



# Concord

## CALIFORNIA

### Marketing Plan

2023-2024

# TOURISM FORECAST

**We love what we're seeing in Concord!** People are visiting, engaging and interacting with Concord restaurants, shopping centers, parks and entertainment venues. In speaking with travelers and travel writers, we're seeing comfort and curiosity in visiting smaller cities to explore and experience it all first hand. Concord's abundance of gorgeous weather, live music, unique history and family activities have become the traveler's alternative.

While there's still a focus on cleanliness and safety, travelers have embraced the new normal and are ecstatic to be traveling with friends and family again. Full immersion in culture, history and experiences is what visitors seek along with budget friendly advantages, which Concord can provide.

Visit Concord remains nimble and prepared for the current traveler's wishes. In a world of constant challenges, the team at Visit Concord works with the lodging partners, City & County agencies, businesses and venues to create and market a variety of itineraries for travel to Concord. Optimistic about increased visits yet vigilant about changing needs, Visit Concord remains focus, flexible and resilient tools that are a must in today's DMO leadership's playbook.

Visit Concord looks to a future of guests enjoying its unique charms including taco trails, live music, colorful murals, and more while introducing a new focus on ADA travel with "Accessible Concord". This is the team's labor of love that connects the traveler's need for safety with an exceptional experience.

Focusing on Concord's current brand strengths and innovative, forward thinking strategy will keep Concord top-of-mind in destination travel. Concord is calling you now!





# ABOUT VISIT CONCORD



**Visit Concord is the brand identity of the Concord Tourism Improvement District, which aims to improve economic growth in the region by increasing awareness and promoting Concord as a destination for travelers and meeting and event planners.**

## MISSION + VISION:

### MISSION

To promote Concord by increasing the awareness and enhancing the image of our city's distinct assets and amenities

### VISION

To be a premier destination recognized for its accessible outdoor adventures, local spirit and flavorful fare.

## CORE VALUES:

### PROGRESSIVE

Encourage growth and development, embrace & drive change

### TEAMWORK

Build and nurture relationships, embrace strong local support

### RELATABILITY

Celebrate diversity, support advocacy, contribute to the community

### SINCERITY

Produce meaningful work, create value, be true to the destination

## OUR ROLE:

- Curator of Content
- Tourism Data Facilitator to Visitor Economy
- Brand Ambassador to Concord
- Creator of tourism demand for Concord
- Driver of business to hotel



# STRATEGIC PRIORITIES & OPPORTUNITIES

## **Increase Competitiveness**

- Leverage assets and position the region as a multi-dimensional outdoor suburban destination that is surrounded by nature—buzzing with entertainment, community, and flavor.
- Build positioning on access to recreation and other outdoor amenities/events/experiences and a fun personality.
- Create accessible and inclusive environment with training and education for lodging partners and attractions.

## **Strengthen Community Relationships**

- Continue and maintain relationships with key stakeholders amongst residents and local business owners.
- Develop brand ambassadors and online communities to promote the unique offerings Concord has - outdoor recreation, live entertainment & events, and diverse trails and tours.

## **Grow Demand for Leisure Travel**

- Leverage a more significant share of existing business travel segments to become business and leisure visitors, extending trips to enjoy the area beyond the business aspects of their trip.

# GOALS

- To build the perception of Concord as a premier destination that is surrounded by nature and a vibrant community.
- To increase lodging bookings, visitor spending and community revenue.
- To build awareness, interest, desire, and distribution for Concord in its higher-yield target market segments by building communities and a narrative that tells the story of Concord as an exciting leisure destination that offers natural beauty, outdoor recreation and an eclectic dining scene.
- To increase collaboration and strengthen alliances within Concord to create communities that focus on the elements that make Concord a vibrant, multi-faceted destination.



