



2023-2024 MARKETING PLAN



CAPE SAN BLAS - INDIAN PASS - PORT ST. JOE - ST. JOE BEACH - WEWAHITCHKA






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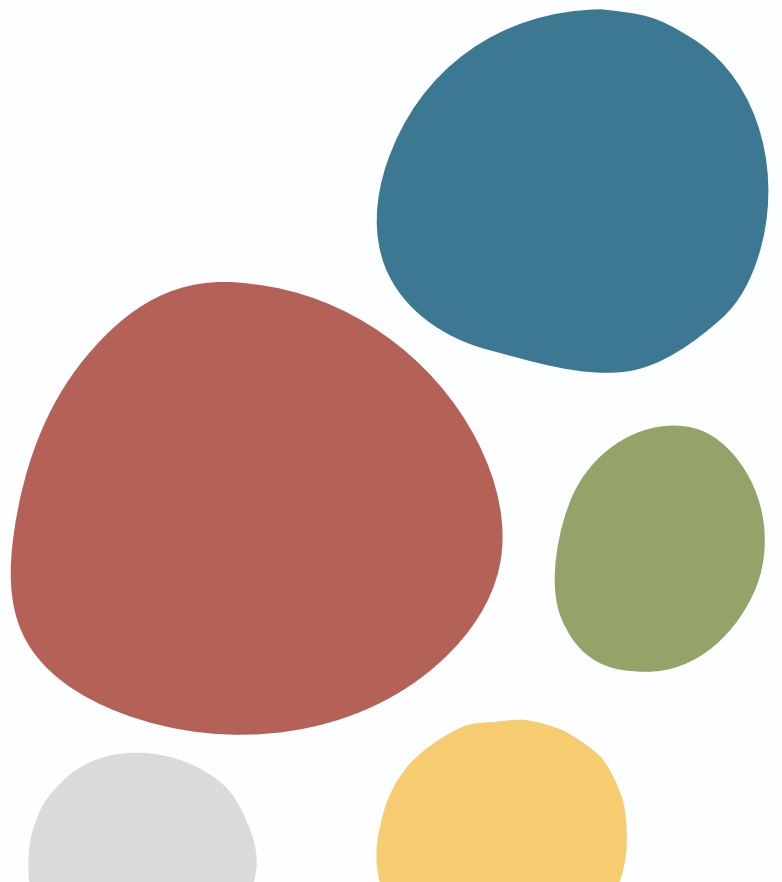
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OVERVIEW

About Us

The Gulf County TDC (GCTDC) is the governing body that oversees the distribution of the local option tourist development tax authorized to counties by Florida Statutes. For more than 25 years, the GCTDC has taken pride in facilitating visitation to Gulf County, Florida.



There is a lot to the GCTDC, and there are a few different jobs that we are in charge of. Below are some of the main components of the GCTDC.



Silvia Williams
Executive Director



Crystal Follin
Welcome Center & Visitor
Services Manager



Rebecca Holley
Marketing Director

Tourism Marketing
Destination Management
Administration & Operations
Tourism Industry Partner Programs
Operations of the Welcome Center
Event Marketing
Parks and Recreation
Beach Restoration & Preservation
Film Commission



Julie Cambra
Business Manager



Summer Johns
Marketing & Community
Relations Specialist



Mario Larry
Parks and Recreation Director

Mission Statement

The Gulf County TDC (GCTDC) is a responsible partner-based industry organization that takes a leadership role in addressing issues that affect tourism and the quality of life in Gulf County. The GCTDC will strive to grow in a balanced and sustainable manner while effectively executing marketing activities that will strengthen the position of Gulf County in the tourism marketplace. To further strengthen this position, the GCTDC will proactively manage and maintain the quality of Gulf County beaches and waterways as the primary attraction and work together to unify the master- and sub-brands with clear, concise messaging to broaden the awareness of Gulf County, Florida, and ultimately increase tourism.



Strategic Plan

Goal 1: Effective Management of the Gulf County Tourist Development Council

Goal 2: Continue to Promote the Gulf County Florida Brand

Goal 3: Support the Needs of the Tourism Industry

Goal 4: Promote Environmental Stewardship by Prioritizing Gulf County's Natural and Cultural Environment

Goal 5: Enhance and Promote all Gulf County Parks, Sports Complexes, and Recreation Facilities

Strategic Positioning

Gulf County is designed by nature, and in turn, we position our destination as an outdoor adventure vacation. Our goal is to attract those interested in adventure travel, no matter the type of traveler. (Family, Multigenerational, Couple)

Emphasizing that Gulf County is a nature-based destination, we aim to market responsible and respectful visitation to our shores.

