

TRAVEL TACOMA + PIERCE COUNTY

2019 SALES + MARKETING PLAN





CORE FUNCTIONS

Travel Tacoma + Pierce County is the official destination marketing organization for Tacoma and Pierce County. Our mission is to build tourism in Pierce County through sales and marketing efforts. We also work with our community and stakeholders to develop the destination through events, infrastructure and attractions.

DESTINATION AWARENESS

Promote the region and generate interest and awareness for Tacoma + Pierce County as a destination through branded messages to targeted audiences.

FAMILIARIZATION TOURS

The best way to make top influencers connect with our destination and enthusiastic about it is to have them experience it first hand. That's why we bring travel media, social-media influencers, meeting planners and tour operators to Tacoma + Pierce County to touch, see, taste and experience all this destination has to offer.

DIRECT MARKETING

Direct marketing helps turn casual interest in the destination into a booked trip. This is done through attraction pass sales, search engine and social media marketing. The Travel Tacoma + Pierce County website provides comprehensive information for customers and is the core driver in our direct-marketing efforts.

VISITOR SERVICES

Influence visitor spending, regional visitor distribution and lengthen stays by providing visitors with a visitor center, recommendations, visitor guides, brochures, and maps of the region.

CONVENTION CENTER SALES

Proactively sell the Greater Tacoma Convention Center as a location for meetings, conventions and tradeshows to generate revenue, room nights and increased economic impact throughout the community. Goals will be achieved through advertising and marketing, proactively prospecting, tradeshow participation, industry memberships, networking, site visits, hosting client events, community relationships, sponsorships and partnering with other CVBs.

REGIONAL SALES

Proactively sell Pierce County as a destination for meetings and events, and generate leads for members and book business in the region. Through proactive sales calls, tradeshow participation, sponsorships, industry

DESTINATION DEVELOPMENT

Use research and on-the-ground experience to help develop events, attractions, hotels and unified brand positioning throughout the destination, keep the community informed and engaged about the destination's tourism health and positioning.

COMMUNITY PARTNERSHIP

Employ Promote 253 partnerships and marketing options to give businesses unique and powerful platforms to connect to visitors, and in turn generate community engagement that elevates the tourism industry.

PART OF TOURISM ON LOCAL, STATE AND NATIONAL LEVELS

Tremendous benefit to Travel Tacoma + Pierce County and the staff comes from being actively involved members in national, regional, state and local tourism industry organizations. These partnerships help Travel Tacoma leverage valuable community resources, and bring like-interests together for collaboration.

DESTINATIONS INTERNATIONAL

Provides an annual international tourism convention for a global perspective on the industry, ongoing access to resources and research, tailored conferences that focus on specific aspects of DMO departments, and the only accreditation program that sets industry specific standards for DMO governance and operations.

WASHINGTON TOURISM ALLIANCE

Established by industry stakeholders with the mission to advocate, promote, develop and sustain the economic well-being of the Washington tourism industry. WTA provides several products to serve members and the state's tourism industry, including the official travel and tourism website for the state of Washington, www.experiencewa.com, and the Official Washington State Visitors' Guide in partnership with the Washington Hospitality Association.

WA STATE DESTINATION MARKETING ORGANIZATIONS ASSOCIATION

An independent, non-profit trade association advocating tourism investment and promotion as economic development. The mission of the WSDMO is to enhance the awareness and influence of the tourism industry and to serve as the single unifying voice for all of Washington State's destination marketing organizations and tourism industry.

PIERCE COUNTY LODGING ASSOCIATION

A membership organization that represents Pierce County as the third largest hotel room community in the State of Washington. PCLA provides hoteliers and other industry members a regular forum to meet and discuss issues that affect the individual cities as well as the unincorporated areas of Pierce County.





