

# MARKETING & COMMUNICATIONS PLAN 2019- 2020



PRESENTED TO VISIT CONCORD BOARD OF DIRECTORS

JUNE 26, 2019

# Mission + Vision + Role

## MISSION

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

## VISION

Concord is a true Northern California original and recognized as a travel destination to explore the unique experiences of our city, the San Francisco Bay Area, and the Northern California region.

## VISIT CONCORD'S ROLE

- Curator of Content
- Brand Ambassador for Concord
- Create Tourism Demand for Concord

# Tourism Forecast

Tourism is one of California's most vital engines for economic growth. Every day, travelers inject hundreds of millions of dollars into communities across the state. Visit California and the state's tourism industry have successfully galvanized the California brand around the world, and as a result continue to experience economic vitality and spending growth. Tourism touches every community throughout the state—from California's biggest gateways to its most tucked-away locales. Concord's emergence as a destination for visitors and meeting planners, dynamic staff, and fresh brand identity are compelling reasons to shine light on our destination as a true Northern California Original.

Visit Concord's marketing efforts will continue to be focused on emphasizing the destination's benefits. We will continue to create value for guests by working together with our partners and destination attractions to create an experience that exceeds their expectations.

The market outlook for small meetings and events business is positive. Concord's largest growth potential is in weekend leisure, business and international travel. Visit Concord will work together with hotel partners to create leisure weekend packages with attractions, food, entertainment and events.

Visit Concord will continue to partner with key organizations to move the positive narrative of Concord forward. We will work with the City of Concord to establish a unified brand for the city that can be used for attracting more investment, more businesses, top talent in our workforce, and of course, more visitors. There is also an opportunity to look at beautification of our city's districts, and help the destination grow in a way that benefits residents as well as visitors.

Now is the perfect time to celebrate all that has been accomplished and tell Concord's tourism story. We look ahead to 2019-2020 with great anticipation and we are thankful for all the people who make our vision and mission come to life.

# Market Strategies

Visit Concord has identified key markets and strategies most likely to increase visits to and overnight stays in Concord. Visit Concord's Marketing & Communication Plan outlines the opportunity for growth in overnight visitors through promotion and marketing strategies.

## KEY MARKETS

### Bay Area Resident – Day Tripper

- San Francisco, Oakland, San Jose, and Surrounding Areas

### Drive & Fly Market – Potential Overnight Visitor

- California – Sacramento, Central Valley, Los Angeles

### Feeder Markets Identified for Growth

- Washington, Arizona, Illinois, Texas, Florida, New York

### International Markets

- India, Canada, United Kingdom, China

# Strategic Priorities

## INCREASE CONCORD'S BRAND AWARENESS

**Strategy:** Brand Awareness

Drive awareness, consideration and visitation to Concord.

**Tactics:**

- Create compelling content, photography, destination guides and other collateral
- Develop videos to leverage brand our brand message
- Leverage brand identity and creative assets to encourage brand engagement

## GROW DEMAND FOR DESTINATION

**Strategy:** Advertising

Develop a strong advertising campaign to define the destination of Concord while driving awareness, consideration and visitation of Concord.

**Tactics:**

- Support new brand identity
- Increase outreach to meeting professionals via digital
- Develop seasonal/quarterly campaigns

## BE A LEADER IN DESTINATION DEVELOPMENT

**Strategy:** Destination Development

Influence destination decisions that impact tours or the visitor experience.

**Tactics:**

- Work with partners to highlight impact of tourism for the community
- Target key planners in market
- Provide partners with content and collateral to promote destination/attraction

# Strategic Priorities (cont.)

## STRENGTHEN AND GROW OUR PARTNERSHIPS

**Strategy:** Community Relations

Maintain strong presence in the community while presenting partners with new opportunities.

**Tactics:**

- Engage with key community partners to maintain relationships
- Provide updated news through regular partners communication
- Educate the community about the importance of local tourism advocacy and the economic importance of tourism

## REINFORCE ACCOUNTABILITY AND INNOVATION

**Strategy:** Fiscal Responsibility

Ensure Visit Concord is fiscally responsible with a clean audit and balanced budget annually.

