

The Top Five Marketing Priorities

For Promoting
Tourism
Destinations



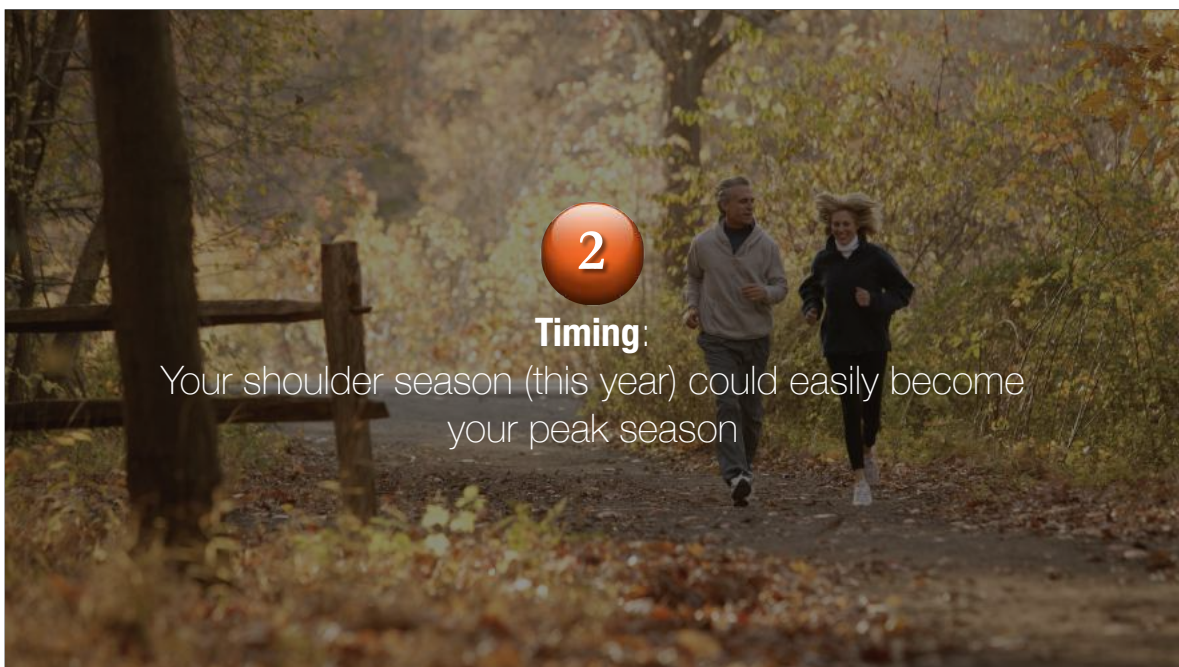
June through December 2020 | Consumer sentiment

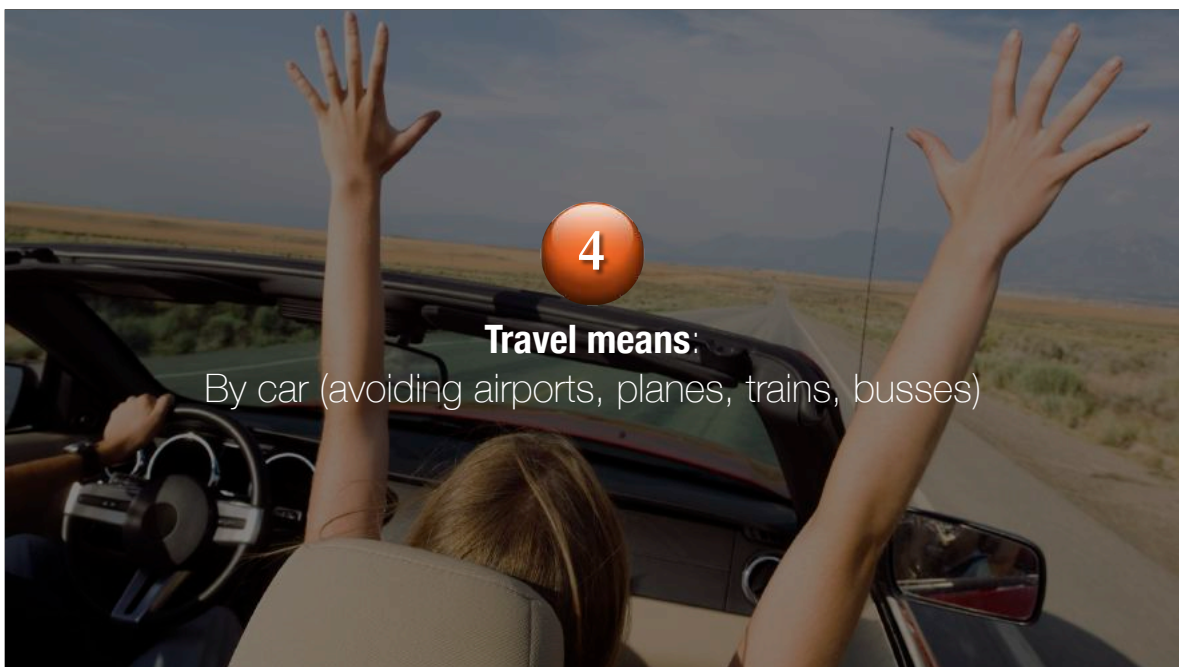
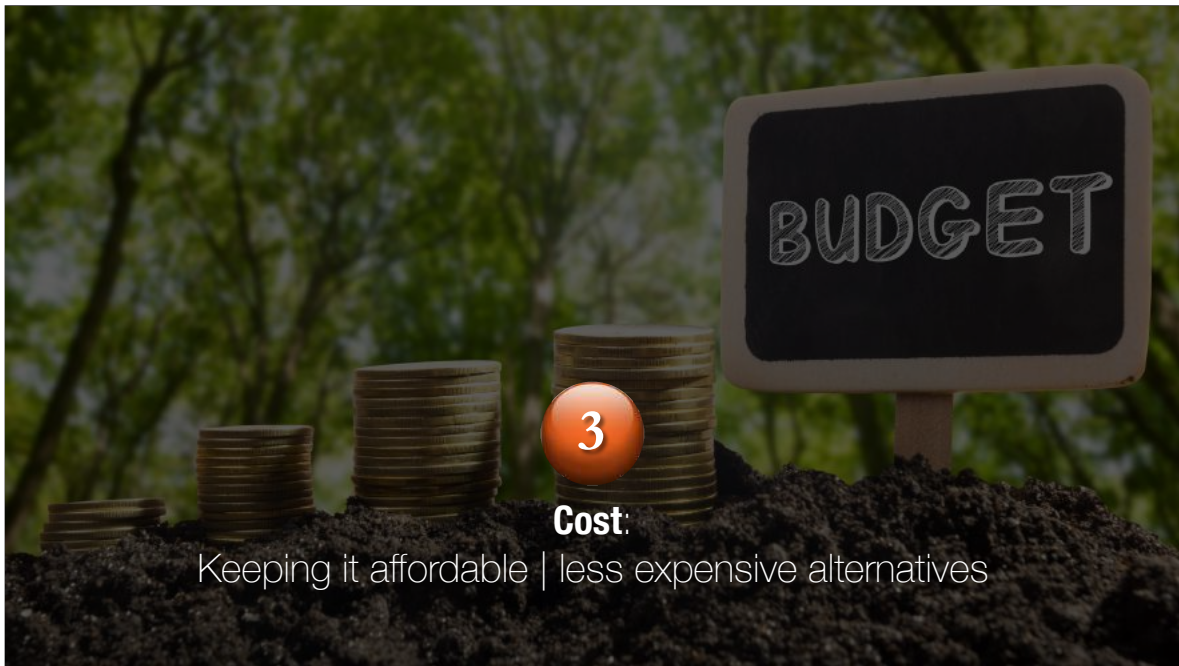
expedia group
media solutions

