



TRAVEL SOUTH USA STRATEGIC PLAN 2009 - 2011



TRAVEL · SOUTH  USA
Discover the Southern Way!





VISION

Secure our position as the #1 Region in the USA

MISSION

Promote travel to and within the South

STRATEGIES & OBJECTIVES

Grow, Intensify, Reach and Build

CAMPAIGN THEME 2009-2011

Big Cities & Small Towns

TRAVEL SOUTH USA VISION

Leadership through collaboration to battle for market share.

TRAVEL SOUTH USA MISSION

Since 1965, the mission of Travel South USA is and remains is to promote, foster and encourage travel to and within the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia:

- ① Co-ordinate the participation and activity of travel related industries within these states
- ② Exchange ideas and programs which would be of mutual benefit
- ③ Develop continuity, purpose and direction for promotional efforts
- ④ Foster regional promotional plans throughout the South
- ⑤ Work closely with chambers of commerce, travel councils and travel oriented organizations
- ⑥ Raise the economic standing of the South and member states through professional promotional efforts
- ⑦ Build the image of the South and member states as progressive, dynamic and scenic entities
- ⑧ Position tourism as a vital and dynamic element in the South's economy



TRAVEL SOUTH USA KEY STRATEGIES

① Grow national, state and local tourism *funding*.

This strategy will be met by collaborating with the state *research* departments to gather compelling data, at the grassroots level, for national and state legislators to understand the importance of tourism as a vital and dynamic element in the region's economy; focusing on tourism as a key *export industry*; an important provider of non-manufacturing jobs; and as a tax generator. Message delivery will be achieved through *online marketing tactics* and *public relations* advocacy. Success will be measured by comparison to other states share and tourism funding.



② Intensify targeted marketing & sales efforts targeting tour operators and receptive operators to increase the size and scope of *tourism product & services* available in the region.

This strategy will be met by targeting North American based *tour operators and receptive operators* who promote travel programs to niche markets such as students, seniors, girlfriend getaways, sports, and niche consumers, who tend to travel during offseason time periods and offer destinations incremental business. *Social media, electronic marketing, and public relations programs* will drive achievement. Success will be measured by niche market share and industry partner participation.



TRAVEL SOUTH USA KEY STRATEGIES

③ Reach visitors from established and emerging *international markets*.

This strategy will be met by expanding *in-country marketing programs* with travel trade, and consumers in Canada, China and Western Europe. Targeted content and local language versions of www.TravelSouthUSA.com will be an important tool in achieving this strategy. Travel trade *training programs* and *targeting editorial media*, along with developing key partners will drive achievement. Success will be measured by market share, Travel South USA regions' travel trade products and visitor spending.

④ Build strategic *partnerships* through collaboration.

This strategy will be met by facilitating advertising campaigns; promotions and editorial coverage for the state organizations to leverage existing marketing dollars; by creating opportunities where states can increase impact or reach in a target market; and/or create buying efficiencies for the states.



TRAVEL SOUTH USA OBJECTIVES

- ① Position Travel South USA as the State Tourism Offices' voice of leadership in national and state government and support the US Travel Industry platform to ensure tourism is recognized as a vital and dynamic player in the economy of the United States.
 - A Organize the *key speaking points* supported by research, that tell a compelling story supporting tourism as a dynamic and vital export industry in the southern region
 - B Develop a *communication plan* to educate elected officials and key opinion leaders about the economic importance of tourism in the region and encourage investment in the industry
 - C Work in tandem with the industry to ensure *The Travel Promotion Act* is passed by 2010

- ② Strengthen Travel South USA region's competitive position in the North American tour and receptive tour operator market segments.
 - D Increase our market share of domestic and international tour operators programs developed at *Showcase* programs 2010 & 2011
 - E Increase southern group and FIT tour *programs featured* in receptive tour operators catalogues by 10% by 2011.
 - F Deliver 10% more *editorial media coverage* from domestic and international media by 2011



TRAVEL SOUTH USA OBJECTIVES

③ Provide dynamic and innovative marketing, sales, and travel trade educational programming targeting international established and immerging markets, such as Canada, China, & Western Europe.

G Increase the international visitation to www.TravelSouthUSA.com by 10% by 2011.

H Increase the percentage of international visitors significantly influenced by travel planning tools and online promotions on www.TravelSouthUSA.com by 10% by 2011.

I Develop five(5) *strategic partners* such as airlines, auto clubs and tour operators to promote international visitation by 2011.

J Engage in five (5) *marketing and promotional activities* that strengthen the state offices' presence and participation in key travel trade shows by 2011.

④ Leverage the region's tourism funding by working collaboratively as the 12 states tourism organizations, private sector travel partners, and media organizations

K Extend the reach and voice of the southern tourism message, by leveraging marketing dollars at least 3:1 by working with and through strategic partners by 2011





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