BUILDING THE STORY OF PIERCE COUNTY: NORTHWEST UNFILTERED

Travel Tacoma continues use the community insights to grow the story of Pierce County through the Northwest Unfiltered lens. A destination of honest experiences, we tell the story of our main attractions through our Microregions and our county-wide guide to our cities. We've worked with the various regions and stakeholders throughout Pierce County to distill our county's tourism value proposition into an anthem that represents what visitors can expect when they arrive.



WE ARE THE NORTHWEST UNFILTERED

We create **honest experiences**. We construct cities with color—murals, sculptures and glass art.

We get **down to earth** with mountains, lakes, land and sea.

We embrace the unknown and **leap headfirst, fearlessly**.

We **test new flavors**, relish rhubarb, harness hops and make a splash with spirits.

We **cultivate community**. Our shared pride brings us together and sets us apart.

We **celebrate culture** over local brews, down the fairway and from the stage.

We live life with our **arms open**, welcoming others to be inspired by the natural beauty that invigorates us.

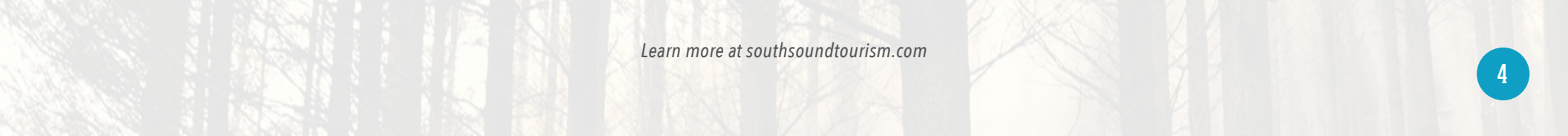
We mold **playgrounds for all**—from mountaineers to makers and those who pine for yesteryear.

We revere our industrial identity as we **nod to the future**.

We are **true** to our roots.

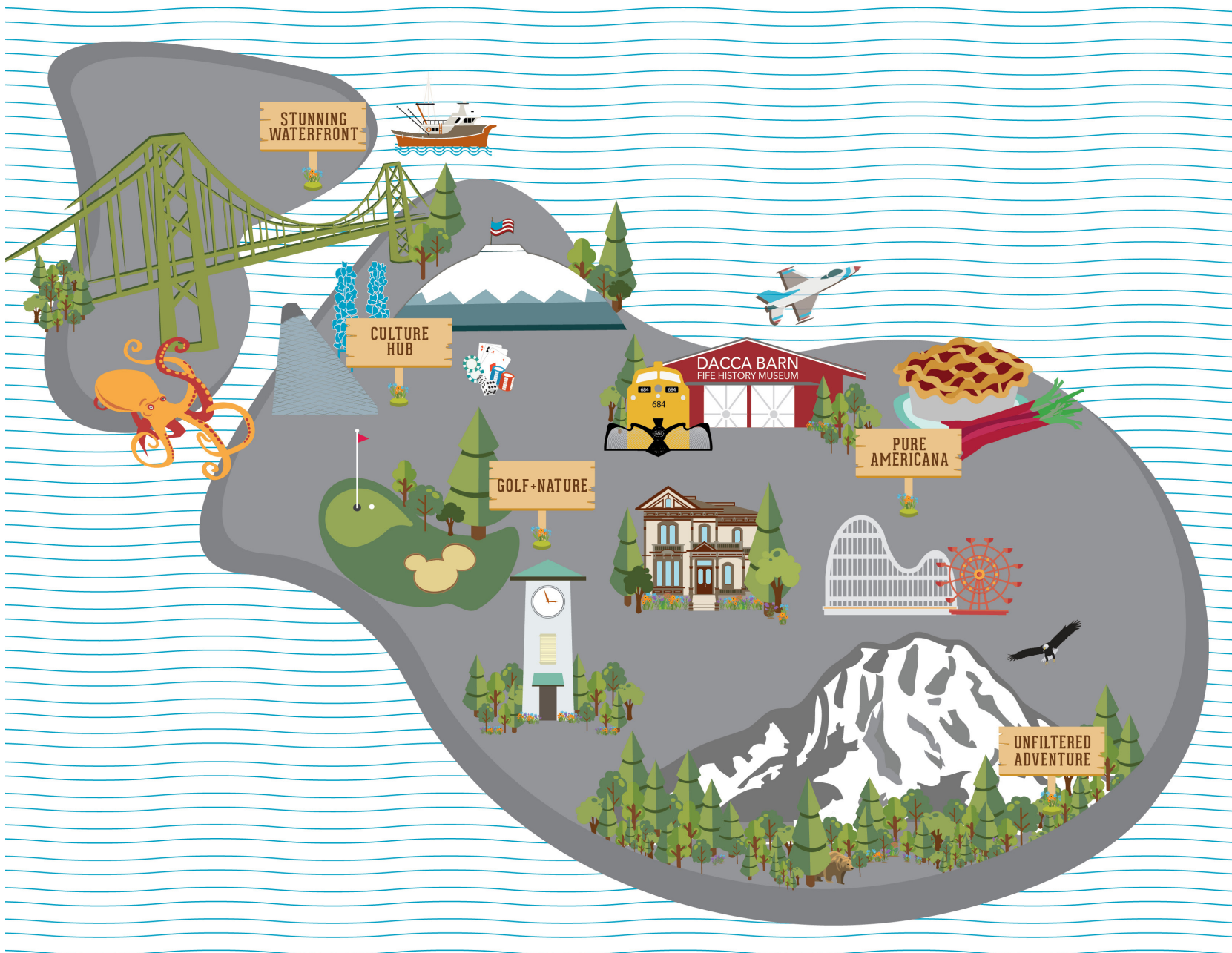
We are **explorers**. We are **storytellers**. We are **artists**.

