**Outline for Preparing a Detailed Tourism Marketing Plan**

**I. Goals and Objectives**

1. Identify measurable short and long term marketing goals

1) Increase visitors

2) Increase overnight stays

3) Increase tourism expenditures

B. Identify how you will know these goals/objectives are successful

II. **Targets and Markets**

1. Identify targets

1. Leisure traveler

2. Group tour planner

3. Business travel planner

4. Sporting event planner

1. Identify markets

1. Geographic (by geographic location)

2. Demographics (by characteristics and statistics)

3. Psychographics (by psychological characterization)

4. Lifestyle (by manner of living)

5. Special interest (examples: history, culture, art, culinary, etc.)

1. Select marketing types
2. Advertising: Print, Radio, Television

2. Branding

3. Digital marketing: Mobile, Social Media, SEM

3. Direct marketing

4. Public relations

5. Personal sales

6. Sales promotion

**III. Action Plan**

1. Develop timeline & marketing schedule
2. Develop detailed action plan

1. Precisely describe the task

2. Show timetable for completion of each task

3. Indicated who is responsible for each task

4. Budget all task expenses

**IV. Develop performance measures**

1. Determine how to measure
   1. Inquiries
   2. Visitors
   3. Economic impact
   4. Return on investment
   5. Effectiveness
   6. Editorial coverage
   7. Others
2. Determine how to measure
   1. Inquiry and cost per inquiry tracking
   2. Tax data tracking
   3. Conversion study
   4. Ad effectiveness study
   5. Other measurements