

All Times



Lead to

Good Times



in

BEAUM  NT



STRATEGIC MARKETING PLAN

BEAUMONT CONVENTION AND VISITORS BUREAU

2024-2025

With a new mayor, city manager, and progressive city council, Beaumont is on track to revitalize its downtown, sparked by developments like new Crockett Street restaurants, Neches River bank stabilization, the demolition of the AT&T building, and plans for a new convention hotel. The Convention and Visitors Bureau (CVB) supports this with major events like Mardi Gras SETX, Viva Beaumont, 409 Day, and Mural Fest, which have added over twenty murals and attract global artists and visitors, boosting local tourism and the economy.

We have enjoyed a tremendous growth in our staff and can key in on many niche markets to bring tourism dollars to Beaumont. Our dynamic, experienced sales team is fully staffed, and we have been able to break down specific markets for each sales person. Amateur sports have always been so important to us, along with associations and religious meetings.

The Marketing and Tourism team is enhancing the Beaumont experience by producing sales materials, including literature and website content in Spanish, to widen our reach. We're focusing on ecotourism, especially birding, attracting global visitors to Cattail Marsh, especially during migration seasons. The new 800-foot path linking the marsh to the Tyrrell Park Nature Center offers extensive outdoor entertainment opportunities.

Most importantly, we wish to thank the leaders at city hall that provide the funding we need to attract visitors and for new funds to spend in our community. The new funding helps pay for so many essential city services, such as the fire and police departments. Our tourism dollars keep our restaurants open and help support thousands of workers in the hospitality industry. Also, our CVB Advisory Board is appreciated for the time they spend at our monthly



Dean Conwell

EXECUTIVE DIRECTOR

meetings and volunteering. The advisory board also helps us get the tourism message out about what's to come to the masses of Beaumont and surrounding cities. Lastly, thanks to the other city departments who always step up to lend a helping hand when we need their assistance.

ADVISORY BOARD*

The purpose of the CVB Board is advisory in nature to City Council and CVB Executive Director. It shall participate in an advisory capacity in the planning and implementation of the goals and objectives of the CVB by providing strategies, resources and evaluation as needed by the Executive Director.

Board Chair - Cheryl Guillory

Past Chair - Robert Calvert

Board Members - Jim Broussard, Memo Abarca, Deondre Moore, Issaac Mouton, Jake Tortorice, Dayna Simmons, Bobby Beaver, Marc McDonald, Ryan Smith, Stephen "Doc" Watson,

Shawn Webb-Locke, Nicole Kyles Burton,

Alexia Morgan, Glenda Segura

Ex-Officio Members - Dr. Richard LeBlanc, Ann

Rothkamm, Brenda White

CITY LEADERSHIP

Mayor - Roy West

City Manager - Kenneth R. Williams

City Attorney - Sharae Reed

City Clerk - Tina Broussard

Assistant City Manager - Chris Boone

Assistant City Manager - June Ellis

Council Member, At-large - Albert "AJ" Turner

Council Member, At-large - Randy Feldschau

Council Member, Ward 1 - Taylor Neild

Council Member, Ward 2 - Mike Getz

Council Member, Ward 3 - Audwin Samuel

Council Member, Ward 4 - Charles Durio

**The Beaumont CVB Executive Director reports to the City Manager. The CVB Advisory Board Members are appointed by the Mayor and the Beaumont City Council Members. Board Members serve two-year terms.*

WHO We Are AND WHAT We Do



Our Mission: Visit Beaumont, TX, part of the Beaumont Convention and Visitors Bureau, is dedicated to boosting tourism and the local economy by promoting the city's unique attractions, dining, and entertainment. We aim to attract leisure and business visitors, increase hotel stays, and work closely with community partners to showcase Beaumont's culture, arts, and events as a leading advocate for the city.

WHAT IS A CVB?

A **Convention and Visitors Bureau (CVB)** is an organization dedicated to promoting a specific city, region, or area as a prime destination for tourists, business travelers, and events. The primary objective of a CVB is to enhance the region's image as a travel destination, increase visitation, and support the local economy through tourism and events.

SERVICES WE OFFER

-  **MEETING AND EVENT PLANNING ASSISTANCE**
-  **TOURISM PROMOTION AND MARKETING**
-  **PROVIDING RESOURCES TO VISITORS**
-  **LOCAL BUSINESS AND COMMUNITY LIASON**
-  **ECONOMIC DEVELOPMENT THROUGH TOURISM**

HOW WE BENEFIT THE CITY

-  **BOOST THE LOCAL ECONOMY**
-  **ENHANCE CITY'S IMAGE AND VISIBILITY**
-  **SUPPORT LOCAL BUSINESSES**
-  **CULTURAL AND COMMUNITY DEVELOPMENT**

WHO WE SERVICE

A Convention and Visitors Bureau (CVB) is utilized by a diverse range of groups and individuals, each seeking different types of support and information about a destination. The primary users of a CVB include:



EVENT PLANNERS

TOURISTS & VISITORS

LOCAL BUSINESSES

MEDIA & JOURNALISTS

ENGAGING WITH *The Beaumont CVB*

The Beaumont CVB focuses on 4 key sectors as a DMO:

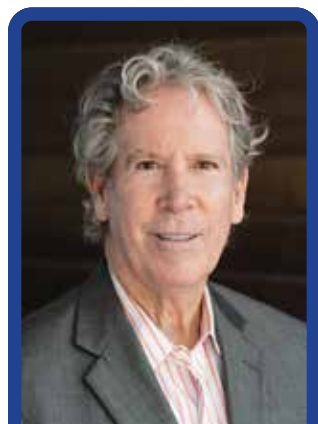
PROMOTION & MARKETING p.8	DESTINATION DEVELOPMENT p. 14	CONVENTION & MEETINGS p. 20	RELATIONSHIP CULTIVATION p. 24
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Connect with us for your next meeting, event or visit!

MEET THE CVB Team



● Administration ● Marketing & Tourism ● Meeting & Sales



Dean Connell

EXECUTIVE DIRECTOR



Latasha Sames

ADMINISTRATIVE ASSISTANT II



Watterine Brown

PART-TIME ADMINISTRATIVE ASSISTANT



Rebecca Woodland

NATURE CENTER MANAGER



Christina Lokey

MARKETING & TOURISM
DIRECTOR



Sadie Atha

MARKETING
MANAGER



Juliana Davila

DIGITAL MEDIA
SPECIALIST



Manuel Humphrey

MARKETING
SPECIALIST



Susan Jackson

TOURISM
MANAGER



Jason Torres

TOURISM
SPECIALIST



John Beaver

ECOTOURISM DEVELOPMENT
MANAGER



Ken Guidry

NATURE TOURISM
COORDINATOR



Freddie Willard

DIRECTOR OF SALES



Tessa Myers

SENIOR CONVENTION
SALES MANAGER



Shannon Mires

CONVENTION
SALES MANAGER

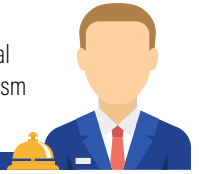


Nancy Aviles

CONVENTION
SERVICES MANAGER

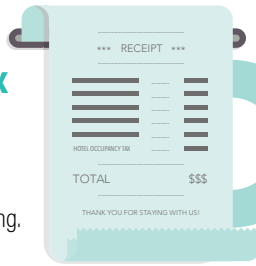
HOW THE CVB IS *Funded*

Gain a deeper understanding of the financial ecosystem that underpins Beaumont's tourism industry and its impact on the community.



