

## 2017 Marketing Plan and Budget

Submitted by:  
**VISIT DULUTH**  
21 West Superior Street  
Suite 100  
Duluth, MN 55802  
218-722-4011  
[www.visitduluth.com](http://www.visitduluth.com)

## **MISSION**

Visit Duluth, the official destination marketing organization, exists to attract the maximum number of visitor dollars into Duluth's economy. Visit Duluth establishes new initiatives to increase tourism, visitors and conventions, and further enhance the awareness of the industry.

## **ECONOMIC IMPACT**

Tourism's annual direct economic impact is more than \$950 million while 6.7 million visitors are attracted here each year employing more than 16,000 persons from entry level to top management.

## **KEY STRATEGIES**

- Capitalize on prime opportunities for increasing the dollars injected into Duluth's economy by visitors thus creating substantial economic impact, more jobs and enhanced quality of life in our community.
- Addressing needs during off-peak and value seasons.
- Increased scope of Visit Duluth operations and responsibilities with greater emphasis on convention sales, outdoor, adventure, leisure travel and promotion of events.

# MARKETING OVERVIEW

## KEY AUDIENCES:

**\*Families \* Couples \* Friend Groups**

All ages and sexual orientations

Outdoor Adventure Arts & Theatre	Romance & Relaxation History & Culture Scene	Craft Beer & Culinary Experiences Amazing Events & Entertainment
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## Utilized Mediums

Website

Outdoor

Email Marketing

Geo Targeting

Online Partner Sites

Social Media

Magazines

Giveaways and Contest

Television

Visitor Guide

Travel Guides

Gorilla Marketing

## User Generated Photography



**In each marketing campaign, promote Duluth's year-round beauty through photography submitted on social media by visitors. Results in annual cost savings of approximately \$10,000.**

## MARKETING GRANTS

This program provides resources to local organizers promoting their event to a Twin Cities audience via social media, outdoor and online marketing.



### Expanded Co-op Marketing Twin Cities Truck Side Advertising Campaign



Truck Back Panel

Visit Duluth's #AuthenticDuluth branded messaging appears on delivery trucks traveling throughout the Twin Cities metro area.

As the Twin Cities seven-county area continues to be our core visitor demographic, this type of moving billboard is a unique, cost-effective method to distribute seasonal messages targeting commuters.

We've extended this as a co-op opportunity to our members and many have participated in this partnership.

## ADDITIONAL CAMPAIGNS



TV



Online



Outdoor - Billboards



Mobile/ Geo Fencing



Outdoor - Pillars



Outdoor - Gorilla Marketing

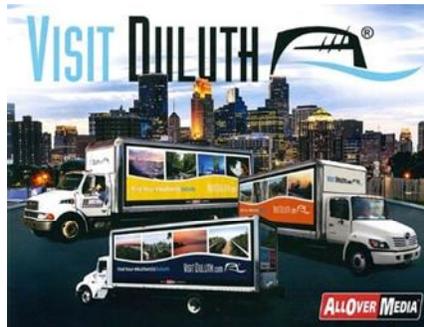


Social Media Sites

## 2017 NEW INITIATIVES

### Consistent Year Round Marketing

66% of Duluth's visitors originate from the Twin Cities. Due to the success of the 2016 summer truck side advertising campaign Visit Duluth will partner with our members for an expanded year round program in this key market.



TV Spots include a "Call to Action" for a Summer Getaway



10,000 Coupon Books  
This section will also be available in every Visitor Guide



# EXPANDED ONLINE CONTENT

## Midweek Escape Packages

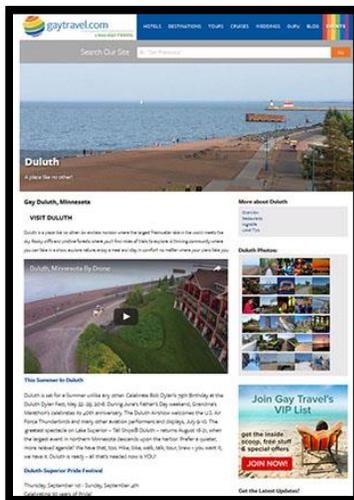
Promote packages to boost midweek travel by featuring discounts on lodging, meals, attractions and shopping.

