

FY11 Marketing Plan

Missouri Division of Tourism



Chapter 620 of the Missouri Revised Statutes provides for the establishment of the Missouri Tourism Commission and the Missouri Division of Tourism (MDT). The statute charges the Division with creating a “program for the promotion of tourism in Missouri.”

With the establishment of the tourism supplemental revenue fund, generating revenue for the state of Missouri in the 17 tourism-related standard industrial code (SIC) categories became the overarching goal of the division. All efforts of MDT can be summed up by the saying, “more visitors, staying longer and spending more.”

In the fall of 2010, the staff of the Missouri Division of Tourism participated in a series of strategic planning sessions to review the current position of the tourism industry in Missouri and set the direction for the tourism marketing outreach efforts going forward. The existing vision and mission statements were retained.

Vision ***“To lead Missouri in becoming one of America’s most memorable tourist destinations.”***

Mission ***“To market tourism and increase revenue each year for the state of Missouri.***

With those positions in place, a strategic plan was developed that identified three goals:

Goal one ***“Position the State to compete more effectively for travel and tourism market share during the next decade.”***

Goal two ***“Expand the Division’s outreach to and leadership of the Missouri Tourism industry.”***

Goal three ***“Enhance the effectiveness of the Division of Tourism.”***

This plan was developed during a time of transition when the advertising agency contract was up for bid, and MDT’s budget was uncertain, which limits the amount of long-range planning that can be implemented.

This marketing plan outlines how the Division will execute these goals throughout its programs through the end of fiscal year 2011 (June 30, 2011).

Budget

Fiscal year 2011’s overall budget for MDT is \$13,422,576. Of that, the division is expending \$10,199,853, or 78.3 percent on marketing the state, and using \$2,820,046 (21.7 percent) for operating expenses, including staffing the seven welcome centers at key entry points to the state.

GOAL ONE: “Position the State to compete more effectively for travel and tourism market share during the next decade.”

COMMUNICATIONS

Explore new avenues to pitch print media, create more interaction with journalists and generate new stories.

Redesign News Bureau site to be more comprehensive and searchable and more SEO or organic search friendly.

Continue to develop VisitMO.com to enhance usability and online presence, and to incorporate more use of “new media.”

Unite the identities of Facebook, VisitMOBistro, and VisitMO.com.

Build relationships with bloggers and freelancer writers.

Execute media mission trips, to inform third party writers about Missouri vacation opportunities

Investigate markets outside of the primary target markets to find additional markets to promote Missouri.

Enhance YouTube video library.

Investigate viral media campaigns.

Incorporate video logs (vlogs) into VisitMOBistro, YouTube and possibly VisitMO.com

Increase frequency of notifications of social media competition.

Enhance Flickr photo library and utilize tags and galleries to provide greater opportunities for sharing.

COOPERATIVE MARKETING

Encourage industry partners to invest in the markets and media that research has shown to be the most appropriate for the Missouri visitor and provide the best return on our mutual investments.

Support qualified research-driven projects that are designed to meet MDT goals.

Approve projects that target an average of 75 percent or more in out-of-state marketing.

Implement Civil War 150 Promotion program.

DOMESTIC MARKETING

Develop marketing and communication strategies that target **niche** market segments at lower costs than the general market advertising. Those markets include:

African Americans – DMAs in Missouri and the eight surrounding states that over-index for African Americans will receive targeted media support.

Civil War enthusiasts – Focus on highly targeted publications that cover Civil War content, capitalizing on the events surrounding the 150th anniversary.

Outdoor enthusiasts – Purchase outdoor-themed websites to promote the wide range of outdoor attractions and activities that Missouri has to offer.

Continue to cultivate outdoor travelers through the efforts of Scott Pauley, outdoor public relations specialist, who represents MDT at fishing tournaments and other venues.

Continue to monitor share of voice in each of the target markets, in order to achieve and maintain a top three share-of-voice position among competitors.

Identify cost savings opportunities that would allow for heavier market saturation.

Continue to leverage the state in its entirety at every media level possible through the co-op Media Exchange, resulting in additional revenue for the state.

