and word-of-mouth marketing.
- Increase numbers of new and return visits.

STRATEGIES

- Collect data for visitor tracking and future marketing efforts.
- Staff the visitor center with knowledgeable staff, interns and volunteers to assure accurate information is being conveyed to visitors.
- Provide quality retail products and collateral materials to promote Nacogdoches as a tourism destination.

TACTICS

- Review collateral materials to ensure information is relevant and accurate.
- Introduce new inventory of sundry items that promote the destination on a regular basis.

MEASURABLE OUTCOMES

- Monitor monthly online reviews, i.e., TripAdvisor, to gauge 70% or more of visitor reviews are rated as excellent.
- Conduct visitor satisfaction survey monthly via Constant Contact to gauge 80% or more of recent visitors to Nacogdoches are likely to visit again.
- Measure walk-in visitors to the Visitor Center via the electronic sign-in to gauge a 10% increase over the same quarter the previous year.



MARKETING SEGMENT: LEISURE

OBJECTIVES

- Attract more visitors from targeted niche markets in the three-to-five hour drive market to the CVB website.
- Develop community partnerships to attract target niche markets.
- Establish and maintain media relations.

STRATEGY

- Focus marketing efforts on the three-to-five-hour drive market throughout the year: Dallas/Fort Worth, Houston, Austin, and Shreveport.

TACTICS

- Utilize CVB's advertising agency to develop creative and secure placement for print and digital media campaigns to drive traffic to the website.
- Offer cooperative advertising to local stakeholders to maximize efforts and leverage tourism dollars.
- Produce leisure packages built around seasons, themes, events, holidays, etc.
- Produce leisure packages focused on eco-tourism and regional itineraries.
- Distribute promotional e-blasts and monthly e-newsletters.
- Develop social media campaigns to promote the destination, build engagement.
- Attend appropriate travel and tourism trade shows to promote the destination.
- Distribute press releases featuring Nacogdoches as a leisure destination.
- Host familiarization tours to encourage third-party promotion of Nacogdoches as a leisure destination.
- Develop incentives for locals who invite their friends and family to visit Nacogdoches for leisure time activities and extend leisure stay.
- Develop "micro-websites" for community partners that link to the VisitNacogdoches.org website.



MARKETING SEGMENT: LEISURE

MEASURABLE OUTCOMES

- Train three community partners each quarter on how to use the CVB's Extranet to update/add listings, leisure events and special offers to the website.
- Increase number of unique visitors and top pageviews to the website over same quarter of the previous year.
- Increase number of stories generated and quantify earned media value over same quarter of the previous year.
- Increase total number of visitor requests for information over same quarter of the previous year.



SALES AND MARKETING SEGMENT: CONVENTIONS/MEETINGS

OBJECTIVES

- Increase total number of visitors to the city.
- Attract meetings and conventions to Nacogdoches.

STRATEGIES

- Position Nacogdoches as a prime destination for meetings.
- Leverage partnerships with key community businesses and third party planners.

TACTICS

- Attend appropriate meeting planner trade shows.
- Research historical meeting data to build potential client lists.
- Identify meeting planners in Austin, Houston, Dallas/Ft. Worth markets.
- Plan familiarization tours.
- Grow local support to bring regional events to the city.
- Support the sales team with targeted advertising and sales tools.
- Produce quarterly sales e-blasts.
- Highlight resources available in Nacogdoches as an ideal location for meetings and conventions.
- Secure advertising positions in meeting/trade publications.

SALES AND MARKETING SEGMENT: CONVENTIONS/MEETINGS

MEASURABLE OUTCOMES

- Increase number of contract rooms over the same quarter of the previous year.
- Increase number of meetings and conventions over the same quarter of the previous year.



SALES AND MARKETING SEGMENT:

GROUP TOUR

OBJECTIVE

- Convert day trips to overnight stays.

STRATEGY

- Target appropriate group tour leaders.

