



Promoting Festivals & Events

Dan Lennon, CDME

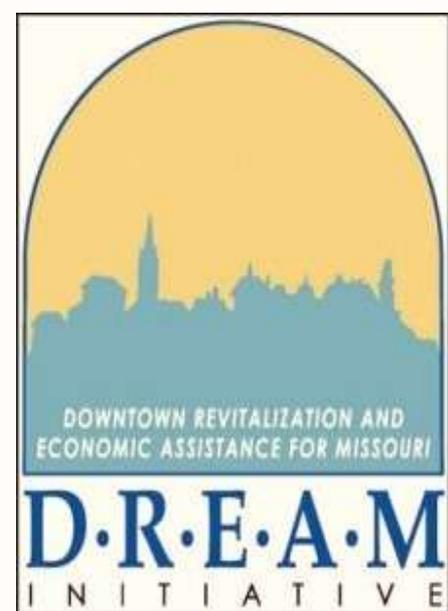
Deputy Director for Strategic Communications

MO Division of Tourism

DREAM -- November 12, 2013

Today's Presentation

- The Travel Effect
- Tourism Trends & Events
- Best Practices in Event Promotion
- Working with MDT and your DMO



TRAVEL EFFECT

TRAVEL PROMOTION'S VIRTUOUS CYCLE





TRAVELERS



Air



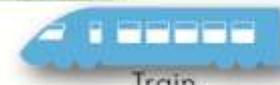
Automobile



RV



Motor Coach



Train



Meetings/Conventions



Fuel



Campground



Lodging



Sports Arena



Amusement



Entertainment



Food



Retail



Travel Agency



Museum



Bank



Farm



School



Brewery/Winery

SALES, EMPLOYMENT, WAGES, TAXES



Outside Goods and Services



Local Goods and Services

MO Tourism Matters



\$11 billion: Total Spending in 17 SIC codes

281,313: Direct jobs supported

36 million: Visitors to Missouri

\$6 million: Investment in Co-op programs

475,809: Visitors at Missouri Welcome Centers

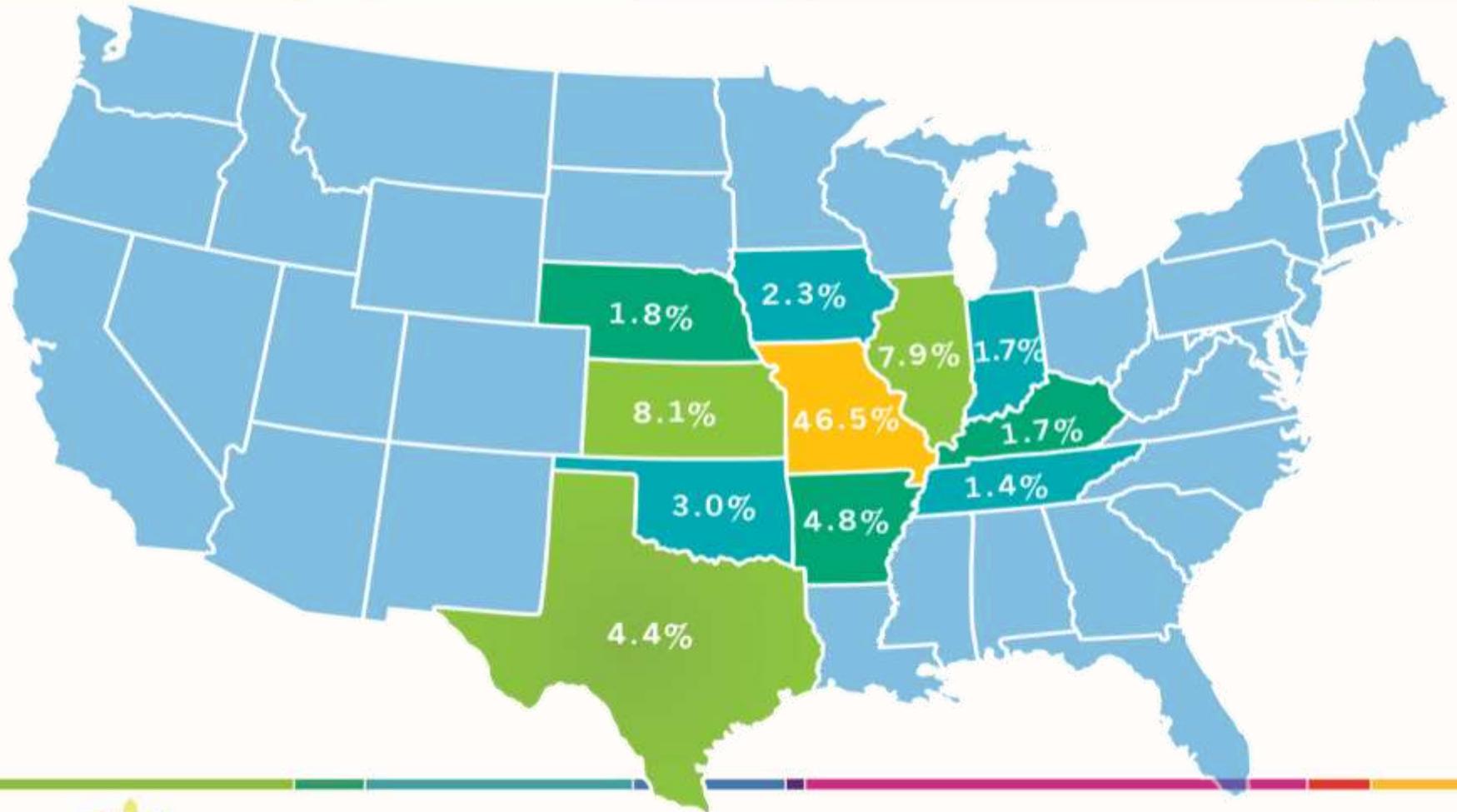
1.2 million: Visits to VisitMO.com

662 million: Consumer impressions generated through marketing and advertising efforts

