

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Tourist Development Council – 2004/05 Marketing Plan Update

DEPARTMENT: Tourist Development **DIVISION:** _____

AUTHORIZED BY: Suzan Bunn **Contact:** Suzan Bunn **EXT.** 2901

Agenda Date 2/22/05 **Regular** **Consent** **Work Session** **Briefing**
Public Hearing – 1:30 **Public Hearing – 7:00**

MOTION/RECOMMENDATION:

Briefing on the Tourist Development Council (TDC) 2004/05 Marketing Plan.

BACKGROUND:

The Tourism Development Department and Paradise Advertising and Marketing presented the 04/05 Sales & Marketing Plan to the TDC at their October meeting to include media placement, revised collateral, new "corporate emphasis" photography and sales brochures, as well as better "return on investment" trade shows, sales and media missions. The TDC recommended moving forward with the proposed plan.

As background information, the following information is provided on the transition of the marketing efforts in Seminole County. Market and competitive SWOT analyses were conducted with the area hotels through GM Roundtables. It was determined that corporate business travelers, small meetings and sports events would be the most accountable and lucrative markets for the demographics of Seminole County. Eighty percent of the current occupancy is the business traveler who stays in hotels during the week, leaving the weekends free. This market has waned since 9/11, and Tourism Development was also charged with enhancing this market and filling the weekends.

At that time, the Tourism Development Department was marketing Seminole County to domestic and international leisure travelers who enjoyed nature/ecotourism activities. Consumer and nature shows, leisure publications specifically geared to the female audience, and international trips were the method used to secure inquiries.

The contract for marketing and public relations came up for renewal and in October 2003, Paradise Advertising and Marketing was awarded the contract based on their past performance in marketing "destinations" in general. Also, their past client list contained similar cities/counties pursuing the above markets.

The first year of the contract involved conducting leisure and meeting planner focus research groups in Jacksonville, Orlando and

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Co Atty: _____
DFS: _____
Other: _____
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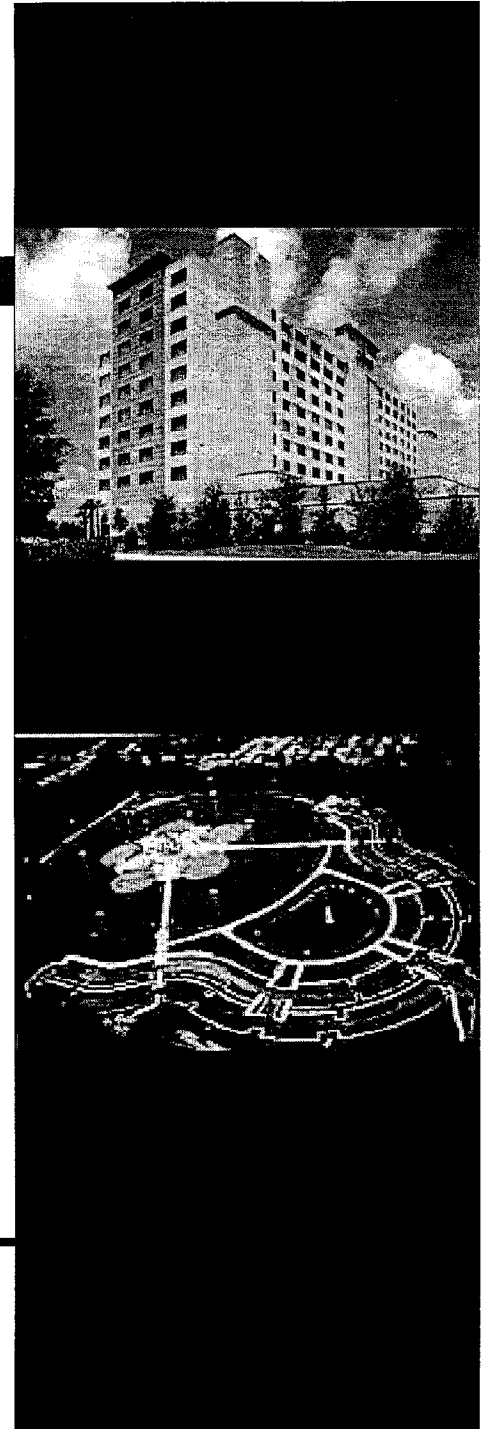
Tallahassee to determine client knowledge of Seminole County. After compiling this information, Paradise began re-branding the area for the above three markets through new ad placement, new collateral and new website design which will be presented during the meeting. Additionally, the Tourism Development Department eliminated most of the leisure and international shows, and redirected its efforts to sports and meeting planner shows/sales missions.