HOT stands for: HOTEL OCCUPANCY TAX

The Beaumont CVB is funded through Hotel Occupancy Tax (HOT) dollars. A **HOT** is a tax charged to guests who stay in hotel, motel or overnight lodging.



15% of the hotel rate is collected by three entities:

- 6% goes to the state of Texas
- 7% goes to the city of Beaumont
- 2% goes to Jefferson County



TRAVEL *Matters*

Travelers' direct spending on hotels, meals, and activities injects vital cash into Beaumont's bloodstream, fueling jobs, businesses, and a thriving local economy. *FPY = FROM PREVIOUS YEAR*

Direct Spending

Purchases by travelers during their trip, including lodging taxes and other local and state taxes paid by the traveler at the point of sale.

367.1M
+12.3% FPY

100% TOTAL

Direct Earnings

The wage and salary disbursements, earned benefits and proprietor income of employees and businesses that attribute to travel expense.

82.4M
+12.5% FPY

100% TOTAL

Employment

Employment associated with the earnings include full- and part-time positions of wage and salary workers and proprietors averaged annually.

3.2K
+6% FPY

100% TOTAL

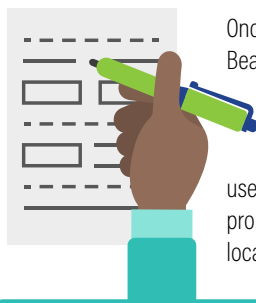
Tax Revenue

Collected by state, counties and municipalities as levied on applicable travel-related purchases.

30.3M
+3.4% FPY

- 30.5% LOCAL TAX RECEIPTS
- 69.5% STATE TAX RECEIPTS

ECONOMIC *Impact*



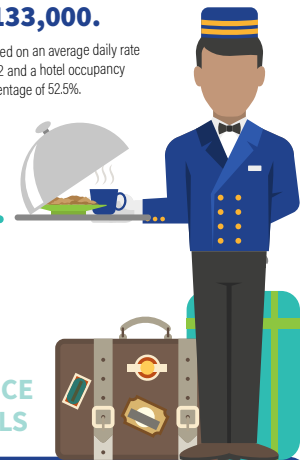
Once the money goes back to Beaumont, a portion of it is what is used to fund the CVB, including employees and operations. The CVB also use these funds for marketing, promoting tourism, and supporting local events.

HOW TOURISM HELPS BEAUMONT:

- Tax Savings
- Hospitality Jobs
- Economic Growth
- Cultural Preservation
- Environmental Protection

An average hotel room brings in the same amount of revenue* as an average single family home appraised at \$133,000.

*Based on an average daily rate of \$72 and a hotel occupancy percentage of 52.5%.



OUR *Amenities*

In Beaumont, we have:



41

OVERNIGHT LODGING FACILITIES



3,700+
HOTEL ROOMS



3

FULL-SERVICE HOTELS

All Times LEAD TO Good Times IN BEAUM NT

2024 SLOGAN AND *The Good Times*



FOSTER A FESTIVAL ATMOSPHERE

Promote cultural and entertainment festivals through targeted marketing campaigns to attract diverse audiences

GOOD TIMES FOR ALL, Y'ALL

Increase awareness for inclusive programs and guides to reflect the diverse visitors

ADVENTURE QUESTS

Create city-wide scavenger hunts and adventure quests digitally, encouraging participants to explore hidden gems and lesser-known areas

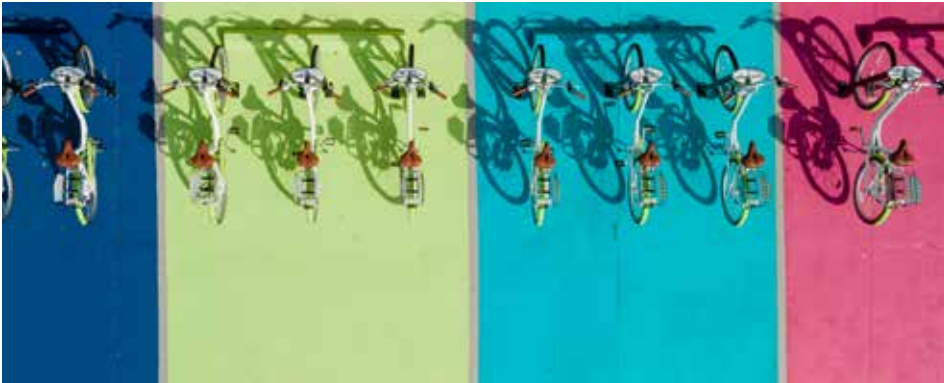
MEETINGS & CONVENTIONS

Crafting unforgettable moments and services for every meeting and convention

CULINARY EXPERIENCES

A city-wide food and drink passport program, encouraging locals and tourists to explore various eateries and culinary experiences, fostering a vibrant food culture.

MARKETING and Promotion



As we step into 2024, the Beaumont (CVB) embarks on a strategic journey to elevate our destination's presence and appeal. Our approach is designed to ambitiously expand our media relations, enhance website development, and delve deeper into visitor data analysis. These pivotal areas will serve as the cornerstone of our efforts, aiming to not only broaden our reach and engagement but also to offer richer, more personalized experiences to every visitor.

By leveraging cutting-edge technologies and data-driven strategies, we intend to unlock new opportunities for growth, enhance visitor satisfaction, and cement Beaumont's status as a premier destination. This plan lays the groundwork for a transformative year, setting the stage for innovative marketing initiatives that will drive our goals forward and shape the future of tourism in Beaumont.

2023 Highlights



Christina Lokey, TDM was elected onto the Texas Association of CVBs board in Nov. 2023

INQUIRIES

6,000

VISITOR INQUIRIES
IN 2023

TACVB

1ST PLACE IN PUBLIC
RELATIONS FOR
BEAUMONT MURAL
FESTIVAL

PRESS CLUB OF SETX AWARDS 2023

- 1ST FOR BEST PUBLIC RELATIONS WEBSITE
- 3RD FOR BROADCAST INTERNET VIDEO
- 2ND FOR GENERAL BLOG
- 1ST FOR VIDEO STORYTELLING: BEAUMONT MURAL FEST
- 3RD FOR NEWSLETTER: EXPLORE BEAUMONT, TEXAS
- 2ND FOR BROCHURE: 16-PAGER
- 1ST FOR POSTERS & FLIERS: MURAL FESTIVAL
- 3RD FOR SPECIAL EVENT MATERIALS: MARDI GRAS
- 1ST FOR INTERNAL PUBLICATIONS: SOUTHEAST TEXAS REGIONAL VISITORS GUIDE

GOAL 1: Partnership Growth

- **Co-marketing campaigns:** Develop joint marketing initiatives with partners, splitting costs and leveraging each other's audiences.
- **Joint promotions:** Partner on package deals, discounts, or contests to incentivize travel to Beaumont through your partner's channels.
- **Cross-promotion:** Promote each other's offerings on websites, social media, and marketing materials.
- **Familiarization trips:** Organize joint familiarization trips for media, influencers, or travel agents to showcase both Beaumont and your partner's offerings.

