



## Visit Jacksonville Annual Plan Year 3

### CONVENTION SALES & SERVICES

**This document is to be used in collaboration with the Year 3 Evaluation document which actually provides the details of the actions Visit Jacksonville will take in Year 3 to execute the Strategies provided below.**

#### **Components**

1. Promotion of Jacksonville as a Destination to Tourist Groups.
2. Focused Efforts on Convention Market Targeting.
3. Actively Pursuing Convention Sales Activities and Coordinating Bookings.
4. Coordinated Efforts with the City Convention Center Manager.
5. Provide Exemplary Convention Services to Convention and Group Attendees.
6. Utilize Convention Grants to Leverage Jacksonville as a Destination.

#### **Market Indicators**

- An annual 5% increase in new room night future production for a total of 93,712 room nights.
- An annual 5% increase in room night actualization for a total of 93,712 actualized room nights.
- Annual .25% minimum REVPAR group segment growth based on the Group Segment Trend Report data per year over each year's actual rate; CY 19-20 \$14.62.
- An annual 2% increase in awareness in meeting planners of Jacksonville as a destination as measured by Smith Travel Research as part of the Destination MAP report and surveys with a minimum 40% response rate.
- Maintain a minimum base of 50% of room night production that is new business.

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### COMPONENT 1: Promotion of Jacksonville as a Destination to Tourist Groups.

#### **Strategies to Achieve this Component in Year 3:**

1. Expand group tour sales.
  2. Expand and maintain current brochures, post cards, banners, and sales presentations.
  3. Diversify digital advertising efforts through industry newsletters and/or eblast campaign.
  4. Develop seasonal promotions for outreach to meeting planners, trade associations industry groups and professional associations.
  5. Leverage #OnlyInJax experiences.
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## COMPONENT 2: Focused Efforts on Convention Market Targeting.

### **Strategies to Achieve this Component in Year 3:**

1. Expand the Bring It Home Jax initiative.
  2. Improve meeting tools for planners on Visit Jacksonville website.
  3. Increase meeting planner traffic to the Visit Jacksonville website.
  4. Align the strategies provided by Visit Jacksonville with the needs of both planners and the industry.
  5. Increase market penetration in the following markets: Association, Corporation, SMERF (Sports, Military, Education, Religious, Fraternal), Government, Multicultural & Reunion/Wedding.
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## COMPONENT 3: Actively Pursuing Convention Sales Activities and Coordinating Bookings.

### **Strategies to Achieve this Component in Year 3:**

1. Retain, empower and challenge 5 Sales Managers positions.
  2. Attend tradeshow targeting key segments.
  3. Leverage the awareness of Jacksonville as a destination in targeted cities.
  4. Partner with local businesses and entities to leverage Jacksonville as a destination.
  5. Target multi-year bookings by groups.
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## COMPONENT 4: Coordinated Efforts with the City Convention Center Manager.

### **Strategy to Achieve this Component in Year 3**

1. Expand the relationship in the community between Visit Jacksonville and the City Convention Center Manager.
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## COMPONENT 5: Provide Exemplary Convention Services Activities to Conventions and Group Attendees.

### **Strategies to Achieve this Component in Year 3:**

1. Expand service efforts to groups to create referable experiences.
2. Collaborate with local hoteliers, venues, restaurants and tourism entities to ensure service levels exceed expectations.
3. Target prior year conferences to increase attendance and length of stay.
4. Coordinate targeting and hosting large-scale meeting planners.



5. Create itineraries for meeting planners to promote and encourage #OnlyInJax experiences.
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## COMPONENT 6: Utilize Convention Grants to Leverage Jacksonville as a Destination.