Continue to investigate opportunities by which Missouri tourism “real estate” (email blasts, photography, VisitMO.com, etc) can be sold to industry partners as a way to generate revenue for the division.

Execute a partnership promotion with McDonald’s restaurants, which provides the capability to drive incremental tourism revenues throughout the peak summer period.

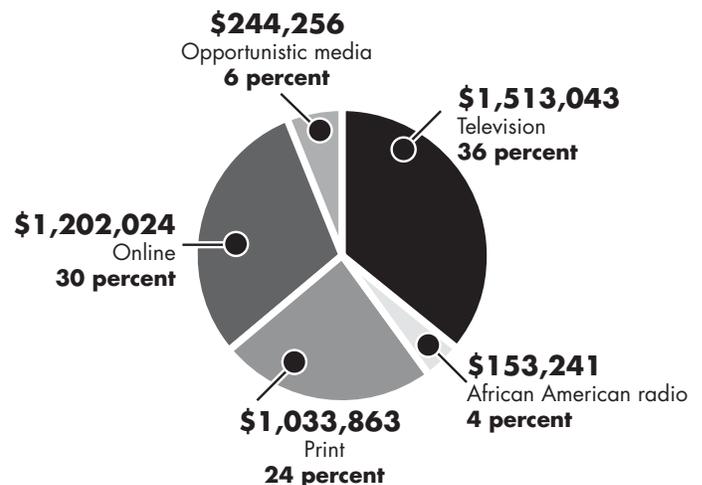
Update creative as needed, to adjust to and capitalize on market and travel trends.

Continue to monitor market and travel trends in order to develop creative that is effective in resonating with consumers, and ultimately motivating them to travel to Missouri.

Continue to pursue quality photo and video assets to use in marketing and promotion of Missouri as a tourist destination.

Place integrated and targeted media in our identified markets.

Markets by Media Type



GOAL ONE: “Position the State to compete more effectively for travel and tourism market share during the next decade.”

Deploy a research-based blend of advertising elements to promote Missouri Tourism.

Market to target audiences:

- Female travel decision-makers
- Baby Boomers
- Young Families

Concentrate media scheduling during peak travel times, with the majority of activity running in the spring and summer. Explore opportunities to reach travelers during shoulder and holiday seasons.

Continue successful Customer Relationship Program that delivers targeted emails according to visitor’s demographic profile and area of travel interest.

Monitor the click-thru and view rates of each eblast in order to optimize the content and the times of year they are sent.

Identify and investigate new technologies to stay abreast of new ways to effectively reach our consumers and generate an interest in traveling to Missouri.

Continue to maximize and grow the Division’s electronic marketing database.

Continue to enhance the availability of information on VisitMO.com to assist potential visitors in planning their trips to the state.

Continue to use VisitMO.com as the central resource for information and trip planning tools.

Continue to enhance VisitMO.com by adding rich content (trip ideas and itineraries, travel packages, consumer generated content, and videos) and growing the deals and discounts portion of the site.

Continue to analyze new social media portals to identify those that offer significant return on investment.

Engage and harness the conversations taking place in the social media landscape.

Investigate new social media opportunities where the Missouri tourism message can be shared with the proper audience, in a relevant and engaging setting.

Continue to explore the use of applications and a mobile version of VisitMO.com.

GROUP TOUR MARKETING

Maintain and increase length of stay and the number of domestic group tour customers visiting Missouri.

Target niche markets with growth potential to augment base group tour business.

Work with niche-market tour operators to create Civil War products and itineraries.

Work with group tour trade publications, such as Leisure Group Travel, Courier and Group Travel Leader, to create special Missouri sections to increase destination visibility.

Investigate opportunity to host a receptive tour operator familiarization tour or host individual tour operator site visits.

Participate in the BankTravel Conference (February 2011) and the Missouri Bank Travel Exchange (May 2011) to sell Missouri product to bank loyalty group tour planners

Continue working with Travel Alliance Partners (TAP) to create Missouri itineraries for inclusion on website and in printed brochure.

Participate in TAP Conference in Louisville, KY (June 2011).