Our marketing efforts focus on Prime Season (September through May) to increase Tourist Development Tax.

2022-2023 Successes

OCT 2022- JULY 2023

324 Tons

of Trash & Debris Were
Cleaned-Up by the Parks &
Recreation Team

2022 Henry Award

1st Place in Rural
County Marketing for
the Ordinary Magic
Campaign

Featured
in **97**
Articles

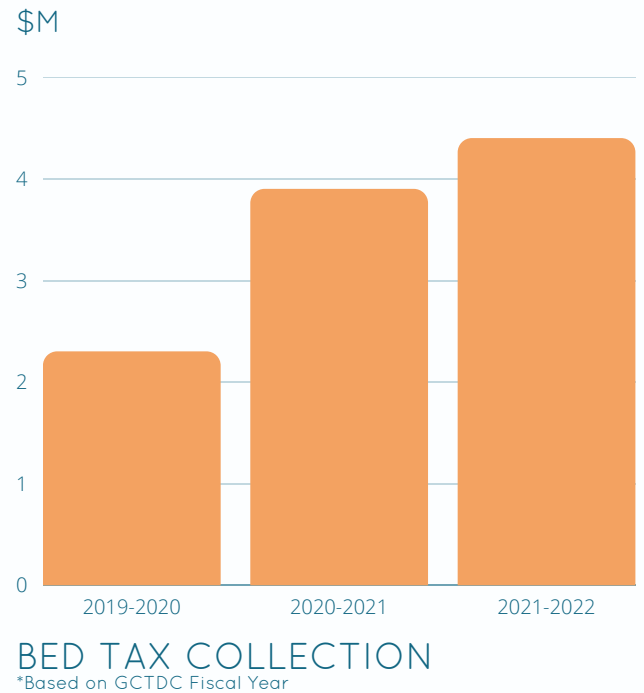
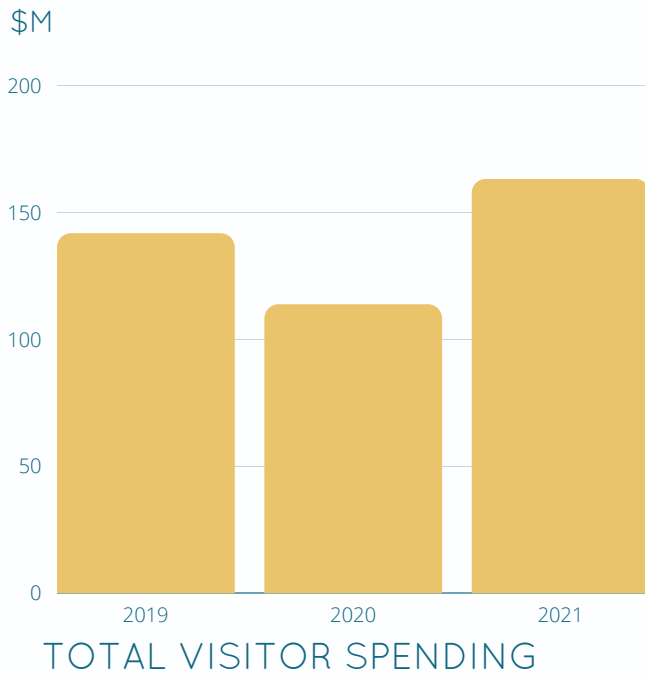
125%