### **Strategies to Achieve this Component in Year 3:**

1. Issue grants to groups to close bookings to groups considering alternative cities.

## Year 3 Evaluation – Convention Sales & Services

<b>Date:</b> <a href="#">Click here to enter text.</a>		
<b>Reviewer Name:</b> <a href="#">Click here to enter text.</a>	<b>Overall Grade:</b> <a href="#">Click here to enter text.</a>	
Deliverable	Quality Assessment	% Completed
<b>Component 1: Promotion of Jacksonville as a Destination to Tourist Groups</b>		
<p><b>1. Expand Group Tour Sales</b></p> <ul style="list-style-type: none"> <li>a. Create an experiential itinerary/agenda for group tour organizations.</li> <li>b. Host a group tour specific FAM; consider partnership with Visit Florida to perform around the 2020 Florida Huddle.</li> <li>c. Create marketing collateral based on the 5 A's of destination sales: Affordability, Accessibility, Attractions, Amenities, Availability to promote Jacksonville to tour operators.</li> </ul>	<p><a href="#">Click here to enter text.</a></p>	<p><a href="#">Click here to enter text.</a></p>
<p><b>2. Expand and Maintain Brochures, Post Cards, Banners, and Sales Promotions</b></p> <ul style="list-style-type: none"> <li>a. Document updates made to existing materials.</li> <li>b. Produce the following new brochures:               <ul style="list-style-type: none"> <li>i. Pre-Meeting promo card (incorporate Bleisure message here)</li> <li>ii. Bring it Home Jax</li> <li>iii. Venue Guide</li> </ul> </li> <li>c. Provide evidence of 2 new banners produced.</li> <li>d. New sales presentations produced:               <ul style="list-style-type: none"> <li>i. Unique Meeting Venues</li> <li>ii. Maximize your Time in Jax – what do locals do (incorporate Bleisure message here)</li> </ul> </li> </ul>	<p><a href="#">Click here to enter text.</a></p>	<p><a href="#">Click here to enter text.</a></p>
<p><b>3. Diversify Digital Advertising Efforts</b></p> <ul style="list-style-type: none"> <li>a. Target key audience personas through website content, social media &amp; online engagement</li> <li>b. 4 e-newsletters distributed to key industry partners (MPI, HelmsBriscoe, MPI, HPN)</li> <li>c. Pre &amp; Post eblast campaign for attended tradeshow</li> <li>d. Create quarterly relevant blog posts to share on digital platforms</li> <li>e. Use Social Media channels to deploy authentic meeting experiences</li> </ul>	<p><a href="#">Click here to enter text.</a></p>	<p><a href="#">Click here to enter text.</a></p>

<p><b>4. Seasonal Promotions</b></p> <ul style="list-style-type: none"> <li>a. Deploy 2<sup>nd</sup> &amp; 4<sup>th</sup> quarter eblast to highlight seasonal saving opportunities shared by hotels and venues</li> <li>b. Create small meetings promotion with incentives to capture new business within drive market (example – concession for valet parking reimbursement up to \$500)</li> <li>c. Promote seasonal opportunities on website and social media channels via sponsored ads</li> </ul>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p><b>5. Leverage #OnlyInJax Campaign</b></p> <ul style="list-style-type: none"> <li>a. Connect with COJ Mayor’s office to define full scope of efforts</li> <li>b. Identify and create monthly organic posts.</li> <li>c. Create 2 collateral pieces around posts.</li> </ul>		
<p><b>Component 2: Focused Efforts on Convention Market Targeting</b></p>		
<p><b>1. Expand Bring It Home Jax Initiative</b></p> <ul style="list-style-type: none"> <li>a. Update collateral.</li> <li>b. Update website.</li> <li>c. Develop a recognition program with the local community with quarterly award.</li> <li>d. Make quarterly releases to local business publications.</li> </ul>		
<p><b>2. Improve Meeting Tools for Planners on Visit Jacksonville Website</b></p> <ul style="list-style-type: none"> <li>a. Implement “Meeting on Demand” features on website for planners to view value dates, flex dates and special event dates.</li> <li>b. Add virtual reality facility and venue tours to website.</li> <li>c. Implement a site visit agenda scheduling tool for planners to select venues and hotels for their tour.</li> <li>d. Create easily accessible sample dine-around packages for groups.</li> </ul>		
<p><b>3. Increase Meeting Planner Traffic to Website</b></p> <ul style="list-style-type: none"> <li>a. Utilize a pre and post tradeshow geofencing to target planners and direct them to our website.</li> <li>b. Include virtual reality tour information in sales presentations.</li> <li>c. Update the Destinations Meetings video with 360-video concepts.</li> <li>d. Use digital advertising placements to drive traffic to RFP page.</li> <li>e. Implement retargeting campaign.</li> <li>f. Ensure website and email updates are mobile responsive.</li> </ul>		