We are the **Northwest unfiltered**.



Learn more at southsoundtourism.com

MICROREGIONS MAP



LEISURE TARGET AUDIENCE

DEPARTMENTS AND DEPARTMENT GOALS

Target audiences focus on the visitors to Pierce County. We reach these visitors directly, through our marketing and visitor services; and indirectly, through professionals in the meeting planning, tour operation, and travel writing fields.

GEO MARKETS:

Seattle, Yakima/Tri-Cities, Spokane, and Portland.



DREAM TRIPPER

- » 51-65 years old
- » HHI @ \$150K+
- » Couples traveling together; sometimes with friends
- » Lots of planning, includes tours and package options
- » 8+ trips per year, 2 big vacations & 6 getaways including visiting family
- » Not highly engaged in social media, loyal to associations
- » Desired Experience: Leisure and culture; storytelling



GO FOR IT FAMILY

- » 36-50 years old
- » HHI @ \$200K+
- » Kids are older and can engage at the parents' level
- » Mom makes decisions
- » 7+ trips per year, 2 big vacations and 5 getaways
- » Lots of travel centered on activities
- » Unique experiences, higher-end activities, creating memories matters most
- » Desired Experience: Leisure, culture, and adventure; excitement



ADVENTURE SEEKER

- » 25-35 years old
- » Moving up in their career
- » No family or very young family
- » HHI @ 100K+
- » 6+ trips per year, 2-3 trips around authentic experiences
- » Frequently travels with other individual travelers
- » Active on social media, spends time and money on interests
- » Desired Experience: Culture and adventure; motivation

CONVENTION + CONVENTION ATTENDEES



MEETING PLANNER PROFESSIONAL

- » Association, corporate, government
- » Seeking full service inclusive destinations
- » Per Diem needs
- » Easily accessible and affordable
- » Focus on experiences, and pre/post activities



WEDDING PLANNER

- » Not professional planners, typically the bride
- » Personally invested
- » Seeking high value with unique experience
- » Easy transportation and parking
- » Utilizes a number of event service providers and is looking for convenience
- » Expects very personalized service
- » Word of mouth and social media is a resource



EDUCATIONAL PROFESSIONAL

- » Per Diem needs
- » Budget - conscious
- » Primarily female audience
- » Seeks safe and accessible locations

The image shows a modern architectural interior. A large, multi-level staircase with dark steps and metal railings is the central focus. The staircase is set against a wall of large glass panels. Overlaid on the glass is a topographic map of a mountainous region, with labels such as 'RAINIER', 'GLACIER', 'Cowlitz Park', and 'Wahluke Falls'. A person is walking down the stairs, their figure silhouetted against the bright light coming through the glass. The overall atmosphere is clean, modern, and professional.

