

# MARKETING OVERVIEW

NEW SMYRNA BEACH VISITORS BUREAU

November 2, 2017



# Introduction

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- **Southeast Volusia Advertising Authority dba New Smyrna Beach Area Visitors Bureau**
  - Established on October 1, 1987 pursuant to the Florida Statutes to develop and implement the annual marketing plan using the Tourism Development Taxes (the Bed Taxes) of Southeast Volusia County.
  - 6% TDT is collected and 3% of that goes to fund the Ocean Center, leaving 3% for marketing Southeast Volusia Area.
- **Staff**
  - Gentry Baumline-Robinson – Communications Manager: Public Relations & Social Media
  - Danielle Sempsrott – Marketing Coordinator, Meetings & Conventions, Film Liaison
  - Suzie Sopotnick – Visitor Center Manager, Sports Tourism, Leisure Sales
  - Shelby Austin – Visitor Center assistant,
  - CarolAnn Jeronimo – Visitor Center Assistant (PT)
  - Vivian Swartz – Executive Assistant
- Roberto S. Schaps – President & CEO, TURKEL Brands – Agency of Record

# Our Mission, Vision and Promise

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## Mission

- The Southeast Volusia Advertising Authority (dba New Smyrna Beach Area Visitor's Bureau) will advertise and promote Southeast Volusia County to visitors and the travel industry worldwide as a premier vacation experience.

## Vision

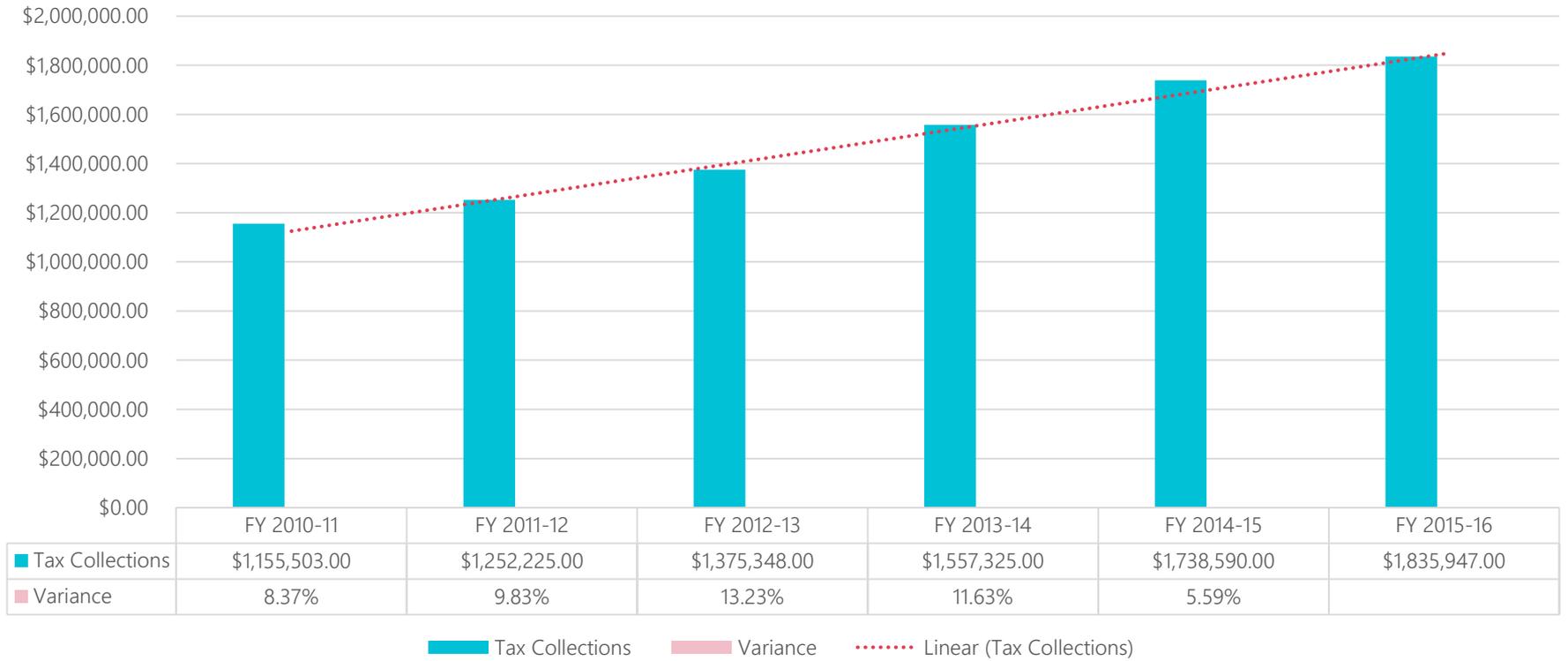
- The Vision of the Southeast Volusia Advertising Authority is to identify our selected visitor, actual and potential, through ongoing research to promote Southeast Volusia County to visitor and trade industries as a premier destination.