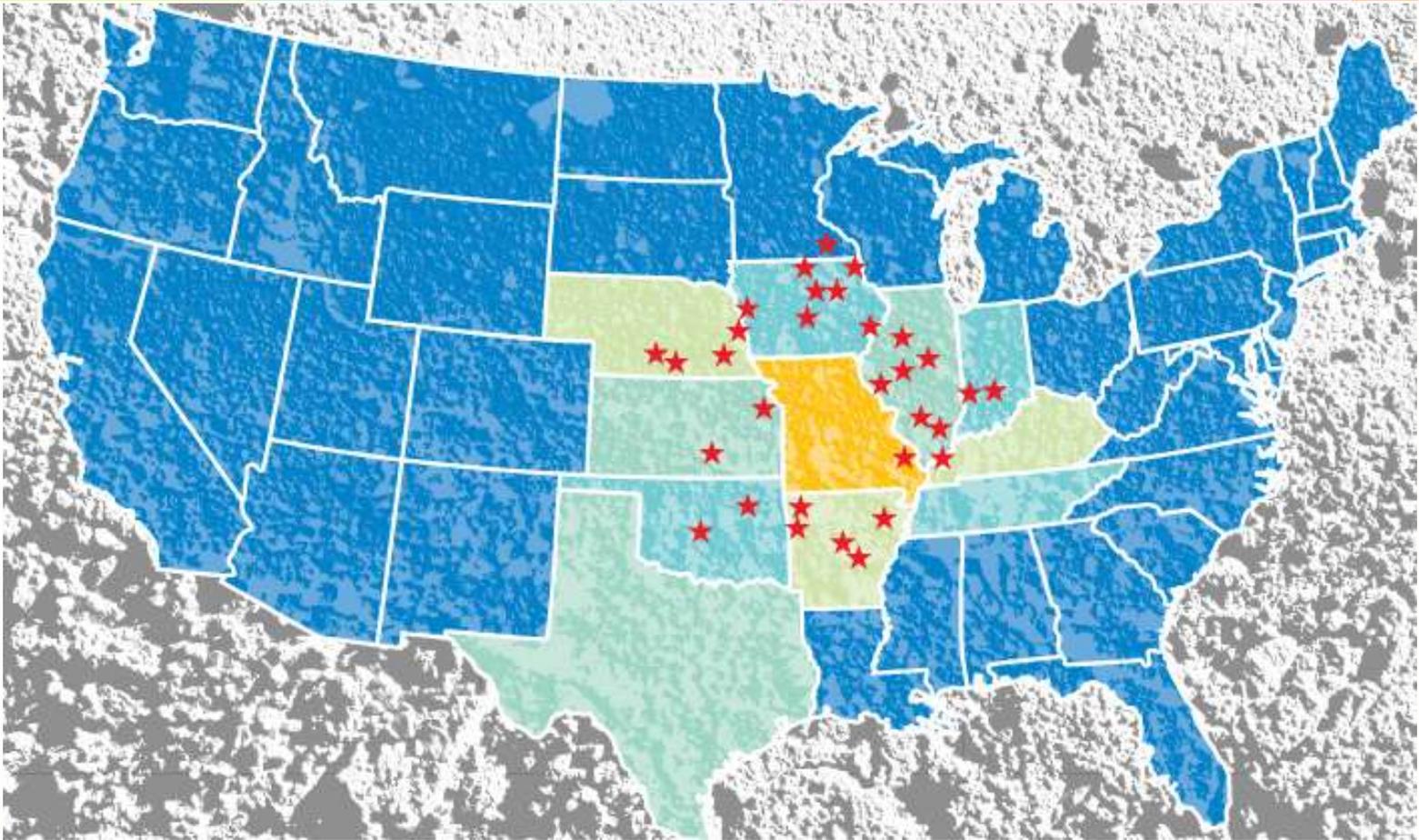
What is the MO Division of Tourism?

- Promotes Missouri as top-of-mind travel destination through paid, owned and earned media
- Employs a staff of 18 in Jefferson City
- Manages several web assets, including VisitMO.com
- Publishes Missouri Travel Guide
- Offers a cooperative marketing program for DMOs
- Provides research for industry reports
- Staffs nine Official Missouri Welcome Centers

Where our visitors come from



Where MDT Markets



Branding Campaign: A New Look



Utilize new brand creative focusing on Missouri's many and varied tourism assets associated with five activity genres: **Arts/Culture, Outdoor Recreation, Nightlife/Entertainment, Family Fun** and **Sports/Gaming**

2013-2014 Marketing Highlights

- Strong, diversified media mix in 28 established and opportunity markets
- Robust co-operative marketing program w/statewide DMOs
- PR Strategy focusing on brand image, emerging technologies and professional development of tourism industry partners



FY 13 Media Objectives & Strategies

- “Enjoy the Show” campaign debuted April 2013
- All In-State, Established and Opportunity markets received ad support
- The new brand launch utilized the following media:
 - TV – bookend :15s and :30s
 - Online – Banners, Video, Social Media, Lead Generation
 - Print – Spreads and Full page Magazine Ads
 - Outdoor Billboards
 - Transit Advertising in Chicago
 - Pandora Radio

Print Campaign



SOMETIMES THE BEST SEATS IN THE HOUSE
ARE NOT IN THE HOUSE AT ALL.

For fans of Mother Nature, there's no better place to see her perform than the Show-Me State.
And with 87 state parks and historic sites, good seats are always available.
Enjoy the freedom.

MISSOURI
enjoy the show

Print Campaign



AROUND HERE, EVERY ROW
IS THE FRONT ROW.

With more than 100 wineries and six different wine trails, fans of the grape
have a friend in the Show-Me State—home of the oldest wine country in the nation.

Enjoy the finer things.

MISSOURI
enjoy the show

See more of Cheumetta Vineyards and Winery at VisitMO.com.