# GEOGRAPHIC MARKETS

- Northern California (Sacramento, San Francisco, Oakland, San Jose)
- Central Valley (Stockton, Fresno, Modesto)
- Buchanan Fields Airport
- Other Top Markets - Reno, Los Angeles, Chico Area



## TARGET AUDIENCES



- **Leisure Traveler / Drive Market**
  - Families
  - Outdoor Enthusiasts
  - Southern California Road-trippers
  - Accessible, Diverse and Inclusive Communities
    - Foodies
    - Music Lovers
    - Culture Cravers
- **Meeting + Events Planners**
  - Small Meetings and Associations up to 300
- **Residents and Local Business Community**
  - Brand Ambassadors

# MARKETING STRATEGY

## Build Communities through Social Media

Social Media platforms provide an opportunity to connect with Concord residents and encourage them to share their passions in the destinations, from outdoor events to wine tasting. The local community will bolster these efforts and provide their expertise. Research from our partners at Visit California shows that promoting visitation through a local lens endears people to the destination and makes them feel a part of the fabric of the community, compelling them to visit and book stays.

## Messaging Points

- Outdoor enthusiasts
- Entertainment goers
- Breweries and wine tasting
- Local content creators
- Special events - focus on bringing together families and friends into sustainable and inclusive community

## How to Connect

- Focus on social media tools and channels that engage community members and connect them to Concord
  - Tell the stories of the local community that embodies the area's unique and local culture



# PAID MEDIA

**Visit Concord has assembled a paid media strategy across a range of channels that will target key geographies and audiences detailed in this plan.**

Our primary goal is to implement a blend of digital offerings with traditional media to reach a wide variety of audiences and inspire travel to the destination. Digital media will allow us to develop a messaging targeted to the ideal personas bringing them down the funnel from consideration to activation. To reach these audiences, we target behaviors that align with Visit Concord experiences. Multiple tactics will be deployed to track conversions, amplify reach and explore specific action taken on the website giving us a better sense of what visitors are looking for.

## KPIs

- Digital advertising impressions
- Advertising clicks to website
- Paid Media Click thru rate
- Media Conversions

## Programmatic Video Pre-roll and Display

- Build awareness
- Drive traffic to the site
- Promote events
- Market new and renovated lodging properties

## Retargeting

- Activation messaging for consumers that have engaged with brand creative

## Social Media

- Specific platforms that speak to travelers and share the story of Concord thru ads

## Google AdWords

- Always-on channel to keep the destination top of mind





# EARNED STRATEGY

We will position Concord as a desirable travel destination for leisure, meetings and events. Proactively fostering media stories in regional and local publications, Concord will leverage partnerships to maximize the reach of marketing dollars with a focus on promoting visitation.

We will be reactive to any media opportunities with our partners, expanding and engaging on these connections. By seeking out opportunities to utilize social media and influencer partnerships, we will incorporate a storytelling component to motivate visitors and encourage stays.

## TACTICS

### 1) Host Press Trips

- Domestic media or social media influencers
- San Francisco Bay Area Region
- Visit California - IMM, Media Co-ops

### 2) Develop new story pitches for content submissions/pitches to industry partners

- Surrounded by nature—buzzing with entertainment, community, and flavor
- Pitch that defines “Outdoor Suburban” and shows how that is distinctive and makes VC stand out
- Promote Trails and Tours of Concord to support Outdoor Suburban positioning
- “Day in the Life” profile of someone who is a career professional (urban/suburban) but then takes the jacket and tie off to hike the hills, relax at Todos Santos Plaza, enjoy music at Concord Pavilion (a work hard/play hard idea, wrapped around Suburban Outdoor)
- Create new media list that brings in outdoor magazines, blogs, websites

## Participate in opportunities with partners

- BARTable
- Buchanan Field Airport
- City of Concord
- Concord Chamber of Commerce
- Concord Art Society
- Concord Historical Society
- Contra Costa County
- Diablo Magazine
- Diablo Gazette
- East Bay Economic Development Alliance
- East Bay Leadership Council
- East Bay Regional Parks
- Mt. Diablo Hospitality Alliance
- Mt. Diablo State Park
- Pacific Service Credit Union
- Save Mt. Diablo
- Six Flags Hurricane Harbor
- Sunvalley Shopping Center
- The Veranda
- The Willows
- TSBA
- Various local festivals, events and businesses

### 3) Create press releases for demand driver events throughout the year

- All Trail and Campaigns - create marketing and media toolkit for partners.

