

MEET VIRGINIA

She'll show you the way.



Attracting Tourists

Landing Films

Creating
Jamestown 2007 Buzz

More people,
staying longer,
spending more money

Whatever you love
in a vacation, you can
find in Virginia.

Virginia Tourism Corporation
**Jamestown 2007
Marketing Plan**

Virginia 
is for Lovers[®]

Virginia Tourism Authority

Report on Jamestown 2007 Strategic Marketing Plan

“More people, staying longer, spending more money.”

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October 20, 2004

During the 2004 General Assembly Session, the Virginia Tourism Authority was appropriated \$1.5 million for the biennium for the purposes of promoting the Commemoration of the founding of Jamestown in 1607. Theretofore no significant funds had been appropriated for marketing the year-and-one-half statewide event. Funds derived through the Jamestown 2007 committee are committed to operational costs and securing sponsors for signature events.

BACKGROUND

Prior to the appropriation, the Virginia Tourism Authority conducted an omnibus study to determine what the American public knew about the founding of Jamestown and the significance of 2007. Seventy four percent of the American public could not correctly identify Jamestown as the first permanent English speaking settlement in the New World and more than 90% could not correctly identify the historic significance of 1607.

CHALLENGES

- Increase the public's awareness of the historic significance and geographic location of Jamestown
- Overcome the stigma of history being boring
- Make Jamestown a statewide event
- Define the product and messages in a compelling fashion
- Achieve the foregoing with limited funds

WHAT ARE WE TRYING TO ACCOMPLISH?

- Position 2007 as key year to visit Virginia
- Leverage Jamestown funding with private-sector funding to increase market share
- Use 2007 commemoration as a marketing tool to fulfill Virginia Tourism's mission to "get more people to stay longer and spend more money" in the Commonwealth

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WHO IS OUR TARGET AUDIENCE?

Primary Target Audience: Virginia
 Secondary Audience: 250 mile radius
 Tertiary Audience: International (UK and Canada)

Virginia	250 mile radius	International (UK & CAN)
Virginians	Groups	Consumers
General Assembly	Conventions	Consumers
Jamestown Board & Foundation	Reunions	Capital Region USA
Elected Officials	Leisure Travelers	VTC in-market Reps
Travel Agent & Tour Operators	Business Travelers	
Media	Media	Media
State Employees	Travel Agent & Tour Operators	Travel Agent & Tour Operators
Travel Industry Partners	AAA	
Affinity Groups VHTA ◦ SVTA BRTA ◦ NVVC	Tour Operators	

WHAT MESSAGE WILL MOVE OUR AUDIENCE?

The most intriguing story of survival, race relations, free enterprise and democracy began in Virginia in 1607: Jamestown 1607 –Could you have survived it?

WHAT VEHICLES WILL BEST DELIVER THE MESSAGE?

As with all of our programming at the Virginia Tourism Authority, we utilized a very targeted and integrated strategy which crosses all marketing disciplines.

- Advertising – We will utilize television, radio, guerilla marketing, travel guide and cooperative advertising.

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- Public Relations – We will employ news releases, events, media calls in-state, media calls out-of-state and overseas, media tours, cooperative events with the industry.
- Electronic Marketing – We will utilize Web site marketing, direct email marketing, eTravel Guide
- Sales and Marketing – Trade shows, consumer shows, AAA calls and shows, sales missions, group planner, meetings/EO6 marketing, meeting planner visits, travel agent tours, Governor’s Tourism Conference
- Customer Service & Industry Relations – Welcome Center and 800-number travel counselor training and distribution, increase exposure for 2007 in annual travel guide culminating in cover for 2007, assist 2007 communities with training and marketing opportunities
- Film Office – Negotiate with film makers for tourism fulfillment distribution, cultivate television and cable shows on Jamestown.
- Administration –Develop Jamestown merchandise through “Virginia Is for Lovers” merchandise program to complement foregoing, give speeches to keep public informed of strategy and events, develop a “Colonial Trail” under which to market significant sites.
- Research—Conduct research to refine message points and determine what will move our audience to visit Virginia during 2007.

WHAT RESOURCES?

Appropriated funds will be matched with private and other public-sector dollars to achieve maximum reach in marketplace.

HOW DO WE DETERMINE SUCCESS?

- Increase inquiries to Web site and 800-number by 20% over two years.
- Increase conversion (determine from those who got information visitation).
- Increase visitation to Virginia by 10% or 3.5 million additional visitors

THE STRATEGY

Phase I – January – November 2005

Pique the interest of the significance of Jamestown 1607 with non-traditional marketing focus to Primary Audience (Virginians, travel agencies, group tour operators)

Phase II – Fall 2005 – 2006

Capitalize upon the release of New World, a major motion picture on Jamestown, featuring Colin Farrell and Christopher Plummer. Movie studio will place \$10 million in the marketplace. Sell to primary, secondary and tertiary audience.

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Phase III – 2006

Partner with private sector to achieve 10 to 1 match for marketing investment and execute fully integrated marketing strategy including Promotional Sail in media marketing on East Coast and events and public relations in United Kingdom.

Phase IV – 2007

Partner with private sector to achieve 10 to 1 match for marketing investment and execute media blitz with full integration of all marketing disciplines including promotion of community events and signature events.

In addition, Virginia Tourism Authority will work with communities, principals in tourism and citizens to achieve maximum communication and participation.