Outdoor Campaign



Online Advertising



MO Tourism Barometer

Quarterly Fiscal Year Sales Tax Collections

(Source: 17 SIC Codes from MO Dept. of Revenue)

	FY 2011	FY 2012	% FY12 vs. FY11	FY 2013	% FY13 vs. FY12
Jul-Sep	\$116,569,195	\$119,730,818	2.7%	\$121,272,051	1.3%
Oct-Dec	\$104,722,449	\$114,252,027	9.1%	\$115,025,017	0.7%
Jan- March	\$98,605,675	\$106,823,624	8.3%	\$106,216,006	-0.6%
Apr-June	\$114,398,476	\$122,173,588	6.8%	\$124,278,608	1.7%
FY Total	\$434,295,795	\$462,980,057	6.6%	\$466,791,682	0.8%

Statewide Lodging

THROUGH SEP 2013 CYTD vs. SEP 2012 CYTD

•RevPar +4.6%

•ADR +3.4%

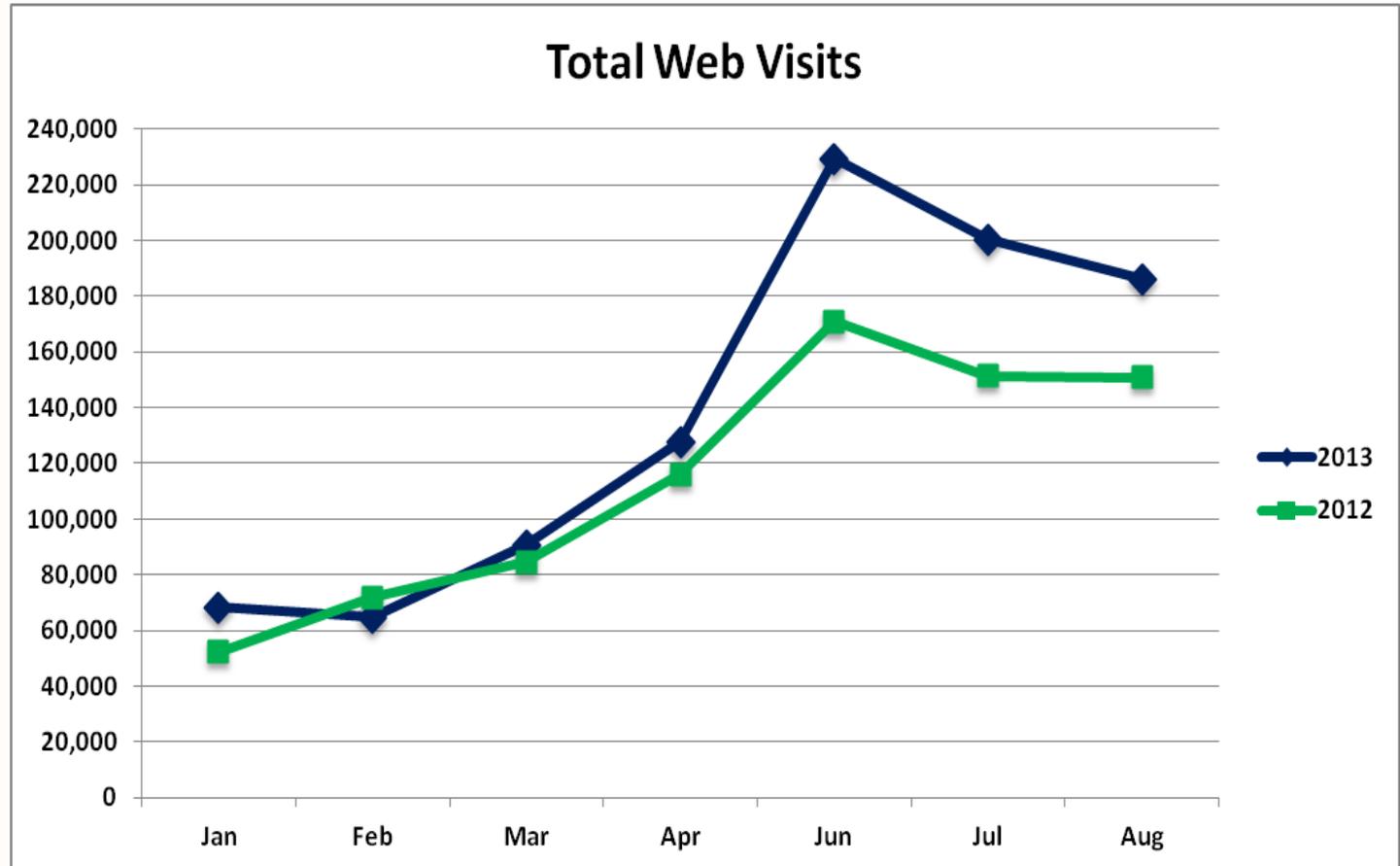
•Occupancy +1.1%

•Room Demand +0.8%

-- *Smith Travel Research*

Web Metrics

Total web visits are +21.3% August YTD vs. 2012.



Social Media Metrics

New Facebook Engagement-based Analytics: (Likes, Comments, Shares, etc.)

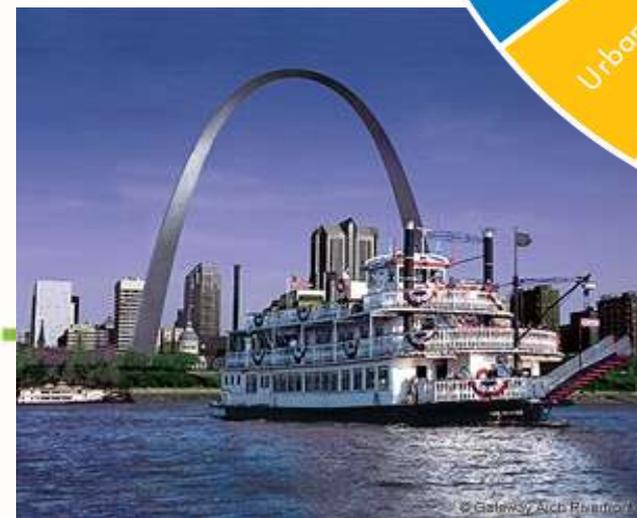
<i>People Talking About This</i>	<u>FY13</u> 10,939	<u>FY14</u> 48,051	<u>+/-</u> +440%
<i>Total FB Likes</i>	<u>April 2013</u> 25,070	<u>Aug 2013</u> 61,492	<u>+/-</u> +245%
<i>Engagement Rate</i>	<u>FY13</u> .54%	<u>FY14</u> 1.85%	<u>+/-</u> +346%

Who visits Missouri

- The typical visitor from our Target Markets:
 - Is 46 years old
 - Lives in a household with average income of \$60k+
 - Spends 3.2 nights per trip
 - Has 3.4 people in traveling party
 - Spends time visiting family and friends

