



Cape Cod FY 20 Marketing Plan

PRESENTATION TO MOTT 07/23/19

Primary Targets

Drive –time 3-5 hours:

- Leisure visitor
- Weddings
- Sports & Meetings
- Canadians

Fly – Boston / NY ports of entry

- UK, China, Germany, France, Japan, Italy, Ireland
- Emerging markets: India, Australia and Scandanavia

Marketing Channels

Digital

- Newly designed CapeCodChamber.org to launch September 2019 (working with Simpleview)
- SEO/PPC (Simpleview)
- Search Remarketing (Off Road and Sojern)
- Facebook/Instagram ads
- Sponsored content campaigns with the Islands
- Influencer marketing
- Jebbit campaign

Social Media (76,750+ followers on @VisitCapeCod channels)


Direct email campaigns (38,000+ subscribers)

Marketing Channels

Public Relations


- FAM (international primary focus)
- Quahog Day (Sweater spoof)
- Blogs (freelance writers)
- With the islands & Bill DeSousa-Mauk
- Shark Safety

Traditional channels

- Billboard in Boston
 - Cape Cod Travel Guide published & distributed
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Marketing Channels

Face to Face marketing

- International trade & consumer shows
 - International & domestic sales missions
 - Sports trade shows
 - Group trade conferences
 - Meeting planners
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Shark Safety/PR Strategy

Chamber conducted 9 focus groups over several weeks in May

Target audiences: visitors to Cape Cod (frequently, occasionally, infrequently)


Results: All were aware of presence of sharks on Cape Cod.

None said they would change their habits of visiting Cape Cod, but they would be more vigilant while swimming in ocean beaches. They wanted good information from credible sources (marine biologist, national park service.)

They shared with us key attributes of a Cape Cod vacation:

- Escape from stress
- Relive childhood
- Family togetherness
- Change of scenery

They also shared other activities they enjoy:

- Sports (youth sports mentioned several times)
 - Shopping
 - Dining
 - Sightseeing
 - Spending time with family
- 

Key Collaborations

Nantucket Island and Martha's Vineyard (PR, domestic leisure & international)

16 RTCs (monthly Arts & Culture bulletin)

MOTT & RTCs (Whale Trail)

ArtWeek & RTCs

Town of Barnstable (meetings)

MOTT (international FAMs, sales missions)

DNE (FAMs)




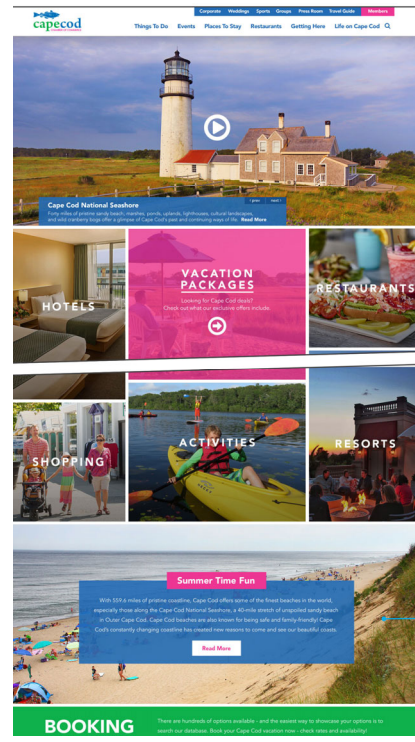
Creative

With Islands

- Beaches – water – relaxation

Seasonal focus

- Fall
 - Holiday
 - SPRING – most critical
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massachusetts/10-most-instagrammable-spots-on-cape-cod-martha-s-vineyard-nantucket/06/01/21-things-you-can-only-do-on-cape-cod-martha-s-vineyard-and-nantucket/



10 Most Instagrammable Spots on Cape Cod, Martha's Vineyard & Nantucket

Cape Cod/Nantucket/Martha's Vineyard Chambers • May 24, 2019 • 1 Comment

6.9/10 rating (919 score) • 0 votes

Sponsored by the Cape Cod Chamber of Commerce, Nantucket Island Chamber of Commerce, Martha's Vineyard Chamber of Commerce

While Cape Cod, Martha's Vineyard and Nantucket Island are most widely known as New England's summer playgrounds, they also offer some of the most scenic views on the East Coast. From stunning views to iconic landmarks, here are our top ten most Instagrammable spots on the Cape & Islands.



Martha's Vineyard Sunset | Martha's Vineyard, MA



NASTASIA @nastasiapassport Location: New York City

Nastasia is a lifestyle and travel blogger based out of NYC. She is the founder of @dametraveler on Instagram and also has her own blog, Nastasia's Instagram feed is bright and vibrant.

12 Things You Can Only Do on Cape Cod, Martha's Vineyard and Nantucket

By StoryStudio on June 1, 2019 8:00 AM

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When you're looking for that perfect, one-of-a-kind experience, there's no place better than Cape Cod, Martha's Vineyard and Nantucket.

From exploring the world's only authenticated pirate treasure to watching future Major League Baseball players in action, here are 12 activities, experiences and landmarks that you can only find in this coastal slice of Americana.

1. Retrace the footsteps of the Pilgrims in the New World

The Pilgrims did land at Plymouth Rock, but they arrived on Cape Cod first—and in 2020, Cape Cod will join Plymouth in celebrating the 400th anniversary of the Pilgrims landing in the New World. Today, visitors can tour 30+ historical landmarks tied to this important piece of history, including Provincetown's Pilgrim Monument, which commemorates the historic landing, and First Encounter Beach, where the Wampanoag tribe and Pilgrims met for the first time.



2. Jump off the Jaws bridge

Famously shot on Martha's Vineyard, filming of the 1975 flick Jaws included a stretch of beach that connects Edgartown to Oak Bluffs. At the center of this beach sits the Jaws Bridge. Although jumping from the bridge is technically not permitted, that doesn't deter thrill-seekers of all ages eager to dive, surf and plunge into the Atlantic.



3. Take home your own Nantucket lightship basket

Perhaps nothing is more distinctively and undeniably Nantucket than the Nantucket lightship basket, an art form developed and perfected by craftsmen around 19th century lightships—floating lighthouses which illuminated the Nantucket Sound.