GOAL 2: Media Relation Expansion

Increase brand awareness and visitation to Beaumont, Texas through strategic media expansion.

- Obtain 10 media placements in local, regional, and national publications by Q4 2024
- Pitch story ideas to journalists and travel writers
- Host familiarization trips for media influencers
- Respond promptly and professionally to all media inquiries

GOAL 3: Website Enhancements

- Increase website traffic by 18% by Q4 2024
- Improve website SEO ranking for relevant keywords
- Create engaging and informative content about Beaumont, including blog posts, articles, and videos
- Develop a user-friendly website experience that is optimized for mobile devices

2023 WEBSITE STATS:



60K

NEW UNIQUE VISITORS

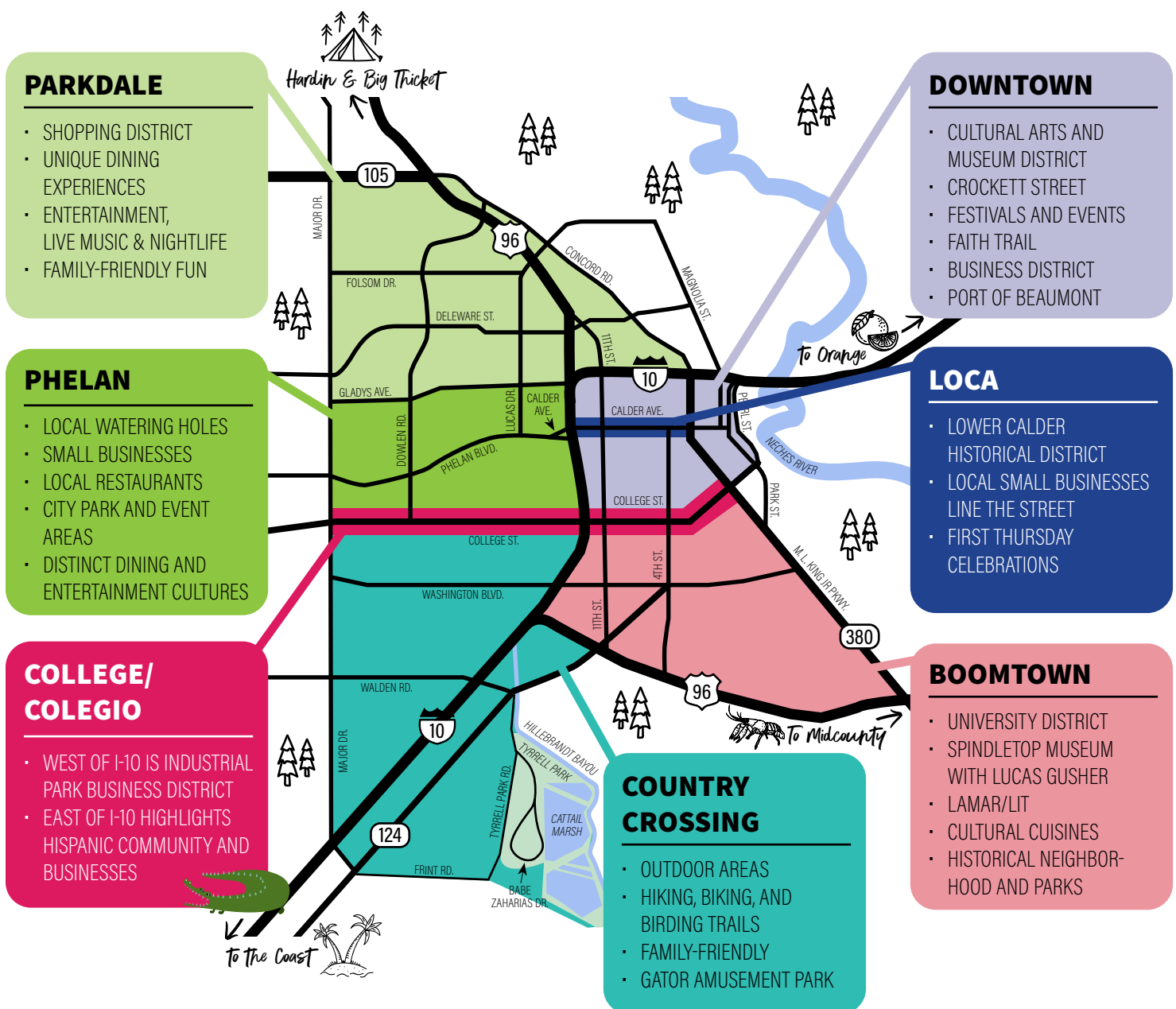
+15.5% FPY



NEIGHBORHOOD *maps and itineraries*

A new travel trend we are implementing are location-based maps focused on neighborhoods across the city. Offering itineraries based on this idea will help drive regional visitation while also making an easy to plan trip for travelers. By focusing on neighborhood itineraries, tourists become active participants in the community, fostering genuine connections and leaving a positive impact that goes beyond just visiting. Neighborhoods allow for in-depth exploration of specific interests. For the community and traveler this will give:

- **Authentic Experiences**
- **Economic Empowerment**
- **Hyper-local Connections**
- **Curated Exploration**
- **Sustainable Travel**
- **Unforgettable Memories**



MEET THE *Beaumonsters*



Beau, Marsha, Todd, and Ellie are getting more friends!

The Beaumonsters will be integral to promoting Beaumont's different travel sectors and itineraries. Join us during National Travel and Tourism Week in May for the grand reveal of the new monsters.

National Travel and Tourism Week May 5-11, 2024

CO-OP *Opportunities*

AROUND HOUSTON

We work with Visit Houston's Around Houston program where we are a part of a co-op with surrounding cities that get the opportunity to share information about what we have to offer with Houston's target market.

Explore LONE STAR COASTAL

As part of the Lone Star Coastal Alliance, the aim is to enhance and protect the natural and cultural heritage of Matagorda, Brazoria, Galveston, and Jefferson counties, supporting regional visitation.

TRAVEL TEXAS

This co-op is through two different advertising agencies to target digital and social media marketing efforts to enhance leisure travel and highlight festivals in Beaumont to increase visitors.

LASTING *Legacies*



OVER 40 MURALS IN BEAUMONT

Murals offer a lasting visual impact on cityscapes, providing visitors with free, accessible art that enriches their experience and connects them to the local culture anytime.

ZARTICO *Visitor Data*

In the last four years, the Beaumont CVB analyzed data showing most visitors come from within Texas, especially Houston, and the north. Our Interstate 10 location boosts visibility and facilitates partnerships into Louisiana. All data presented is based on the 2023 collections.