Increase on
Winter Landing
Page

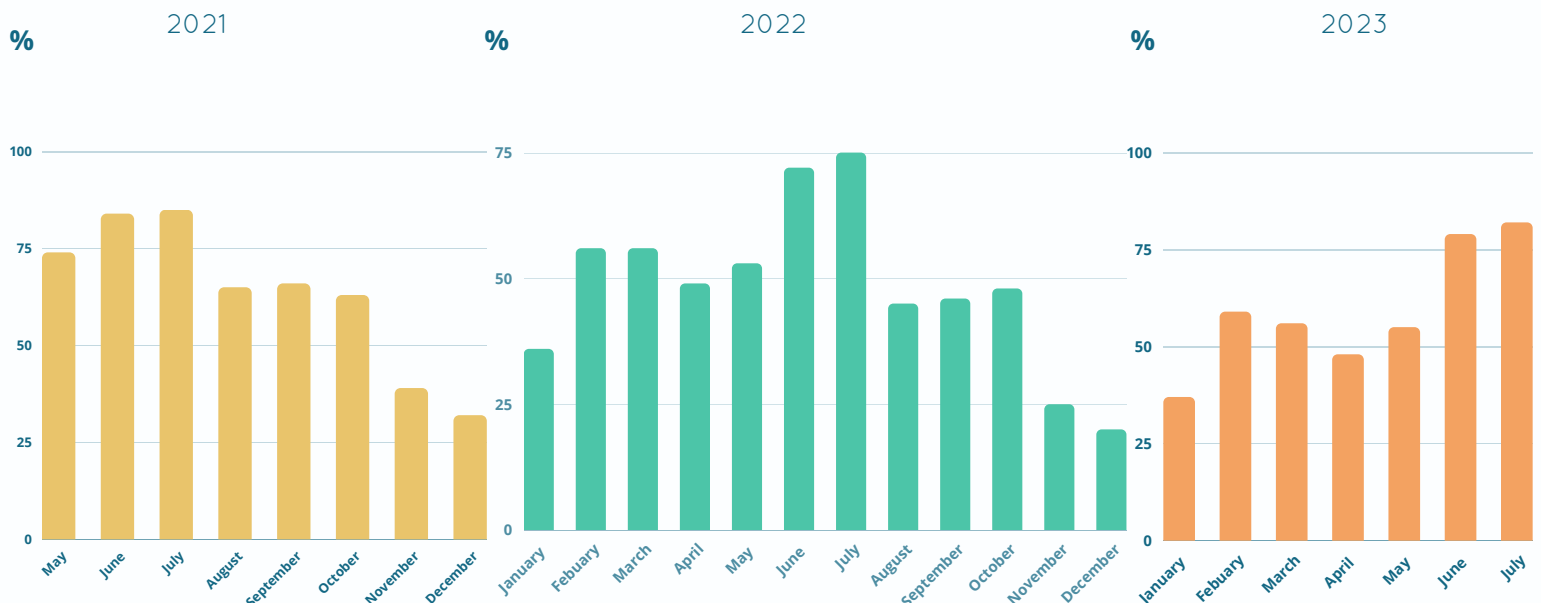
Public
Relations
Estimated
Total Value

\$199,145,956

Tourism Impact



GULF COUNTY PAID OCCUPANCY MAY 2021- JULY 2023





MARKETING APPROACH

Gulf County Brand

Wonder

The Soul of Gulf County



Gulf County Brand Character.

Nature is a major attraction and plays a dominant role in Gulf County. The abundant, unspoiled natural resources, underdeveloped commercial enterprises, and the lack of crowds create a peaceful, more laid-back environment, atmosphere, and personality for the area. The beaches and other natural attractions are unchanged, secluded, and more untamed than most places throughout the state. Nature is at home here where sustainability is a priority and preserving the things that such a natural environment offers are top of mind. Whether fishing, kayaking, beach combing, scalloping, swimming, hiking, or taking in an awe-inspiring sunset, the activities that appeal to visitors here are all deeply rooted in the natural assets and beauty so present and available in Gulf County.

As a more peaceful, laid-back alternative to the more heavily visited Florida tourist destinations, Gulf County is the perfect place to rest, relax, rejuvenate, and unwind. It's not the place to come for an exciting, high-energy vacation. But that's just fine and the way we like it because here, less is more.

Gulf County's quieter, easygoing ways put visitors immediately at ease. Without all the tourist attractions found at other Florida vacation destinations, people can't help but relax and slow down here, focus on what's most important, and be mesmerized by nature's magnificent transformative power, only to be found on these quiet, uncrowded shores.

The Gulf County TDC brand is designed to represent Gulf County in its truest form...an open place – both in spirit and geography. The open-ended waves balance nature and growth. It is active and genuine and nicely encourages visitors to be whoever they want to be when they are in Gulf County. You may be packed with stress, bills, traffic and worries where you live, but not in Gulf County. It demonstrates there is an adventure anywhere you go in Gulf County and wonder is right around the corner.



MARKETING APPROACH

Marketing Goals

1. Balance growth of tourism industry with local quality of life
2. Increase visitor spending in Gulf County
3. Deliver qualified leads to TDC and partners
4. Increase visitation to Gulf County
5. Acquire long-time, loyal visitors

Marketing Pyramid

When planning a marketing campaign, the GCTDC looks at these critical pillars. Using these pillars helps sustain the marketing goals.

**Target
the Right Kind
of Visitor.**

The Top Pillar is the Main Pillar to reach.