[CONVENTION + MEETINGS]



CONVENTION AND MEETING SALES

KEY SALES STRATEGIES

- » Commit to the Destinations International mandatory standards for destination sales services and organization reaccreditation.
- » Leverage destination and convention center awareness through the leading global event venue directory [Cvent] and web planning. The destination will brand itself through national, regional and state banner ads and the convention center will brand itself through Seattle/Tacoma preferred placement to drive opportunity from third party, independent and organization planners.
- » Partnerships to increase destination awareness to leading trade associations, societies and volunteer organizations through four elements: connections, tradeshow, advertising & marketing, sponsorship and membership opportunities.
- » Promote destination and convention center at industry events, tradeshow and conferences to generate leads, and build contacts to increase opportunities to book business.
- » Increase customer “touches” with local and destination sales calls, client events, site inspections, familiarization tours, promotions, social media and interactive engagements to keep the destination and convention center at front of mind with planners.
- » Engage in industry memberships to build rapport, develop strong relationships with planners, industry partners for referral opportunities and build destination and convention center awareness.
- » Participate on outbound industry sponsorships to increase awareness of destination and convention center, sales team and dedication to meetings and events.

| CONVENTION + MEETINGS | 2014 | 2015 | 2016 | 2017 | 2018 as of Dec 1. | 2019 Goals |
|---------------------------------|-------------|--------------|--------------|--------------|-------------------|------------|
| Booked (Contracted) room nights | 24,914 | 22,710 | 24,312 | 34,176 | 21,579 | 19,000 |
| Events with no room nights | 7 | 23 | 25 | 29 | 16 | 15 |
| Estimated Economic Impact | \$9,175,963 | \$12,200,725 | \$26,100,276 | \$28,900,000 | \$18,100,106 | NA |

CORPORATE PARTNERSHIPS + INDUSTRY MEMBERSHIPS + SPONSORSHIP EVENTS

Commitment to the community, industry and members creates a business network designed to increase sales effectiveness. Industry memberships increase knowledge of industry issues, best practices, relationships, prospecting, referrals, etc.

MARKETING FOR MEETINGS + EVENTS

In addition to informing others of Tacoma and Pierce County and the convention center; the marketing budget is being used multi-dimensionally to gain interest in the destination and, increase sales and profitability. Campaigns [online and print] will continue to be leveraged by investments in research, industry associations, familiarization tours, client events, sales calls, tradeshow, conferences, site visits, relationship development, etc. to support the scope of work and benchmarks. Here are a few highlights:

- » American Society of Association Executives [ASAE] – corporate partnership
- » Meetings Professionals International [MPI]
- » Pierce County Chamber of Commerce
- » Reunion Friendly Network
- » Society of Government Meeting Planners [SGMP]
- » Washington and Capital Chapters of Professional Convention Management Association [PCMA]
- » Your Military Reunion Connection [YMRC]

CONNECT – CORPORATE PARTNERSHIP

- » Industry sponsorships + destination promotional opportunities
- » Online Destination and Event Venue Directories
- » Cvent – Tacoma (1 Diamond Package) + Convention Center (2 Diamond Package)
- » EmpowerMint – Tacoma
- » Meetings + Convention Advertising [Print/Digital/Video]