Continue partnership in Grand Central USA with Kansas, Oklahoma, Arkansas and Missouri, to promote regional itineraries.

Rebuild and populate the VisitMO.com group tour web page providing day and multi-night itineraries, escort notes, industry information and tour planning tools.

INTERNATIONAL MARKETING

Create and produce a spring U.K. e-newsletter highlighting various Missouri destinations and activities. The e-newsletter reaches U.K. consumers, travel trade and media.

U.K. in-country representation firm, Cellet Travel Services, will participate in Visit USA U.K. road shows educating travel agents on Missouri tourism offerings.

Explore the possibility of an industry spring Canadian sales mission to Toronto. The mission would include destination presentations and sales calls to tour operators.

Investigate opportunities to promote outdoor experiences to the international market through working with Scott Pauley outdoor public relations specialist.

RESEARCH

Measure effectiveness of marketing strategies and activities via annual Advertising and Public Relations Effectiveness Study.

Measure Missouri’s Market share of visitors in the surrounding states via TNS Travels America Data and Economic Impact Reporting.

Use database marketing to better target markets for outreach such as the eblast program.

Commission Missouri African American Travel Research Study.

Include niche markets (such as African American, Civil War, etc.) in all research studies where applicable.

GOAL ONE: “Position the State to compete more effectively for travel and tourism market share during the next decade.”

Seek additional research resources and information and disseminate to DMOs and other industry partners.

Investigate opportunities to partner with other state travel offices on research projects as appropriate.

Continue to analyze research work with cooperative marketing program.

Commission analysis of effectiveness of MDT products including but not limited to the Travel Guide.

Continue VisitMO.com and social media effectiveness research projects.

WELCOME CENTERS

Continue to educate and inform travelers, offer assistance and suggest additional tourism assets to extend their stay.

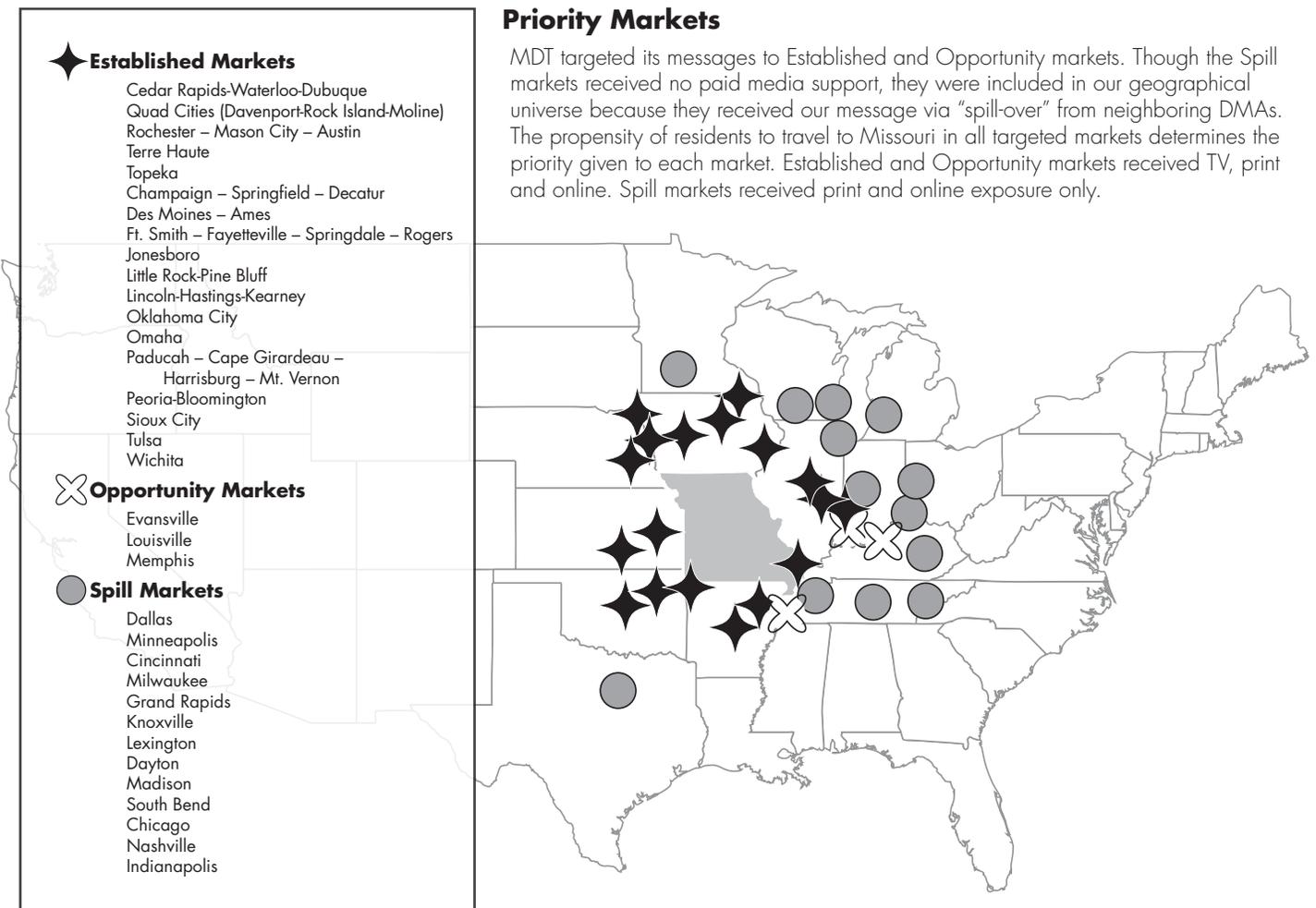
Assist visitors with weather updates, road conditions and other lodging and attractions.