**Clear & Concise
Expectations
About
Destination**

**Connection to
our Wildlife,
Waters, and
Community.**

The Middle Pillars focus on how and what to communicate.

**Embody a
Sense of
Wonder**

**Use Nature as
A Guiding
Principle**

**Incorporate
Shared Values**

The Bottom Pillars focus on Our Mission Statement

Target Markets

Core

These markets are established visitors to Gulf County.

Atlanta
Birmingham
Tallahassee
Nashville
Dothan
Louisville

Opportunity

These markets are where we see the most opportunity for new visitors.

Orlando
Chicago
Dallas
Jacksonville
Tampa
Washington DC



Targeted Audiences

Family Adventure



Parents with children of any age. The kids may be in a traditional school or homeschool. Focusing on families who have an active lifestyle.

Multi-Parties



People who travel within a group setting. Most notably multigenerational or multifamily.

Culture Seeker



This group is an audience that favors cultural experiences from food, art, traditions, and more.

Campaign Strategy

Throughout the year, the in-house marketing team at the Gulf County TDC schedules several brand campaigns. The campaigns are based on our Pyramid & Target Audiences to ultimately complete the Marketing Goals.

Always On	This campaign focuses on Enewsletter and Visitor Guide sign ups through all audiences.
Holidays	Increase visitation to Gulf County during November & December. Focus on new and old traditions that can be transitioned to a Gulf County vacation.
Winter	Increase visitation to Gulf County January- March. Focus on warmer mild weather where outdoor activities can be enjoyed.
Spring	Increase visitation to Gulf County March-May. Focus on cultural, environmental, families, Spring Break, and educational experiences in Gulf County.
Summer	Awareness on Local Ordinances and Responsible Visitation May-July.
Fall	Increase visitation August-October. Focus on Fall Breaks, family getaways, culture experiences in Gulf County.
Parks	Awareness of on Gulf County Parks & Recreation.
Events	Awareness of on events hosted in Gulf County.

Social Media Content Calendar

	October	November	December	January	February	March
Social Content	Small Town, Big Sound	Gulf County Roots & Traditions	Vacation Home for the Holidays	Tips & Tricks for First Time Visitors	Thanks FUR the Memories (Pet Friendly Travel)	Life With Littles- Kid Friendly Activities & Fun

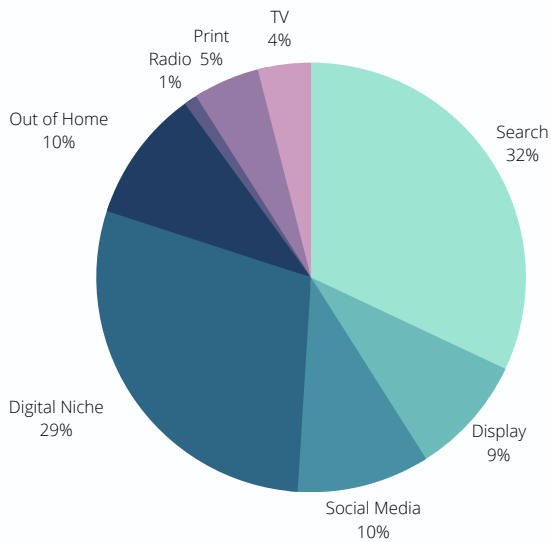
Paid Campaign Calendar

Campaign On

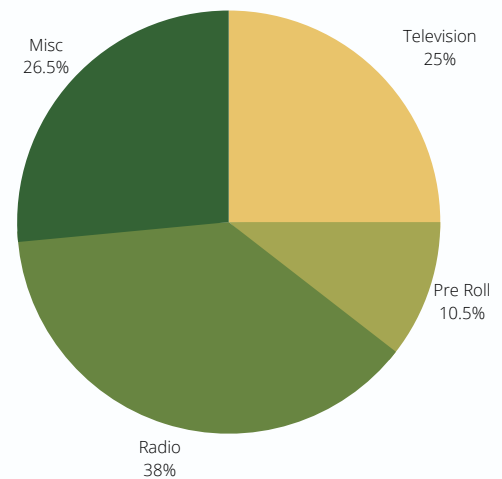
	October	November	December	January	February	March
Always On						
Holidays						
Winter						
Spring						
Summer						
Fall						
Parks						
Events						