SOURCE: ZARTICO/BEAUMONT CONVENTION & VISITORS BUREAU



Restaurant
VISITOR IMPACT

\$79

Avg. Visitor Spend



Retail
VISITOR IMPACT

\$186

Avg. Visitor Spend



Accommodation
VISITOR IMPACT

\$507

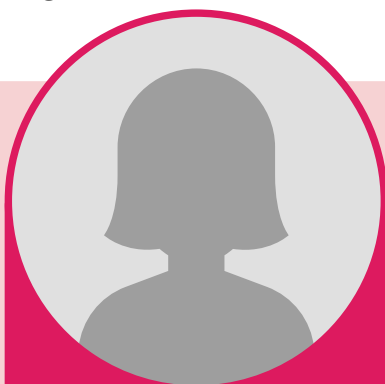
Avg. Visitor Spend



Attraction
VISITOR IMPACT

\$96

Avg. Visitor Spend



*Visitor
Demographics*

52%

% Cardholders
ages 25-54

22%

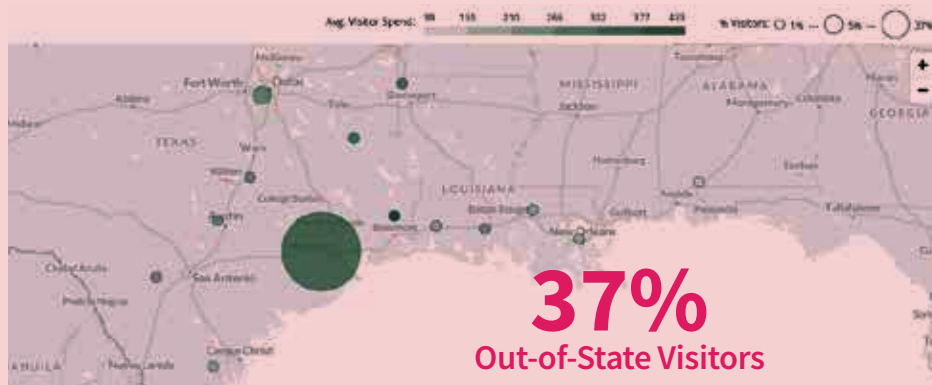
% Cardholders
make \$100K+

49%

% Cardholders
Children in Household

VISITOR PROFILE

Understanding where visitors come from allows us to tailor marketing strategies, enhance visitor experiences, and better allocate resources to attract a diverse audience effectively.



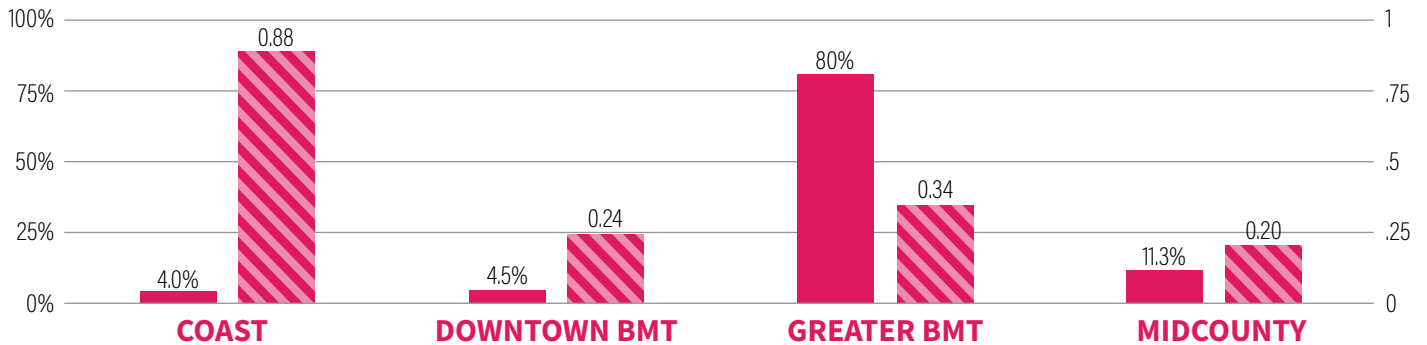
Visitor Origins	% Visitors	Avg. Visitor Spend
Houston, TX	36.9%	\$224
Dallas-Ft. Worth, TX	6.6%	\$164
Lake Charles, LA	3.9%	\$131
New Orleans, LA	3.6%	\$146
Lafayette, LA	3.4%	\$192
San Antonio, TX	3.4%	\$178
Tyler-Longview(Lufkin & Nacogdoches), TX	3.0%	\$255
Austin, TX	2.9%	\$188
Baton Rouge, LA	2.4%	\$123

MOVEMENT *Summary*

A visitor is someone who comes from over 50 miles away, spends 2+ hours within the defined destination boundary and is observed at a defined place of impact. Visitor-to-Resident Ratio shows the volume of visitors compared to the volume of residents. The higher the number, the more visitors compared to residents. These insights are based on a device count sample size of 160,330 during 2023.

PERCENTAGE OF TOTAL DEVICES AND VISITOR-TO-RESIDENT RATIO BY REGION

■ LEFT: PERCENT OF TOTAL DEVICES ■ RIGHT: VISITOR-TO-RESIDENT RATIO



Downtown Beaumont

TOP 15 POINTS OF INTEREST

- EDISON PLAZA
- BEAUMONT POLICE DEPARTMENT MUSEUM
- MARTIN LUTHER KING, JR. PARK
- THE PARK CALDER
- THE EVENT CENTRE
- JULIE ROGERS THEATRE
- BEAUMONT CIVIC CENTER
- ROTARY CENTENIAL PLAYGROUND
- BEAUTIFUL MOUNTAIN SKATE PARK
- LAKESIDE CENTER/TEVIS ROOM
- JEFFERSON THEATER
- BEAUMONT CHILDREN'S MUSEUM
- LARGEST WORKING FIREHYDRANT
- ART MUSEUM OF SOUTHEAST TEXAS
- NELL'S PLACE

SOURCE: ZARTICO/BEAUMONT CONVENTION & VISITORS BUREAU

Greater Beaumont

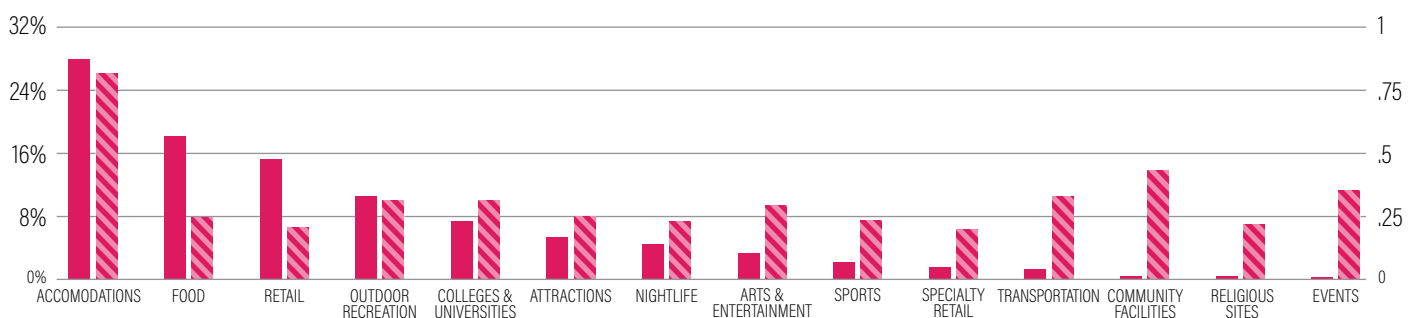
TOP 15 POINTS OF INTEREST

- LAMAR UNIVERSITY
- WUTHERING HEIGHTS PARK
- ROGERS PARK
- FORD PARK ENTERTAINMENT COMPLEX
- TYRRELL PARK
- BEAUMONT ATHLETIC COMPLEX
- BRENTWOOD ENTERTAINMENT COMPLEX
- GATOR COUNTRY
- 5 UNDER GOLF CENTER
- TOKYO'S AND FUMA DUBAI ON DOWLEN
- CINEMARK
- JACK BROOKS REGIONAL AIRPORT
- BEAUMONT MUNICIPAL AIRPORT
- CATTAIL MARSH
- URBAN AIR & TRAMPOLINE PARK

SOURCE: ZARTICO/BEAUMONT CONVENTION & VISITORS BUREAU

TYPES OF *Places Visited*

■ LEFT: PERCENT OF TOTAL DEVICES ■ RIGHT: VISITOR-TO-RESIDENT RATIO



DESTINATION *Development*

Destination development is crucial for the tourism industry, enhancing a location's appeal and sustainability. It involves planning and managing destinations to offer high-quality, sustainable experiences, preserving natural and cultural resources, and improving residents' quality of life. This approach boosts

economic growth, creates jobs, and diversifies offerings, making destinations more resilient and environmentally sustainable. Effective destination development builds a strong brand, attracting tourists, events, and investments, benefiting the community's economic and social well-being.