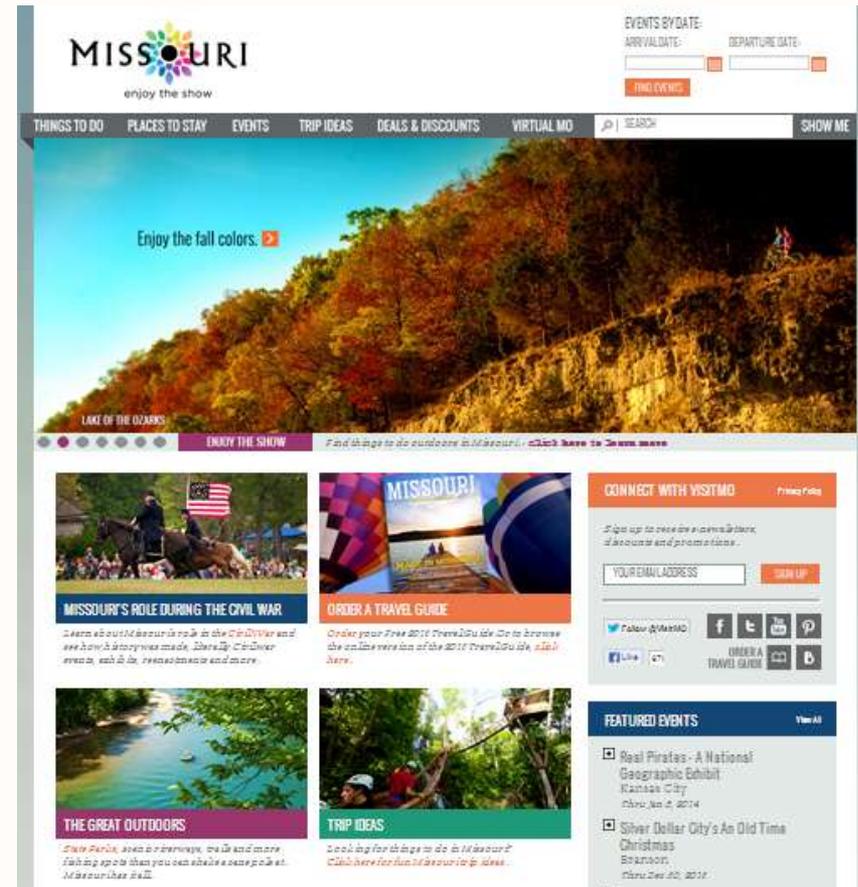


Visitors' top activities



VisitMO.com

- MDT's official consumer site
- 1.2M+ visits in FY12
- 4,000+ businesses
- **Trip Ideas, coupons, articles, events**
- **Seasonal Highlights**
- Sign up for eblasts



Missouri Travel Guide



- MDT's largest print asset
- 325,000 copies printed
- Distributed statewide, shipped nationally and globally
- One year shelf life
- Reinforces brand message

Missouri Welcome Centers

- Located at 9 key entry points to State
 - Hannibal, Hayti, Joplin, Kansas City, Eagleville, Rock Port, St. Louis, *plus 2* at Conway (southwest)
 - Welcome 400,000+ visitors annually
 - Front-line tourism ambassadors
 - **Materials distributed**



MARKETING OUTLOOK FORUM: A GLOBAL PERSPECTIVE



Presented by the Travel and Tourism Research Association

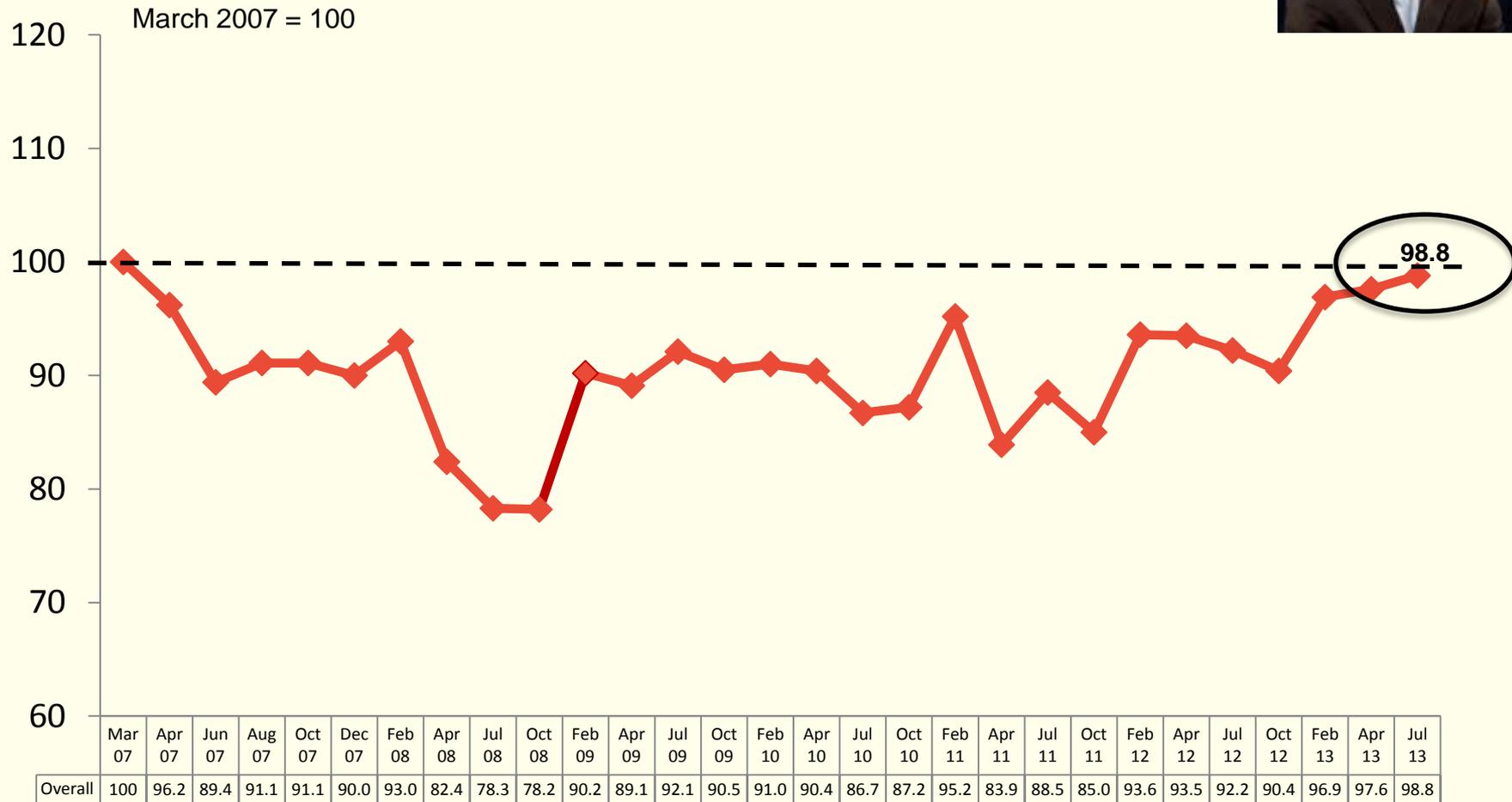
October 28-30, 2013 ~ The Drake Hotel ~ Chicago, Illinois, USA