**Tactics:**

- Adhere to accounting practices and procedures
- Maintain a balanced budget by forecasting expenses

# Goals

- Create Three-year Rolling Plan
- Create Opportunities for Destination Awareness through Local Community and Events
- Create Partnerships through Outreach

# Objectives

- Develop relevant and inspiring content to influence visitors' travel planning
- Deliver and market local experiences
- Leverage technology to develop insights and behavior of the traveler to build campaigns to entice the traveler to visit or return
- Promote in-market visitor satisfaction to promote local businesses through placemaking and word-of-mouth marketing
- Generate more buzz and word-of-mouth for Concord by capturing and sharing exceptional experiences
- Continue to engage return visitors who are our biggest advocates for the destination
- Bring influencers in to deliver strong content to their audience
- Use KPIs, metrics and ROI to measure the strategic direction of promotion campaigns and brand marketing investments
- Sponsor key visitor-driven events and festivals
- Use public relations to increase earned media placements about the city
- Create and distribute inspirational content to the personas most likely to visit and stay overnight
- Create and curate video storytelling to express Concord's cultural and experiential diversity

# Target Audiences

- Business Traveler
- Leisure Traveler / FIT
- Meeting + Event Planners
- International Traveler

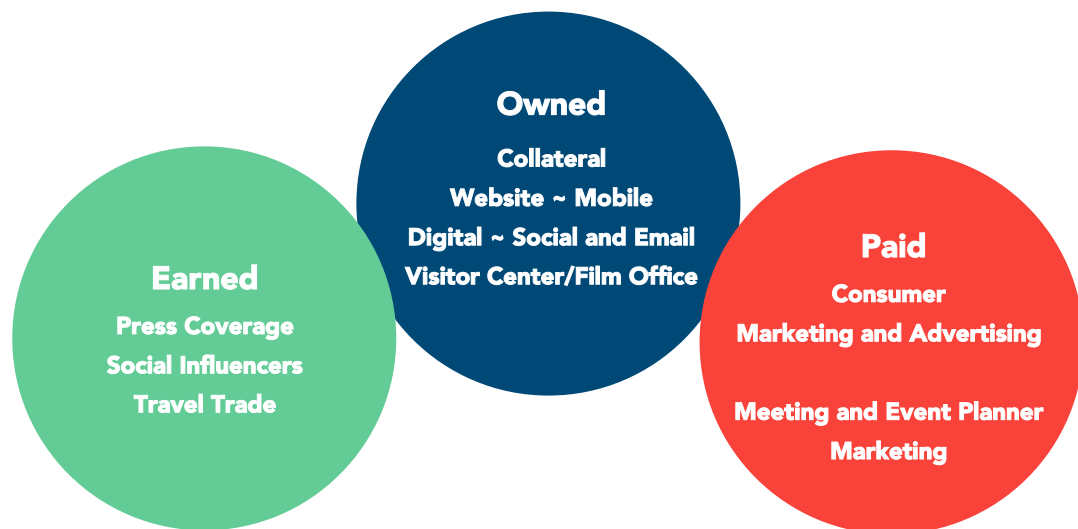
# Key Performance Indicators (KPIs)

	Current	Goal (%)	Goal (#)
Email Subscriptions	4,335	+20%	5,200
Website Sessions	158,388	+26%	200,000
Instagram Followers	1,846	+25%	2,300
Facebook Followers	8,882	+12.5%	10,000
LinkedIn Followers	257	+20%	308
Twitter Followers	2,209	+20%	2,650
Media FAM / Events	9	+33%	12
Hospitality / Industry Events	2	+150%	5

# Brand Platform

Marketing channels that Visit Concord leverages through strategic planning include: Social Media, Video Marketing, Influencer Marketing, Email Marketing, Keywords, Website Optimization, Marketing Collateral, Visitor Center, Activations

## MARKETING CHANNELS



# Marketing Toolkit

- Website/Mobile
- Email
- Video
- Blog
- Collateral
- Social ~ Facebook, Instagram, Twitter, Pinterest

## Website is the Top Touchpoint

### Goal is to Drive Traffic to Website

Website not only serves as the receiving end of digital marketing programs, but also where we direct our paid traffic, send the e-newsletter readers, and where our content lives. The goal is to increase website traffic year over year and thereby drive traffic directly to our partners with marketing campaigns and programs that engage and convert the visitor.