Assist with visits from school and group tours.



Priority Markets

MDT targeted its messages to Established and Opportunity markets. Though the Spill markets received no paid media support, they were included in our geographical universe because they received our message via “spill-over” from neighboring DMAs. The propensity of residents to travel to Missouri in all targeted markets determines the priority given to each market. Established and Opportunity markets received TV, print and online. Spill markets received print and online exposure only.



GOAL TWO: Expand the Division's Outreach to and Leadership of the Missouri Tourism Industry

Produce webinar to educate industry members on how to submit VisitMO.com listings.

Investigate resources (such as Mashable) to develop a resources page and social media toolkit for industry partners.

Maintain Crisis Communication Plan and Task Force.

Investigate markets outside of the primary and secondary markets being targeted in advertising to find additional markets to promote Missouri.

Continue to increase listings in Travel Guide and on VisitMO.com to increase product availability to consumers.

Expand outreach of partnerships to increase visibility and that of Missouri as a whole.

Research readership of the Monitor newsletter and ways to increase readership and effectiveness.

Increase attention to and attendance at the Missouri Governor's Conference on Tourism.

COOPERATIVE MARKETING

Expand the media exchange program to include trade publications and develop "on-line state rate" opportunity.

Coordinate the media and markets allowable in the destination advertising program.

Expand and improve web based educational opportunities with a focus on providing the right amount of information in an efficient and constructive format.

GROUP TOUR MARKETING

Continue outreach to the industry's group travel segment in order to stay informed on new product offerings, pass information on to industry members and assist in continued growth of this segment.

Maintain industry relations to further develop and grow Missouri's group tour market.

Assist Missouri Travel Council in planning and executing the annual Group Tour Summit educational day.

Continue to provide industry outreach for destinations and private businesses interested in developing or growing the domestic group tour market.

INTERNATIONAL MARKETING

Plan and execute sales calls on primary U.S.-based international receptive tour operators to increase Missouri's available international tour product.

Participate, with tourism industry partners, in the May 2011 U.S. Travel Association International Pow Wow.

Maintain industry relations to further develop and grow Missouri's international market.

Continue to provide industry outreach for destinations and private businesses interested in developing or growing the international market.

NICHE MARKETING

Continue partnership with Freedom's Frontier National Heritage Area to support destinations and attractions in the area.

Continue staffing the Missouri Civil War Sesquicentennial Commission.