Marketing Budget Allocations

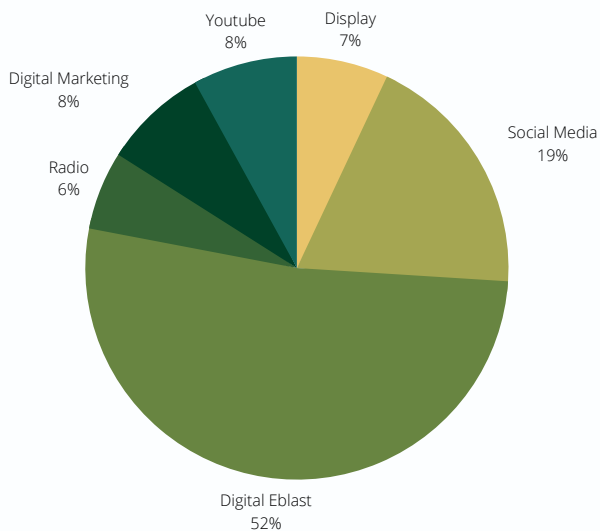
Brand & Always On Advertising



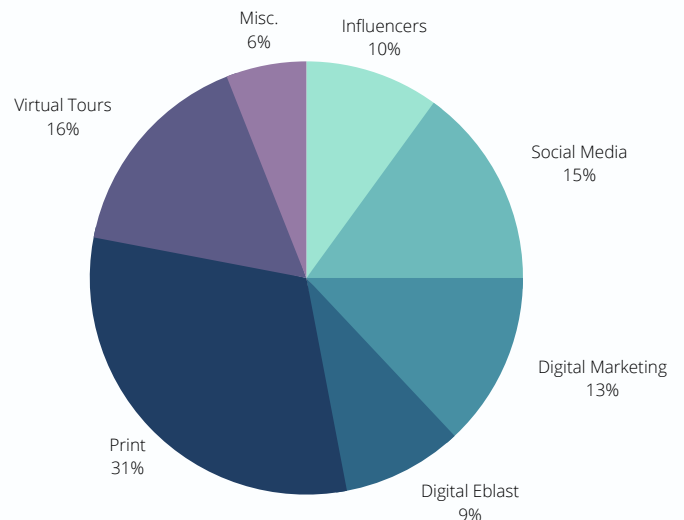
Summer- In Market Advertising



Event Advertising



Parks Advertising





MEDIA PLAN



Types of Media

Paid Media	<p>Paid media is the media exposure that the Gulf County TDC pays for on a space owned by another business or brand,</p> <p>Digital, Print, Broadcast, Out of Home, Blog Posts,</p>
Owned Media	<p>Material owned by Gulf County TDC,</p> <p>Blog Articles, Social Media Accounts, Photos, Videos,</p>
Earned Media	<p>Earned media is when a third party endorses the Gulf County TDC Brand. Typically the GCTDC has worked to secure the media.</p> <p>Original Stories, Articles & Blog Posts as a result of PR</p>
Shared Media	<p>Content that is created by another brand, media outlet, or individual and the Gulf County TDC uses it as a tool.</p> <p>Social Network Posts, Photos, Videos, Content</p>

Key Media Outlets

Paid

Paid Media Outlets change per campaign based on the best media buys for each message. The outlets below are key outlets that are utilized throughout all campaigns.



Owned

These are the channels that the Gulf County TDC owns and creates content to better help visitors, locals, and businesses.



[VISITGULF.COM](https://www.visitgulf.com)

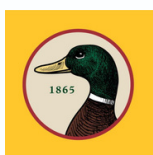
Earned

Working alongside a Public Relations Consultant, The Gulf County TDC creates Press Releases that are shared with print & digital publications. Below are some of the major outlets Gulf County featured in 2022-2023.

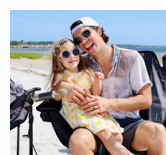


Shared

The Gulf County TDC uses Crowdrif to manage shared social media posts through Instagram and Facebook. Other shared media has resulted in un-hosted bloggers or influencers. Below are some brands we have not paid for, but shared content from Gulf County



Duck Head Apparel



John King Music

Key Performance Indicators

The KPIs below give the Gulf County TDC clarity on what campaigns are working appropriately and where new growth may be discovered.

Website

Time on Site

Pageviews

Engagement Rate

Interaction Rate

Campaigns

Click Thru Rate

Cost Per Click

Impressions

Interaction Rate

Booking

Occupancy

Average Daily Rate

Zip Code Score Card

Tourist Development Tax Collection





Thank you for reviewing the Gulf County TDC 2023-2024 Marketing Plan. If you have any further questions or would like to get more information, please reach out to the marketing team.



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