TACTICS

- Attend group tour trade shows.
- Research viable group tour markets.
- Produce itineraries built around seasons, themes, events, holidays, etc.
- Distribute quarterly sales e-blasts.
- Position Nacogdoches as a prime destination for the group tour market.
- Work closely with key attractions to maximize opportunities and extend group stays.

MEASURABLE OUTCOME

- Increase number of group tour overnight stays over the same quarter of the previous year.



SPORTS TOURISM

OBJECTIVE

- Secure more sporting events/tournaments for Nacogdoches.

STRATEGIES

- Emphasize regional sporting event opportunities and collaborate with other cities to host events and tournaments.
- Collaborate with SFA to solicit bids for collegiate conference events.

TACTICS

- Develop a strategic plan to bring more sporting events/tournaments to Nacogdoches.
- Strengthen relationships with local associations, SFA and the Nacogdoches Parks & Recreation Department.

MEASURABLE OUTCOME

- Increase the number of sporting events/tournaments held in Nacogdoches each year for the next five years.

Timeline

	FY2018 Timeline	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Visitor Center													
Collect data via electronic visitor sign-in		X	X	X	X	X	X	X	X	X	X	X	X
Conduct visitor satisfaction surveys monthly		X	X	X	X	X	X	X	X	X	X	X	X
Introduce new inventory of sundry items (T-shirts, caps, etc)			X			X			X			X	
Monitor monthly online reviews, i.e., TripAdvisor		X	X	X	X	X	X	X	X	X	X	X	X
Review collateral materials (update/reprint as needed)		X	X	X	X	X	X	X	X	X	X	X	X
Marketing segment: Leisure													
Advertising (print and digital)		X	X	X	X	X	X	X	X	X	X	X	X
Offer co-op advertising to local stakeholders		X	X	X	X	X	X	X	X	X	X	X	X
Attend travel and tourism trade shows		X											
Host familiarization tour					X								
Produce leisure packages (seasons, events, eco-tourism, regional itineraries)		X	X	X	X	X	X	X	X	X	X	X	X
Distribute promotional e-blasts and monthly e-newsletters		X	X	X	X	X	X	X	X	X	X	X	X
Develop social media campaigns		X	X	X	X	X	X	X	X	X	X	X	X
Distribute press releases		X	X	X	X	X	X	X	X	X	X	X	X
Develop "micro-websites" for community partners		X	X	X	X	X	X	X	X	X	X	X	X
Train community partners to use the CVB's Extranet			X			X			X			X	
Sales and marketing segment: Conventions/Meetings													
Attend meeting planner trade shows			X										
Produce quarterly sales e-blasts			X			X			X			X	
Advertising (print and digital)		X	X	X	X	X	X	X	X	X	X	X	X
Leverage partnerships with key community businesses		X	X	X	X	X	X	X	X	X	X	X	X
Ongoing sales initiatives		X	X	X	X	X	X	X	X	X	X	X	X
Host familiarization tour					X								
Identify meeting planners in Austin, Houston, Dallas/Ft. Worth markets		X	X	X	X	X	X	X	X	X	X	X	X
Research historical meeting data; build client lists		X	X	X	X	X	X	X	X	X	X	X	X
Leverage partnerships with third party planners		X	X	X	X	X	X	X	X	X	X	X	X
Sales and marketing segment: Group Tour													
Attend group tour trade show											X		
Produce itineraries built around seasons, events, etc.			X	X		X	X	X	X	X			
Work closely with attractions		X	X	X	X	X	X	X	X	X	X	X	X
Distribute quarterly sales e-blasts			X			X			X			X	
Sports Tourism													
Develop strategic plan; bring more sporting events/tournaments to Nac					X								
Strengthen relationships with local associations, SFA, Parks & Rec		X	X	X	X	X	X	X	X	X	X	X	X
Board Committee Meetings		X	X	X	X	X	X	X	X	X	X	X	X