<p>g. Increase database for targeted lead generation.</p>		
<p><b>4. Align the Strategies Provided with Needs of Planners and the Industry</b></p> <ul style="list-style-type: none"> <li>a. Conduct an annual survey to determine the needs and services to offer to grow business.</li> <li>b. Conduct an annual survey to assess the local tourism industry to determine the interest level in continued group tour sales efforts, sales efforts on the part of the agency and number of tour groups confirmed in the destination.</li> <li>c. Utilize SEM/SEO reports to determine growth opportunities for future meeting and group tour target markets.</li> </ul>		
<p><b>5. Increase Market Penetration in the Following Markets: Association, Corporation, SMERF, Government, Multicultural &amp; Reunion/Wedding</b></p> <ul style="list-style-type: none"> <li>a. Work with Only In Jax partners to offer incentives and specials for groups.</li> <li>b. Increase exposure on RFP distribution channels.</li> <li>c. Create a referral campaign.</li> </ul>		
<b>Component 3: Actively Pursuing Convention Sales Activities and Coordinating Bookings</b>		
<p><b>1. Retain, Empower and Challenge 5 Sales Manager Positions</b></p> <ul style="list-style-type: none"> <li>a. Require 5% increase in bookings above prior year.</li> <li>b. Require 60 site visits per year per sales manager.</li> <li>c. Conduct 120 sales calls with current and potential clients to include a presentation on an annual basis per sales manager.</li> <li>d. Host 2 FAMs targeted around unique Jacksonville events (specific events to be determined based on discussions with facility partners on coming attractions).</li> </ul>		
<p><b>2. Attend Tradeshows Targeting Key Segments</b></p> <ul style="list-style-type: none"> <li>a. Develop tradeshow travel schedule targeting Association, Corporation, SMERF, Government, Multicultural and Reunion/Wedding.</li> <li>b. Provide ROI tracking and reports on all travel.</li> <li>c. Utilize digital marketing pre &amp; post show to communicate sales team travel &amp; tradeshow activities to create</li> </ul>		

<p>awareness to planners for promotional opportunities.</p> <p>d. Use tradeshow attendance to qualify planners for additional site visit/FAM follow-up.</p>		
<p><b>3. Leverage Awareness of Jacksonville in Targeted Cities</b></p> <p>a. Determine 4 major Jacksonville feeder cities using data from iDSS database, Smith Travel Research and website platforms.</p> <p>b. Host Sales Missions in the 4 major cities determined from the research.</p> <p>c. Provide ROI tracking and reports on Sales Mission efforts.</p>		
<p><b>4. Partner with Local Businesses and Entities to Leverage Jacksonville as a Destination</b></p> <p>a. Create sharable experiential content with local businesses, partners and planners.</p> <p>b. Partner with Only In Jax locations to develop additional deals and incentives through the Bandwango app. Add a minimum of 5 new businesses.</p> <p>c. Share any seasonal discounts or promotions that would enhance group destination experience.</p>		
<p><b>5. Target Multi-Year Bookings by Groups</b></p> <p>a. Develop a promotion for small meetings groups that don't qualify for grant dollars targeting need months.</p> <p>b. Expand grant coverage opportunities to offer 1-3 years instead of single year bookings.</p> <p>c. Develop concessions packages incentivizing multi-year bookings.</p>		
<p><b>Component 4: Coordinated Efforts with the City Convention Center Manager</b></p>		
<p><b>1. Expand the Relationship Between Visit Jacksonville and the City Convention Center Manager</b></p> <p>a. Develop a Customer Advisory Council of diverse and qualified local hoteliers and venues to provide input on meeting facilities, city developments, expansions, renovations and other needs as determined.</p> <p>b. Develop and distribute a survey to the Advisory Council to determine objectives, create focused goals and address concerns.</p>		