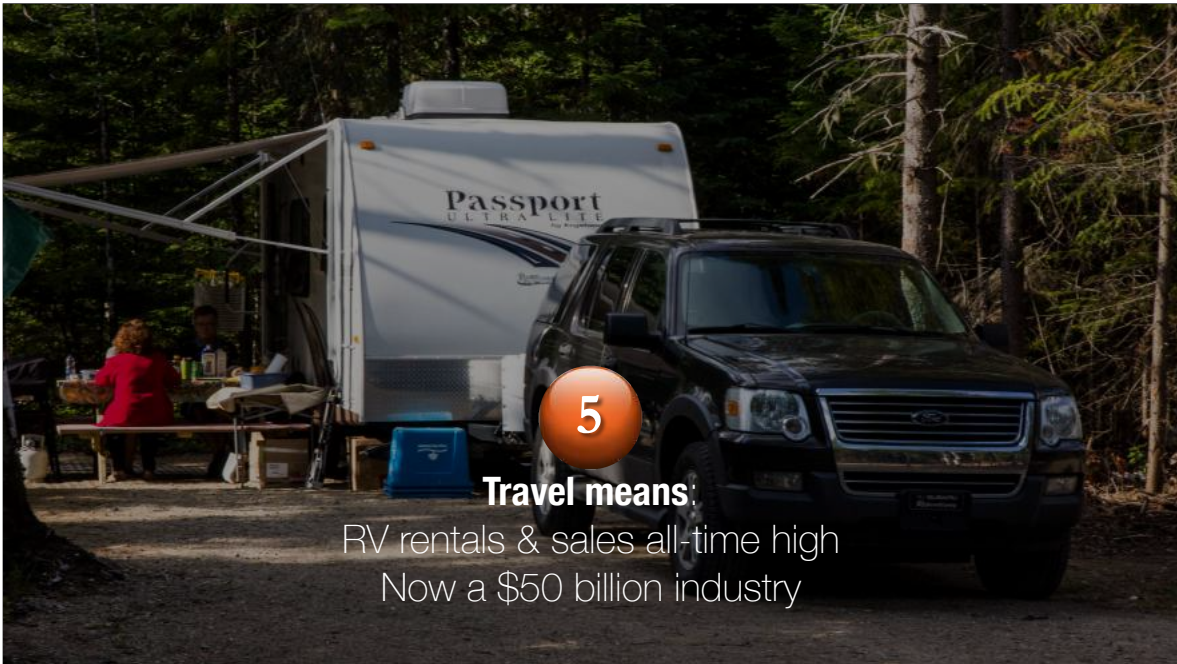
miles
PARTNERSHIP

U.S. TRAVEL
ASSOCIATION

Longwoods
INTERNATIONAL

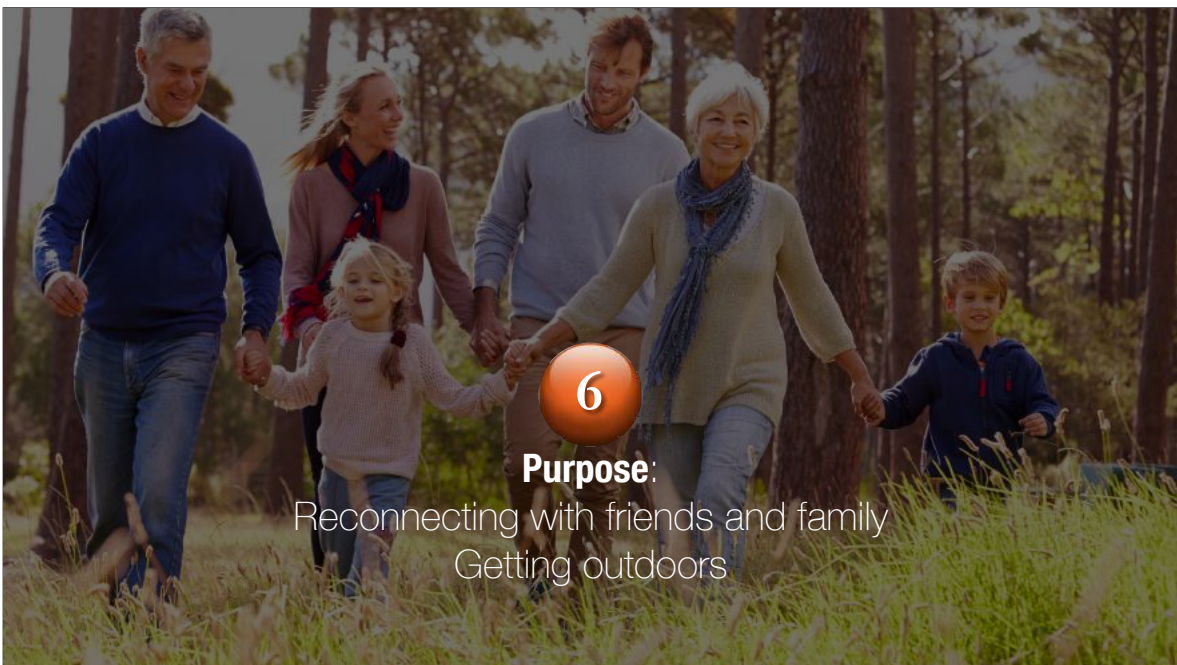






Travel means:

RV rentals & sales all-time high
Now a \$50 billion industry



Purpose:

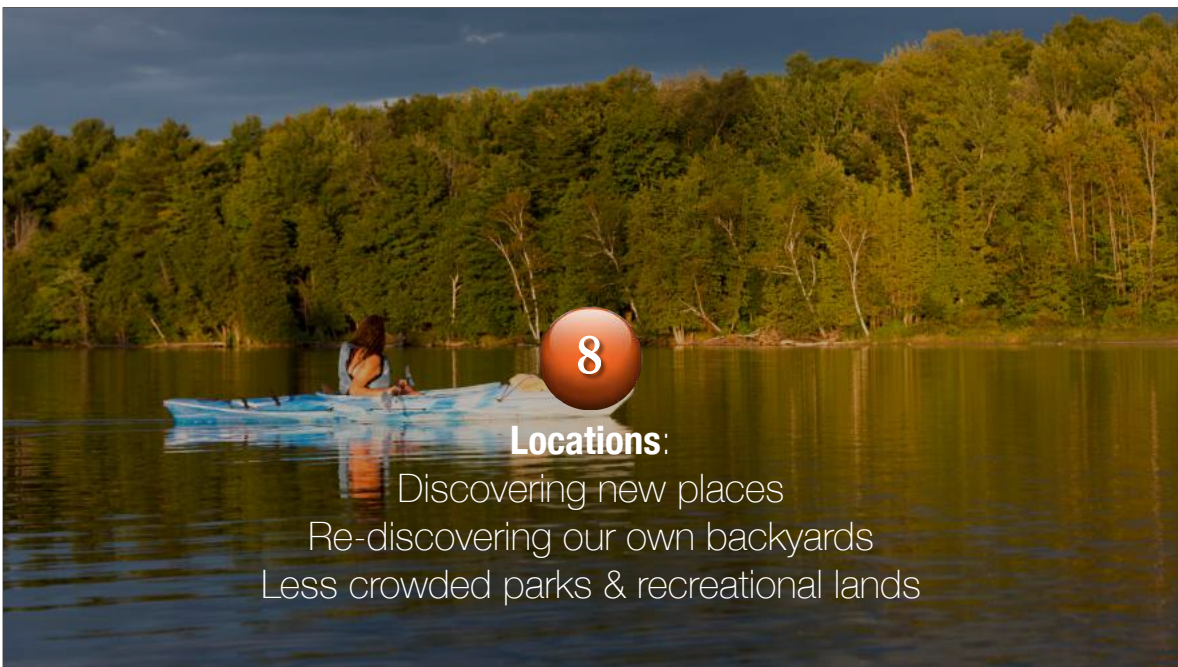
Reconnecting with friends and family
Getting outdoors



7

Activities:

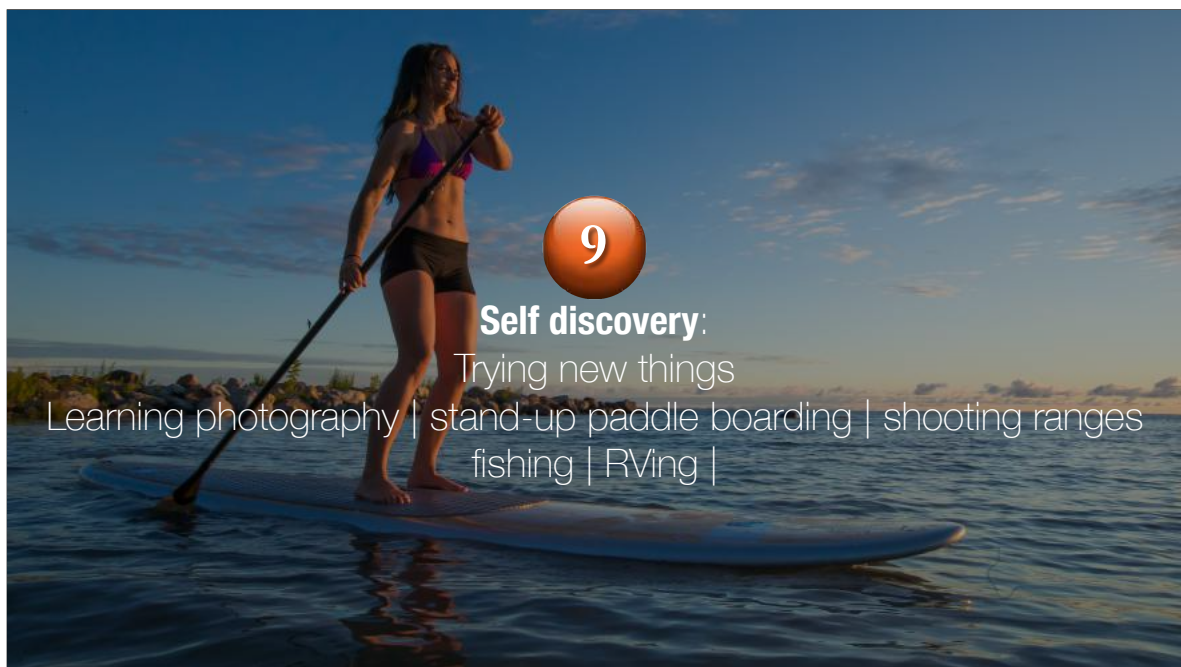
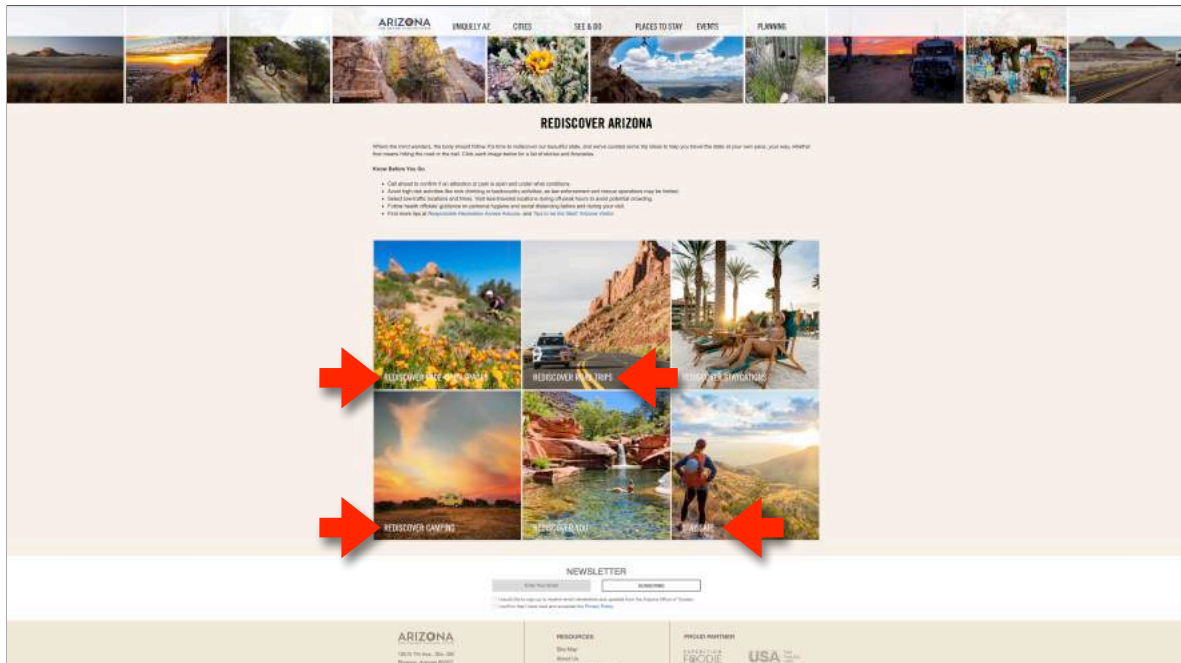
Hiking | biking | canoeing | kayaking | photography



8

Locations:

Discovering new places
Re-discovering our own backyards
Less crowded parks & recreational lands



The background of the slide features a dark blue field with vertical streaks of light blue and white. Overlaid on this are several dollar signs (\$), some in a lighter blue and others in a golden-yellow color. At the top, there are faint horizontal lines of binary code (0s and 1s).