Adam Sacks, Tourism Economics



- **2103 has not been as strong as expected with Sequester and government shutdown, but there is cause for optimism.**
- **U.S. consumer has some momentum; consumer attitudes are improving.**
- **American companies are in position of strength** – improved balance sheets, strong profits, high capacity utilization, investment up to pre-recession levels, manufacturing output recovering.
- **Economic headwinds will subside in 2014; GDP growth to top 3% next year.**
- **Leisure travel forecast for 2014: +1.9%**

Overall Traveler Sentiment Index March 2007 – July 2013



J. Walker Smith, The Futures Company



- **Cautious consumer mindset...“Slimming Down”**
 - **Pre-recession – consumers looking up – How do I get more?**
 - **During the recession – consumers looking down -- How do I avoid becoming like those who have less?**
- **Now consumers ready for more but determined to get it with less.**
- **Not more frugal – consumers don’t want to be frugal. Now more focused on spending but also on weeding out wasteful spending.**

J. Walker Smith (Cont.)



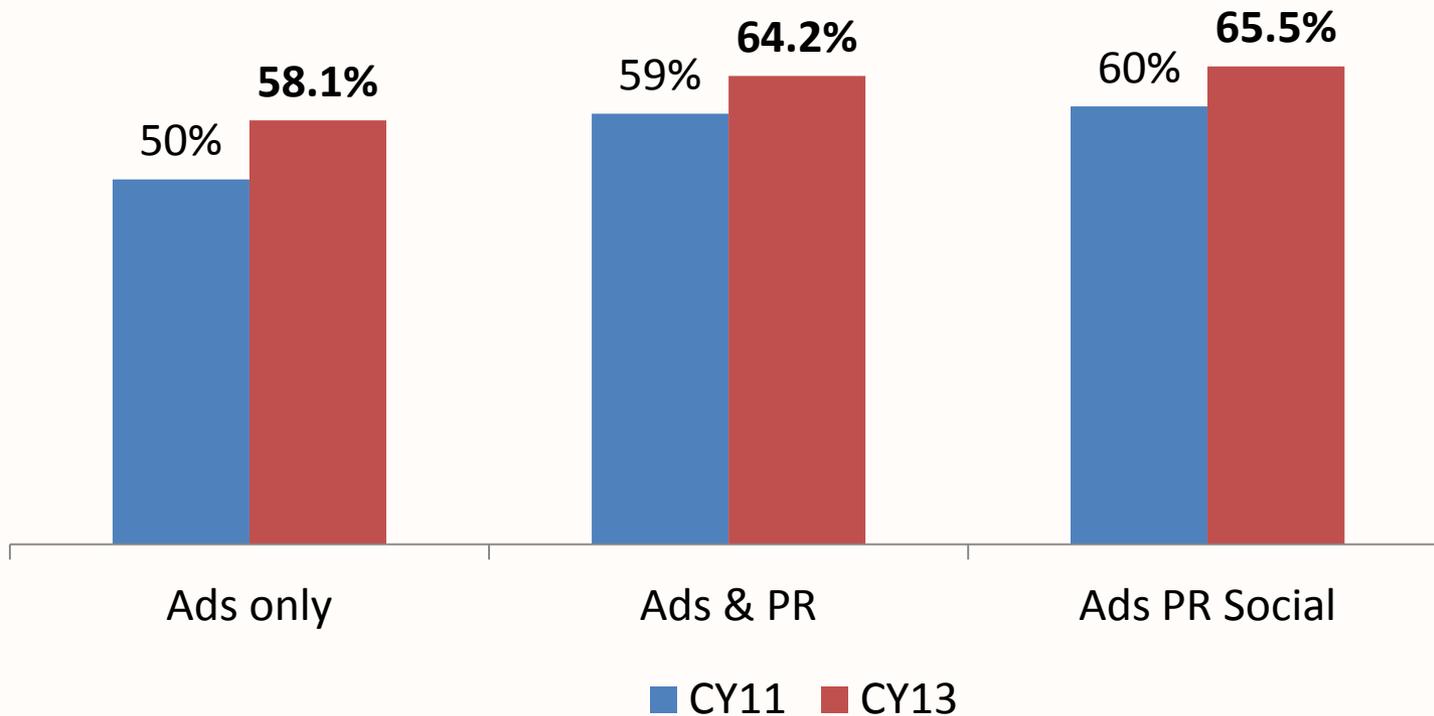
- **“Slimming Down - Live large. Carry little.” Consumers want a big life but without all of the baggage. Experiences vs. stuff.**
- **Travel is #1 on their bucket lists.**
- **Do it well vs. do it all. Demand for “headspace”. Give people back something in terms of experience. Streamline, don’t overwhelm.**
- **Focus on connections – driving focus on everything local.**

Some Quick Stats

1. By 2016, 45% of the world's population will have a smartphone.
2. 48% of U.S. internet users have taken a domestic trip in the last 12 mos.
3. 41% of social users talked about their trip on social media.
4. 900,000 travel-related conversations happen on Twitter each day.
5. **52% of Facebook users said that seeing a friend's content about a vacation made them want to plan a trip to that destination.**
6. 60% of consumers expect travel brands to be on YouTube.
7. 48% of travel-related videos watched are made by average people.