### 4) Partner Engagement

- Engage with the local community and build relationships between residents and tourism efforts
- Create a presentation to “take on the road” to various local groups - city council, chamber of commerce, service clubs, TSBA, etc.

## KPIs

- Secure high-value media coverage
- Book Influencer events/FAMs
- Create Story Placements
- Track Digital Story Reach
- Facilitate Media Requests



# OWNED STRATEGY

Visit Concord will continue to connect and engage with a range of audiences by developing original and personalized content to be distributed via owned channels. A consistent tone, voice and brand aesthetic across the website, social media platforms and e-newsletter will help tell the destination's story to a variety of visitors. By creating a cohesive content strategy, we will deploy messaging across all owned touchpoints that informs and inspires.



## TACTICS

### Website

- Enhance Craft 4 website with refreshed brand identity and imagery
- Include diverse and inclusive images and language
- Post two new and two refreshed blogs per month
- Continual update to existing itineraries, blogs and website copy

### E-Newsletters

- E-newsletter sent monthly
- Subscriber segmentation for specific promotions (Taco Trail, Pet Guide, etc.)
- “Can’t Miss” List in the summer months
- Promote e-newsletter sign ups on social media and on website pop-up
- “forward to a friend” option in monthly newsletters

### Social Media

- Create Content Action Plan based on key pillars
- Share marketing campaign throughout social channels
- Utilize tone sheet to enhance brand voice and tailor consistent captions
- Include a mix of user-generated content, videos and high-quality images
- Tag businesses in each post across all social media platforms
- Connect with top local creators for assets and destination stories
- Include IG brand hashtags and trending hashtags that are relevant to the content
- Include links to the Visit Concord website in Facebook and Twitter posts
- Social monitoring: respond to comments, like and share tagged posts on stories

# OWNED STRATEGY CONTINUED

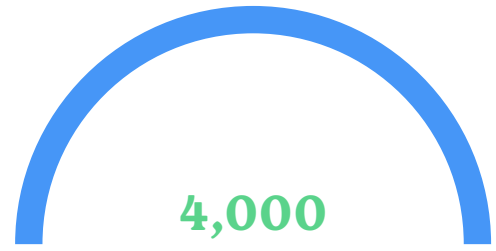
## VISITOR CENTER KPIs

### Maximize visitor experience

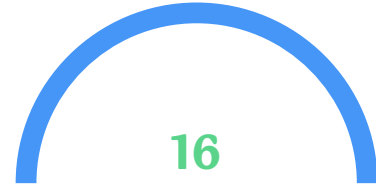
- Visitor engagement (maps, guides, etc.)
- Pop-up events
- Hootboard advertising
- Merchandise sales
- Business development
- Evening / weekend office and courtyard rental
- Educational classes

### MARKETING KPIs

- Increase email subscriptions and open rate by 15%
- Target annual website sessions to 360K
- Increase time on site by 10%
- Increase Instagram followers and engagement by 20%
- Increase Facebook fans and engagement by 10%
- Increase LinkedIn followers and engagement by 20%



