

The background of the top half of the page is a photograph of a historic lighthouse. A woman in a white tank top and blue shorts is standing on a balcony of the lighthouse, looking out over a beautiful beach and the ocean. The lighthouse has a white base and a dark upper section with a glass-enclosed lantern room. The beach is sandy with some greenery and trees in the foreground. The ocean is a deep blue with some white surf visible further out.

Marketing PLAN

— 2024-2025 —

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





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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.



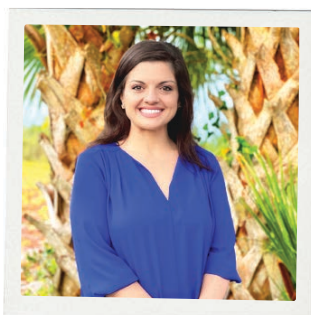
Silvia Williams
Executive Director



Mario Larry
Parks and Recreation
Director



Rebecca Holley
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Summer Johns
Marketing & Community
Relations Specialist



Julie Cambra
Business Manager

**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**



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.



Successes

2023-2024

OCT 2023- SEPT 2024

1

678 Tons

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

2

2023 Bronze Flagler Award

3rd Place in Rural County Marketing for the
Lose the Crowds, Find Yourself Campaign

3

280

Featured in Articles

4

Over 637K

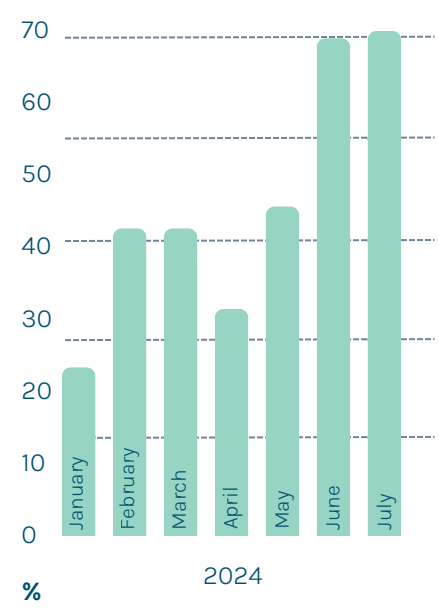
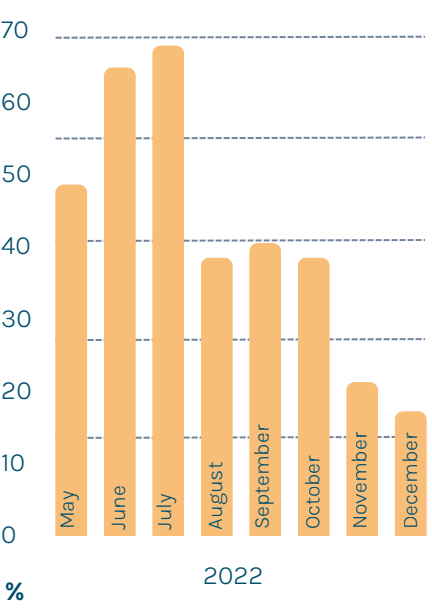
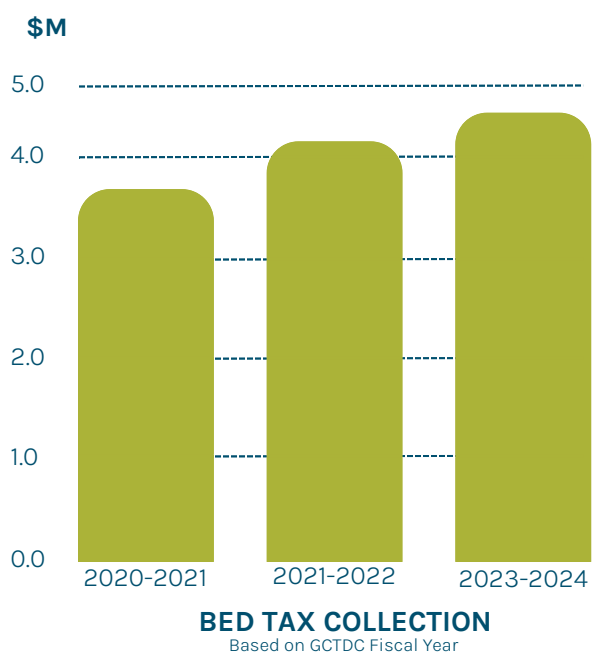
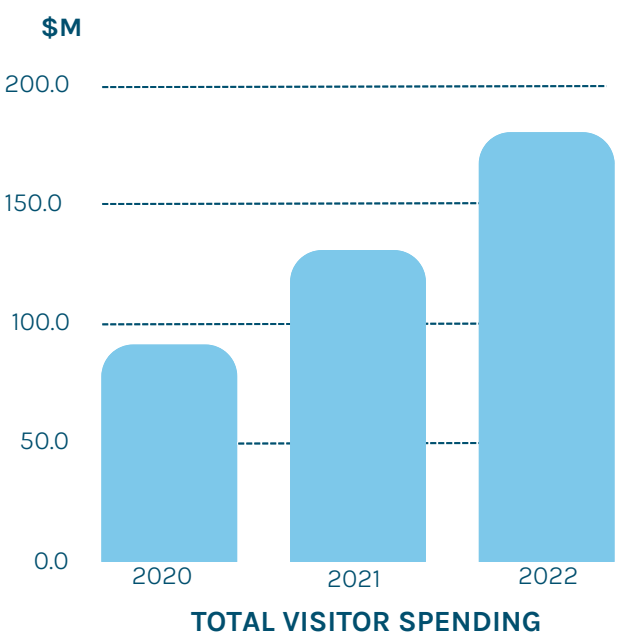
Sessions on VisitGulf.com