Metrics

Reach Including PR & Social Media

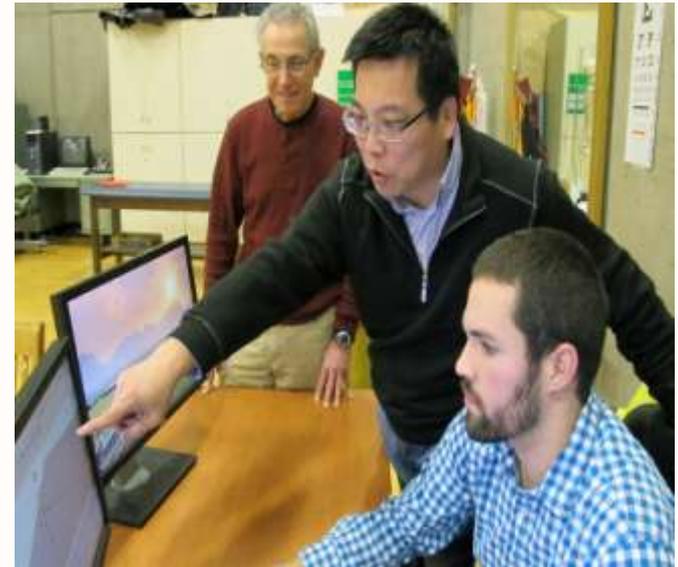


Tourism Industry Education



Since July 2013...

- FREE access for all Missouri tourism industry members to 50 weekly live webinars on current interactive tourism marketing topics with participatory Q & A sessions
- FREE Unlimited 24/7 access to 60+ recorded webinars through eLearningUniversity
- Contact Dan Lennon at Dan.Lennon@ded.mo.gov**



Why Organize a Special Event?

- Increase community spirit
- Display community uniqueness to others
- Change/better communicate an image
- Develop cultural skills and talents
- Generate revenue/benefit charities
- Commemorate a day, person or tradition
- Provide fun and educational activities
for residents



Elements of Community Events

- Theming/Naming
 - Differentiated/Memorable
- Community Organization
- Programming
- Logistics
- Finance
- **Public Relations/Marketing**



Basic PR & Marketing Plan

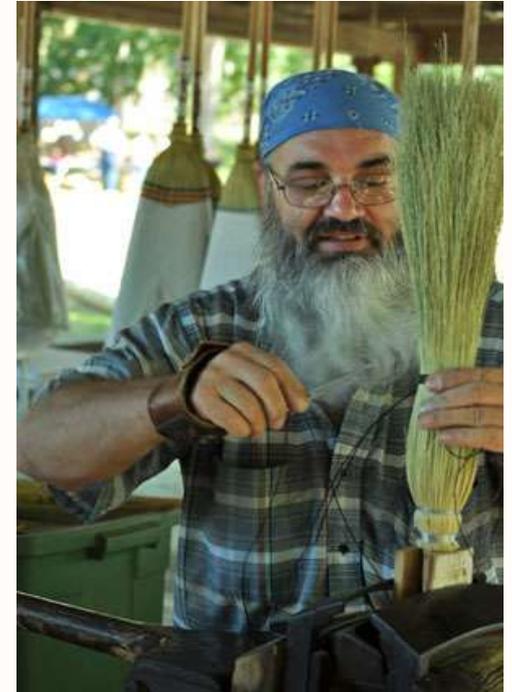
- **WHAT:** The event information that you want to publicize.
- **WHO:** Target audience(s) that share similar social or economic traits that you are going to focus your marketing efforts toward in an effort to get them to attend or support your event (also includes your community stakeholders).
- **WHEN:** A timeline of when you want to implement each marketing activity.
- **WHERE:** All types of media available in the area that have the same demographic or target audience as the event.

6-12 Months Out

- **Evaluate** previous event surveys/compile improvements
- **Get organized** -- select chair(s), committee members, etc.
- **Select/refine theme**, program elements, date and location
- Create initial **budget** for event
- Create **sponsorship** packet/identify potential sponsors
- Begin to develop **marketing plan** and tools (press releases, news articles, posters, print and digital ads, fliers)
- **Book entertainers/artisans**, if applicable

3-6 Months Out

- Continue implementation of marketing plan
- Produce and distribute promotional material (press releases, fliers, posters, brochures)
- Develop sponsors
- Finalize site plan/rental equipment for event
- Contact local support agencies
- Finalize schedule of events
- Finalize staffing plan/recruiting volunteers



1-2 Months Out

- Continue to recruit/schedule volunteers
- Continue to implement marketing plan
- Confirm all contracts (for equipment/vendors)
- Update budget, as needed
- Finalize staffing plan
- Finalize local support agency assistance
(city, trash removal, fire/police assistance, etc.)
- Arrange for training sessions for volunteers/staff



Week of/Day of the Event

- Provide celebrity/expert interviews to local TV, radio and print media focusing on unique artisans (e.g., 4 generations of basket-makers, etc.)
- Send out media advisory through DMO.
- Pursue bigger sponsor while the iron is hot.
- Keep talking after the event through all your social and traditional media channels.

30 Days After

- Survey volunteers and/or staff
- Write an evaluation of the event
- Recognize all volunteers for their help



Best Practices in Event Promotion

EUREKA SPRINGS, ARKANSAS *FESTIVAL OF THE ARTS* (25TH YEAR); OZARK FOLK FESTIVAL (60TH YEAR)

Long Lead Time (8-12 months out)

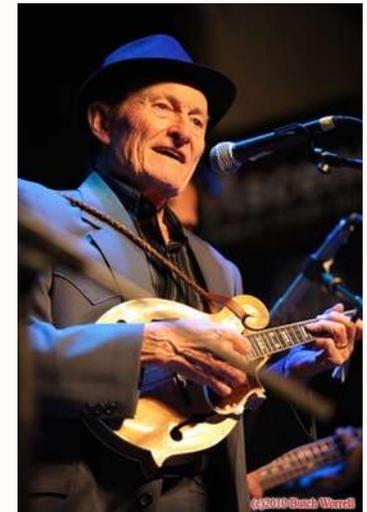
- ✓ Immediately post-festival -- grant exclusive re-cap interview to KC Star, St. L Post Dispatch, Springfield Newsleader, local TV or radio station... “We had 8,000 visitors this year... we will be adding X, Y and Z to next year’s festival to be held March X-XX, 2014.”
- ✓ Contact free-lance writers in Midwest – Mainstreet.com, Examiner.com. Former newspaper writers, now online. What are they writing about?