# Campaigns

- Leisure Travel: International and Free Independent Travelers
- Meeting and Event Planners
- Transportation: Airport, Rental Cars, BART
- Seasonal Ads: Family Friendly, Drink & Culinary, Music, Holiday, Outdoors

# 2019 Marketing Plan

## LEISURE MARKET

- Deliver Marketing Strategies to Target Audiences
- Drive Awareness by Key Message to Identified Audiences
- Messages to Include a Strong Call to Action
- Deliver Compelling Content and Brand Marketing

# Key Pillars

## **PILLAR 1 - NORTHERN CALIFORNIA REGION**

- Central Proximity
- Transportation Access
- Northern CA Weather

## **PILLAR 2 - OUTDOOR ADVENTURE**

- Mount Diablo
- Open Space & Trails
- Parks & Recreation
- Markham Nature Park and Arboretum

## **PILLAR 3 - ENTERTAINMENT**

- Music Concerts
- Festivals & Shows
- Nightlife
- Shopping

## **PILLAR 4 - CULTURE & ARTS**

- Historical Sites & Tours
- Architecture
- Neighborhoods
- Performing & Visual Arts
- Movement Arts

## **PILLAR 5 - FAMILY FRIENDLY**

- Theme Parks & Amusement Centers
- Science & Art Camp Center
- Outdoor Parks
- Sporting Events

## **PILLAR 6 - CULINARY**

- Global Cuisine
- Farmers Market
- Craft Beer City in Middle of Wine Country

## MARKETING CALENDAR

Campaign	Planning	Execution
Culinary / Food Experience	3-4 Months	January-December
Restaurant Week	6 Months	January
Hospitality Social	2 Months	January
Beer Passport	3-4 Months	February
Outdoor Adventure	3-4 Months	February, May, July, October
Concord Jazz Festival	3-4 Months	Spring-Fall
Destination Guide	6 Months	April
Spring Ad Campaign	2 Months	April-June
Annual Report	12 Months	July 2018-June 2019
Summer Ad Campaign	2 Months	July-August
Hospitality Social	2 Months	August
Annual Tourism Breakfast	2 Months	August
Airport Campaign	3-4 Months	Late Summer - Early Fall
Oktoberfest	3-4 Months	October
Fall/Winter Ad Campaign	2 Months	October-February
Holiday Campaign	3-4 Months	December

## INTERNATIONAL

Visit Concord will explore relevant international markets for the destination working closely with Visit California and San Francisco Travel. Building awareness of Concord with international media in target markets is one proposed strategy.

## PUBLIC RELATIONS

Facilitate positive media stories in regional and local publications, including leisure and meetings industry to position Concord as a travel destination. Leverage assets, amenities and ongoing events to secure media features in publications.



## MEETING + EVENT MARKET

Visit Concord develops marketing programs aimed at meeting and event planners and participates in events and trade shows targeting meeting planners, businesses, and associations to build overnight stays during non-peak time periods, including November to March and weekends, Thursday through Sunday nights.

### Professional Organizations

- California Society of Association Executives (CalSAE)
- Meeting Planners International Northern California (MPINC) Chapter
- Meeting Planners International Sacramento/Sierra Nevada (MPI SSN) Chapter
- Professional Convention Management Association (PCMA)
- Small Association Leadership Alliance
- San Francisco Travel

### Tools

- Cvent
- San Francisco Travel Lead Retrieval

## TRADESHOW + CONFERENCE CALENDAR

Event	Date	Location
All Things Meetings	July 24	Santa Clara, CA
Smart Meetings California Summit	October	Sacramento, CA
Visit California San Francisco Media Reception	October	San Francisco, CA
All Things Meetings	Fall	East Bay, CA
Bay Area Hospitality & Lodging Biznow Event	September	TBA
CalSAE Seasonal Spectacular	December	Sacramento, CA
MPI Annual Conference & Expo (ACE19)	2020	TBA
MPISSN Tradeshow & Expo	2020	TBA
Global Meeting Industry Day Education Luncheon	2020	TBA
CalSAE CEO / Executive Director Luncheon	2020	TBA
All Things Meetings	2020	TBA
MPISSN Chapter Tools for Leaders	2020	TBA
Connect California	2020	TBA
CalSAE ELEVATE Annual Conference	2020	TBA
CalSAE LevelUp Education & Luncheon	2020	TBA
MPISSN Annual Dinner & Silent Auction	2020	TBA
Meeting Planner Luncheon	2020	TBA
Annual Gala & Silent Auction	2020	TBA
Idea Exchange Breakfast – SoCal	2020	TBA