Paradise Advertising and Marketing's contract was renewed in October 2004. Already this year, Paradise has conducted additional focus groups to determine the effectiveness of the new collateral, ads and website which will be presented during the meeting. It was determined through this research that city names should be used as geographic identifiers – because in the meeting planner world, they recalled properties they had used in specific area cities, but did not relate them to Seminole County itself.

BCC Tourism Marketing Update February 22, 2005

Seminole County Tourism Department Structure

- *Funded by “Bed Tax” since 1988*
- *Currently 3% on every dollar spent on a room night*
- *41 Hotels – over 4,600 rooms*
- *Monies can be spent to promote tourism, market the area and for specific capital expenditures with the purpose of attracting overnight visitors.*



Who Sells Seminole County?

- **Seminole County CVB (6 full-time employees and 1 part-time employee)**
- **Visitor Welcome Centers:**
 - **1230 Douglas Avenue in Longwood (Exit 94)**
 - **Orlando Sanford International Airport (2 locations)**
- **Brochure distribution at VISIT FLORIDA
I-75, I-95 & I-10 Welcome Centers**



State of the Industry

Revenue/Budget

- **2002/03**
Projected \$1,729,920
Actual \$1,628,467
- **2003/04**
Projected \$1,665,622
Actual \$1,990,574
- **2004/05**
Projected \$1,680,000
To date \$465,122



State of the Industry

Occupancy/ADR

- 2002
Occupancy 60.4 ADR 65.60
- 2003
Occupancy 55.1 ADR 61.50
- 2004
Occupancy 69.4 ADR 66.00



Focus Group Research

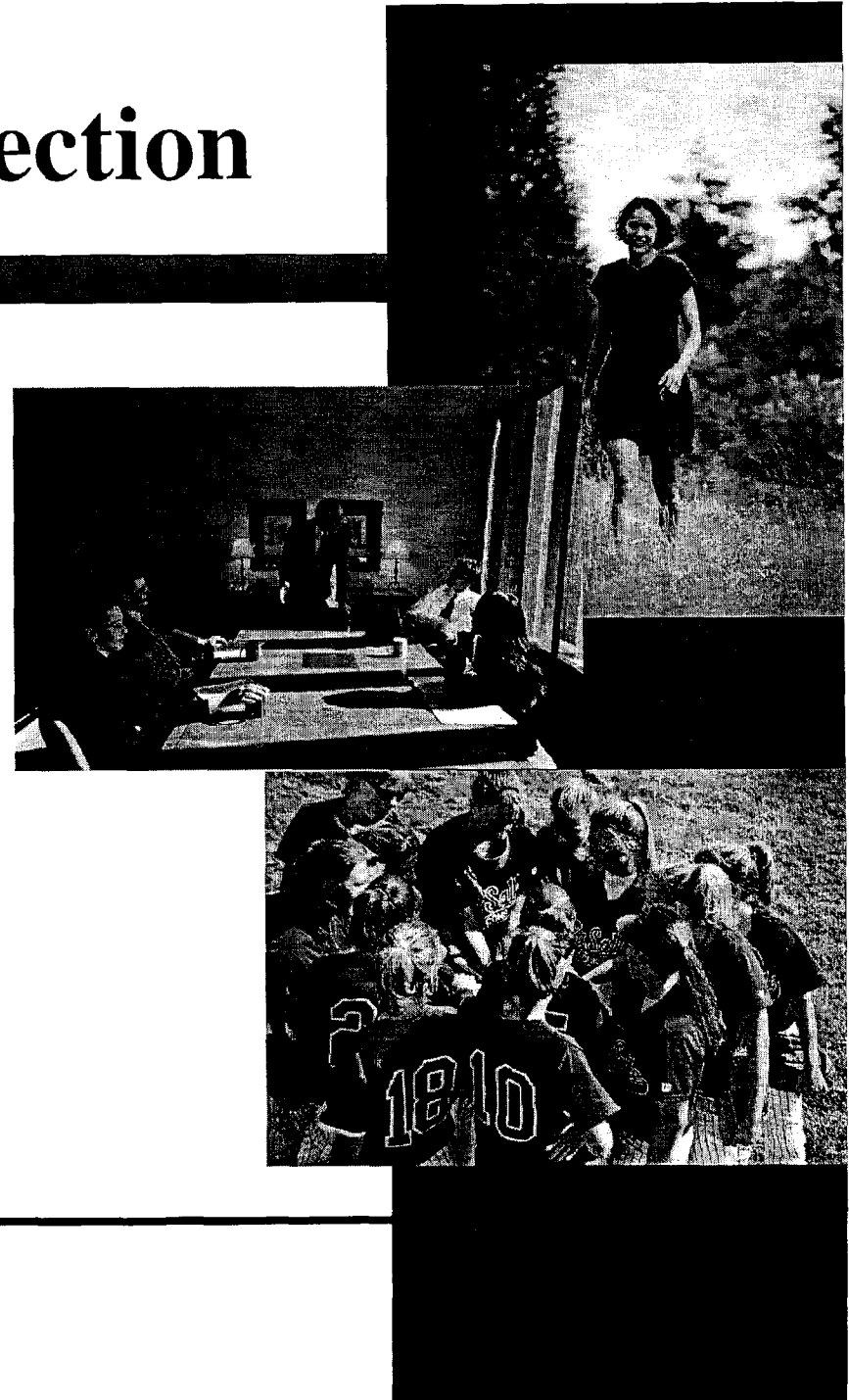
- Proximity to Orlando/Very accessible
- Low brand awareness
- Value
- More business close to home
- Play on “Good” and “Not So Good” of Orlando