<ul style="list-style-type: none"> <li>c. Develop a Jacksonville Venue Guide of venues, best practices and strategies for partners to utilize.</li> <li>d. Review and update the Convention Center Alliance agreement with hoteliers and the Prime Osborn Convention Center.</li> <li>e. Partner with the TIAA Bank Field and Bold Events to assist in their efforts to sell stadium event space during their identified need periods.</li> </ul>		
<p><b>Component 5: Provide Exemplary Convention Services Activities to Conventions and Group Attendees</b></p>		
<p><b>1. Expand Service Efforts to Groups to Create Referable Experiences</b></p> <ul style="list-style-type: none"> <li>a. Provide personalized touches to each planner booked to Jacksonville every 3 months once booked.</li> <li>b. Strategize to determine 2 additional services that can be offered and implement during the year.</li> <li>c. Assist with planning site visits during planning phase for booked groups that make visits to Jacksonville prior to their meeting or event.</li> <li>d. Service groups that request information or referrals but did not book through Visit Jacksonville to entice the group to return.</li> <li>e. Incentivize completion of post-event surveys by planners so that improvements can be continually made.</li> </ul>		
<p><b>2. Collaborate with Local Hoteliers, Venues, Restaurants, and Tourism Entities to Ensure Service Levels Exceed Expectations</b></p> <ul style="list-style-type: none"> <li>a. Partner with Only In Jax businesses to develop additional deals and incentives through the Visit Jacksonville Attendee Passport – onboard an additional 5 businesses.</li> <li>b. Create a robust Meeting Planner Toolkit with destination information and share with booked groups to assist with planning.</li> </ul>		
<p><b>3. Target Prior Year Conferences to Encourage Attendees to Come to Jacksonville and Increase Length of Stay</b></p> <ul style="list-style-type: none"> <li>a. Work with marketing to develop bleisure-focused collateral and promotional materials to provide to meeting planners for attendees.</li> <li>b. Develop an e-blast template for planners to send to attendees with 5</li> </ul>		

<p>reasons they should attend the conference in Jacksonville.</p>		
<p><b>4. Assist Sales Team in Targeting and Hosting Large-Scale Meeting Planners</b></p> <ol style="list-style-type: none"> <li>a. Coordinate and execute (4) Sales Mission/Client Events in Jacksonville feeder cities as determined by sales team outreach and research.</li> <li>b. Assist with coordination of FAM itineraries, invitations, RSVP management and coordination of expenses and payments in collaboration with Sales Managers.</li> <li>c. Focus on Only In Jax unique locations and experiences when bringing planners to Jacksonville.</li> </ol>		
<p><b>5. Create Sample Itineraries to Meeting Planners and Attendees to promote and encourage visits to Only In Jax Assets.</b></p> <ol style="list-style-type: none"> <li>a. (4) Sample Dine-Around Itineraries <ul style="list-style-type: none"> <li>• Downtown / Springfield</li> <li>• Riverside/Avondale</li> <li>• Beaches</li> <li>• San Marco</li> </ul> </li> <li>b. (4) Sample one-day itineraries for attendees who extend their stay. <ul style="list-style-type: none"> <li>• Family-friendly</li> <li>• Sports Fans</li> <li>• Nature Enthusiasts</li> <li>• Art &amp; Museum Lovers</li> </ul> </li> </ol>		
<p><b>Component 6: Utilize Convention Grants to Leverage Jacksonville as a Destination</b></p>		
<p><b>1. Issue grants to groups to close bookings to groups considering alternative cities.</b></p> <ol style="list-style-type: none"> <li>a. Adhere to TDC requirements for convention grant issuance.</li> <li>b. Review current and past uses of TDC convention grants to recommend updates to the policy to maintain a competitive grant program.</li> <li>c. Extend grants to multi-year groups to target need months.</li> <li>d. Utilize grant funding that doesn't actualize to obtain an additional group.</li> </ol>		
<p><b>Market Indicators:</b></p>		
<p><b>Room Night Future Production</b>  <i>5% increase in new room night future production for a total of 93,712 room nights</i></p>	<p><a href="#">Click here to enter text.</a></p>	<p><a href="#">Click here to enter text.</a></p>



<p><b>Room Night Actualization</b>  <i>5% increase in room night actualization for a total of 93,712 actualized room nights</i></p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p><b>REVPAR</b>  <i>.25% minimum REVPAR group segment growth based on the Group Segment Trend Report data per year over each year's actual rate; CY 19-20 \$14.62</i></p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p><b>Market Awareness</b>  <i>2% increase in awareness in meeting planners of Jacksonville as a destination as measured by Smith Travel Research as part of the Destination MAP report and surveys with a minimum 40% response rate.</i></p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>
<p><b>New Business</b>  <i>Minimum base of 50% of room night production that is new business.</i></p>	<p>Click here to enter text.</p>	<p>Click here to enter text.</p>

<p><b>Verification of Review</b></p> <p>By signing this form, you confirm that you have discussed this review and it has been presented to TDC members in its entirety. <i>*Signing this form does not necessarily indicate that you agree with the evaluation.</i></p>	
<p><b>Visit Jacksonville Signature:</b></p>	<p><b>Date:</b></p>
<p><b>TDC Executive Director Signature:</b></p>	<p><b>Date:</b></p>
<p><b>TDC Chair Signature:</b></p>	<p><b>Date:</b></p>