# Data Sources

1. Star Reports
2. VisaVue Data
3. Website (Google) Analytics
4. Facebook Analytics

## 2019 Partner Engagement

Continue to build partnerships with City of Concord, Buchanan Field Airport, The Veranda, Sunvalley Shopping Center, Concord Pavilion, Six Flags Hurricane Harbor Concord, local Festivals & Events, BARTable, East Bay Leadership Council and others.

Create State of the Art Experiential Visitor Center in downtown Concord. Collaborate with regional and Bay Area attractions and amenities to showcase destination experiences.

## Board of Directors + Staff

Visit Concord is the brand identity created for the Concord Tourism Improvement District (TID) located in San Francisco's East Bay. Established on June 1, 2013, the TID allows a 3 percent collection on all room bookings from participating hotels in Concord. The TID aims to improve economic growth by building awareness and consideration of Concord as a destination for travelers and meeting and event planners.

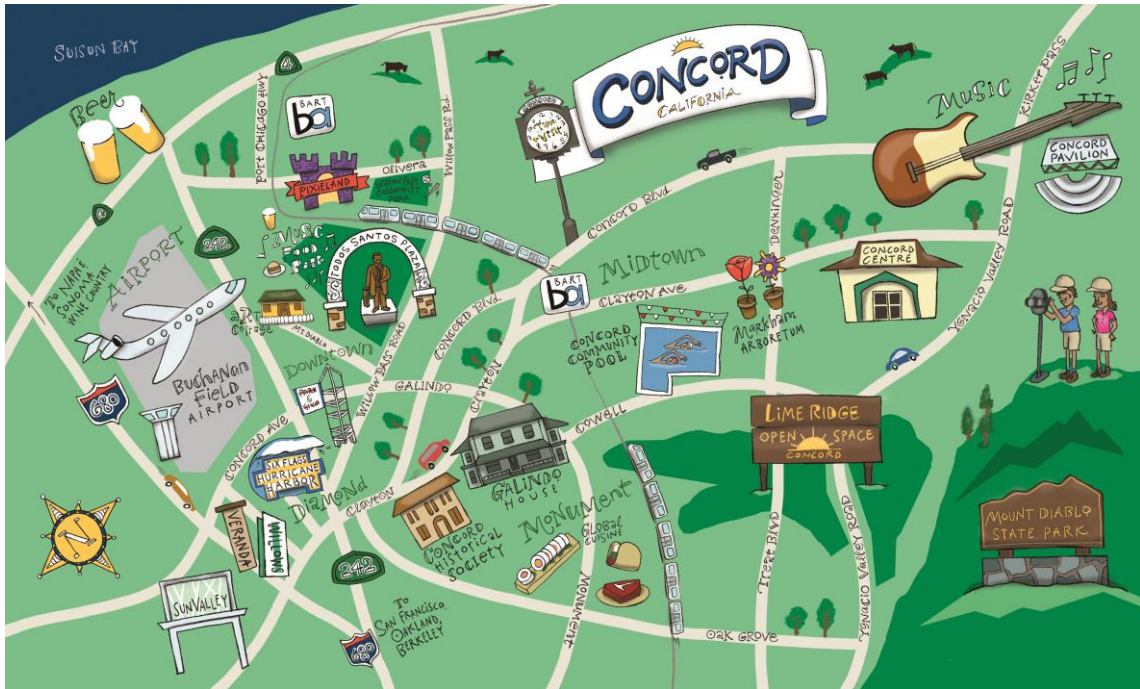
### BOARD OF DIRECTORS FOR 2019-2020

- Billy Mendez, Hilton Concord
- Chris Mellini, Crowne Plaza Concord
- John Montagh, City of Concord
- Kerri Harris-Gay, Clarion Hotel Concord
- Kirk Smith, Six Flags

### STAFF

- Elaine C. Schroth, Executive Director
- Shelley Mitchell, Marketing & Communications Manager
- Shelbi Walker, Marketing & Outreach Coordinator





**VISITCONCORDCA.COM**  
**#CONCORDLOVE**