5

\$58,783,365

Public Relations Estimated Total Value

Tourism



GULF COUNTY PAID OCCUPANCY
MAY 2022- JULY 2024



Marketing
APPROACH _____



Wonder
The Soul of Gulf County

Gulf County **BRAND**

FLORIDA'S QUIET SHORES

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 laidback 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, beachcombing, 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, laidback 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.

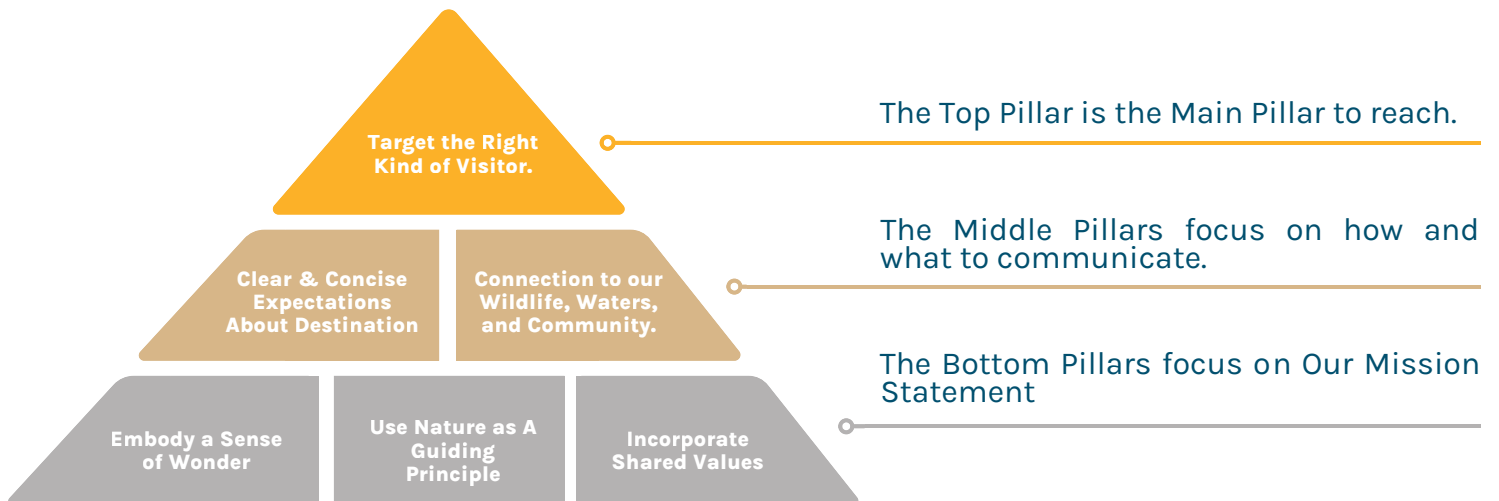
The Gulf County TDC brand is designed to represent Gulf County in its truest form...an open place - both in spirit and geography. The open-ended waves balance nature and growth. It is active and genuine and nicely encourages visitors to be whoever they want to be when they are in Gulf County. You may 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 GOALS

- Balance growth of tourism industry with local quality of life
- Increase visitor spending in Gulf County
- Deliver qualified leads to TDC and partners
- Increase visitation to Gulf County
- 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 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