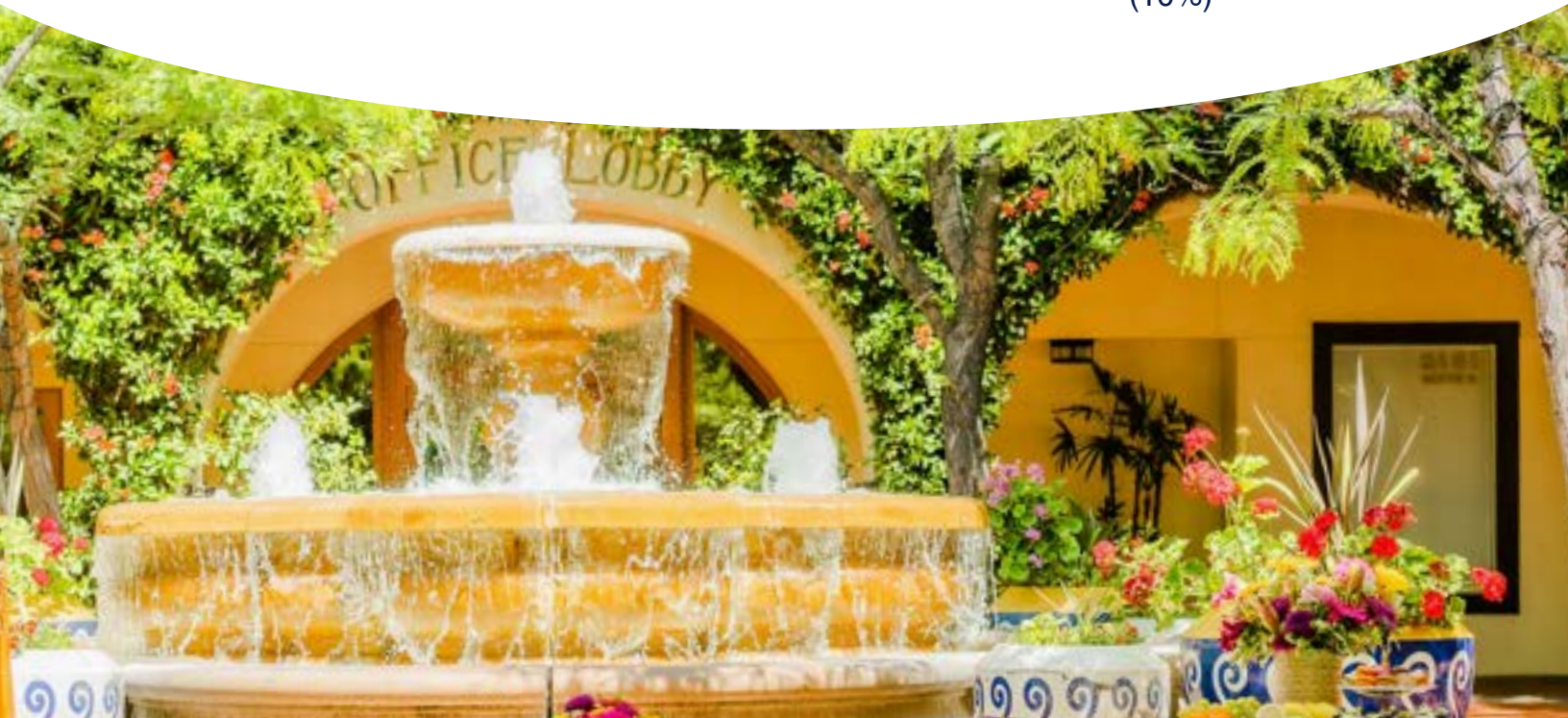
Annual Visitor  
Attendance



Events per year  
(15%)



Annual  
Merchandise and  
Advertising Sales  
(10%)