ASAE

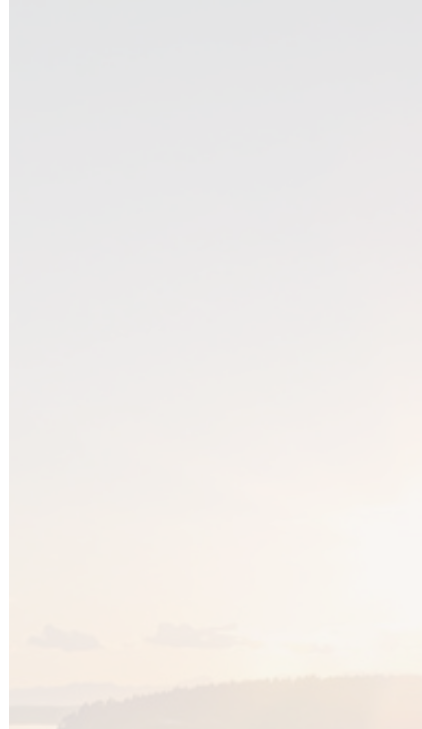
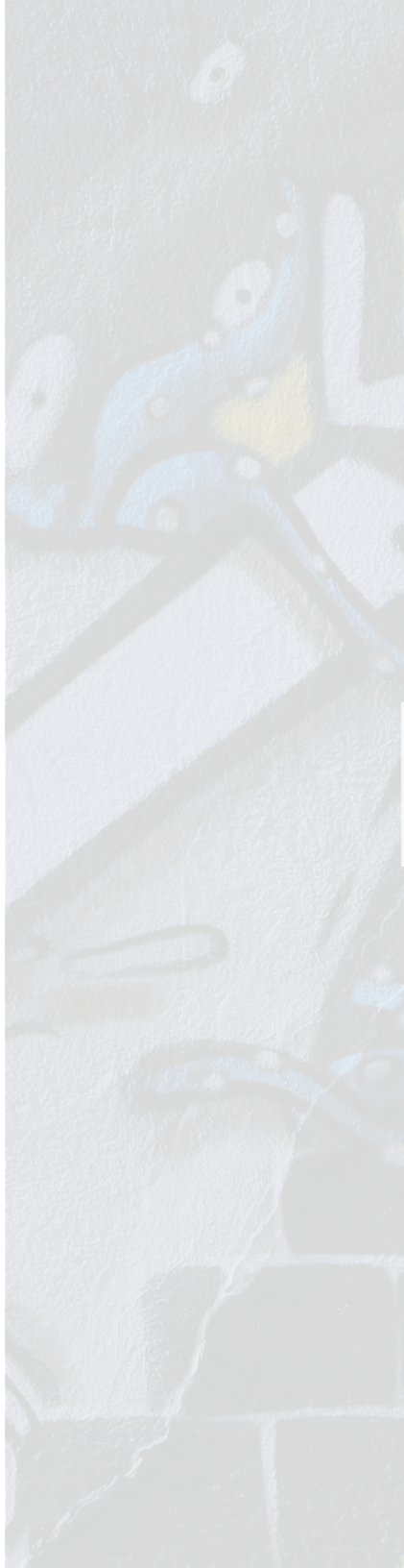
ASAE represents more than 21,000 association executives and industry partners in nearly 50 countries around the world. These events are annual conferences with tradeshow components generating opportunities for destination exposure and business opportunities.