## Brand Promise

- Market the destination in its authentic style and continue to protect the destinations assets through sustainable tourism.

# Tourism Development Tax (Bed Tax) Collections

Tax Collections



# Research

	FY 2015/16	FY 2016/17*
<b>Number of Visitors</b> (paid accommodations)	320,500	334,100
<b>Room Nights</b>	539,500	571,900
<b>Direct Expenditures</b>	\$190.5 million	\$221.4 million
<b>Estimated Total Economic Impact</b>	\$295.7 million	\$343.6 million
<b>Occupancy</b>	67.0%	73.7%
<b>Average Daily Rate</b>	\$115.71	\$133.29
<b>RevPAR</b>	\$77.53	\$99.37
<b>Average Party Size</b>	3.0	2.7
<b>Average Length of Stay</b> (nights)	5.0	4.6

\*Through August 2017.

# Key Performance Indicators (KPI's)



Axis Title

■ Occupancy (%)   
 ■ ADR   
 ■ RevPAR   
 ⋯ Linear (Occupancy (%))



Marketing



# Marketing: **Positioning**

## **Target**

Explorers that are looking for new and authentic experiences, appropriate for their life stage, rather than their age.

## **Brand Offer**

New Smyrna Beach invites these explorers to be their most authentic and youthful selves.

## **Reason to Believe**

Relaxing and open to anything, we are a laid-back beach town with alluring activities where everyone can chart their own course.



# New Logo

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# New Logo

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# Marketing: Campaign



# Marketing: **Brief**

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- **Demographics**

- Average age 51 years' young
- 58% visit as a couple
- Household Income (HHI) \$85,634
- 89% arrive by car (personal or rental)
- 60% of visitors are vacationing
- 66% are 35 years old and over

- **Psychographics**

- 54% of Baby Boomers travel to spend time with family
- 48% of Gen Xers travel to spend time with family
- 51% of Millennials travel to spend time with family
- 39% of Baby Boomers travel to get away from the everyday
- 39% of Gen Xers travel to get away from the everyday
- 34% of Millennials travel to get away from the everyday

# Media: Strategy

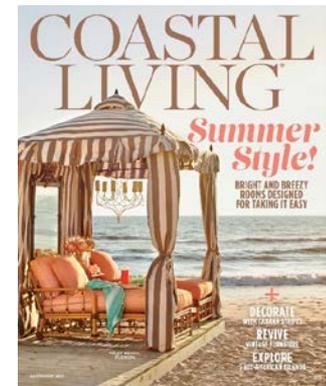
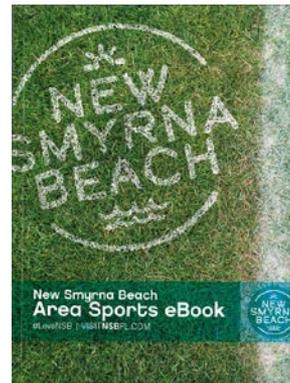
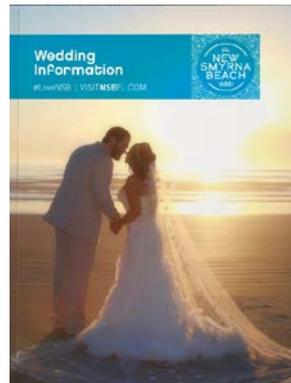
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- Advertising strategy to focus on:
  - 1st time visitor
  - Encourage repeat visits
  - Fill Sunday-Thursday, midweek stay
  - Leverage 250<sup>th</sup> birthday of New Smyrna Beach with sweepstakes and promotions
- Media approach:
  - Integrated approach including:
    - Print
    - Digital/Mobile
    - Video is important
    - Regional partnerships

# Media: Print

Print magazine to increase brand awareness.