Denver

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

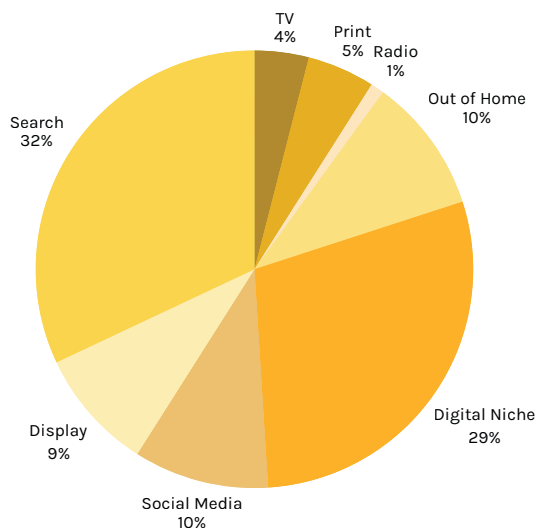
CALENDAR

Campaign On

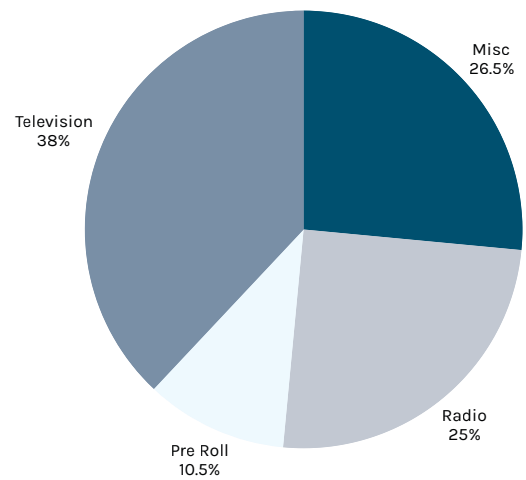
	October	November	December	January	February	March
Always On						
Holidays						
Winter						
Spring						
Summer						
Fall						
Parks						
Events						

Marketing BUDGET ALLOCATIONS

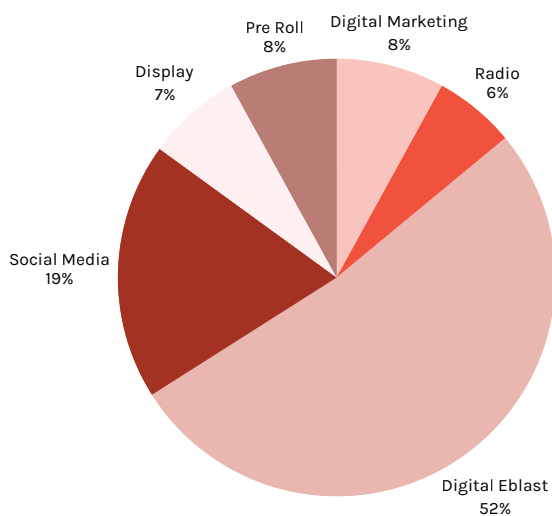
Brand & Always On Advertising



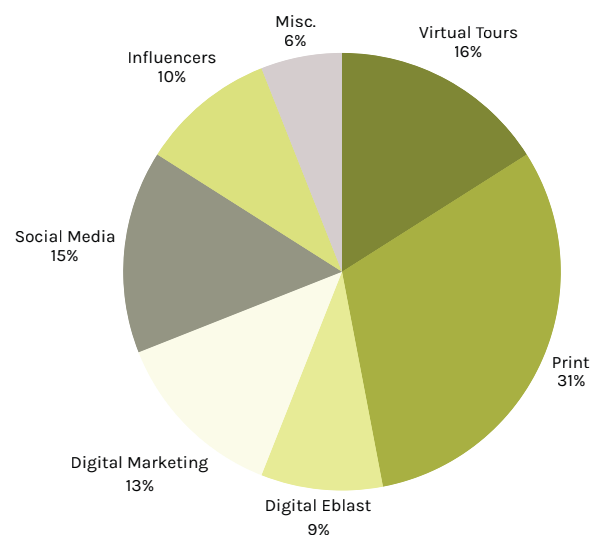
Summer- In Market Advertising



Event Advertising



Parks Advertising





Media **PLAN**

Types of MEDIA

Paid Media

Paid media is the media exposure that the Gulf County TDC pays for on a space owned by another business or brand, Digital, Print, Broadcast, Out of Home, Blog Posts,

Owned Media

Material owned by Gulf County TDC, Blog Articles, Social Media Accounts, Photos, Videos,

Earned Media

Earned media is when a third party endorses the Gulf County TDC Brand. Typically the GCTDC has worked to secure the media. Original Stories, Articles & Blog Posts as a result of PR

Shared Media

Content that is created by another brand, media outlet, or individual and the Gulf County TDC uses it as a tool. Social Network Posts, Photos, Videos, Content



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

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.



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.

Southern Living

yahoo!
finance

GARDEN & GUN

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

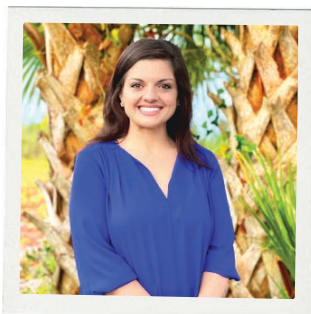
Zip Code Score Card

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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