CVENT

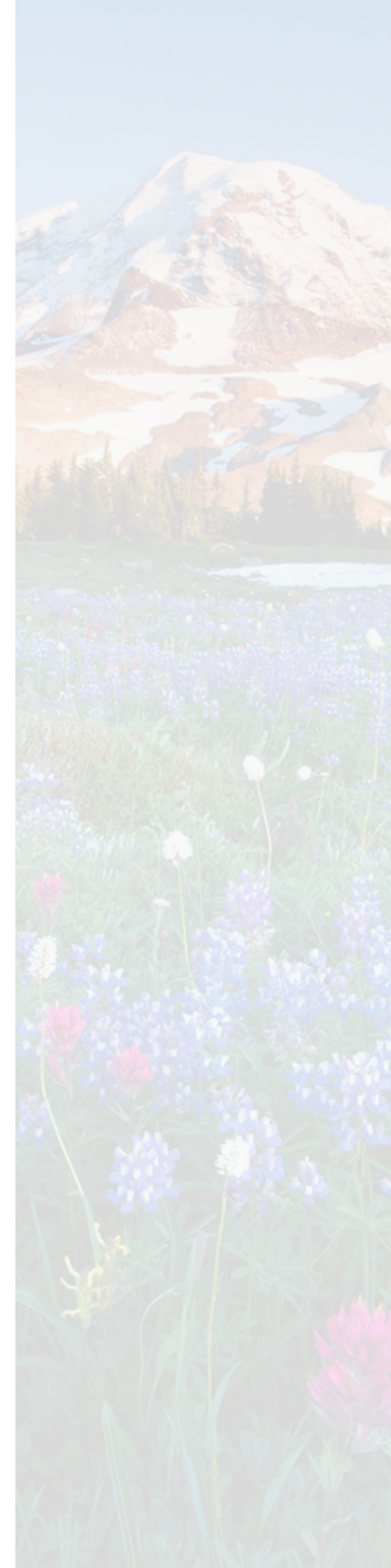
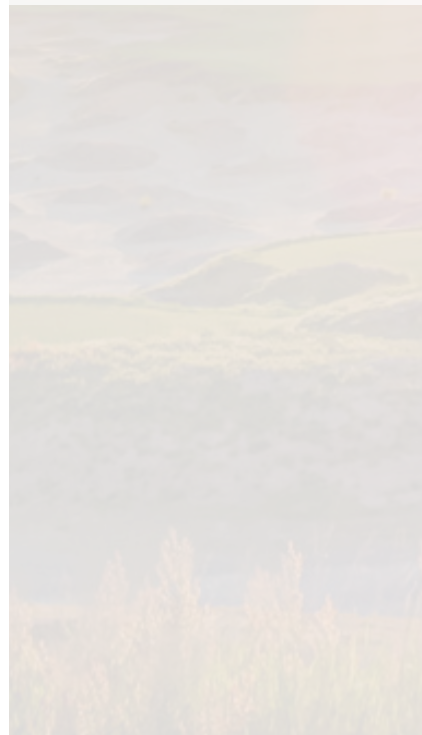
- » Travel Tacoma + Pierce County
- » Visit Seattle Meeting Planner Guides
- » Convention Center Listing
- » Other Key Market Advertising Opportunities (to be determined), etc.
- » Smart Meetings (print + digital)
- » Market Tradeshow [wedding shows, reunion, military shows, etc.]
- » Facebook
- » Client site visits/familiarization tours/sales appointments, etc.
- » Outbound client development [destination presentations/ sales calls/DC +Chicago client event/etc.]

**MPI CASCADIA
WSAE ANNUAL CONFERENCE
CVENT CONNECT**





[LEISURE]



LEISURE

Key Strategies to deliver room nights to Pierce County:

TOUR AND TRAVEL

Work with professional tour operators and travel retailers to secure room-nights and ongoing group travel business for Pierce County. Travel Tacoma works with traditional tour operators, as well as retail tour packages to sell Pierce County hotels.

- » International Association of Golf Tour Operators – North American Convention. One on One appointments with golf domestic and international tour operators booking business in the Pacific Northwest.
- » National Travel Association – Professional tour operators and tour retails, Travel Tacoma joins other state partners to participate and promote Washington in the international event.
- » Spotlight on the Northwest – a convention of mostly domestic tour operators with boutique tours and client lists.