- Southern Living
- Coastal Living
- Florida Vacation Guide
- Special Publications:
  - Eco-tourism
  - Film
  - Meetings
  - Pet Friendly
  - Sports
  - Sustainable Guide
  - Weddings



# Media: Digital

## Publishers and Impressions

- Coastal Living 2.6 million
- Southern Living 3.9 million
- Expedia\* 14.5 million
- TripAdvisor 2.7 million
- Travelspike 3.6 million
- Adara\* 10.0 million

Total Digital Impressions for FY17/18: 37.3 million

*\*Adara includes Impact tourism measurement solution.*

*\*Irma match, increased circ. 10 mil for 6 months.*



# Public Relations

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- Generate positive ink and additional buzz to increase visitation, brand awareness, revenue
- Strategic content creation (it's all about content) and distribution
- Media development – cultivating relationships with writers, bloggers and influencers (those who visit and those who don't)
- Leveraging partnerships with professional organizations – VISIT FLORIDA, SATW
- 3<sup>rd</sup>-party validation important and significant to enhancing advertising exposure
- Public relations is a brand builder; Rising tide lifts all boats
- Bottom line – public relations can drive business and generate revenue

# Public Relations: **Toolkit**

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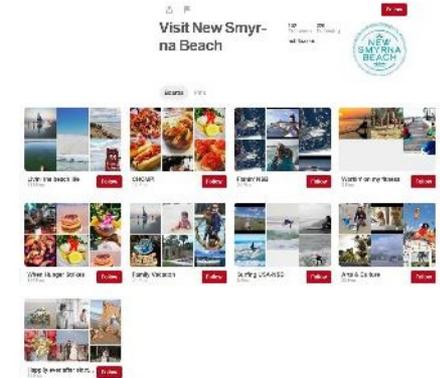
- Leverage Cision (PR tool) for media database, distribution and monitoring
- Press Kit / Releases
- Individual writer visits / Group FAMs
  - Domestic
  - International
  - In-Kind Form
- Media desksides
  - Florida, Georgia, North Carolina
- Editorial calendars / leads / pitching
- Industry organizations – PRSA, SATW
- VISIT FLORIDA
  - Media missions
  - FAMs
  - Consumer promotions
  - Global Communications Committee
- Top 10 lists (i.e., Islands, USA Today TripAdvisor)
- Accolades (Coastal Living, Surfer magazine)
- 250th Celebration
- Media / publication photoshoots

# Media: Social Media

- Facebook: 55k followers/likes
- Instagram: 6k followers
- Pinterest: 103 followers
- Twitter: 5k followers
- YouTube: 36 subscribers



- Social channel growth (since May)
  - Facebook by 14%
  - Instagram by 19.5%
  - Twitter by 6.5%



- Key influencers and bloggers
  - Host in-market

# Promotions: Sweepstakes

- Great way to generate names for database, on average 5,000 each time
- 250<sup>th</sup> Anniversary of New Smyrna Beach
  - Will be a celebration domestically and internationally.
- Giveaways: 25 Days of Give-Aways!
- 2 sweepstakes with ITI FY16/17
  - Total of 6,351 leads
- Leverage promos with broadcast, magazines and national brands



# New Smyrna Beach Visitor Center

- Branded, wrapped and going digital
- Remote sites with partners in high traffic areas:
  - Flagler Street
  - Canal Street
  - Bethune Beach



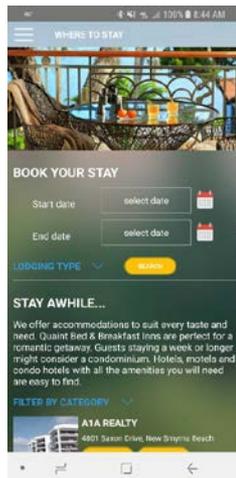
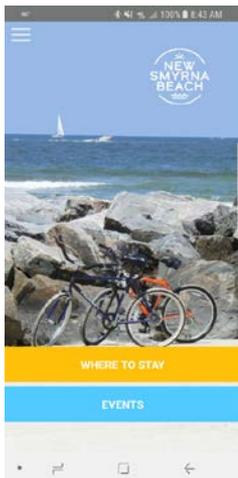
# Website: [VISITNSBFL.com](http://VISITNSBFL.com)