10

Good news:

The rural areas have a great opportunity to capture new tourism spending

Your marketing plan

- WHERE : geography
- WHO : demographics
- WHEN : seasonality
- WHAT : activities
- HOW : media sources

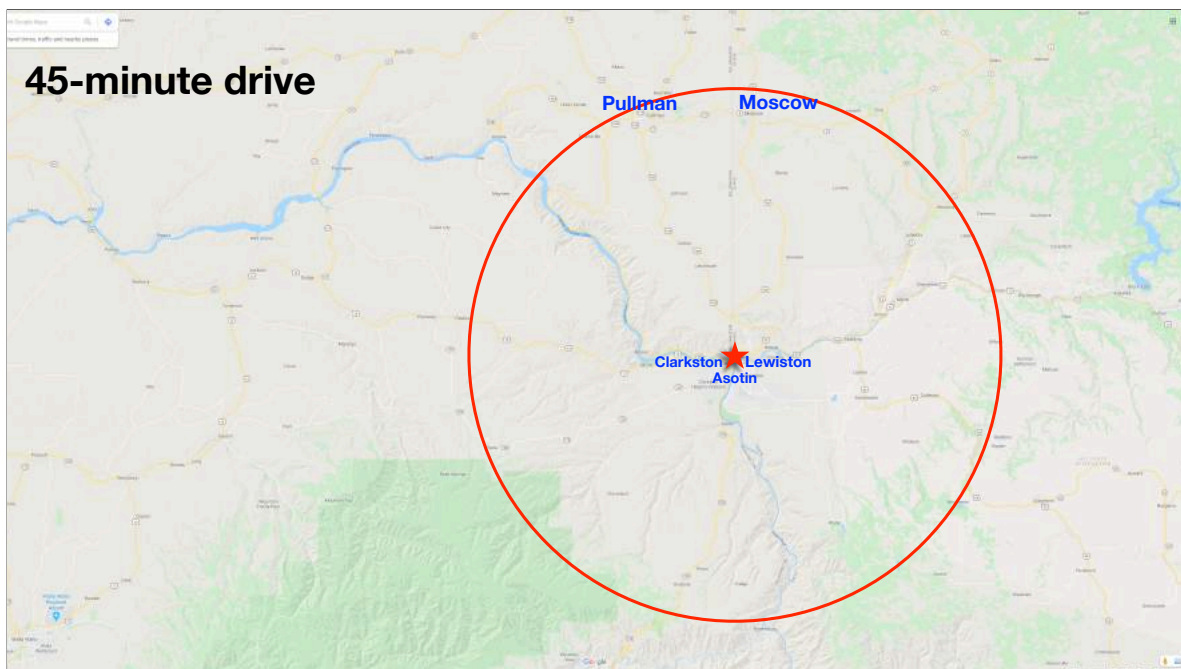
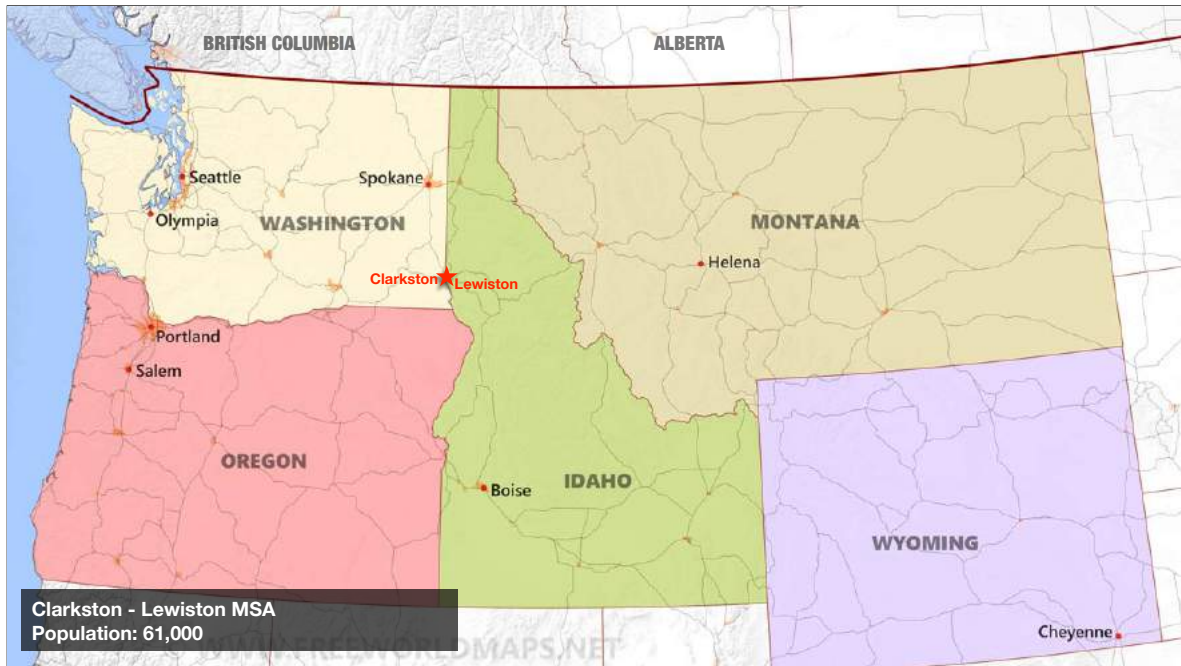


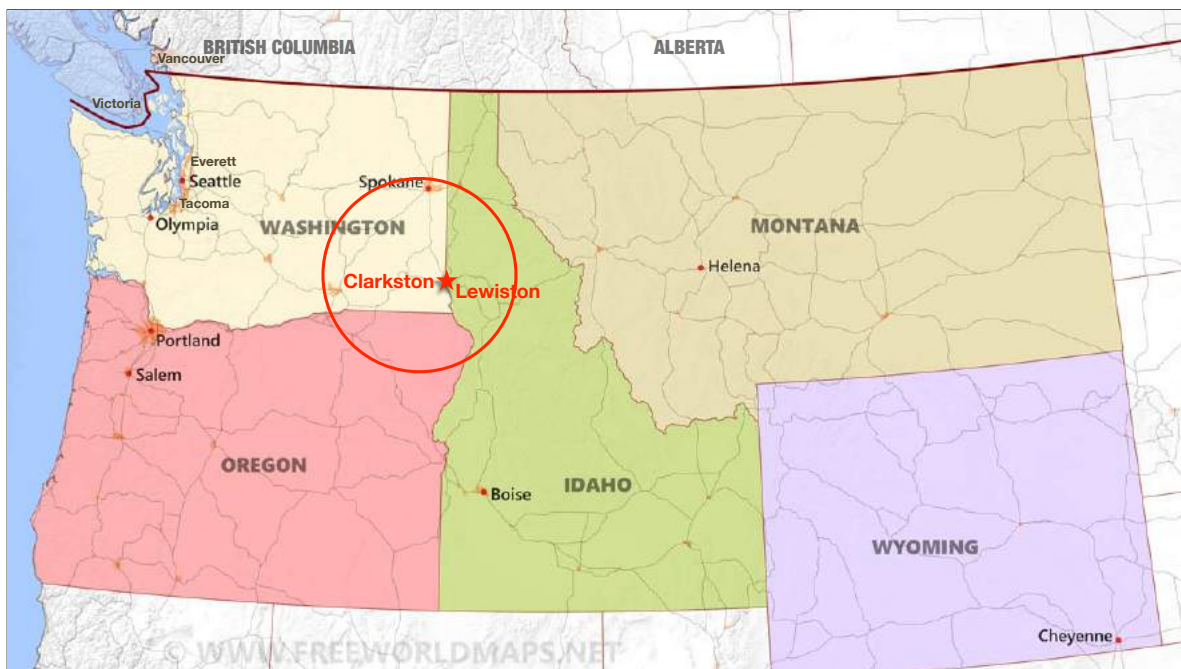
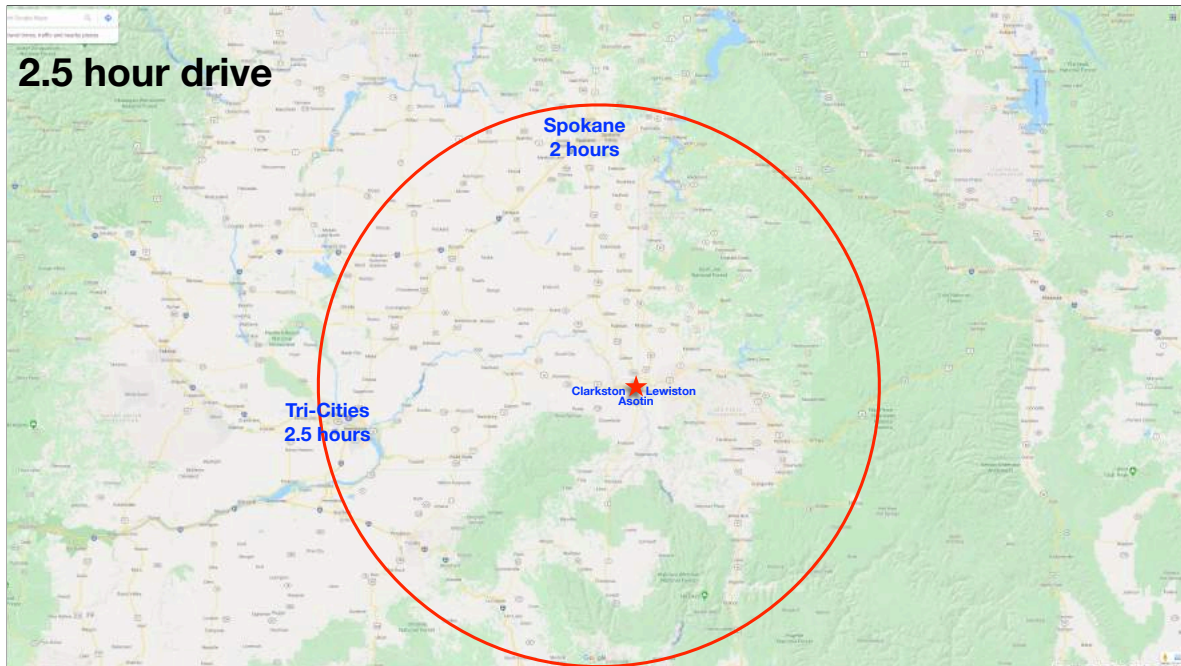
WHERE