## Biggest Fan of Winter Social Media Contest (February – March 2017)

Run campaign with a winter twist to gain more fans and social media followers.



Continued growth in the LGBTQI market through our ongoing presence with **Gaytravel.com** and **Lavender Magazine**.



## INTERNATIONAL



### Partnerships with these organizations provide:

- ❖ Print materials distributed to travel planners
- ❖ Website content
- ❖ Shared trade show leads and sales missions
- ❖ Inclusion in site inspection itineraries for travel writers

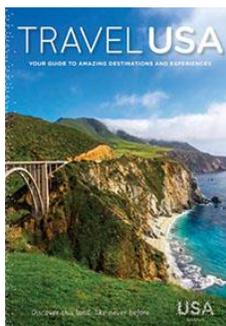
## NEW FOR 2017



### Duluth Page on [www.visittheusa.com](http://www.visittheusa.com)

#### Brand USA

- ❖ A website page displaying photos, video and text promoting Duluth to international markets. Translated in 14 different languages.



### The Experience Guide

#### Brand USA's signature promotional piece:

- ❖ Visit Duluth featured in this prominent international travel guide
- ❖ Editions in 14 different languages
- ❖ Distributed in the USA's top 20 international inbound markets
- ❖ 575,000 printed copies. Available online for digital download

Canada ◊ Australia ◊ New Zealand ◊ India ◊ Japan ◊ Korea ◊ France ◊ Brazil  
United Kingdom ◊ Germany ◊ Mexico ◊ Iceland ◊ Netherlands ◊ Belgium ◊ China

## PUBLIC RELATIONS

Work with domestic and international journalists to feature Duluth.

### 2016 Highlights:

#### PRINT

Star Tribune  
Pioneer Press  
Minneapolis St. Paul Magazine  
Planet Golf UK  
Trouw (Dutch newspaper)  
Jewish Telegraph  
Mirror Trinity Group  
New York Times  
Wall Street Journal  
Minnesota Monthly  
Outside Magazine  
AAA Living

#### TV/RADIO

Fox Sports North  
Indonesia TV  
Outdoor Bound TV  
CBC Thunder Bay  
The Outdoor Report  
The Weather Channel  
Chinese Discovery Channel  
Minnesota Public Radio

#### ONLINE

Midwest Living  
Family Vacation Critic  
TBEX (Ireland, UK, U.S.)  
USA Today 10Best  
Finland-FanGirlQuest.com  
ImagazineTur.com (Costa Rica)



Duluth will host the Outdoor Writers Association of America 90th annual conference. Expected to draw 300+ members of passionate outdoor communicators. In addition to the conference, attending members will have opportunities to experience pre- and post-conference adventures in Duluth and the surrounding region. The exposure created throughout an array of outdoor media outlets will be extensive and have long-lasting impact on our Duluth outdoor marketing efforts.

outdoor writers ~ editors ~ book authors ~ broadcasters ~ film and video producers  
photographers ~ artists ~ lecturers ~ publishers ~ bloggers and new media communicators  
communications and PR professionals

## CONVENTION SALES

Our main objective is to build strong relationships and connect with planning professionals in various market segments, to encourage them to hold their meetings in Duluth. We serve as a resource for meeting venues, lodging, attractions, restaurants and retail. Meeting planners appreciate our wide range of complimentary services that simplify the planning process and help create memorable events including:

- Lead Creation/RFP Sourcing
- Planned Site Inspections
- Destination Presentations/Proposals
- Professional Services/Referrals
- Promotional Assistance
- Event Management Assistance

### New in 2017:

**Bluebuzzard Proposal Path** – Online proposal generation program using Idss database to create professional RFPs with a web link for meeting planners.



**Associations North** – Leadership Conference in Duluth, October 8-10th! A Duluth familiarization tour for association meeting planners from MN, SD and ND.



**Meeting Planners XDP in DC** – One day experience based exhibition attended by national meeting planners in the Washington DC Association Market.