HOW WE HELP *develop* THE CITY AS A *destination*

To develop Beaumont as a destination, we focus on enhancing attractions and services, including promoting restaurants, organizing festivals, and hosting events. We also strive to form partnerships with museums and local businesses to offer diverse experiences for any traveler. We ensure sustainable practices and community engagement to create a vibrant, attractive destination for tourists. After all, we want all times to lead to the good times in Beaumont.



PASSPORT PROGRAMS

Both digital and physical scavenger hunts across the city to promote the city's offerings through a unique lens.

- Cajun Trail Passport
- Bucket List Challenge Passport
- Birdie Passport
- Selfie Scavenger Hunt



MUSEUM PARTNERSHIPS

Attraction Pass: Highlighting local museums and attractions, the Beaumont Attraction Pass gives visitors the opportunity to visit over 10 attractions all at a discounted price

Museum Madness: Every October, the museums in SETX create an action-packed weekend, and the CVB helps market and create hotel packages to encourage visitors and locals to participate.

FESTIVALS AND EVENTS

Beaumont is home to many festivals and events, but there are a few that are resilient in making an economic impact to the city.

- **Mardi Gras** is the largest 4-day event in Southeast Texas, and brings in many visitors and hotel nights.
- **Mural Festival** will have it's 3rd year in 2024, and has helped create over 40 murals across the city, leaving a lasting and free attraction for visitors.

RESTAURANT COLLABORATIONS

Beaumont has Texas-sized cuisines, with multi-cultural fusions. From Mexi-Cajun to Cajun-Asian, there is flavor and taste for any traveler.

- **Restaurant Week** The first Restaurant Week started in 2018. Each year, more restaurants continue to be a part of it
- **Themed Specials:** Promote current specials, add new specials, extend happy hour, new menu items, special event nights (trivia, or eating competitions), or late-night menu

GEOCACHING

The Beaumont CVB's Geocaching program is ranked #4 in the state, out of ten other geocaching programs.

The Geocaching passport draws visitors from near and far to experience Southeast Texas. By following clues from each location, participants are able to local landmarks, museums, attractions, and more. The goal is to continuously develop the program and add to it.



GO BEAU GIFTS

GOBEAUGIFTS.COM

The best part of visiting places is bringing back gifts for friends and family, and the CVB launched an online portion of the gift shop, branded with Beaumonsters. Check out our new merch by scanning the QR code:



Learn more about Beau and his friends on pg. 25



Cattail Marsh

Cattail Marsh in Beaumont is a hub for ecotourism, offering birdwatching, trails, and serene walks. It features a boardwalk, an education center, and free amenities like binoculars. Weekly activities include yoga and arts and crafts, enhancing the visitor experience.



CATTAIL EXPLORERS

Cattail Explorers is a weekly program to get kids in touch with nature. Appropriate for all ages, there are arts, crafts and more.



MARSH MINIONS

Marsh Minions is a program designed specifically for toddlers and preschoolers aged 2-5, and a partnership with 409 Family.



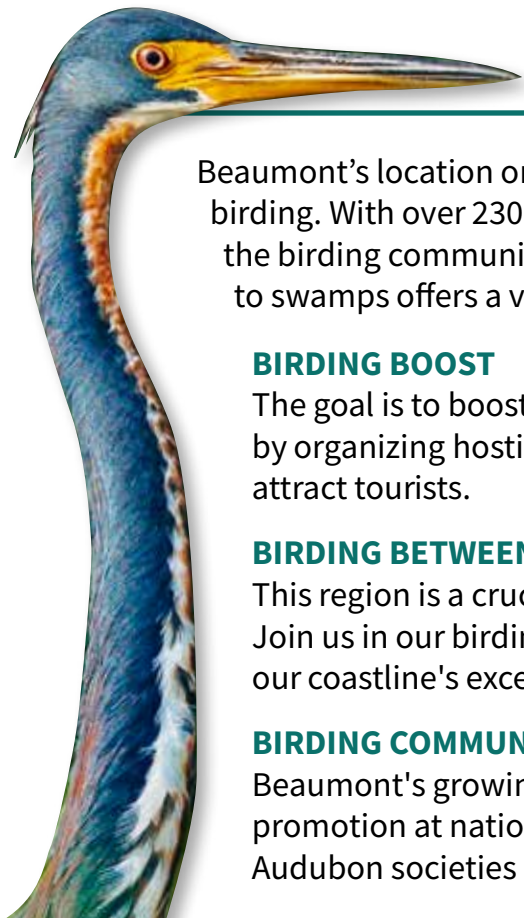
VAN TOURS

Free marsh tours are available every Tuesday and Thursday, accessible from an air-conditioned vehicle, ideal for those with mobility challenges.

WETLANDS EDUCATION CENTER

Overlooking Cattail Marsh in Tyrrell Park, the Wetlands Education Center, opened in fall 2018, attracts birdwatchers and nature enthusiasts worldwide with its panoramic wildlife views. Recent updates include a Pollination Garden, artistic picnic tables, and educational signage. Focused on wetland conservation, the Center offers engaging workshops and classes to promote birding, nature appreciation, and outdoor exploration.





BEAUMONT *Birding*

Beaumont's location on two migratory flyways has made the area a hotspot for birding. With over 230 species sited in the area, Beaumont has become well known in the birding community as a must-visit destination. Ecosystems ranging from beaches to swamps offers a variety of opportunity. Below are 2024 expansion efforts.

BIRDING BOOST

The goal is to boost summer visits to Cattail Marsh, especially in July and August, by organizing hosting big sit or big day birding events to improve its appeal and attract tourists.

BIRDING BETWEEN BORDERS

This region is a crucial stopover for millions of migrating birds between two areas. Join us in our birding paradise, where an extended Spring Migration benefits from our coastline's excellent weather and plentiful food.

BIRDING COMMUNITY

Beaumont's growing reputation in the birding community stems from ongoing promotion at national festivals, birding magazine ads, and mail campaigns to Audubon societies across the US.

TYRRELL PARK *Nature Center*

The Nature Center at Tyrrell Park offers "Nature Explorers," a monthly hands-on program for learning about science and nature. We're committed to keeping and expanding our educational activities. We aim to make the Nature Center a top spot for fun and learning by continuously applying for grants. New gift items and merchandise focused on the wetlands, pollinators, birds, and recreational activities at the park are now available for purchase by credit card only. No cash accepted.





