

A photograph of two women hiking on a trail. The woman on the left is wearing a blue and white plaid shirt and a backpack. The woman on the right is wearing a white tank top, a black baseball cap, and a red backpack. They are both smiling and looking towards the right. The background shows a mountain with some vegetation and a clear blue sky with a few clouds.

**MARKETING PLAN**  
**2022–2023**

***Concord***  
**CALIFORNIA**



# TOURISM FORECAST

**OVER THE PAST YEAR,** certain restrictions due to the coronavirus pandemic have been lifted and many things have returned to “business as usual,” with the economy continuing to recover. With that being said, many individuals’ opinions and habits have begun to return to pre-pandemic ways when it comes to travel. There is a high rate of vaccination doses and many travel restrictions are no longer. Many travelers are motivated to leave home with businesses remaining open and new opportunities arising once again.

With the developing trends, Visit Concord’s focus has shifted to position the destination as a premier leisure getaway, with numerous ways to immerse in nature, the eclectic food and beverage scene and the strong local spirit. Concord provides the perfect escape for those willing to go the extra mile or for those coming from just around the way. Increasing economic stability leads to the potential of new experiences with what Concord has to offer. Our team has worked hard to ensure we stay on top of industry trends and recognize the fun and exciting possibilities of Concord.

There continues to be substantial numbers of people choosing to travel following the decrease in restrictions, and the sentiment around travel remains positive. Although health and safety concerns around travel may persist, we proudly position Concord as offering something for everyone, with the ever-present option of exploring nature and participating in activities outdoors.

After a stressful period of time over the past few years due to the coronavirus pandemic, travelers will escape to Concord to participate in the numerous leisurely activities the area has to offer. *The Visit Concord team remains confident in continuing to welcome visitors, while still being flexible to change as it may arise.*



## 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 hotels

# 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.
- This new positioning is built on access to recreation and other outdoor amenities/events/experiences and a fun personality.

## STRENGTHEN COMMUNITY RELATIONSHIPS

- Build relationships with key stakeholders amongst residents and local business owners.
- Develop brand ambassadors and online communities to promote the unique offerings Concord has—from the outdoor recreation, live entertainment, Taco Trail and diverse dining options.

## 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 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, outdoor-focused destination.



# TARGET AUDIENCES

- Leisure Traveler / Drive Market (*including diverse communities*)
  - Families
  - Outdoor Enthusiasts
  - Communities
    - Taco lovers
    - Music goers
- Meeting + Events Planners
- Residents and local business community



# GEOGRAPHIC MARKETS

- Northern California (*Sacramento, San Francisco, Oakland, San Jose, Lakeport*)
- Central Valley (*Stockton, Bridgeport, Fresno*)
- Buchanan Fields Airport





# MARKETING STRATEGY

## BUILD COMMUNITIES

Online communities 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.

## POTENTIAL COMMUNITIES:

- Outdoor enthusiasts
- Entertainment goers
- Breweries and wine tasting
- Local content creators
- Special events

## HOW TO CONNECT

- Focus on social media tools and channels that engage community members and connect them to Concord

# 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 ad 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.

## TACTICS

### Programmatic Video Pre-roll and Display

- Build awareness
- Drive traffic to the site
- Promote events

### Retargeting

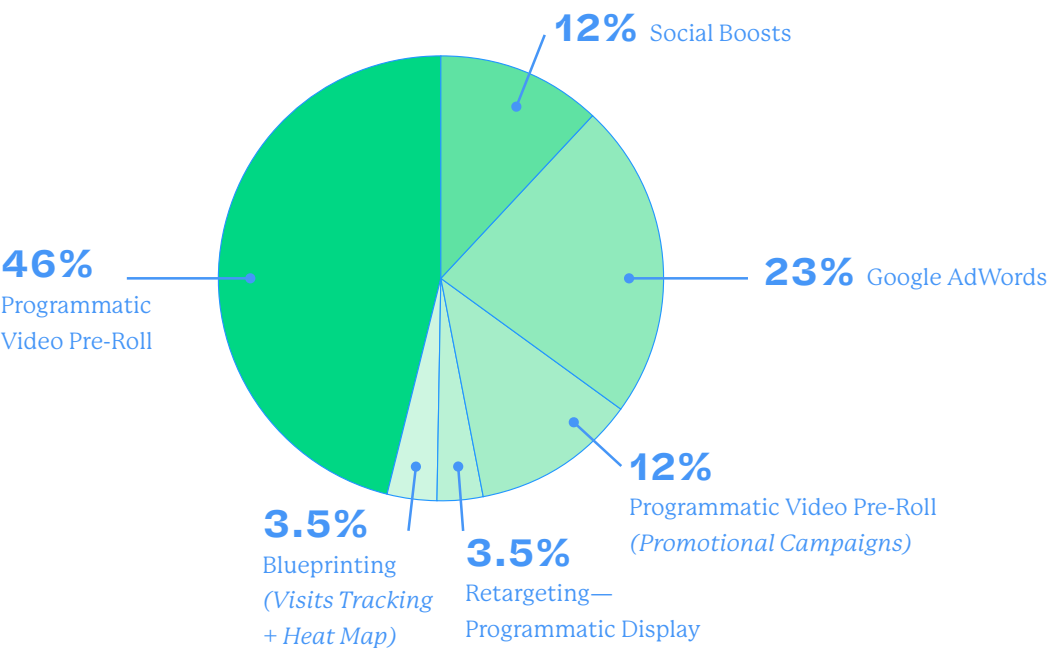
- Activation messaging for consumers that have engaged with brand creative