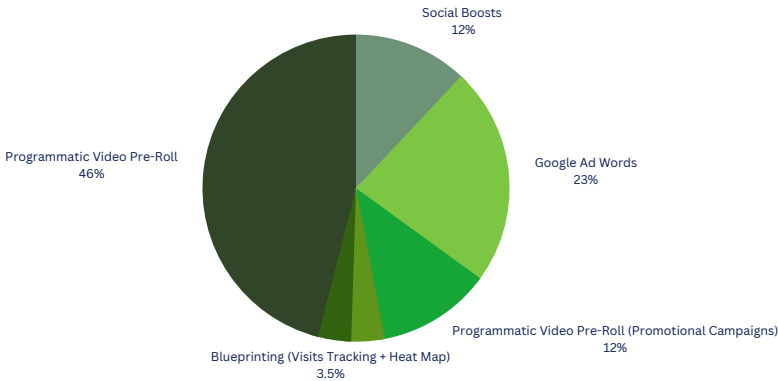




# Marketing Calendar

| Brand Campaign        | Planning        | Execution           |
|-----------------------|-----------------|---------------------|
| Summer                | 3mo./March      | June-August         |
| Fall                  | 3mo./June       | September - October |
| Holiday               | 3 mo./Aug       | November - December |
| Winter                | 3 mo./ Aug-Sept | December - February |
| Spring                | 2 mo./Nov-Dec   | March-May           |
| Promotional Campaigns | Planning        | Execution           |
| Taco Trail            | 4 mo./May       | September - October |
| Comfort Food Week     | 6 mo./August    | January             |
| Creative Concord      | 7 mo./Nov       | June                |
| Beer Trail            | 3 mo./March     | June                |

# Paid Media Budget



# Promotional Calendar

| Promotional Campaigns           | Planning     | Execution         |
|---------------------------------|--------------|-------------------|
| Jazz Tribute                    | 5 mo./March  | August            |
| Annual Tourism Breakfast        | 4 mo./ April | August            |
| Accessibility/ Sensory Training | 6 mo./Feb    | Aug-October       |
| Taco Trail                      | 4 mo. /May   | September/October |
| Creative Concord II             | 10 mo./Jan   | October           |
| Wellness Week                   | 6 mo. / Aug  | January           |
| Beer Trail                      | 3 mo./ Jan   | March             |
| Tourism Month/NTTW              | 2 mo./March  | May               |



# MEETINGS & EVENTS TRADESHOW CALENDAR



Visit Concord will continue to promote and market in the meeting and event space, driving overnight stays year-round.

By leveraging current partnerships and participating in industry events, we will gain exposure and extend the reach of Concord as an ideal location for hosting groups. Fostering relationships with key stakeholders and promoting our carefully-crafted planning resources will set us up for success.

### TACTICS

- Develop marketing programs that target meeting and event planners
- Participate in trade shows and events that target meeting planners, businesses and associations
- Connect and participate with professional organizations
  - California Society of Assn. Executives
  - Meeting Planners Intl. NCC and SSN
- Collaboration with destination associations
  - California Hotel & Lodging Association
  - Cal Travel Association
  - DMA West
  - Mount Diablo Regional Marketing Co-op
  - San Francisco Travel
  - Travel Unity
  - Visit California

### KPIs

- Total Number of meetings books
- Total Number of RFPs
- Total Number of leads shared with the lodging partners

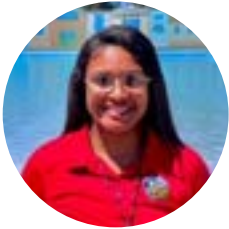
### 2023-24 TRADESHOW & INDUSTRY CONFERENCE CALENDAR

| Tradeshow                   | Date           | Location           |
|-----------------------------|----------------|--------------------|
| CalTravel Summit            | September 2023 | Monterey, CA       |
| DMA West Education          | October 2023   | Lake Tahoe, NV     |
| CalSAE Seasonal Spectacular | December 2023  | Sacramento, CA     |
| IMM 2024                    | January 2024   | New York, New York |
| Go West Summit              | February 2024  | Lake Tahoe, NV     |
| Visit California Outlook    | March 2024     | Rancho Mirage, CA  |
| MPINCC ACE                  | April 2024     | San Francisco, CA  |
| DMA West Tech Summit        | TBD            | TBD                |
| DMA West Leadership Summit  | TBD            | TBD                |



# BOARD OF DIRECTORS & STAFF

## BOARD OF DIRECTORS 2023-2024



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*Board Chair*  
Six Flags Hurricane Harbor



**Andrea Hennings**  
*Vice Chair/Int. Treasurer*  
Down to the Details



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**Carmen Guerrero**  
*Secretary*  
Live Nation/Concord Pavilion



**Guy Bjerke**  
City of Concord



**Scott Fleming**  
Hilton Concord



**Chris Mellini**  
Concord Plaza

## STAFF

- **Beth Javens**, Executive Director
- **Shelbi Walker**, Director of Sales and Marketing
- **Justine Tobias**, Digital Marketing Specialist





