



MEMORANDUM

Date: Tuesday, March 26, 2013
To: Marketing Committee
Cc: Valley Forge Convention and Visitors Bureau Board of Directors
From: Mark Zimmerman, Senior Vice President of Sales and Marketing
Subject: Marketing Committee Meeting Minutes

Thank you to everyone for your participation in our Wednesday, March 20, 2013, Marketing Committee meeting; we appreciate your time and comments.

Members Present: Eric Goldstein, Lisa Karl, Nicole Ream, Kathy Smith, Pat Weldon, Jim Cohn, Lee Leung, Lynn Mathews, Jennifer Reese, Renee Simons, James Wiley, Jim Creed, Daria Fink

Ad Agency Present: Joe Tamney, Maggie Atkins

Staff Present: Paul Decker, Mark Zimmerman, David Bradley, Tom Haberland, Kenneth Chen

Agenda: Agenda was introduced starting with introductions of individual committee members

Mission Statement/Statement of Purpose: The purpose of the Marketing Committee of the Valley Forge Convention and Visitors Bureau, representing elements of the Bureau's membership and customer bases, is to advise the Board of Directors on matters of the Bureau's sales and marketing efforts to increase awareness of Montgomery County's considerable meetings, convention and group tour product among appropriate trade audiences, and its attractiveness to domestic and international consumer travelers, and to generate increased business from those audiences.

The committee shall occasionally and, as needed:

Assess staff marketing efforts and programs;
Recommend marketing efforts to serve members' needs;
Assist in the selection of businesses providing professional marketing counsel to and marketing, advertising and communications services for the Bureau.

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Task at Hand: It was introduced that this committee will meet on a quarterly basis and serve in an advisory role to the sales/marketing staff of the Bureau as well as the Board of Directors.

Current Fiscal Year Positioning: A high-level overview of the current marketing initiatives for Consumer, Convention Sales, Tourism Social Media and International was introduced and reviewed. Overall, the committee felt good about the direction that was being taken as well as the significant number of individual initiatives fiscal year to date. Additionally, a presentation was made highlighting possible “future” marketing initiatives.

Current Fiscal Year Results: An overview of the results the marketing initiatives have produced, in both the Convention and Tourism segment, was reviewed.

Montgomery County Calendar Year 2012 Hotel Results: A comparison of key hotel measurement statistics, occupancy, average daily rate and revenue per available room for the last three years was reviewed.

STAR: Smith Travel Research, a nationally recognized organization that tracks and reports on hotel trends, released its forecast for the remainder of 2013 and 2014. This was shared with the committee to provide an insight into future trends.

	2013 Forecast % of change vs. Prior Year	2014 Forecast % of change vs. Prior Year
Supply	1.0%	1.5%
Demand	1.8%	2.8%
Occupancy	0.8%	1.3%
Average Daily Rate	4.9%	4.6%
Revenue Per Available Room	5.7%	6.0%

Feedback:

Pat Weldon likes cohesion of all our messaging opportunities; she feels our plans are in synch with her hotel and brand. Pat would like to see a greater lead time for co-op advertising.

Kathy Smith likes the flexibility in our marketing initiatives.

Lynne Mathews feels the “Show Me Your Badge” program really works; it keeps the show producers more informed of area amenities. Lynne inquired as to how we track and evaluate our marketing efforts; this is important to ensure our marketing is cost effective.

Eric Goldstein suggested we include more SO ME icons on all marketing initiatives, pre-show mailers, etc. Eric also commented on the possibility of investigating the use of Digital Bulletin Boards.

Lisa Karl recommended more packages to drive the weekend leisure market.

Daria Fink inquired as to if there is a sense of “delivery of good service” to visitors

Jim Cohn inquired if there is a negative effect if we have too many URL identifiers.

General: It was suggested that hotels consider pre-visit emails in order to share with visitor's general information about Montgomery County. Additionally, it was suggested that we continue determining our best areas for results, not trying to "attack" all opportunities.

Next Meeting: 8:30am-10:00am, Wednesday, June 12, 2013, location TBD