Best Practices in Event Promotion



Long Lead Time (8-12 months out)

- ✓ Develop sponsors locally – e.g., car dealerships for parades, entertainment venues or media outlets for emcees
- ✓ Work with local non-profits – give them opportunity to raise funds at event/use their databases to promote; provide popcorn, water, etc. from within community
- ✓ Have opening night be a ticketed VIP benefit for Boy Scouts, museum, downtown revitalization, etc.; 3-4 restaurants donate food, wine, exclusively for VIPs.



Best Practices in Event Promotion

3-6 months out

- ✓ Google the festivals you want to emulate and watch where they are being covered. It's not theft, it's flattery.
- ✓ Research editorial calendars for mass circulation pubs read by your target markets (Midwest Living, American Profile, Southern Living, Chicagoland, etc.) They are looking for content. Get media contacts from your DMO.



Best Practices in Event Promotion

- ✓ Enlist community – have contest to create/generate poster, t-shirt, coffee mug artwork. Sell for fundraising throughout the year and at event.
- ✓ Contact local college/university marketing course to develop and execute on-site Event Survey. Use Leikert scale for comparison year-over-year.



Best Practices in Event Promotion

3 months out

- ✓ Begin to generate buzz in social space:
 - ✓ FB 2x weekly, Twitter 3x weekly
 - ✓ Instagram, Pinterest -- Upload visuals
 - ✓ YouTube – Videos of last year, setting up this year
 - ✓ Enlist prominent officials, all community businesses who tweet to speak to their followers on a regular basis
 - ✓ Artisans/musicians are savvy; remind them to talk to their fan bases/fan clubs; #your event

Day of the Event

- ✓ Be available for publicity via television or radio interviews.
- ✓ Shoot video of attendees – first-timers, testimonials.
- ✓ Manage college student event survey administration.
- ✓ Enjoy the event.
- ✓ Start planning for next year!



Best Practices in Event Promotion

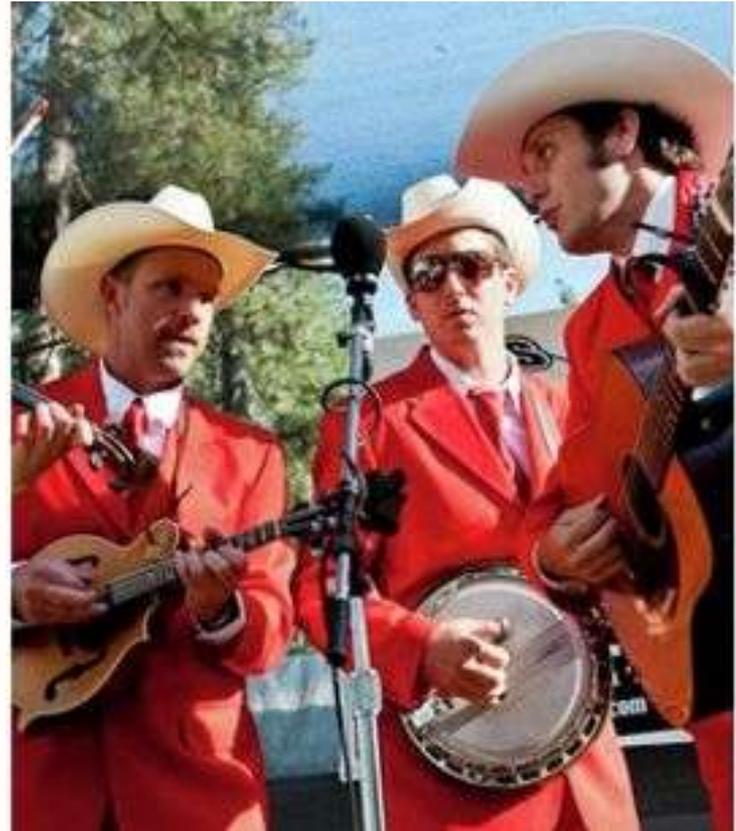
SILVER DOLLAR CITY SEASONAL FESTIVALS: *BLUE GRASS & BBQ, SOUTHERN GOSPEL, KIDS FEST, NATIONAL CRAFTS FESTIVAL, WORLD FEST*

- ✓ Do some research in your target markets; make sure you're giving people what they want
- ✓ Find the right online community: music, crafts, foodies, wine, history, culture, and all the vendors become your voice! Blogs, fan clubs, newsletters...
- ✓ Limited advertising in last 30 days in regional print, specialty/niche magazines



Best Practices in Event Promotion

- ✓ Many media outlets will do PSAs for non-profits.
- ✓ Provide “celebrity/expert” interviews
- ✓ Work with local media on sweepstakes; gather names during event; announce winners on last day
- ✓ Keep your content fresh!
- ✓ Survey your attendees



Some Funding Options

- **Missouri Arts Council** Provides financial and technical assistance to nonprofit, tax-exempt, Missouri-based organizations to fund arts projects for the people of Missouri.

Contact: missouriartscouncil.org or 866-407-4752

- **Missouri Department of Economic Development** The community development group offers over 15 tax credit and grant programs to specifically meet the needs of not-for-profit organizations, community groups and local government in areas such as infrastructure improvement, housing and community facilities.

Contact: ded.mo.gov or 573-751-4962

Some Funding Options

- **Ameren Corp** Each year, the Ameren Corp Charitable Trust donates millions of dollars to programs in education, services for the youth and elderly and the environment.

Contact: ameren.com or 800-552-7583

- **Missouri Humanities Council** Awards grants in support of locally generated programs that fulfill the aims of its Cultural Heritage Development and Many Faces of Missouri programs.