- Niche pages
  - Sports
  - Film
  - Weddings
  - Meetings
- Sustainable tourism
- SVAA information
  - Special event grant
  - Meeting minutes
- Importance of Facebook – I'mGoing software
  - Events
  - Restaurants
- Importance of online booking – JackRabbit
  - Accommodations
  - Restaurants
  - Attractions



# Mobile: App

- Promote app downloads
- New Smyrna Beach app – Phase II
  - Now has dive sites, parks, beaches, parking
  - Events
  - Stay
  - Dining



# Trade: **Weddings**

- Bridal Bash at the Barn (Delamater House) – July 2017
- Wedding Spritzer at the Brannon Center – September 2017
- Weddings eBook



# Trade: Meetings & Incentives

- Leverage CVENT Diamond listing with Brannon Center
- Looking to fill rooms and area meeting space
- 4 leads FY16/17
  - LaxLife Events Championship – May 2017
  - LPGA – USGA Girls Golf Academy – July 2017
  - Marine Discovery Center Environmental Interpretation Class – September 2017
  - Florida Council of Yacht Clubs Meeting – November 2016
- 2 leads thus far FY17/18
  - Shark Bite Half Marathon – Scheduled for January 2018
  - Bike Florida Bicycle Tour – Scheduled for March 2018

cvent



# Visit Florida Welcome Centers

- Enhanced displays - Certified Travel Information Center (CTIC)
- Welcome Center takeover on May 20th for New Smyrna Beach Birthday Celebration and cake!
- Attend November Fall Festival and January – Winter Festival
- Outstanding opportunity for partners: place your literature at the Welcome Centers for FREE!



# Trade: Leisure

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- Attending tradeshows
  - AAA Sales/Training visits
  - The Boston Globe Travel Show, February 9-11, 2018
  - The New York Times Travel Show, January 26-28, 2018
  - Woman's Show – The Villages, October
  - The Villages, December
  - The Villages, January

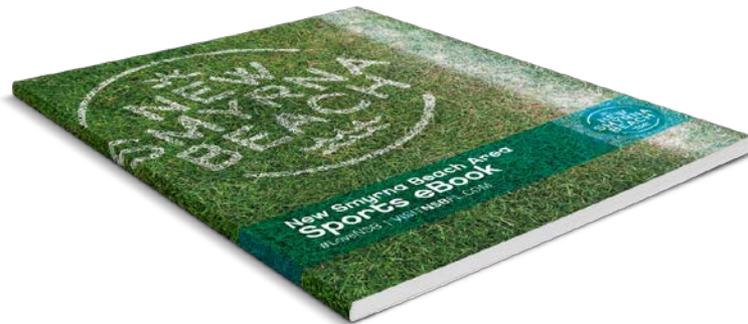


The Boston Globe  
**travel**  
*show*

The New York Times  
**TRAVELSHOW**  
15TH ANNIVERSARY

# Trade: Sports Tourism

- Member of NASC
- Contract with OnPoint Sports Strategies
  - Audited field
  - Pitching sports related business
  - Assisting in potential sports development
- Sports eBook & area fact sheet



- Attending T.E.A.M.S 10/31 – 11/2 in Orlando



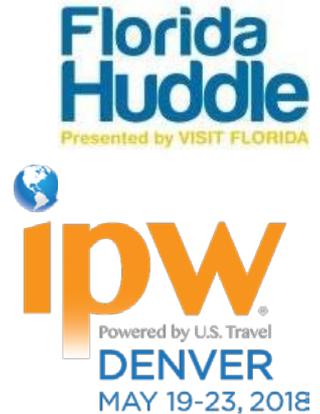
# Trade: **Film Commission**

- April 2017 - Certified Film Commissioner/Office
- Members of AFCI, WIFTV, Film Florida
- Work closely with Team Volusia
- Total permits as of FY17/18:
  - HGTV Beachfront Bargain Hunt
  - Ron Jon Surf Shop
- 4 Total permits in FY16/17:
  - Advertising campaign photoshoot – April 2017
  - Crawford Entertainment – “How to do Florida” – March 2017
  - TLC’s Kindred Spirits – May 2017
  - Fly Girls Lady Bird’s Documentary – April 2017