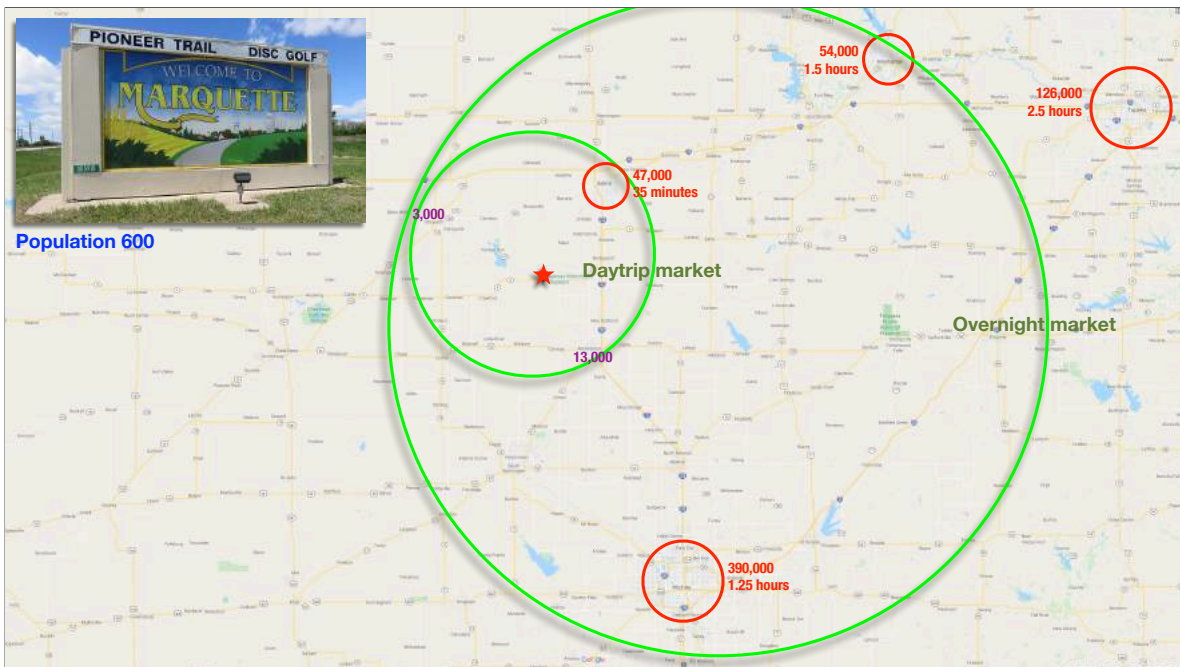
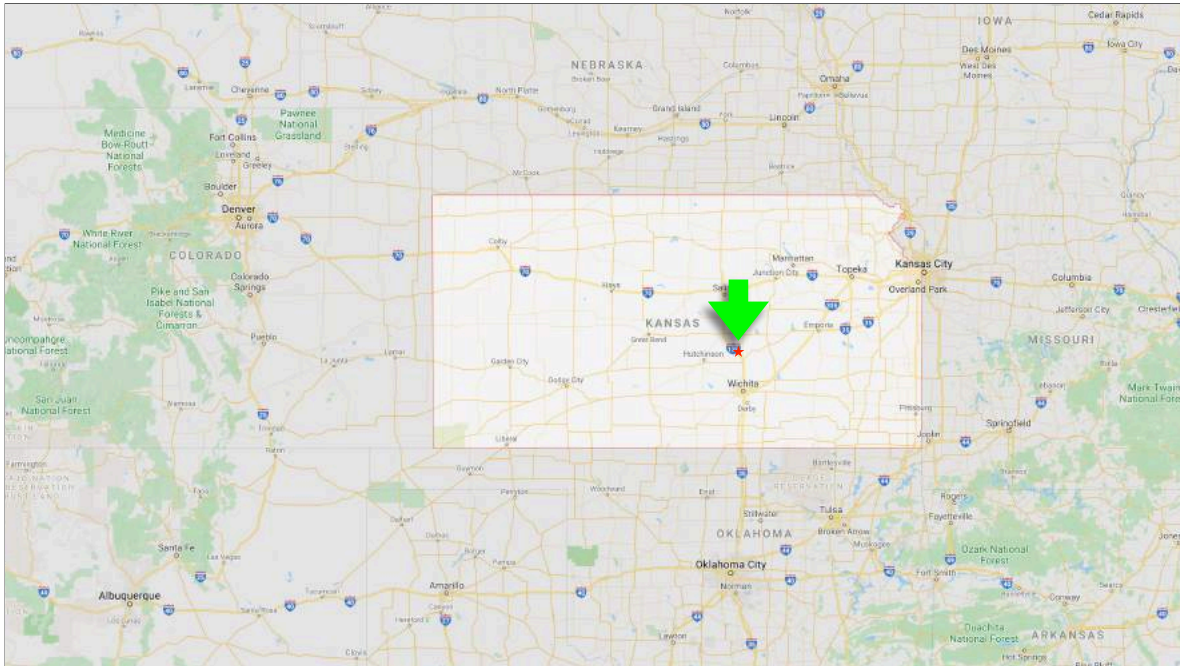
identify your primary geographic markets

THE PRIORITY LIST

1. Getting people to stop
2. Day trips: 45-minute drive each way
3. Weekends & overnights: 2 to 2.5 hour drive









WHO

the demographic markets

THE PRIORITY LIST

1. Your locals and their guests
2. Outdoor enthusiasts: hiking | biking | boating | photography
3. Enthusiast clubs: birding | biking | kayaking | camping | car
4. Campers and RVers



WHEN

seasonality | advance notice

THE PRIORITY LIST

1. Each weekend (locals and their visitors)
2. Over the next two weeks (day trip market)
3. In the next few weeks to a month (overnight market)
4. Your shoulder seasons (overnight market area)



WHAT you're marketing

THE PRIORITY LIST

1. What activity, specifically, makes you worth a special trip?
2. Up-to-the-minute information needs to be available on your website (weather, health, who's open, who's closed)
3. Make pricing transparent (if there's no cost, promote that)

Test Week: November 28, 2011

2

Create the “Very Best of” brochure

Promoting Your “Anchor Tenants”

Presented by Roger Brooks



DestinationDevelopment.org
Video library
Tourism Marketing

THE BEST OF Alpena



14 of the best hidden gems for dining, shopping and entertainment.

Alpena convention & visitors bureau
PURE MICHIGAN

Mackinac to Alpena is only a 2 hour drive on US 23.

Selecting Alpena's best restaurants, retail and attractions is all about listening and experiencing...

Sure, we have a checklist of criteria, but all of that comes second to what people say. So we listened. We checked them out for ourselves. We've worked in a thousand communities in North America, but we would go out of our way to come to Alpena to go to any one of these. Exclusively. By the way, we think Alpena is a great town and we are proud to be a part of its transformation from a "hidden gem" to a "destination of choice". One last thing - if we could add another "bit" of it, it would be the people of Alpena. They are among the friendliest we've ever met.

Roger Brooks, President and CEO
Destination Development International

For more information about Alpena, please visit the Alpena Convention and Visitors Bureau web site or call:
www.alpenacvb.com
1-800-4-ALPENA



Cover design photo courtesy of The Cella Restaurant
"Yes in the cafe with toasted cinnamon and granola!"

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Great Lakes Maritime Heritage Center

500 West Fletcher St.
Alpena, MI 49707
Phone: (989) 356-8805
www.thunderbaynsaa.gov

The Thunder Bay National Marine Sanctuary is a national treasure, nearly 200 historic shipwrecks and around the bay, Lake Huron's cold, fresh waters preserves many of these shipwrecks intact and water depths ranging from a few inches to 200 making the sanctuary a popular destination for snorkelers and kayakers.

Come explore the history and archeology of 11 wrecks at the Great Lakes Maritime Heritage Center. The Sanctuary's main front headquarters. Jump a life-size replica of a nineteenth-century schooner explore the shipwreck century and feel the of a Great Lakes storm. Touch the massive timbers of a shipwreck resting on the lake bottom... with getting wet!

The Heritage Center also features a sanctuary high definition theater, boat building center, archaeological conservation lab. The admission Center is a great family destination and the best to begin exploring Thunder Bay.

How Cute is That!

109 W. Chisholm Street
Alpena, MI 49707
Phone: (989) 356-0229
www.alpenahowcute.com

Our beautiful boutique is filled with meaningful personal gifts, fashion accessories, apparel, jewelry and home decor. Enjoy extra fun to your style in our unique!

- Jewelry
- Charm
- Wall Art
- Furniture
- Hats
- Scarves
- Handbags
- Accessories

Magnabilities Pick of the Week

How Cute is That!

SASSY CHIC BOUTIQUE

Alpena Bi-Path Maritime Heritage Trail

500 West Fletcher St.
Alpena, MI 49707
Phone: (989) 356-8805
www.thunderbaynsaa.gov

Approximately 1.6 miles, the Bi-Path trails through several of Alpena's scenic parks and beaches along the Thunder Bay Trail. The path provides an opportunity for all ages to enjoy the scenic views of Lake Huron. The path is now available at the Great Lakes Maritime Heritage Center. Download a map from www.alpenahowcute.com and let us gift wrap it just for them.

The Great Lakes Maritime Heritage Trail is part of the City of Alpena's Bi-Path and features a boardwalk, a pedestrian bridge, a historic trolley car, historic docks, and full interpretive signage that highlights the unique culture of Alpena.

New in 2012, the Friends of Thunder Bay National Marine Sanctuary is pleased to offer a great selection of Raleigh bikes for men and children as well as Burley child trailers and are available. Bikes are available seven days a week, first-come, first-served basis. Maps for a number of guided tours are available. For more information, contact the Friends of Thunder Bay National Marine Sanctuary at (989) 356-8805, ext. 18.

The Marketplace @ Alpena

123 W. Chisholm Street
Alpena, MI 49707
Phone: (989) 354-6202
www.marketplacealpena.com

The Marketplace @ Alpena is over 4,500 sq. ft. of home decor and gift items. Enjoy a cup of coffee or smoothie from our full service coffee bar and enjoy everything possible to do at home. Decide on the perfect gift for the holidays and let us gift wrap it just for them.

- Cosmetic Appliances
- Ceramic Dinnerware
- Kitchen Gadgets
- Candles
- Clocks & Lamps
- Jewelry
- Home
- Frame
- Grocery
- Gourmet

Myers' features the largest costume jewelry department in Northeast Michigan as well as a wide selection of My Collection Beads, a line exclusive to Myers' Fashion. Myers' even offers complete far out storage to cleaning and glazing, make a stop when it comes to making.

"I found more great clothes here at Myers' than in any other boutique in Alpena!"
Mary Lee, Alpena

Myers' Fashions

136 W. Chisholm Street
Alpena, MI 49707
Phone: (989) 356-3699
www.myersfashions.com

Myers' Fashions, Inc. on the corner of Chisholm and Third in Downtown Alpena is your place for affordable style!

Known for their superior customer service, the staff of Myers' Fashions, Inc. is willing to assist you in choosing just the right outfit or accessories.

Myers' features the largest costume jewelry department in Northeast Michigan as well as a wide selection of My Collection Beads, a line exclusive to Myers' Fashion. Myers' even offers complete far out storage to cleaning and glazing, make a stop when it comes to making.

Stoney Acres Winery

4268 Truckee Road - Alpena, MI 49707
Phone: (989) 356-1041
www.stoneyacreswinery.net

CPRA 116A-BONUS Summer Hours Memorial Day Labor Day Two-fer! Two days and two for \$12.50. Call for more info.

Stoney Acres Winery began in 1999 by selling beer and winemaking supplies and ingredients to home brewers and visitors, and now produces approximately 2,500 cases of wine annually. The Winery makes several different kinds of grape and fruit wines including Silver City White (Riesling) and Silver City Red (Merlot). Your visit may include complimentary wine tasting of the many fruit wines including cherry, pear, apple and several berry varieties.