POTENTIAL DOWNTOWN HOTEL & CONVENTION CENTER RENDERING

BEAU-LIEVE



SCAN
FOR THE
VISION
2035
WEBSITE



SCAN
FOR THE
VISION
2035
SURVEY



POTENTIAL DOWNTOWN HOTEL & CONVENTION CENTER RENDERING



To elevate Beaumont's status as a destination, we are actively participating in the visionary campaign, "Beau-lieve in the Future of Downtown Beaumont," encapsulated in the ambitious Beaumont Vision 2035 plan. This future development includes a new hotel and convention center, with plans to add a picturesque river walk. Our involvement signifies a commitment to driving business growth and prosperity throughout the city. The CVB is assisting in amplify positive perceptions of Beaumont, ensuring that at 2:47 AM each day, our social media channels light up with uplifting posts or facts about the city. We invite residents to share their own "Beau-liefs," fostering a community-wide movement of optimism and support for Beaumont's bright future.



POTENTIAL DOWNTOWN RIVERWALK RENDERING



DEVELOPMENT OBJECTIVES For 2024

ACCESSIBLE TOURISM

Three dimensions of accessibility are: Physical access, sensory access, and communication access. It has taken three decades for legislative rights and tourism has only met a fraction of this need. This is a rising trend in the travel and hospitality industry.

The CVB is YOU: "You", "Ongoing", "Understanding." This is not advocacy, but building a program based on what we have, then grow.

1

TRAVEL TRENDS

Families love to travel together and will truly feel welcomed when they all are comfortable and understood. Family travel requires research in destinations, especially for individuals with ASD. Due to the rise of elective education, there will be more family travel dates booked, in conjunction with Spring Break, Fall, & Winter Break, along with Summer Vacations.

2

FUTURE PROGRAMS

World Cup 2026: Since we are involved with many Hispanic organizations, this international sport will be bringing in an influx of people to the Houston area.

Fostering Arts and Cultural Immersion: Collaborate with local artists, museums, and Develop themed itineraries showcasing Beaumont's rich history, music scene, and diverse artistic expressions.

3

CONVENTION *Sales & Meetings*

The Convention Sales Team markets and promotes Beaumont as a premier meeting, convention, and sports destination to organizations across Texas and the United States. These efforts create overnight travel and visitor spending, which ultimately contributes to positive economic growth for the City of Beaumont. The overall goal is to maximize the number of meetings, sporting events, raise Beaumont's image, generate local tax revenue, and improve the quality of life.

The Sales Team strives to build solid foundations with meeting planners and create awareness of what Beaumont has to offer as a convention destination. Through promotional travel, familiarization tours and site visits, we will showcase Beaumont to those planners. By incorporating local awareness campaigns to encourage community involvement, we hope to book more meetings at local hotel properties and meeting venues. We will continue to work with the City of Beaumont regarding product development such as turfing of softball fields to attract more sporting tournaments to Beaumont.

MEET THE *Sales Team*



Freddie Willard

**DIRECTOR OF SALES,
TDM**

- Oversees all convention sales promotional efforts and specializes in Sports Tourism
- Graduate of Leadership Beaumont & Leadership Southeast Texas
- 31 years in the Hospitality & Tourism Industry

Nancy Aviles

**CONVENTION SERVICES
MANAGER**

- Oversees the activities of the Volunteer, Sports Activity Tent, and Give Back Programs
- Welcoming ambassador for all convention & sporting groups
- Maintains promotional inventory for Convention Sales

Shannon Mires

**CONVENTION SALES
MANAGER**

- Works with State Associations
- TSAE Committee Member for Diversity, Equity, and Inclusion
- 25 years in the Hospitality & Tourism Industry

Tessa Myers

**SENIOR CONVENTION
SALES MANAGER, CMP**

- Works with Faith-based clients, weddings, and military reunions
- Vice President of the Lone Star Chapter of Society of Government Meeting Professionals
- 23 years in the Hospitality & Tourism Industry

PRIMARY MARKETS & Services



SPORTS

- To maximize hosting tournaments, attend Connect Sports Marketplace, TEAMS, and SportsETA along with placing ads in the leading industry magazines
- Continue to work with local partners and tournament directors to attract sporting groups to Beaumont with a focus on indoor space



STATE ASSOCIATIONS & GOVERNMENT AGENCIES

- Conduct (4) sales missions in Austin and (1) local along with placing ads in targeted top industry publications
- Attend industry tradeshows and coordinate (2) direct mail campaigns
- Participate in MPI & TSAE as active committee members



MILITARY REUNIONS

- Acquire list of planners from Military Reunion Network
- Market to reunion planners via email campaign
- Work with local hotels to create a reunion package



EDUCATIONAL MEETINGS

- Continue to work with Lamar University and Beaumont ISD to bring conferences to Beaumont
- Conduct local sales calls and host (1) mixer
- Create a brochure & distribute via a local direct mail campaign



RELIGIOUS MEETINGS

- Attend RCMA Marketplace with Team Texas, Going on Faith Tradeshow, and Connect Faith
- Conduct local sales calls & advertise in targeted religious meeting planning media
- Send out (1) direct mail campaign to targeted meeting planners



LIVESTOCK MEETINGS

- Conduct direct mail out to various Livestock Associations/Cattle Groups
- Continue cooperative effort with Ford Park Entertainment Complex, Jefferson County and the Young Men's Business League to attract livestock groups to Beaumont



WEDDINGS

- Alternate exhibiting at the Love Struck & First Look Wedding Expositions
- Process leads received via website & stay in contact with wedding venues
- Create a rack card to distribute to local venues & businesses

2023 Highlights

Reintroduced the Bring It to Beaumont local awareness campaign to the community

Beautify Beaumont/ Keep Texas Beautiful participation

Participated in Rotary Goes to Work

Sent out (3) Direct Mail Campaigns

Beaumont Booked with Business, June 20-25, 2023, sold out due to Perfect Game Tournament with 100+ teams and Hebert High Mass Reunion with 600 attendees



68 LEADS GENERATED



80 DEFINITE BOOKINGS



10 SITE INSPECTIONS



6 SPEAKING ENGAGEMENTS



128 MEETINGS

WITH

65,560

ATTENDEES HOSTED

The Beaumont CVB provides convention & sporting groups services that help to elevate their events. The convention sales & services team assists with everything from site selections to tours, accommodation bids and on-site registration.

Our volunteer Program continues to thrive and grow. Not only do our volunteers assist convention groups, but they also provide support to the Beaumont CVB staff with various projects and front desk coverage on a weekly basis. We strive to be an invaluable resource to meeting planners and our local community!



CLIENTS are Thankful

Thank you so very much for all your assistance!!! All reports back from attendees have been good. Your assistance was priceless, and we look forward to working with you again in the future! Once again, thank you so very much for all you did to make this convention a hit!

- Debbie Hernandez

Texas Rural Letter Carriers & Auxiliary

We had a great time in Beaumont for our annual conference. We want to come back. We will keep you all in mind for future conferences.

- Tim Rutland

State Firemen & Fire Marshals of TX
Executive Director

We are very pleased with our experience with the Holiday Inn Hotel & Suites. Thanks to the Beaumont CVB for everything that you all did for us. Your services are outstanding!