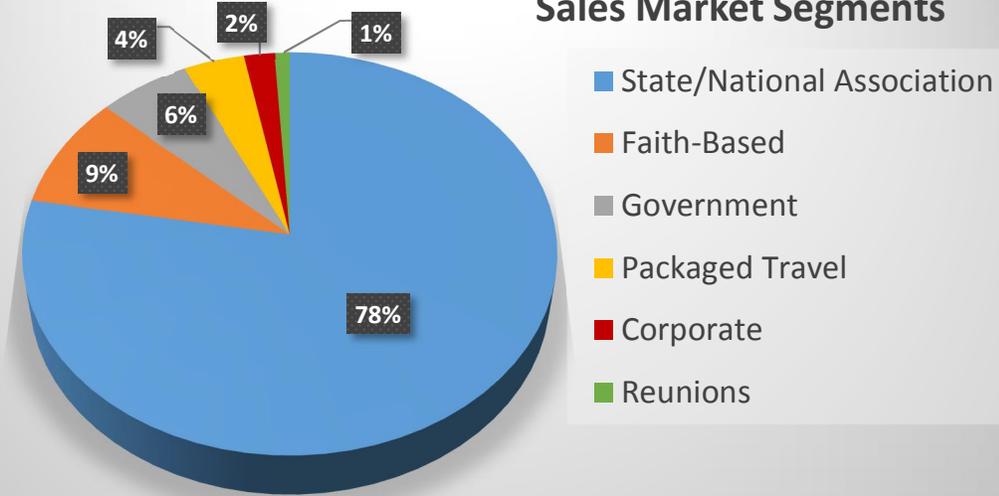


Trade Show Booth



Client Event

## Sales Market Segments



2017 Tradeshows	Dates	City
Religious Conference Management Association	February	Chicago
Destinations Showcase	March	Washington DC
HelmsBriscoe	April	Chicago
Meeting Planner XDP	May	Washington DC
Christian Meetings & Conventions Association	May	TBD
Associations North – Annual EXPO	May	Minneapolis
Travel Alliance Partners	June	Tucson
American Society of Association Executives	August	Toronto
Connect Marketplace	August	New Orleans



# SPORTS MARKETING

## Mission Statement

The Visit Duluth Sports Council is committed to promoting the Duluth area as the leading destination for sports and recreation. The council will strive to attract, create, support and host sporting and recreational events that have a positive economic impact on the region and assist in maximizing the potential of all regional sports facilities and venues.

**Advertising:** A half page ad was placed in the 2016-2017 Minnesota Wild Game Day program. The ad links to an online contest for an overnight family getaway to Duluth.



<u>2017 Tradeshows</u>	<u>Dates</u>	<u>City</u>
National Sports Forum	February	Minneapolis
National Association of Sports Commissions	March	Sacramento
MN Sports Spring Training	June	Minneapolis
Connect Sports	August	New Orleans
Women in Sports Forum	November	TBD

## **NEW IN 2017:**

- Two new National Shows: Women in Sports Forum and National Sports Forum. These shows develop relationships with potential tournament directors, Sports governing body and sports event planners.
- Hosted in Duluth - National Archery in the Schools Program: March
- DMAI Sports Impact Calculator: The Visit Duluth Sports department has partnered with MN Sports to implement Destination Marketing Association International (DMAI's) Event Impact Calculator-Sports Module for one year. The Sports Module measures the economic value of an event and calculate return on investment to local taxes. This program is also a chance to get a better sense of the impact of Sports events statewide.



## PARTNER DEVELOPMENT

More than 400 businesses throughout Duluth and the surrounding area consisting of hotels, restaurants, attractions, retailers, arts and cultural organizations who deliver products and services that keep visitors returning.

In 2017 Visit Duluth introduces a new, inclusive partnership model that allows businesses to select the package that best suits their needs.

**HIP** stands for Hospitality Industry Professionals, and is the networking group started by Visit Duluth for our members to get together and mingle with other industry professionals.