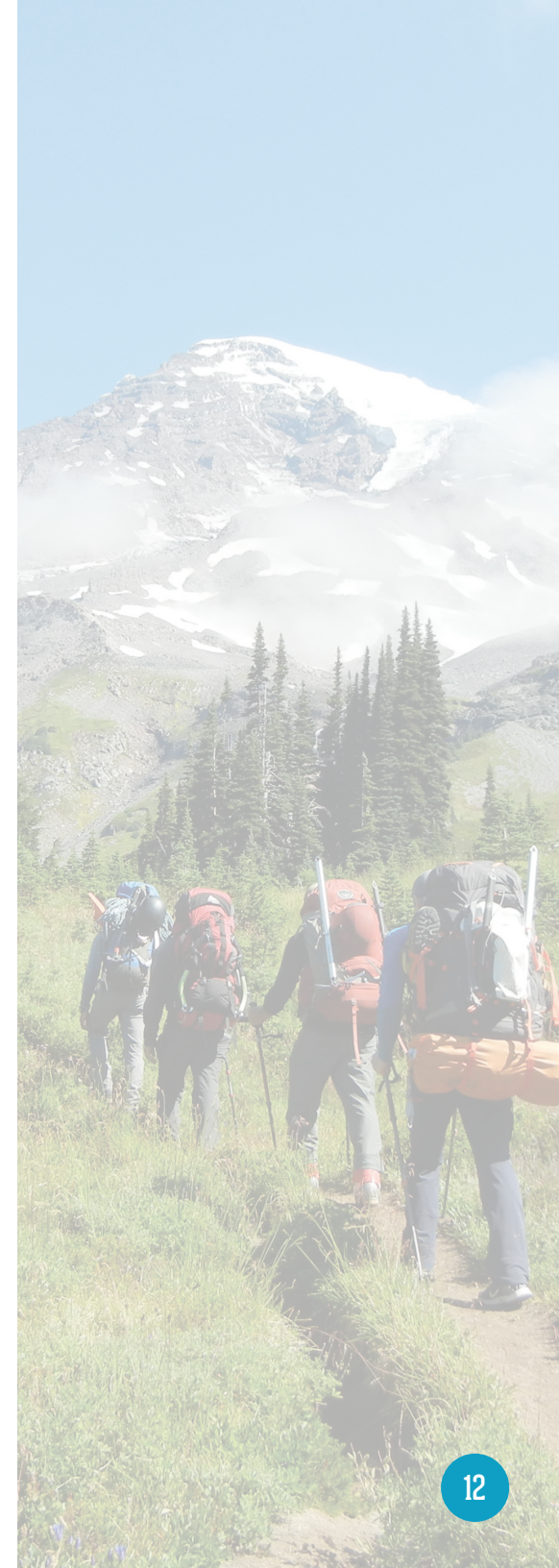
TRAVEL WRITERS

Pitch and host travel writers to produce and print two-to-three-day itinerary travel pieces on Pierce County as well as promoting the Pierce County attraction pass.

KEY ACTIVITIES:

- » Pitch travel media in select markets about major tourism news in Pierce County. Expected stories include:
- » The opening of the TAM's Benaroya Wing (January 2019)
- » The opening of McMenamins Elks Lodge (April 2019)
- » The launch of the Pierce County Attraction Pass (spring 2019)
- » The opening of Wilson Way at Point Defiance (spring 2019)
- » The Great Race (June 2019)
- » Conduct one hosted media FAM with participants from geographical target markets. Pierce County regions to be covered on the tour include Mount Rainier, Tacoma, Sumner and Puyallup.
- » Partner with other Washington State destinations to conduct a media blitz in a to-be-determined target media market.

| LEISURE | 2014 | 2015 | 2016 | 2017 | 2018 as of Dec 1. | 2019 Goals |
|------------------------|--------|---------|---------|---------|-------------------|------------|
| New Website visitors | 42,164 | 112,708 | 200,175 | 326,266 | 379,167 | 200,000 |
| Influenced Articles | 203 | 199 | 207 | 972 | 381 | 200 |
| Social Media followers | 6,599 | 9,735 | 17,372 | 23,524 | 29,588 | 39,000 |