### Social Media

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

### Google AdWords

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



## MARKETING CALENDAR:

Brand Campaign	Planning	Execution
Summer	3 mo./March	June–July–August
Fall	3 mo./June	September–October
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

## KPIs

- Digital advertising impressions
- Advertising clicks to website
- Paid media click thru rate
- Media conversions

# EARNED STRATEGY

With a three-pronged approach to earned media, we will position Concord as a desirable travel destination for leisure, meetings and events. Our team will proactively foster media stories in regional and local publications and 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 on these connections and engaging with the community. By seeking out opportunities to utilize social media and influencer partnerships, we will incorporate a storytelling component through an earned lens to motivate visitors and encourage stays.

## TACTICS

### Host press trips

- Domestic media or influencers
- San Francisco Bay Area Region
- Visit California

### Develop new story pitches for content submissions

- Pitch that defines “Outdoor Suburban” and shows how that is distinctive and makes Visit Concord stand out
- Promote Trails of Concord to support Outdoor Suburban positioning: Go on the Taco Trail, Beer Trail, Mt. Diablo trails
- “Day in the Life” profile for those looking for a “bleisure” (*business + leisure*) experience
- Create new media list that brings in outdoor magazines, blogs, websites

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

- Taco Trail—Create decals for participants to put in windows; promote to local media; share on social media, etc.

### 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.

### Participate in reactive opportunities with partners

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

## KPIs

- Secure high-value media coverage
- Host a minimum of four influencer events/FAMs
- Total number of story placements
- Digital story reach
- 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 website with refreshed brand identity and imagery
- Include diverse and inclusive images and language
- Post two new and two refreshed blogs per month
- Update existing itineraries and landing page copy with refreshed tone

### E-newsletter

- Continue to send e-newsletter on second Tuesday of each month
- Update template with new brand identity
- Consider subscriber segmentation for specific promotions (*Taco Trail, Pet Guide, etc.*)
- Continue "Can't Miss" List in the summer months
- Promote e-newsletter sign ups on social media and on website pop-up
- Include "forward to a friend" option in monthly newsletters

### Social Media

- Create Content Action Plan based on key pillars
- Share marketing campaign throughout social channels (*e.g. Taco Trail, Beer Trail*)
- 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
- On Instagram, include 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
- Tag local businesses in relevant posts

## Maximize visitor experience at Visitor Center

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

## KPIs

- Increase email subscriptions and open rate by 15%
- Increase annual website sessions by 20%
- Increase time on site by 10%
- Increase social media engagement rate to meet industry standard of 8.4%
- 4,000 in Annual Visitor Attendance
- 14 Events per year
- \$10,920 in Annual Merchandise Sales
- \$4,500 in Advertising Sales

# MEETINGS & EVENTS TRADESHOW CALENDAR

Visit Concord will continue to market itself in the meeting and event space, driving overnight stays in off-season months. 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 Association Executives (CalSAE)
  - Meeting Planners International Northern California (MPINCC) Chapter
  - Meeting Planners International Sacramento/Sierra Nevada (MPI SSN) Chapter
  - Small Association Leadership Alliance
  - San Francisco Travel
  - Group Travel Family
  - NorthStar Meetings Group
  - CONNECT Meetings
  - National Tour Association
- Collaboration with destination associations
  - CalFest Association
  - Cal Travel Association
  - DMA West
  - Mount Diablo Regional Marketing Co-op
  - San Francisco Travel
  - Visit California
  - California Hotel & Lodging Association

## KPIs

- Total number of meetings booked
- Total number of post-event hotel partner meetings
- Number of leads shared with hotel partners

## 2022/23 TRADESHOW + CONFERENCE CALENDAR

SYTA	August 28–30, 2022	Washington, DC
NorthSTAR—Destination California	August 28–30, 2022	Monterey, CA
Connect—Pacific NW	September 19–20, 2022	Boise, ID
Visit California—San Francisco Media Event Confirmation	September 22, 2022	San Francisco, CA
Small Market Meetings	October 2–4, 2022	Wichita, KS
All Things Meetings	October 27, 2022	Mountain View, CA
NorthStar Destination West	November 1–3, 2022	Tucson, AZ
Connect—WEST	November 9–10, 2022	San Francisco, CA
Boomers in Groups	November 4–6, 2023	Gwinnett County, GA
NTA Travel Exchange	November 13–16, 2022	Reno, NV
CalSAE Seasonal Spectacular	December 13–14, 2022	Sacramento, CA
IMM North America	January 27–29, 2022	New York, NY
Go West Summit	February 27–March 2, 2023	Anchorage, AK
MPI ACE Tradeshow	April 5, 2023	TBA
CalSAE Elevate 2023	April 17–19, 2023	Sonoma County, CA



# 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 2022–2023

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**Shelbi Walker**, *Engagement & Sales Manager*

**Justine Tobias**, *Marketing Coordinator*