### Initiatives in 2017:

- Switching to a Partnership Model
- Enhanced HIP Educational Workshops on current topics
- Member Visits – interviews on our website and social media
- Members/Partners showcase their business

### Member Visits



### Hospitality Industry Professionals (HIP)

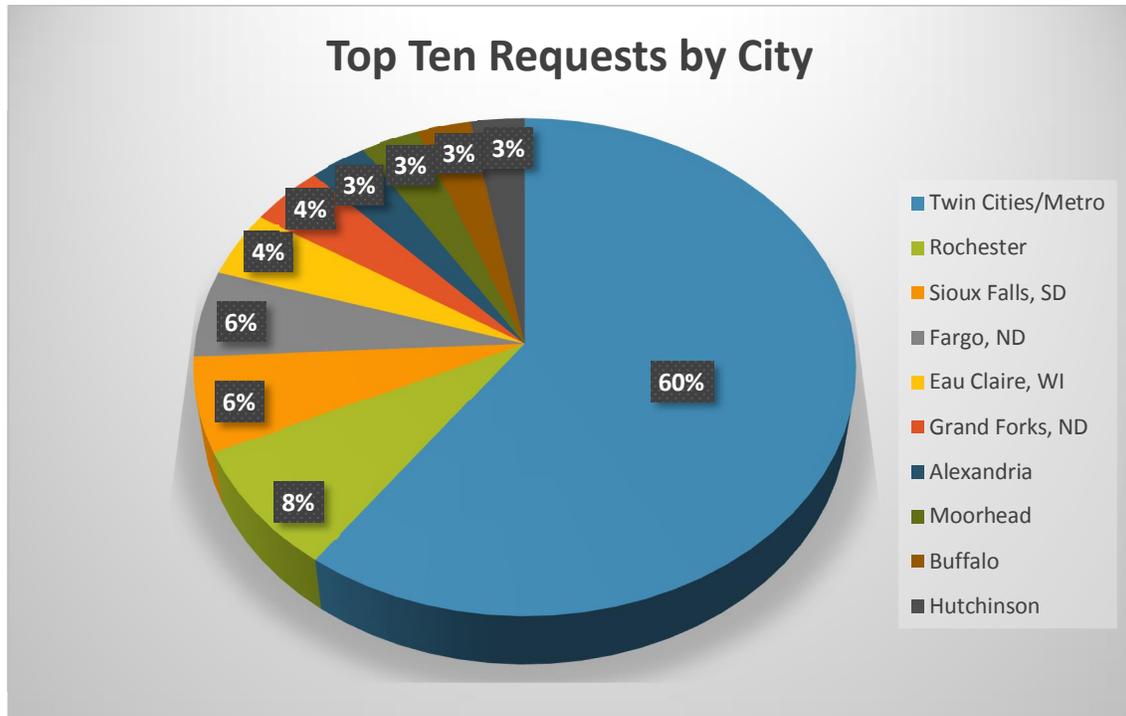


## VISITOR SERVICES

These services provide effective frontline contact for visitors to our destination by offering comprehensive information and traveler assistance.

### 2016 Visitor Guide Distribution = 156,000

2016 Visitor Center:      Local: 326      United States: 964      International: 189



- Provide detailed information to walk-ins at visitor center.
- Respond to high volume of phone calls, letters and e-mails seeking destination information. Offer insights and planning services so visitors maximize their time in Duluth.
- Update lodging availability twice weekly and post availability on [visitduluth.com](http://visitduluth.com). Provide camping and charter fishing availability in summer.
- Fulfill visitor guide requests via online forms, phone calls, or mail. Coordinate distribution of visitor guides to members, local businesses, Mall of America and State Travel Information Centers. Manage bulk distribution to AAA offices and Chambers of Commerce across the United States and Canada.