The Winery also offers a number of handmade delights including hand-dipped gourmet wine muffs, fudge, candy bars, solid chocolate roses, cheese popcorn, old fashioned caramel corn and maple chocolate ditzed caramel corn. Now at Stoney Acres Winery is a line of Shipwreck Soda! Delicious root beer, cream soda, raspberry and orange soda are named for some of the famous shipwrecks in Thunder Bay!

For a more unique wine tasting experience, Stoney Acres Winery may be sampled during a most exquisite meal prepared before you on two antique wood cook stoves by Jan & Jack Matthias at Thunder Bay Resort in Hillman during their "Ekl Viewing Carriage/Sleigh Ride Gourmet Dinner & Wine Tasting" events. For more information please contact Thunder Bay Resort directly at 800-779-9015.

Alpena Shipwreck Museum
Experience rich history below the surface.
Explore the shipwrecked National Marine Sanborn bottom boat (only 16' long) and large view of the wrecks - without leaving the water!
During the 2 hour tour, you can see the magnificent shipwreck of the Lake Huron's shipwrecked and famous shipwrecked.
Departing from the Alpena, the 65 foot long you can see the shipwreck of the Lake Huron's shipwrecked and famous shipwrecked.
The Lady Michigan is Bay River just behind Heritage Center in Alpena.

Art In The Loft
109 N Second Ave Suite 300 - Alpena
Phone: (989) 358-1400
www.facebook.com/artintheloft

Explore the shipwrecked National Marine Sanborn bottom boat (only 16' long) and large view of the wrecks - without leaving the water!
During the 2 hour tour, you can see the magnificent shipwreck of the Lake Huron's shipwrecked and famous shipwrecked.
Departing from the Alpena, the 65 foot long you can see the shipwreck of the Lake Huron's shipwrecked and famous shipwrecked.
The Lady Michigan is Bay River just behind Heritage Center in Alpena.

Besser Museum
491 Johnson Street
(989) 356-2202
www.besser.org

EXPERIENCE ART, HISTORY, AND SCIENCE ALL IN ONE PLACE!

- Art Gallery
- 1890 Avenue of Shops
- Foucault Pendulum
- Historic Buildings
- Lafarge Fossil Park
- Planetarium • Shows
- Lumbering & Farming History
- Native American Gallery
- Wildlife Gallery
- Museum Gift Shop

Black Sheep Pub
113 S. 2nd Ave
Phone: (989) 358-1400
www.facebook.com/blacksheeppub

Step into an English Pub with The Black Sheep Pub. The Black Sheep Pub serves lunch daily featuring English Pub food such as Pies, or just a good old American Burger made with fresh ground chuck, true char-grilled to your liking. Appetizers available anytime and into the evening.

Our daily happy hour starts at 4:00 where the Guinness is always fresh as well as eight other Michigan and U.K. beers on tap. We also offer a full bar and a wide variety of other bottled beers and the soon to be famous Black Sheep Bloody Mary.

The Black Sheep also offers LIVE entertainment every Wednesday featuring Michigan's finest musical acts. We support local area business products as much as possible. Stay on Facebook at The Black Sheep Pub updated on our daily specials and more.

The Cellar
313 N. Second Ave
Phone: (989) 358-1400
www.facebook.com/thecellar

The Cellar is a downtown favorite for more than 20 years. The Cellar is a downtown favorite for more than 20 years. The Cellar is a downtown favorite for more than 20 years.

Court Yard Restaurant
2024 US 23 South - Alpena
Phone: (989) 358-1400
www.courtyardrestaurant.com
Open at 4:00, 7 days

A hometown favorite for more than 20 years, Court Yard Restaurant is known for its freshest ingredients to create a place that reflect the culture of Northern Michigan.

With an onsite garden that provides home grown vegetables and fruits, the Court Yard seasonal features are often a popular choice for dinner.

Visit the Courtyard on Facebook to get information on live music, events, and daily features.

Downtown Scoops
Downtown Scoops is the perfect stop on your walk downtown. Enjoy our homemade waffle cone ice cream, fresh each morning and fill with your favorite hand-dipped ice cream. Our gourmet old-fashioned malts and shakes are custom made with your favorite flavor.

Downtown Scoops is a downtown favorite for more than 20 years. The Scoops is a downtown favorite for more than 20 years. The Scoops is a downtown favorite for more than 20 years.

The Fresh Palate Restaurant
109 N. 2nd Ave. - Alpena, MI 49707
Downtown Alpena inside the Center Building
Phone: (989) 358-1400
www.thefreshpalategourmet.com

The Fresh Palate provides high quality, healthy, fresh, unique food at competitive prices. Our downtown location and creative, vibrant décor provide customers with a unique, energetic atmosphere for a positive, unforgettable dining experience.

The Fresh Palate focuses on the health and well-being of our customers, staff, and our environment.

We emphasize friendly, courteous, and prompt service with menu items such as paninis, burritos, salads, wraps prepared with fresh and organic ingredients.

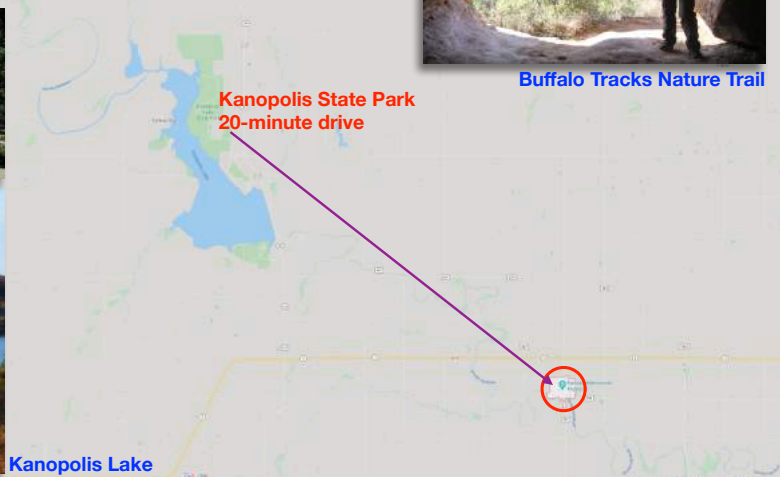
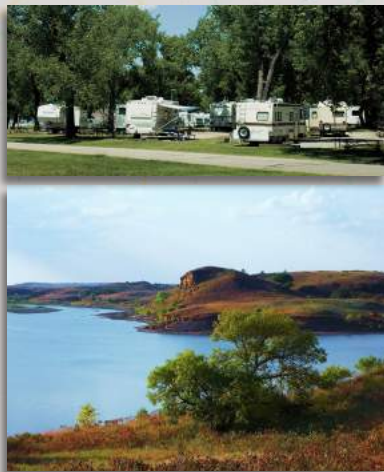
We are open Monday through Friday 10am-7pm and Saturday 10am-5pm, and even have a morning menu! We also offer custom catering for all occasions specializing in weddings.

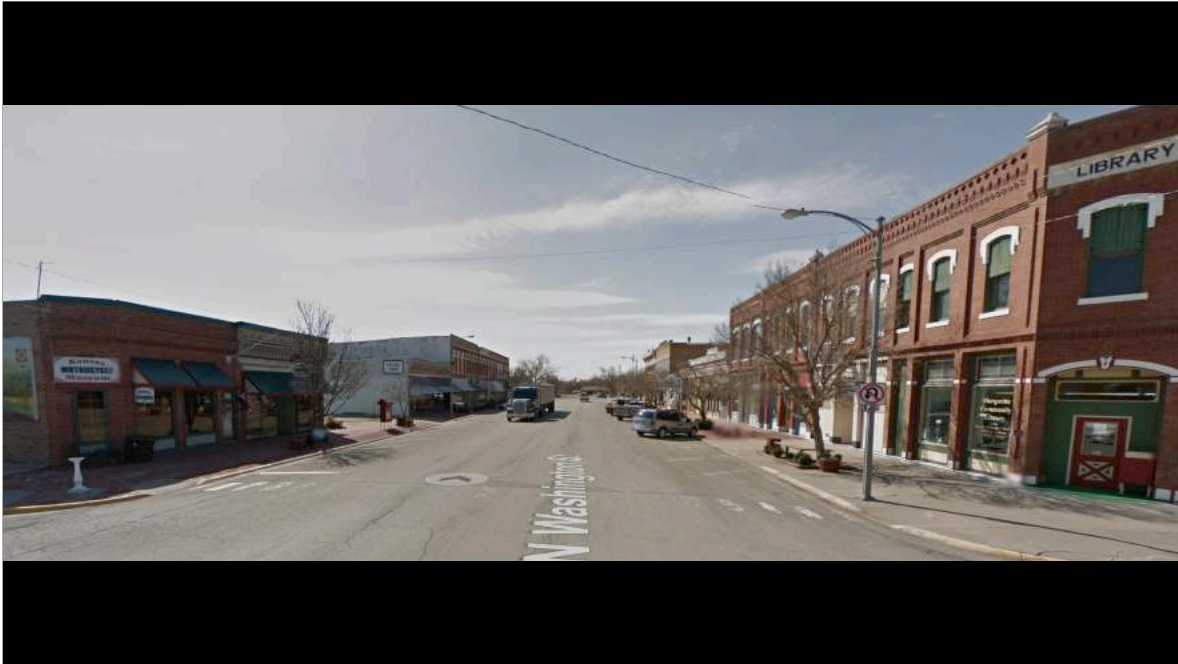
Inspired to provide healthy alternatives, Stacie Smithem-Peterson and Eric Peterson, Alpena natives, strongly support local and organic farmers. They work hard every day to provide whole foods for our community. The Fresh Palate accommodates specific needs - vegetarian, vegan, gluten allergies and meet lovers all the same. Gourmet whole foods for all palates.

Live Green and Eat Smart!!