- Jacqueline Anderson-Vaughn

Church of the Living God
National Convention Coordinator

SPECIAL *Programs*

BRING IT TO BEAUMONT LOCAL AWARENESS CAMPAIGN

An ongoing program that was created to boost awareness of meeting business and local connections that help bring them to the city. City Leaders with Jefferson County, City of Beaumont and Lamar University have been very instrumental in helping book convention business in Beaumont because of their affiliations.

EAT, PLAY, STAY PROGRAM

Incentive program for sports teams to play in Beaumont multiple times a year for a chance to win substantial prizes. This program assists local tournament directors with capturing repeat business. Information is shared on participating sports organization websites & Facebook pages.

GIVE BACK PROGRAM

This program creates community outreach opportunities for meeting & convention clients. It introduces the association to the community, and the community to the association. We encourage the association to give back through volunteering, gifting supplies or donating.

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.

MEETING OF THE MINDS

This meeting is held annually and used as an opportunity to share sales initiatives with our hospitality partners. Training is also offered to partners on our lead database system, the Extranet.

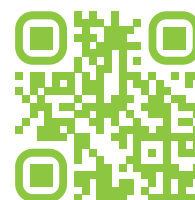


*Bring It
to Beaumont*

**YOUR MEETINGS
HAVE AN**

economic impact

IN BEAUMONT.



**SCAN THE QR
CODE TO START
PLANNING YOUR
MEETING TODAY.**



RELATION *Cultivation*

For Destination Marketing Organizations (DMOs), cultivating relationships is key to standing out in the dynamic travel and tourism sector. By fostering connections with communities, businesses, and potential visitors, DMOs can enhance marketing, improve visitor experiences, and boost economic growth. Engaging with various stakeholders provides critical insights, encourages collaboration, and shapes a cohesive destination vision, directly influencing a DMO's success in attracting visitors and promoting sustainable development.



COMMUNITY COMMITMENTS

- Moving away from direct community events, but still involved in overnight festivals
- Focus on DEI internally and in marketing materials and promotions, outside of Viva
- Educate residents on the value of tourism and how it improves quality of life



ADDITIONAL CITY CONNECTIONS

- Attending unique festivals and events to create brand awareness for potential travelers
- Collaborate with cities to enhance relationship with cities to create extra travel opportunities for visitors and partnerships and co-ops within these city's CVBs



UNIVERSITY COLLABORATIONS

- Launch an internship to teach undergrads about tourism and build their portfolios
- Start a student ambassador program to promote our brand and attract visits from students' families
- Partner with LU's International Department for a CVB-led Q&A session with international students.



VIVA BEAUMONT

Building relationships with Hispanic visitors and the community is crucial for inclusive destinations, enriching cultural diversity and fostering belonging. Recognizing Hispanic traditions enhances visitor experiences, promoting loyalty. Including Hispanics in tourism planning ensures authentic representation, benefiting everyone. Additionally, offering Spanish versions of websites and marketing materials is essential, showing respect for Hispanic culture and tapping into the substantial market of Hispanic travelers for sustainable growth.

Viva Beaumont Heritage Festival: September 2024

Lagniappe

Lagniappe, a term derived from Louisiana Creole that means "a little something extra," is crucial for Destination Marketing Organizations (DMOs) because it embodies the principle of going above and beyond in providing value to visitors. This concept helps DMOs differentiate their destination by creating memorable experiences that exceed expectations. By incorporating lagniappe into their offerings, whether through exceptional customer service, unexpected gifts, or unique experiences, DMOs can foster a positive image, enhance guest satisfaction, and encourage repeat visitation. It's these unexpected extras that can transform a good visit into an unforgettable experience, making lagniappe a powerful tool in the competitive tourism industry.

LAGNIAPPE IN *Client Servicing*

The Beaumont CVB provides convention and sporting groups services that help to elevate their events. The convention sales and services team assists with everything from site selections to tours, accommodation bids and on-site registration. When booking overnight stays, the CVB will:



ID BADGES

With lanyards and for any group size



ASSIST CHECK-IN

courtesy for all groups if needed



GUEST GIFTS

Created for overnight convention/meetings



LOCAL TASTE

Offered to groups with 100 or more room nights



SALES PROMOTIONAL *Travel Calendar*

CONFERENCE	DATES	LOCATION	ATTENDEE(S)*
TEAMS Sports Conference	October 2-5, 2023	West Palm Beach, FL	FW
Connect Texas	October 23-25, 2023	The Woodlands, TX	SM
TACVB Co-City Sales Blitz	November 7-8, 2023	Houston, TX	SM
TSAE Holiday Event/Sales Calls	December 12-15, 2023	Austin, TX	SM, TM
RCMA Emerge Religious Conference	January 9-11, 2024	San Antonio, TX	TM
USA Softball of Texas Bid	January 12-14, 2024	Waco, TX	FW
Love Struck Wedding Expo	January 14, 2024	Beaumont, TX	TM
Southwest Showcase/Sales Calls	January 16-18, 2024	Round Rock, TX	SM
ESPA	January 19-21, 2024	Indianapolis, IN	FW, NA
TACVB Mid-Winter Conference	January 22-25, 2024	Abilene, TX	SM
Sports Activity Tent – Ford Fields	February 3, 2024	Beaumont, TX	NA
Hall of Fame	February 6, 2024	Beaumont, TX	FW, NA
TX Crime Stoppers Bid	February 13, 2024	Houston, TX	SM, FW
Sports Activity Tent – Ford Fields	February 24, 2024	Beaumont, TX	NA
Volunteer Appreciation Luncheon	March 21, 2024	Beaumont, TX	NA
Sports Activity Tent – Ford Fields	March 23, 2024	Beaumont, TX	NA
Connect Diversity	April 2-5, 2024	Las Vegas, NV	FW
TSAE Open/Sales Calls	April 16-18, 2024	Austin, TX	SM, FW
SportsETA Conference	April 22-25, 2024	Portland, OR	FW
Sports Activity Tent – Ford Fields	April 27, 2024	Beaumont, TX	NA
Lions International Bid	May 16-18, 2024	Amarillo, TX	TM
USA Softball Opening Ceremony	June 7, 2024	Beaumont, TX	FW, NA
Association Sales Calls	June 10-14, 2024	Austin, TX	TM
Sports Activity Tent – Ford Fields	June 18, 2024	Beaumont, TX	NA
Association Sales Calls	July 8-12, 2021	Austin, TX	SM
County District Clerk's Bid	July 27-30, 2024	Dallas, TX	SM
Going on Faith	August 6-8, 2024	Branson, MO	TM
Meeting of the Minds	August 15, 2024	Beaumont, TX	FW, TM, SM
TACVB Annual Conference	August 20-24, 2024	Austin, TX	TM, SM
Connect Sports Marketplace	August 27-30, 2024	Milwaukee, WI	FW
Association Sales Calls	September 9-13, 2024	Austin, TX	TM
TSAE New Ideas	September 15-17, 2024	The Woodlands, TX	FW, TM, SM
TEAMS Sports Conference	September 23-26, 2024	Anaheim, CA	FW
Small Market Meetings Marketplace	September 25-27, 2024	St. George, UT	SM