<b>Account Description</b>	<b>2017 Budgeted Revenue</b>	<b>2017 Budgeted Expense</b>
<b><u>REVENUE</u></b>		
Hotel - Motel Tax	1,700,000.00	
Western Corridor Tax	100,000.00	
Special City Revenue	0.00	
Member Dues	140,000.00	
Association Sales Income	25,000.00	
Online Sponsors	68,000.00	
Co-op Income	30,000.00	
Group Tour Income	0.00	
Grant Income	7,000.00	
Membership Income	6,500.00	
Guide Sponsors	86,000.00	
Interest Income	250.00	
<b><u>EXPENSE</u></b>		
VISD Salaries - Tourism		311,000.00
Payroll Taxes - Tourism		25,000.00
Employee Benefits - Tourism		41,500.00
Winter Mktg-Creative Services		5,000.00
Winter Mktg-Outdoor		5,500.00
Winter Mktg-Print, Magazine		3,000.00
Winter Mktg-Print, Newspaper		0.00
Winter Mktg-TV		45,000.00
Winter Mktg-Online Media		6,000.00
Winter Mktg-Social Media		6,000.00
Spring Mktg-Creative Services		4,000.00
Spring Mktg-Outdoor		45,000.00
Spring Mktg-Print, Magazine		12,000.00
Spring Mktg-Print, Newspaper		0.00
Spring Mktg-TV		80,000.00
Spring Mktg-Online Media		20,000.00
Spring Mktg-Social Media		5,000.00
Summer Mktg-Creative Services		0.00
Summer Mktg-Outdoor		5,000.00
Summer Mktg-Print, Magazine		12,000.00
Summer Mktg-Print, Newspaper		6,000.00
Summer Mktg-TV		0.00
Summer Mktg-Online Media		8,000.00
Summer Mktg-Social Media		5,000.00

<b>Account Description</b>	<b>2017 Budgeted Revenue</b>	<b>2017 Budgeted Expense</b>
Fall Mktg-Creative Services		0.00
Fall Mktg-Outdoor		5,000.00
Fall Mktg-Print, Magazine/Misc.		4,000.00
Fall Mktg-Print, Newspaper		0.00
Fall Mktg-TV		0.00
Fall Mktg-Online Media		3,000.00
Fall Mktg-Social Media		4,000.00
Western Corridor Marketing		100,000.00
Guide-Creative Services		1,800.00
Guide-Photography		1,000.00
Guide-Printing		78,000.00
Guide-Envelopes		2,500.00
Guide-Delivery & Storage		5,500.00
Member Sales		3,500.00
Member Promotion		2,000.00
Annual Meeting Expense		6,000.00
Visitor Center Expenses		5,000.00
Telephone		21,000.00
Website Maintenance		19,000.00
IDSS		9,500.00
Postage		45,000.00
Sponsorships Contributions		10,000.00
Marketing Grants		65,000.00
Tourism Training		7,000.00
Media Fams		8,000.00
Media Meetings & Memberships		5,000.00
Research		0.00
Fourth Fest		0.00
VISD Salaries - Convention		272,500.00
Payroll Taxes - Convention		22,000.00
Employee Benefits - Conv.		29,500.00
National Sales		85,000.00
Promotion		9,000.00
Memberships/Subscriptions		7,000.00
Sites		3,500.00
Incentives		15,000.00
State Sales		35,000.00

<b>Account Description</b>	<b>2017 Budgeted Revenue</b>	<b>2017 Budgeted Expense</b>
Sports National Sales		14,500.00
Sports State Sales		8,500.00
Sports Memberships/Subscriptions		3,000.00
Sports Promotion		3,000.00
Sports Incentives/Bid Fees		45,000.00
Sports Sites		2,500.00
International Sales/Marketing		33,000.00
Group Tour Trade Shows		3,500.00
Group Tour State Sales		1,500.00
GT Memberships/Subscriptions		1,000.00
Group Tour Promotion		2,000.00
Group Tour Cruising		7,000.00
Group Tour Guides		500.00
VISD Salaries - Administration		190,000.00
Payroll Taxes - Administration		15,000.00
Employee Benefits - Admin.		11,500.00
Rent Expense		70,000.00
Utilities		5,500.00
Office Supplies & Expense		18,000.00
Computer Expenses		42,000.00
Accounting & Legal		13,000.00
Memberships/Subscriptions		20,000.00
Staff Development		15,000.00
Personnel Search Expense		0.00
Parking Expense		9,500.00
Copier Lease		6,500.00
Insurance		11,000.00
Community Relations		8,000.00
Board Development		10,000.00
Travel & Meetings		20,000.00
Amortization Expense		1,600.00
Depreciation Expense		11,000.00
(Gain) Loss on FA Disposal		0.00
Bank Service Charges		3,000.00
	<b>2,162,750.00</b>	<b>2,144,900.00</b>
<b>Net Income</b>	<b>17,850.00</b>	