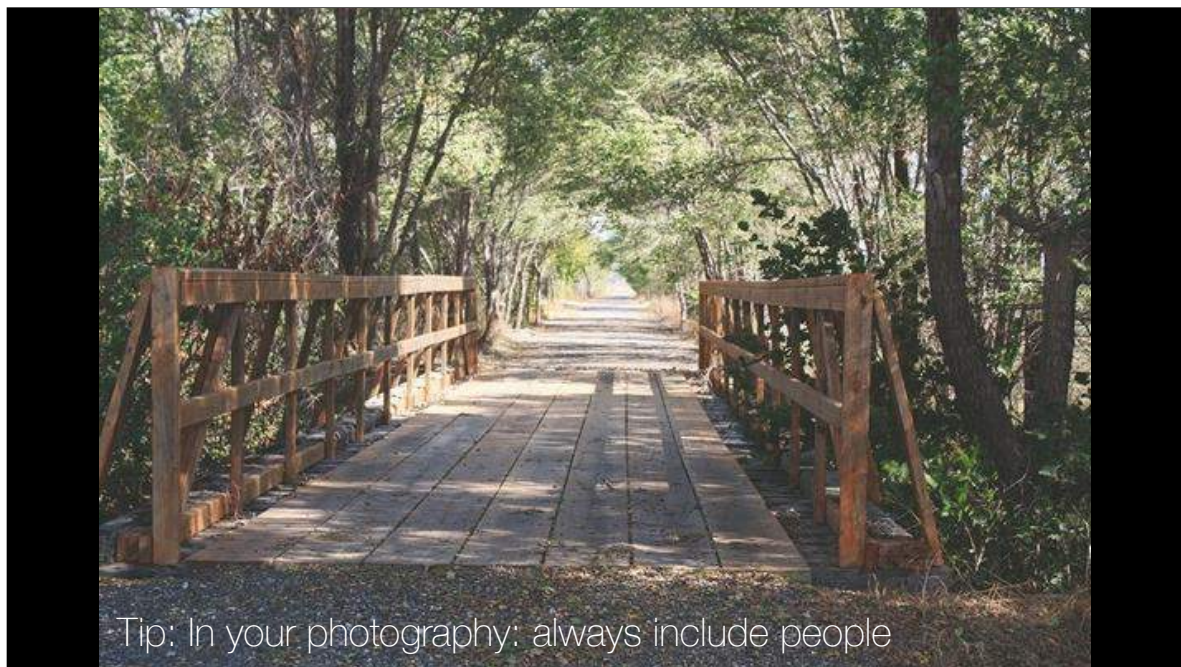
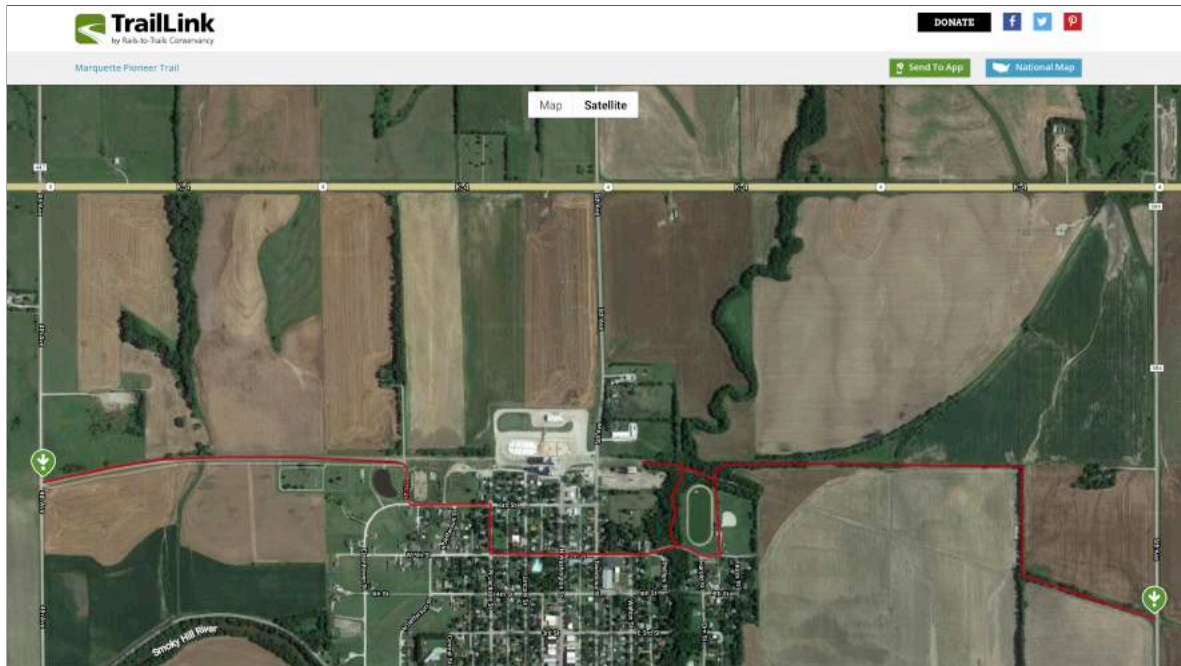
Marquette:

1. "Own" Kanopolis Lake State Park
2. Promote it whenever you get the chance
3. Then give people a reason to visit Marquette







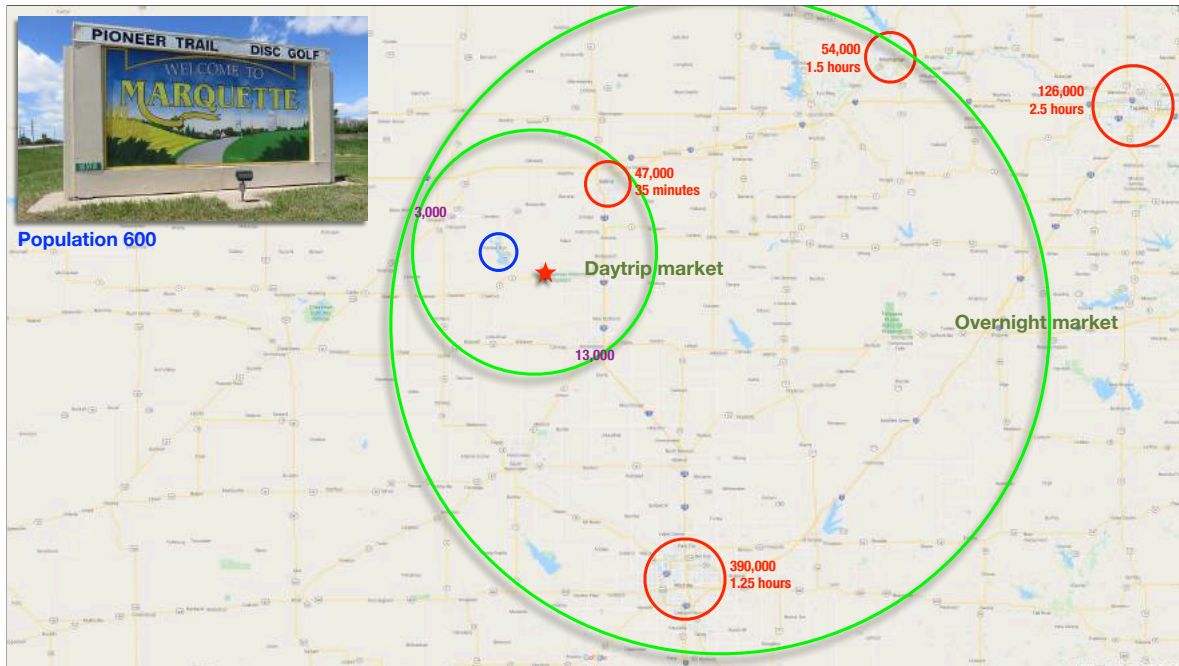


Tip: In your photography: always include people



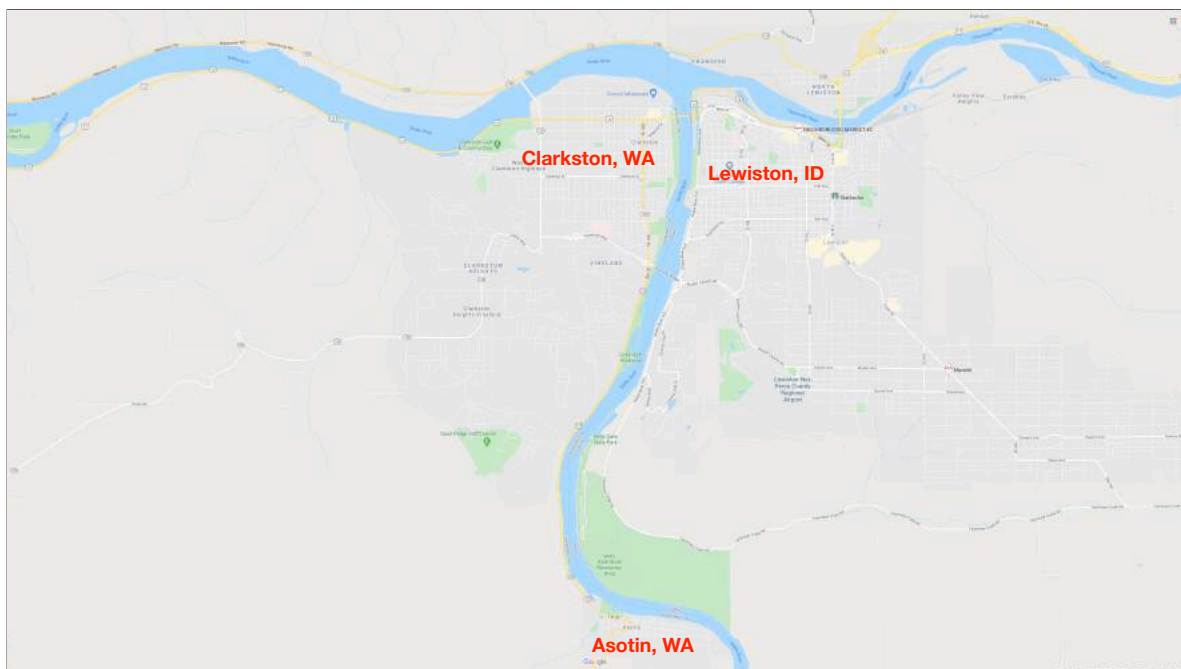
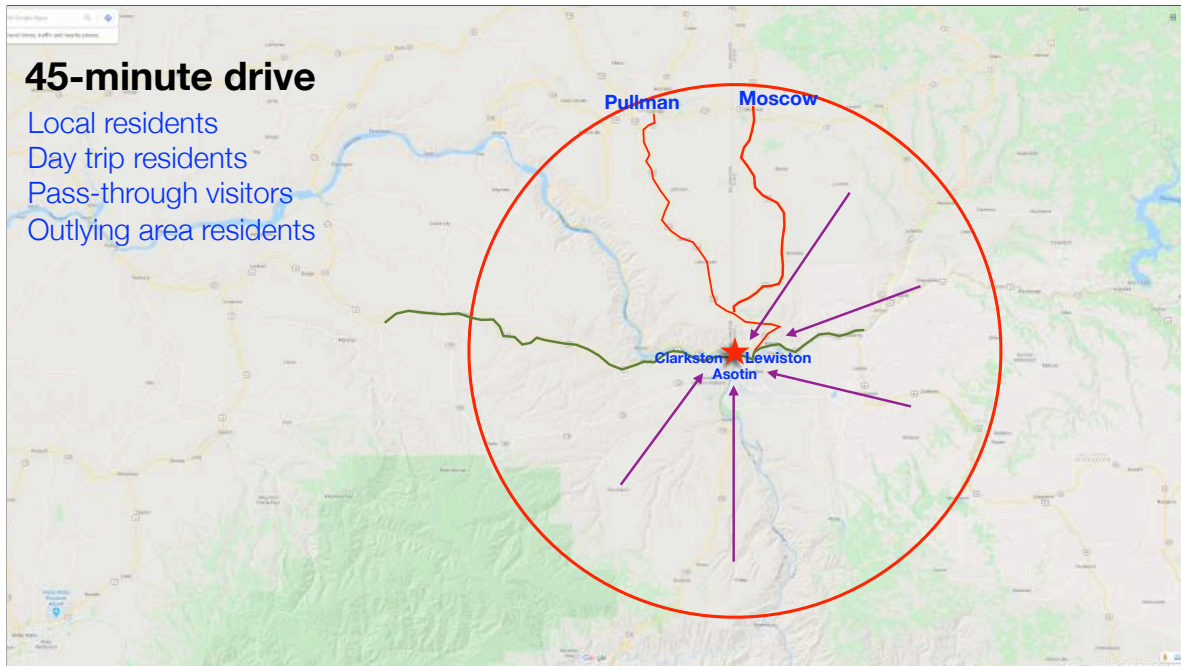
Tip: Include a couple of brochure distribution posts for the brochure