New Marketing Direction

All elements of the sales and marketing plan will be tailored for these target markets:

- Corporate Business Travelers
- Small Meetings
- Sports Events
- Other – Nature, Florida Drive Market, International



Corporate Business Travelers

- **The business traveler represents 80% of our occupancy**
- **Marketing to them through regional corporate executive publications, direct mail, tradeshow and partnership with Economic Development Department**
- **Promoting Art in Public Places**



Small Meetings

- 60,000 square feet of meeting space in 24 hotels
- Marketing to them through meeting and corporate trade publications, tradeshow, sales missions, partnership with Economic Development
- New improved website designed for meeting planners.



Sports Events



- Over 100 sports venues – 6 major complexes

- 2004 - Marketing monies to 4 events totaling \$41,103

- 2003 – Marketing monies to 7 events totaling \$81,018



Sports Events

- **Three entities selling – 2004 estimated economic impact of \$17 million**
- **Marketing through sports trade publications, tradeshow, direct mail, calls to associations**
- **New improved website designed for meeting planners**

Other Markets

- **Nature**

- Providing attractions with complimentary co-op opportunities, website and Visitor Guide exposure
- Site or off-site venues for meetings



Other Markets

Florida Drive Market for Leisure

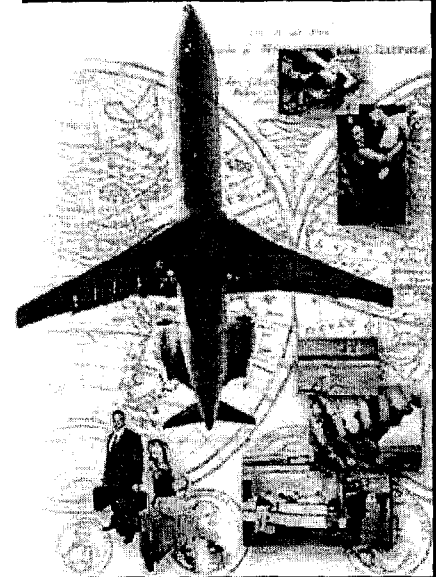
- Current summer/fall promotion – “Buy 2, Get 1 Free”
- Creating new promotions – cable, etc. for summer/fall
- Working with regional partners – overflow for major events – SuperBowl, Bike Week and Races
- Domestic Feeder Cities out of OSIA
- Promoting Art in Public Places



Other Markets

International

- Traffic through OSIA



Questions



Thank You