Contact: mohumanities.org/grants or 800-357-0909

Working with your DMO

- Participate on advisory committees; if you don't have them, help to create them.
- Use the DMO's resources: *all* publications, customer analyses, mailing lists, e-databases (consumer/group), public relations/stories, etc.
- Leverage paid/owned/earned media strength by coordinating with DMO media buys (including State coop)
- Provide high quality photos, video, copy and event information for inclusion in DMO collateral

VisitMO.com Sales Pitch



- FREE to qualifying businesses
- Investment: 20 minutes/year
- Increase chance of mention in news releases, social media posts, blog site, e-blasts
- FREE!
- MDT staff support

Why Get Listed on VisitMO?

- All Paid Media Directs Consumers to site
- Owned Media Efforts Link Back
- Site Visits Topped 1.2M in 2012
- Additional Features
 - Add coupons/photos to listing
 - Find industry research



Festivals & Events on VisitMO

- 325 Listings

The screenshot shows the top portion of the Missouri website. At the top left is the MISSOURI logo with the tagline "enjoy the show". To the right is a search area for "EVENTS BY DATE" with fields for "ARRIVAL DATE" and "DEPARTURE DATE", and a "FIND EVENTS" button. Below this is a dark navigation bar with links for "THINGS TO DO", "PLACES TO STAY", "EVENTS", "TRIP IDEAS", "DEALS & DISCOUNTS", "VIRTUAL MO", a search icon, "SEARCH", and "SHOW ME". The main content area features a large photograph of a historic building, identified as "REAGAN'S QUEEN ANNE BED & BREAKFAST, HANNIBAL". Below the photo is a purple banner with the text "ENJOY THE SHOW" and a link "Find a bed & breakfast in Missouri - click here to learn more". At the bottom of the screenshot are three buttons: "ORDER A TRAVEL GUIDE", "GET SOCIAL", and "SIGN UP FOR E-NEWSLETTERS".



BED & BREAKFAST

Let Missouri's bed and breakfast inn owners show you what Midwestern hospitality is all about. From cozy confines to upscale estates, Missouri has a variety of bed and breakfast locations to suit your needs.

Trip Ideas, Articles



EVENTS BY DATE:

ARRIVAL DATE:

DEPARTURE DATE:

FIND EVENTS

THINGS TO DO

PLACES TO STAY

EVENTS

TRIP IDEAS

DEALS & DISCOUNTS

VIRTUAL MO

SEARCH

SHOW ME

LOVELY WINERIES AND COZY BED-AND-BREAKFAST INNS

EMAIL A FRIEND

ADD TO FAVORITES

1

Like

10



Main Street Inn Bed and Breakfast - St. Genevieve



Mighty Fine

Author: HIL-GM

Share This

Nothing says romance quite like a trip to a bed-and-breakfast. Let gracious homeowners treat you like royalty, as you enjoy delicious meals and oh-so-comfortable environs.

In the historic town of St. Genevieve, the **Main Street Inn Bed and Breakfast** offers seven luxurious guestrooms with private baths. The renovated circa 1882 home includes such lovely touches as a perennial herb garden, porches and large common rooms. Each guestroom boasts beautiful antiques, a queen-sized bed and private bath.

About 10 minutes outside of bustling Branson, in Walnut Shade, **Bear Creek Bed and Breakfast** provides a soothing, secluded slice of paradise. Select a romantic suite for two, or take friends for a relaxing weekend in a rustic cabin. The on-site wine cellar stocks award-winning wines for unwinding at the end of the day. For the ultimate in relaxation, schedule a soothing massage (48 hours notice required).

ARTICLE TAGS:

Bed and Breakfasts, **Wineries**, **winery/vineyard**

Experience "the sweet life" when you check in at **La Dolce Vita Winery Bed and Breakfast**. This restful place occupies the Zachariah Foss House, the oldest wood-frame home in Washington, Missouri. The two 1850s-style guestrooms each have a king-sized bed. Soak all your cares away in the twin, antique his-and-hers bathtubs in the shared bathroom. Sip a cup of coffee on the balcony, while taking in a gorgeous view of the Missouri River. Eat a delicious breakfast – and perhaps meet



MAIN STREET INN BED AND BREAKFAST - STE. GENEVIEVE

This renovated circa 1882 inn features seven guestrooms, all with queen beds and private baths. Other...

BEAR CREEK BED AND BREAKFAST

Bear Creek Bed and Breakfast is secluded in the mountains, on seven private acres near Bear Creek, 10...

REAGAN'S QUEEN ANNE BED AND BREAKFAST

A lumber baron's 1889 Victorian home, with original features. Four guest chambers and two suites. Period...

FAVORITES

VISITMO FEEDBACK

Smile, we're growing together!

- Tell us how MDT can better serve Historic Downtowns and Special Events
- Spread the word about MDT's marketing opportunities
- List Events on VisitMO.com -- increase the chance of mentions in Travel Guide, PR and SM efforts
- Get flyers/posters in Missouri Welcome Centers



PHOTO: PETER YANKOW



Smile, we're growing together!

- Submit Honors/Articles
- Register for eLearning webinars
- Attend the annual Governor's Conference on Tourism
- **Contact Communications Mgr.**
Stephen.Foutes@ded.mo.gov



Critical Factors in Tourism Success

- **PRODUCT, MESSAGE and COMMUNITY:**
Research, understand, communicate, coordinate and live your Brand... *It's about the experience. Stay consistent. Resist the pressure to completely change messages/creative every year; adjust them to new opportunities.*
- **RESOURCES: Tourism Funding --** Develop sufficient, long-term tourist-based, region-wide funding to market your area as a destination. Educate the voters about the economic value of tourism.



Critical Factors in Tourism Success

- **TARGET CUSTOMERS:** Visitor Segmentation -- Understand exactly who your current customer is and find more like them
- **MEDIA:** Focus *layered* media on targeted customers
- **PUBLIC RELATIONS:** FAM Tours -- Bring 'em in! Treat 'em nice! Create and distribute *seasonal* press releases/newsletters
- **RESEARCH:** Closely monitor media, economic and tourism trends early in planning processes



enjoy the show

Thank you.