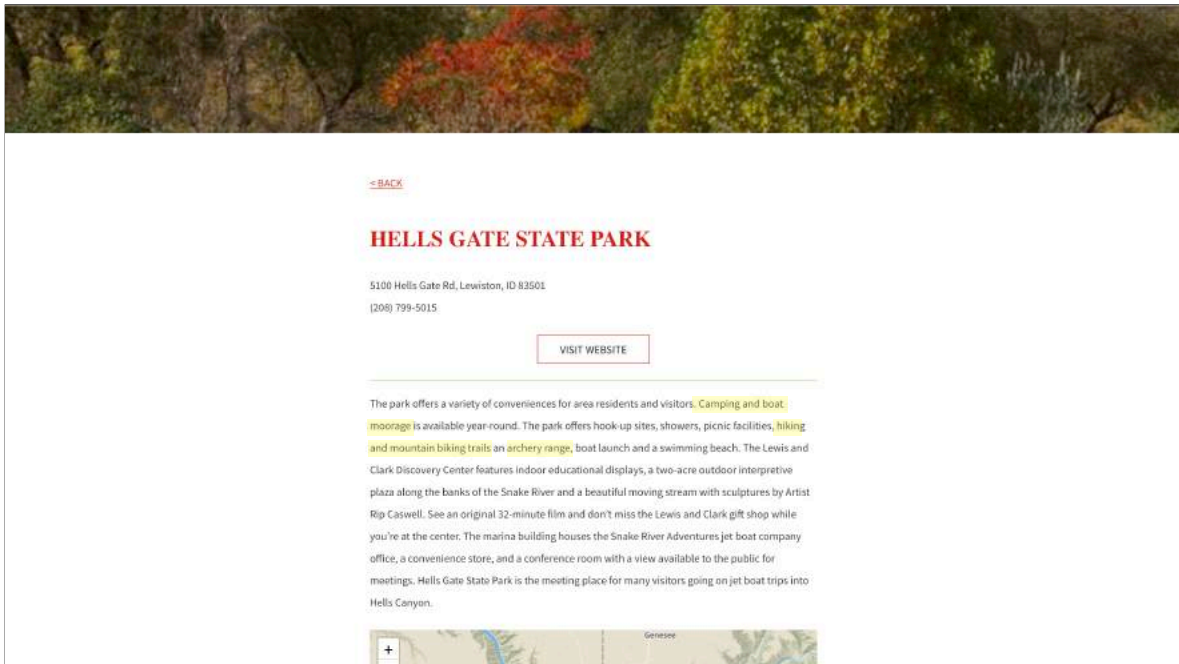
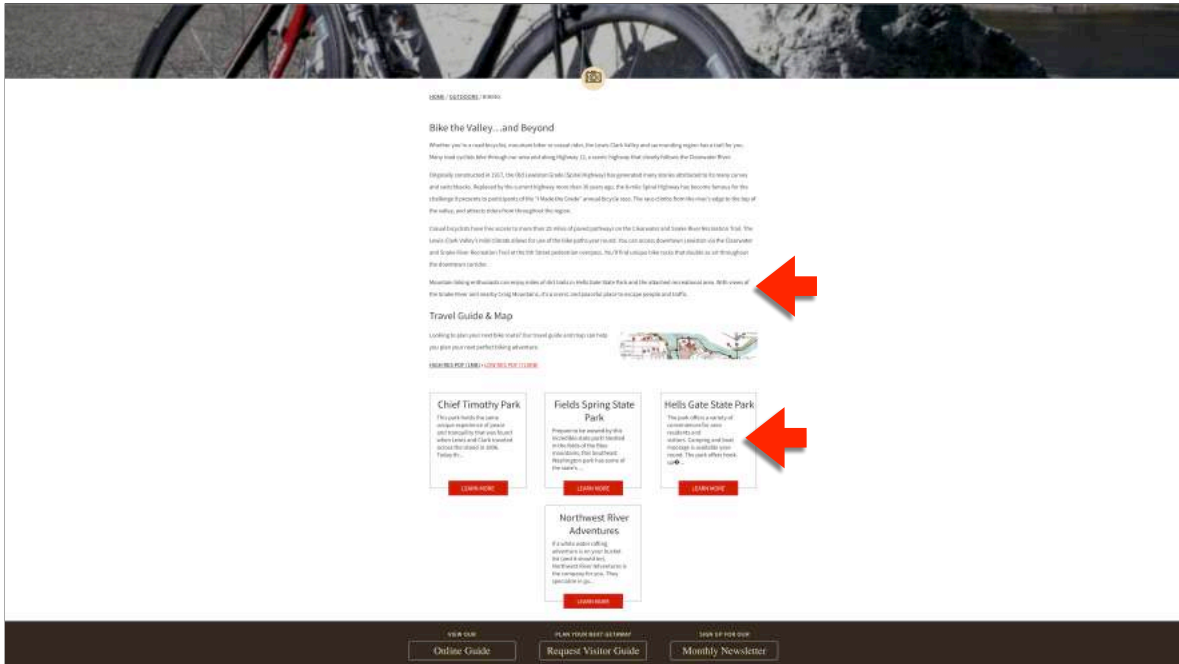




2

Create half-day and full-day detailed itineraries
they can download from your website







HOW

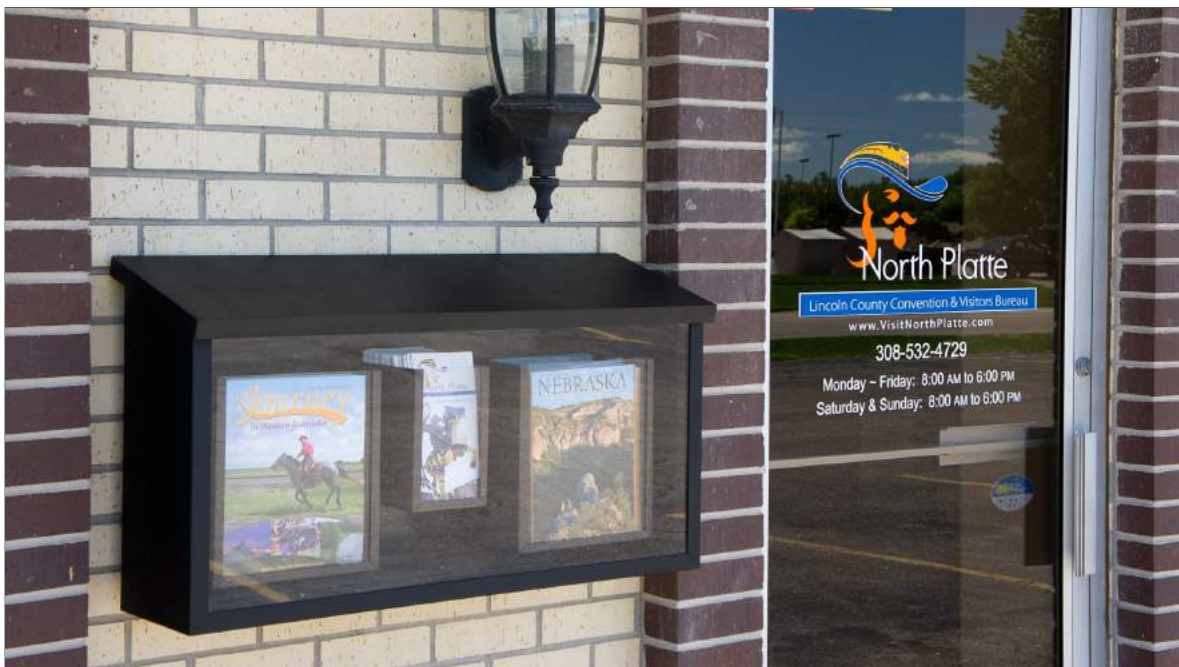
what media outlets to use

THE PRIORITY LIST

1. Local marketing to friends & family: Facebook
2. Itineraries from local residents
3. Local press partnerships:
 1. Local utility billings
 2. Local paper | radio | public access TV
 3. Local clubs & auxiliary organizations
4. Street banners
5. Gateway signs

1

Create and distribute your Best Of guide





Moses Lake, WA

Work with your auxiliary organizations. They can be a good funding source

The Bruce Peninsula, Ontario



Mahone Bay, Nova Scotia



Where to distribute your Best Of guide

- City or town hall
- Local library
- In brochure holders at local attractions, trail heads
- Chamber of Commerce
- Local restaurants and retailers
- Local museums and historical sites
- Public restroom facilities
- Health facilities
- Colleges
- Visitor information centers
- Sports facilities