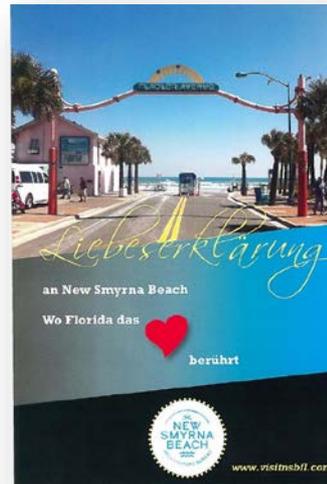
# Trade: International Sales

- Florida Huddle, January 9-13, 2018
- IPW, May 19-23, 2018
- Various International travel agent FAMs
  - Post Huddle familiarization trip
  - Post IPW trip in May
  - Barhead Travel – providing \$250 off trips to New Smyrna Beach!  
Is your name Turnbull?
- International writer trips:
  - 11/30-12/3 – UK Writers – Pre-250<sup>th</sup> Anniversary Tour
  - Proposed 250<sup>th</sup> writer trips - TBD
- United Kingdom sales mission, March 3-9, 2018
  - Pitching 250<sup>th</sup> anniversary – deliver birthday cakes!
  - Local celebrity chef – Chef Mackenzie
  - Surf coastal town – Pitch media in a VW van with surfboard



# Trade: **International Sales:** Germany

- Working German receptives
  - American Unlimited
  - ATI
  - Bonotel
  - Hotel Beds
  - Meeting Point North America
- German tour operators
  - Barhead Travel
  - Canusa
  - TUI Germany
  - Thomas Cook AG



- German travel catalogs
  - Argus Reisen
  - Easy Living
  - T.I.P Austria
  - Vista Point Florida Travel Guide
- Collateral in German
  - German Fact Sheet @ Malls in Stuttgart, Hamburg & Munich from Jan 13-Feb 25
- Regional partnership
  - Kennedy Space Center
  - Kissimmee
  - Tampa

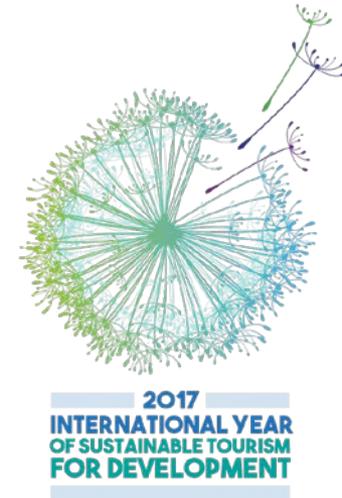
# Trade: **International Sales:** United Kingdom

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- Working with 13 tour operator/receptives
  - American Tours Intl
  - Barhead Travel – UK, Scotland
  - Booking.com
  - Funway Holidays UK
  - GTA – Through Direct Connect
  - Meeting Point North America
  - North American Vacation Homes
  - Ocean Holidays/Ocean Beds
  - Thomas Cook
  - Tour Mappers
  - Tourico Holidays (Merging w/ GTA and Hotelbeds)
  - Trailfinders
  - Virgin Holidays
- Currently in six travel catalogs
  - DNATA Travel
  - Funway Holidays
  - Gold Medal
  - Thomas Cook
  - Trailfinders
  - Virgin Holidays

# Sustainable Tourism

- New Smyrna Beach/Kennedy Space Center now a part of the North American Consortium with UNWTO
  - Bradenton
  - Disney
  - Kennedy Space Center
  - Key West
  - New Smyrna Beach
  - St. Petersburg
  - Tampa
- Monitoring and educating on sustainable tourism and development
- Partnering and a part of:
  - Environmental Committee with Southeast Volusia Chamber
  - Ambassador program
  - Value of tourism campaign



# Value of Tourism

- This fiscal year, through August 2017, we have attracted more than 334,000 visitors spending more than \$221 million in direct expenditures and generating a total economic impact of more than \$334 million.
- The leisure and hospitality industry in the New Smyrna Beach area employs an estimated 5,000 people.
- The industry paid almost \$14 million in State and Local taxes.
- This means that each household in Edgewater, New Smyrna Beach, Oak Hill, Osteen and Port Orange saved \$310 this year.

Visitors: **334,100 people**

Direct Expenditures: **\$221.4 million**

Economic Impact: **\$343.6 million**

Employment: **5,000 people**

Tax Savings: **\$310/household**

# Value of Tourism

Tourism touches us all. It helps pay for things such as park improvements, highway beautification, coastal erosion response projects, and more. It also supports the arts and many small businesses — including restaurants and shops, many of which employ longtime local residents. Plus, it also picks up the tab for state income tax. Tourism helps us all have access to and afford the quality of life we love and want to preserve.

