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## *Drive Market Strategy*

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### **MARKETING**

#### *Paid Media*

In addition to all other national paid media strategies, we signed a partnership with Expedia as a lower funnel conversion strategy targeting our key drive markets. We will have display ads throughout their network of websites driving traffic to a landing page on Expedia that will include with Huntington Beach information, blogs, and hotel specials. This campaign kicks off March 13 and will run through the end of the fiscal year. In addition, we are expanding our focus on regional drive markets with additional digital media channel investments.

#### *Social Media*

We developed a targeted advertising campaign focused on specials and packages provided by our hotels, as well as weekend getaway opportunities targeting top cities in a 300-mile radius. These campaigns are currently running on our social media channels (Facebook, Twitter, Instagram, Pinterest) that target drive market cities.

#### *Search Engine Marketing*

We are deploying an SEM campaign with emphasis on drive market cities. We tailored messaging towards weekend getaways and hotel specials and packages.

#### *Website*

We are featuring hotel packages / specials and getaway blog content targeting our three brand pillars: laid back luxury, family travel and action sports travel.

### **PUBLIC RELATIONS**

VHB is working closely with our PR Agency, DCI, to continue outreach and pitching to editorial decision makers in our top drive markets. With DCI's offices based in Los Angeles, we are leveraging our regional relationships to push out story ideas on 'staycations,' weekend getaways and hotel packages.

We are also working on a digital influencer campaign with DCI to host a California-based blogger in the spring to showcase the ease of traveling to Huntington Beach.

## **GROUP SALES**

The VHB Group Sales team is increasing focus on regional “drive market” business, planning an increased local presence through regionalized sales calls in collaboration with HB Collection hotel partners.

In addition, our group sales marketing efforts are pivoting to incorporate a theme of messaging that Huntington Beach is still open for business and the place where our group guests can still “ride their own wave.” These marketing efforts will be amplified with the newly created destination video and digital assets that showcase Huntington Beach as Southern California’s premier meetings destination.

The sales team will remain committed to ensuring a strong brand voice in the meetings market, and continue to support and complement the sales and marketing efforts of our local hoteliers and businesses.

## **TRAVEL TRADE**

In addition to working with domestic OTAs, our travel trade team has expanded work in Western Canada as both a drive and direct flight market. Canada is now our top international focus as they have proven to be a consistent, stable international market for Huntington Beach. With a WestJet flight flying daily from Vancouver to John Wayne Airport, the Travel Trade department is working closely with WestJet on promotional activities. Staff will attend WestJet Expos in April and will be meeting with 1,200 agents. We also have a meeting at HQ with the WestJet Marketing team to discuss future promotional campaigns for shoulder and “spontaneous getaways,” and will be doing a takeover on their WestJet Expo digital assets.