Continue to monitor bicycle and pedestrian issues, projects and legislation.

Continue partnerships with Missouri Rail Passenger Advisory Committee, Mississippi River Trail, Inc.

Attend meetings and monitor activities of the National Scenic Byways Program.

Monitor activities of World Tourism Organization.

Monitor environmental education and outdoor tourism activities.

RESEARCH

Monitor the media exchange program via the Ad Effectiveness Study, Wave 1 awareness testing.

Monitor Missouri's travelers' economic expenditures from target markets in the Advertising and Public Relations Effectiveness study, Wave 2.

Monitor Missouri's travelers' overall economic expenditures and industrial output in the annual Economic Impact Report.

Monitor US travel and other trend reports for information on niche markets.

Continue interaction between Cooperative Marketing and research team to review destinations' research projects and reports as appropriate.

Offer go-to-meeting calls and presentations with industry to coordinate research efforts and supply new information.

Survey the industry regarding MDT products, services and exploratory research regarding needs and what MDT should offer.

Establish a Missouri tourism industry list-serve to create an inexpensive way to provide a forum for tourism industry.

Continue to provide white papers on VisitMO.com on Missouri tourism research topics.

Continue to provide research articles for the Monitor.

Provide tourism research data and information to the Missouri Tourism Commission and industry.

Periodically publish tourism statistic indicator reports.

GOAL TWO: Expand the Division's Outreach to and Leadership of the Missouri Tourism Industry

WELCOME CENTERS

Conduct familiarization tours for Welcome Center staff to research new attractions and interact with tourism industry.

Provide materials for family reunions, meetings or conferences through distribution of Travel Guide, highway maps or bags for participants.

Work with the Missouri Department of Transportation to help promote awareness of Work Zone Safety (Operation Orange) by coordinating special events.

Submit blogs and articles to be used on Facebook, Twitter or the VisitMOBistro to help create awareness of the Welcome Centers.

Celebrate National Travel and Tourism week through a variety of activities that are designed to say thank you to the travelers.

Recognize Missouri Day and President Harry S. Truman's birthday with special activities for visitors.

GOAL THREE: Enhance the Effectiveness of the Division of Tourism

COMMUNICATIONS

Research alternative ways to find and promote special events.

Increase promotion of local events through PR channels.

Maintain regular outreach to industry members to obtain information and products to promote in news releases, on media missions and through social media efforts.

Enhance relationships with Missouri associations and groups to help promote the state.

Explore partnerships that will allow MDT to share resources and extend the Division's reach.

Continue to enhance the Travel Guide and VisitMO.com as services to the Missouri tourism industry.

Develop one-on-one relationships with media, bloggers and writers.

Review and revise social media plan to attract greater industry and media attention.

COOPERATIVE MARKETING

Encourage destination marketing organizations to market all tourism assets within their designated county.

Continue Jewels Program to assist emerging tourism destinations in developing a research-based, committed and permanent tourism marketing program.

Encourage MDT staff to listen-in on cooperative marketing educational web sessions throughout the year.

Explore best practices and investigate emerging technologies to improve products and services.

Search for appropriate no and low cost educational opportunities to maintain and expand staff competencies.

INTERNATIONAL MARKETING

Explore joint marketing and cost-sharing opportunities with tourism industry partners that are participating in the international market.

RESEARCH

Survey the industry regarding MDT products, services and exploratory research regarding needs and what MDT should offer.

Develop a welcome packet of tourism research information for new DMOs as appropriate.

Continue to work with the cooperative marketing program to increase the value of research conducted by co-op partners.

Offer go-to-meeting calls and presentations with industry to coordinate research efforts and supply new information.

Continue to provide white papers on VisitMO.com on Missouri tourism research topics.

Periodically publish tourism statistic indicator reports.

Periodically publish Civil War indicator report.

WELCOME CENTERS

Continue to seek out new attractions and add approved brochures to the inventory to better educate and inform the traveler.

Assist MoDOT in opening the new Welcome Center in Hayti.

Continue participation with local organizations to keep abreast of what is new and make the industry aware of what resources MDT offers.