## Tourism. It protects the things you love.



Tourism touches you.



Shuck and Share. Marine Discovery Center's lagoon restoration project through oyster recycling.

# Value of Tourism

Tourism touches us all. It provides over \$14 million in additional sales tax which helps pay for things such as park improvements, highway beautification, coastal erosion response projects, and more. It also supports the arts and many small businesses. Because tourism dollars save over \$310 per household locally, it helps us all have access to and afford the quality of life we love and want to preserve.

**“Who knew tourist dollars payed for so much?”**



Tourism touches you.

NEW SMYRNA BEACH  
FLORIDA'S BEACHES

Tourism touches us all.

Tourists having fun

Tourism touches us all. It provides over \$14 million in additional sales tax which helps pay for things such as park improvements, highway beautification, coastal erosion response projects, and more. It also supports the arts and many small and big businesses — including hotels, restaurants shops and more, which employ over 5,000 local residents. Plus, it also picks up the tab for state income tax. Tourism helps us all have access to and afford the quality of life we love and want to preserve.

**“Who knew tourist dollars payed my tuition?”**



Tourism touches you.

NEW SMYRNA BEACH  
FLORIDA'S BEACHES

Tourism touches us all.

Patty, student sales associate

Tourism touches us all. It provides over \$14 million in additional sales tax which helps pay for things such as park improvements, highway beautification, coastal erosion response projects, and more. It also supports the arts and many small businesses. Because tourism dollars save over \$310 per household locally, it helps us all have access to and afford the quality of life we love and want to preserve.

**“Who knew tourist dollars payed for so much?”**



Tourism touches you.

NEW SMYRNA BEACH  
FLORIDA'S BEACHES

Tourism touches us all.

Patty, insurance sales associate

Tourism touches us all. It helps pay for things such as park improvements, highway beautification, coastal erosion response projects, and more. It also supports the arts and many small businesses — including restaurants and shops, many of which employ longtime local residents. Plus, it also picks up the tab for state income tax. The more it pays for, the less taxes you have to pay. Tourism helps us all have access to and afford the quality of life we love and want to preserve.

**“Who knew tourist dollars help pay my rent?”**



Tourism touches you.

NEW SMYRNA BEACH  
FLORIDA'S BEACHES

Tourism touches us all.

Kim, local hair salon owner

# Value of Tourism: **Thanking Tourists**

**With your help,  
we built  
40 miles of  
new bike trails.**

Tourism touches us all. There's no better way to feel fit than to hop on a bike and ride the new paved trails that connect with existing ones. Tourism helped pay for more car-free places to explore alone, with friends or with the whole family. You can even take your pet. Grab a helmet and enjoy the ride.



Tourism touches you.

**If you're  
eating here,  
then you've  
got the inside  
scoop.**

Tourism touches us all. It helps and supports many small businesses, including restaurants we enjoy, many of which employ longtime local residents. Plus, it also helps pay for state income tax. Tourism helps us all have access to and afford the quality of life we love and want to preserve.



Tourism touches

**We love  
our beaches.  
Thank you  
for helping us  
protect them.**

Tourism touches us all. It helps pay for things such as beach renourishment and more. It also helps us afford to pay for lifeguards and beach cleanup. So, thank you for leaving no trace and doing your part protecting our beaches. We love and want to preserve.



ism touches you.

**Pardon us  
while we help  
protect  
the things  
you love.**

Tourism touches us all. It helps pay for things such as park improvements, highway beautification, coastal erosion projects, and more. It also supports the arts and many small businesses — including restaurants and shops, many of which employ longtime local residents. Plus, it also picks up the tab for state income tax. Tourism helps us all have access to and afford the quality of life we love and want to preserve.



Tourism touches you.

# Ambassador Program

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- Tourism ambassador programs for travel agents
  - Rolls out by January 1<sup>st</sup>, 2018
  - TTG – UK's leading travel agent publication will cover this program
- Hotels, attractions, restaurants and sustainable tourism will roll out shortly thereafter
- These programs are for people who are eager to represent our area
- Individuals will read up on content, take a quiz and will earn rewards
- It's about getting people to be brand ambassadors
- Feel like their home when they travel here!





THANK YOU.