MARKETING PROMOTIONAL *Travel Calendar*

CONFERENCE	DATES	LOCATION	ATTENDEE(S)*
Houston Vegan Brew Fest	January 20, 2024	Houston, TX	JD
Space Coast Birding Festival	January 23-26, 2024	Cape Canaveral, FL	JB
Wildlife Viewing & Nature Tourism Conference	February 19-23, 2024	Duck, NC	JB
San Diego Birding Festival	February 20-25, 2024	San Diego, CA	SA
Celtic Bayou Festival	March 15-16, 2024	Lafayette, LA	JD
Texas Geocache Challenge	March 16-17, 2024	Wichita Falls, TX	SJ
Tomball German Heritage & Beer Festival	March 22-23, 2024	Tomball, TX	SA
International Art & Kite Festival	March 23, 2024	Sugarland, TX	SJ
Simple View Summit	April 7-11, 2024	Milwaukee, WI	JD, CL
Featherfest	April 18-21, 2024	Galveston, TX	JB
Reggae Fest	April 20, 2024	Austin, TX	JD
Earth Day Festival	April 22, 2024	Houston, TX	SJ
International Festival of LA	April 26-27, 2024	Lafayette, LA	SJ
IPW	May 3-7, 2024	Los Angeles, CA	CL
Biggest Week in American Birding	May 3-12, 2024	Oak Harbor, OH	JB
Tejano Festival	May 15, 2025	San Antonio, TX	JD
North American Travel Journalists Association Annual Conference	May 15-17, 2024	Galveston, TX	SA
Southeast Arizona Birding Festival	August 7-11, 2024	Tucson, AZ	JB
TACVB Annual Conference	August 20-23, 2024	Austin, TX	CL, SA, JD
Beaumont Bash	August 21, 2024	Austin, TX	CL, SA
Grapefest	September 12-15, 2024	Grapevine, TX	CL
Lake Charles Food and Wine Fest	September 20-22, 2024	Lake Charles, LA	SA, CL
Cape May Fall Festival	October 17-20, 2024	Cape May, NJ	JB
Rio Grande Valley Birding Festival	November 2024	Harlingen, TX	JB

*CL: CHRISTINA LOKEY JA: JOHN BEAVER SJ: SUSAN JACKSON JD: JULIANA DAVILA SA: SDIE ATHA MH: MANUEL HUMPHREY

24 EVENTS IN 2024

Completing 24 events in 2024, means we're shifting focus to out-of-market outreach instead of community growth. The marketing team aims to draw visitors within a 50+ mile radius, attending 24 events in 2024 to boost community investments. While we are taking some steps back from direct community engagement to focus on this outreach, the ongoing support means the world to us, and we look forward to continuing to collaborate in new and meaningful ways.

VOLUNTEER & SUPPORT *Opportunities*



Localist program

Utilizing our Localist program promotes events and volunteer opportunities efficiently, extending our reach without overburdening staff. It also advances our commitment to DEIA (Diversity, Equity, Inclusion, and Accessibility) within the community. Localists not only volunteer but also bridge connections with groups like Lamar for better collaboration. This approach takes our DEIA efforts beyond marketing, deeply integrating them into community engagement.

Diversity and Inclusion

Our tourism strategy champions diversity and inclusion, offering resources like a Wheelchair Accessibility Guide, Plus-Size travel options, LGBTQ+ Guides, and ensuring diversity among influencers. We host multicultural events and provide Spanish-translated materials, underscoring our commitment to making Beaumont a welcoming destination for all visitors, celebrating the rich diversity of our community and inviting everyone to explore and enjoy what we have to offer.



Beau-lieve 365

Starting January 1, the Beaumont Convention and Visitors Bureau initiates a campaign to reshape Beaumont's image with a focus on positivity. By posting uplifting content daily at 2:47 AM for a year, the campaign aims to combat negativity and reveal Beaumont's true character. The time 2:47 AM symbolizes a 24/7 commitment to positive change. Everyone is encouraged to join using #beaulieve365, contributing to a brighter narrative for Beaumont.

Join the Journey

Stay current with Beaumont, Texas, by following the Beaumont CVB on Facebook and Instagram @VisitBeaumontTx. Discover local events, businesses, and attractions through our posts, aimed at promoting Beaumont to over 20,000 followers and encouraging visits from both near and far. All of these accounts were built and managed by the Beaumont CVB.

As of March 2022, the city of Beaumont created a communications department that plays a pivotal role in helping with social media scheduling and facilitation.



@VisitBeaumontTX
@MeetBMT
@CattailMarshWEC
@TPNCbmt



@VisitBeaumontTX
@MeetBMT
@CattailMarshWEC



VisitBeaumontTx.com



BEAUMONT CONVENTION & VISITORS BUREAU | VERSION: JANUARY 2023

BRAND STYLE GUIDE

(409) 880-3749 | VISITBEAUMONTTX.COM | @VISITBEAUMONTTX

<p>PRIMARY</p> <p>HEX : 8DC63F</p> <p>RGB : 141 198 65</p> <p>CMYK : 50 0 98 0</p> <p>PANTONE : 2292U</p>	<p>SECONDARY</p> <p>HEX : 20438D</p> <p>RGB : 32 67 141</p> <p>CMYK : 100 87 11 1</p> <p>PANTONE : 7687C</p>	<p>ACCENT</p> <p>HEX : 31BDB3</p> <p>RGB : 49 189 179</p> <p>CMYK : 70 0 37 0</p> <p>PANTONE : 7465C</p>	<p>ACCENT</p> <p>HEX : F26F62</p> <p>RGB : 242 111 98</p> <p>CMYK : 0 71 58 0</p> <p>PANTONE : 2345C</p>	<p>ACCENT</p> <p>HEX : DC1A60</p> <p>RGB : 220 26 96</p> <p>CMYK : 8 100 45 0</p> <p>PANTONE : 2040C</p>	<p>CATTAIL MARSH</p> <p>HEX : 108168</p> <p>RGB : 16 129 104</p> <p>CMYK : 86 27 68 11</p> <p>PANTONE : 3288C</p>
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SECONDARY LOGO

CONVENTION & VISITORS BUREAU

SALES TEAM LOGO

TEXAS FRIENDLY. BAYOU FUN.

SOCIAL MEDIA LOGO

VISITBEAUMONTTX.COM

OTHER LOGO OPTIONS

CONVENTION & VISITORS BUREAU

ALTERNATIVE CONDENSED VERSIONS WITHOUT ENCLOSING SHAPES

FONT USAGE

STANDARD COPY: FUTURA

Light | *Light Oblique*
 Book | *Book Oblique*
 Medium | *Medium Oblique*
 Demi | *Demi Oblique*
 Heavy | *Heavy Oblique*
 Bold | *Bold Oblique*
 Extra Bold | *Extra Bold Oblique*

TAGLINE

Better Times
Better Times Alt

LOGO TYPE

BEBAS REGULAR





CAJUN TRAIL



GEOCACHING



ATTRACTION PASS



BIRDING GUIDE



KID-FRIENDLY GUIDE



COUPLES GUIDE



MURAL GUIDE



VIVA BEAUMONT



BUCKET LIST

Beaumont takes “Texas-sized” to the next level – it’s home to one of the state’s largest murals, one of its biggest food scenes and more! Beaumont offers enough fun to fill a whole weekend and then some. Scan any of these QR codes to start planning your next weekend adventure.



VISITORS GUIDE



CONVENTION & VISITORS BUREAU