INDIVIDUAL LEISURE

According the latest Visitor Study, 80% of Pierce County visitors come for vacation and personal purposes. Travel Tacoma works to attract visitors through advertising programs, and build relationships through opt-in campaigns and compelling content in newsletter and social media. The content helps drive overnight bookings through book direct, a new booking engine for traveltacoma.com

ATTRACTION PASS - In 2019, Travel Tacoma will work on developing a multi-day attraction pass for Pierce County visitors. Travel Tacoma plans to launch the pass in early summer. Travel Tacoma will work to recruit attractions, restaurants, tours and other visitor facing businesses to participate. Allowing for maximum flexibility in pass management and maintenance. The passes will be designed as multi-day attraction passes to drive leisure overnights.

TRIPADVISOR - TripAdvisor remains the #1 site for travel planning and is a powerful tool for hotel bookings. Travel Tacoma sponsors pages representing major cities in our county – and starting this year, Mount Rainier. In addition to the sponsored pages, and content, Travel Tacoma advertises overnights in Pierce County to travelers researching Washington state vacations.

BUSINESS AND HOTEL REFERRALS - Travel Tacoma uses its platforms to reach visitors and get those visitors into the doors of Pierce County businesses. We will continue to increase the number of these referrals by optimizing our content and website structure. In 2018, there were more than 100,000 business listings views on traveltacoma.com, up 32% from the year prior.

NEWSLETTERS - Travel Tacoma continues to use proper GDPR appropriate methods to grow its opt-in database of future visitors and meeting planners to inspire and motivate overnight stays.

GOOGLE - Google has become a powerhouse in the travel industry. This year its travel guides have increased in popularity, giving hefty competition to both TripAdvisor- and destination websites worldwide. Travel Tacoma uses its unique influence and access to work with this channel for the benefit of the county's tourism-facing businesses. Google posts give us access to searchers, and paid ads reach a wider audience. Maintaining strong content and SEO gives Travel Tacoma a presence on google, and it frequently uses our content in the Google "Answer box."

SOCIAL MEDIA - Travel Tacoma will continue to grow social followings through content development and advertising. The focus is on Facebook and Instagram. In addition, Travel Tacoma is working to create more searchable content on important platforms like Pinterest and YouTube. Travel Tacoma also maintains a presence on Twitter and LinkedIn for a business audience.

EVENT MARKETING

The Great Race - The Great Race is annual vintage car race across the United States. This year, the timed race will travel from Richmond, California to cross the finish line in Tacoma. This event brings 250 racers and 10,000 spectators. Travel Tacoma and Pierce County is the primary local sponsor of this event. The main events will take place in Pierce County June 29 and 30, and will impact Tacoma and surrounding unincorporated Pierce County.

STRUCTURE TO SUPPORT OUR TOP PRIORITIES

EXECUTIVE + ADMINISTRATIVE

- » President + CEO
- » Office Administrator
- » Finance + Benefits

PRIORITIES: Financial and organizational stability; Board relations; community relations; partnership development; collaboration; alternative revenue generation

MARKETING, COMMUNICATIONS + VISITOR SERVICES

- » Vice President
- » Senior Communications Manager
- » Marketing Manager
- » Visitor Services Manager
- » Seasonal Visitor Experience Coordinator

STRATEGIC PARTNERS

- » Contract: Media Relations Support
- » Contract: Website development
- » Contract: Visitor Guide and Meeting Planner Guide Production

PRIORITIES: Increase overnight stays from leisure visitors to drive economic impact.

SALES + SERVICING

- » Vice President
- » Convention Center Sales Manager
- » Convention Center Sales Manager
- » Convention Center Sales Manager - Short Term
- » Regional Sales Manager
- » Regional Sales Manager
- » Conference Servicing

PRIORITIES: Generate economic impact through sales activities that provide a consistent return on investment for funders by delivering