Gig Harbor, WA



2

Engage your locals & visitors:
Road banners | at gateway signs



Share what you love best about our town! #ILuvMarquette



Share what you love best about the valley! #ILuvLCValley

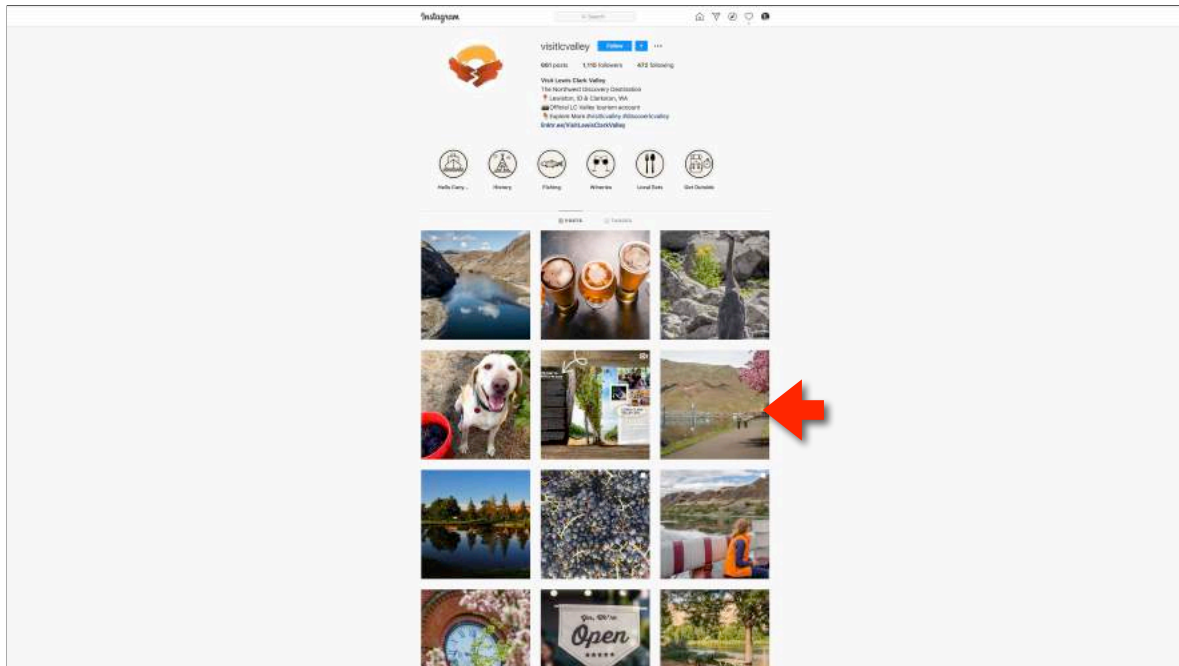




3

Engage your locals & visitors:

Have them post what they like best about the town or area on **their** Facebook & on **your** Instagram account



WHY INSTAGRAM SHOULD BE YOUR NEW BEST FRIEND

Presented by Roger Brooks



Destination development.org
Video library
Tourism marketing



Engage your locals & visitors: Itineraries from locals

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
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<input type="checkbox"/>	_____

1. Get on camera for a fun little exercise
2. Download the PDF (left) and print it out
3. Then ask seven questions

- | | | |
|---|---|---|
| <div style="border: 1px solid yellow; padding: 2px; display: inline-block;">3</div> | Where will me and my partner have the best dining experience? | ★ |
| <div style="border: 1px solid yellow; padding: 2px; display: inline-block;">1</div> | Where should we go for some nightlife? | ★ |
| <div style="border: 1px solid yellow; padding: 2px; display: inline-block;"></div> | Where can we get gourmet items for a picnic? | ★ |
| <div style="border: 1px solid yellow; padding: 2px; display: inline-block;">2</div> | What is the one thing we MUST do while here? | |
| <div style="border: 1px solid yellow; padding: 2px; display: inline-block;"></div> | Where can I get the best dessert? Name the place AND the dish. | ★ |
| <div style="border: 1px solid yellow; padding: 2px; display: inline-block;"></div> | Where can I take the best picture that says I was really here? | |
| <div style="border: 1px solid yellow; padding: 2px; display: inline-block;"></div> | Where can I get something locally made? A gift or great souvenir? | ★ |

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4. Have them snap a picture of their list and email it to you
5. Then add them to your website and social media accounts
6. They can do this for different travel groups: Families with young kids, couples, friends, or by season.
7. Showcase one each week on Facebook, with photographs.

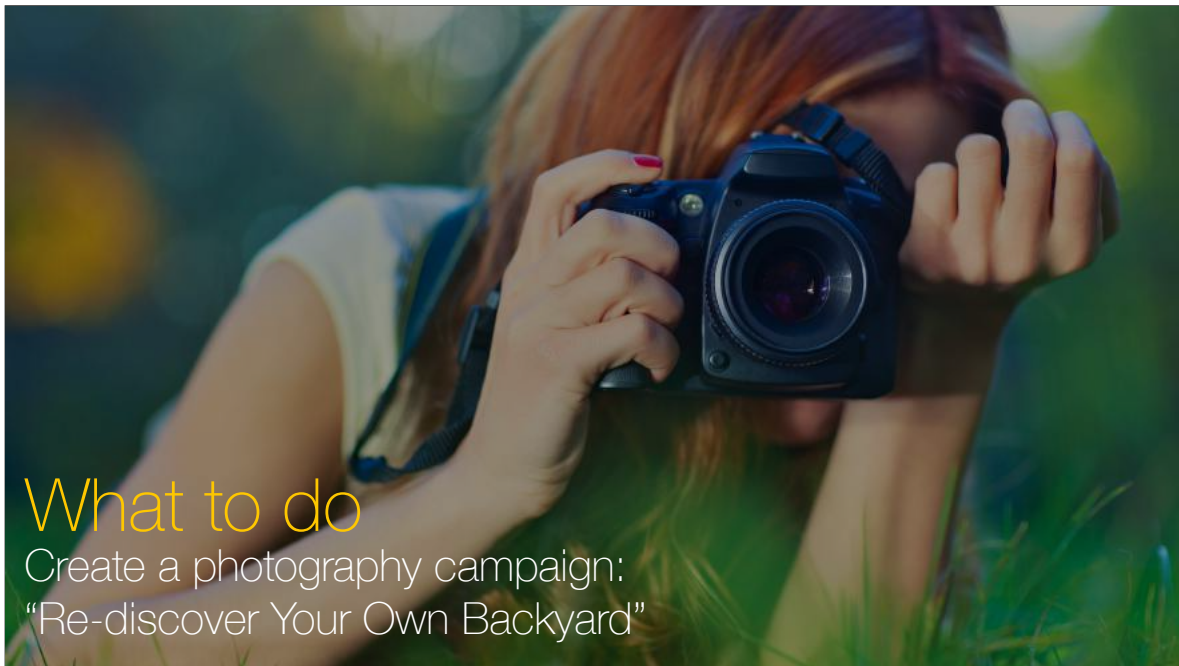


Destination development.org
Video library
Tourism marketing

5

Engage local media:

Photography contest | Instagram stories & photos
Newspaper | Radio | Television



What to do

Create a photography campaign:
"Re-discover Your Own Backyard"



What to do

Promote the 12-day photography challenge

12-DAY BACKYARD PHOTOGRAPHY CHALLENGE



DAY 2 - NATURAL PATTERNS



DAY 3 - SUBJECT IN FOREGROUND



DAY 4 - TELL A STORY



Use **#OPGbackyardchallenge** when sharing your photo on social media!

12-DAY BACKYARD PHOTOGRAPHY CHALLENGE



DAY 6 - SIMPLE SUBJECT



DAY 7 - SHOOT AT NIGHT



DAY 8 - NATURAL DESIGNS



Use **#OPGbackyardchallenge** when sharing your photo on social media!

12-DAY BACKYARD PHOTOGRAPHY CHALLENGE



DAY 10 - BLACK AND WHITE



DAY 11 - BOKEH EFFECT



DAY 12 - CLOSE UP



Use **#OPGbackyardchallenge** when sharing your photo on social media!

12-DAY BACKYARD PHOTOGRAPHY CHALLENGE

MY NOTES

Looking for more helpful photography tips & tricks?

To see more great photography guides like this, and to watch exclusive photography videos, make sure to visit us at www.outdoorphotographyguide.com. Improve your skills and join our community to share your passion for photography!

Looking for more helpful photography tips & tricks?

To see more great photography guides like this, and to watch exclusive photography videos, make sure to visit us at www.outdoorphotographyguide.com. Improve your skills and join our community to share your passion for photography!



Join the photography challenge! ILuvMarquette.com



Consider promoting the Marquette (or Lewis Clark Valley) Photography Challenge:

- In utility billings (water, sewer, garbage, electricity...)
- On the city or town's website
- Chamber of commerce or tourism website
- Economic development
- At schools (get your students involved!)
- Local press: radio, newspaper, etc.
- Give prizes if you can afford it. Perhaps a free meal if not cash

OutdoorPhotographyGuide.com



MENU

SHOP

What can we help you with?



LOG IN

BECOME A MEMBER

CREATED BY NATURE

CAPTURED BY YOU

Get instant access to a library of professional outdoor photography courses and take your photography to the next level. Let us help you push your creative boundaries.

SEE HOW IT WORKS

NEWEST VIDEOS

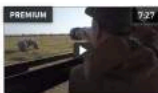
SHOW MORE



Fujifilm X-A7



How To Compose Intimate Scenes




How To Photograph Unpredictable Subjects

LANDSCAPE

SHOW MORE



 **OUTDOOR**
PHOTOGRAPHY GUIDE

MENU ▾SHOP ▾

What can we help you with?

LOG IN

BECOME A MEMBER

GET FULL EXPOSURE. GO PREMIUM.

Select your membership plan and get our best photography guides with 24/7 access to tips and techniques from our world renowned experts, automatic renewal and our 'cancel anytime' policy.

\$7 / MONTH


OR

\$54 / YEAR

That works out to
\$4.50 / month

MEMBERSHIP BENEFITS

ACCESS ANYTIME
ON YOUR PC, MAC OR
FAVORITE MOBILE DEVICE.




Each Month Premium Members Get:

- Exclusive access to all video courses at home or on the go.
- Step-by-step instruction from professional outdoor photography experts.

Instagram

Search



outdoorphotogd Follow + ...

1,228 posts 26.8k followers 380 following

Outdoor Photography Guide
Camera/Photo
We're your go-to online resource for outdoor photography instruction, ideas and information. On our website you'll find videos and courses!
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POSTS TAGGED



**SUBMIT YOUR
TOPIC IDEA**
What topics do you want
covered in our next video?

6

This creates buzz:

Photography contest | Posting your hashtags
Locals AND visitors sharing their experience
spreading the word that you have something great

THE FIVE MARKETING PRIORITIES



1 Narrow your geographic marketing areas (concentrate your efforts & your funding)



Promote: 1) reconnections with each other/nature 2) Re-discover your own backyard
3) Try something new 4) promote to RVers (rural areas particularly)



3 Create the Best Of brochure: promote your anchor activities & businesses and
get it out there | online | brochure holders | kiosks



4 Involve your local residents and drive-through visitors in your marketing: promote
hashtags, photo contests, share their experience with their friends & followers



5 Promote your shoulder seasons to take advantage of pent-up demand. Promote just
a week to a month in advance. Keep your websites & newsletters up to date.



BOTTOM LINE

#1 reason for travel: Visiting friends and family

#2: Business (wait until 2021)

#3: Leisure travel (outdoors | rural | reconnecting)

Priority:

- While locals are “thinking local” make them your marketing partners
- It will build community pride
- It will keep the money closer to home
- It will build support for your efforts: tourism & downtowns
- It will save you thousands of dollars



This is really a **public relations** program:

You are engaging people to talk about you in a positive light.

- Photos really are worth a thousand words
- For every dollar you spend on PR you'll see a \$3 return
- Best form of advertising: Word of mouth
- Target “influencers” (See the Instagram video)

Here's to creating an effective marketing program for very few dollars



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