

## CONVENTION SALES & SERVICES ANNUAL PLAN YEAR 2

### EXECUTIVE SUMMARY

2017-2018 has been strong year for our Convention Sales & Service efforts. We launched our new “Meet Yourself in JAX” campaign with a call to action of “Meet In JAX” for meetings and “Tour In JAX” for group tours. Our advertising this year is performing well across our target markets and new Sales & Services collateral has been developed to align with our marketing efforts. We launched a new LinkedIn strategy targeting meeting planners, and recently planned to expand our social media efforts to include Facebook. We are also excited about the future changes scheduled for the meetings and group tour pages of our website.

Our team hosted another successful THE PLAYERS Championship FAM trip and partnered with Florida’s First Coast of Golf on a FAM trip for Chinese travel agents. We are also seeing a solid return on investment from our sales events and tradeshow participation in both lead generation and increasing destination awareness for meeting and group tour planners. In addition, the Group Segment Trend report indicated significant gains in group occupancy and RevPAR for the months of February and April, contributing to the historic Q1 visitation figures for the destination.

**Note: Bold, italic font throughout document represents additional items due to amendments to the plan by TDC at the meeting on August 9, 2018.**

### 2017-2018 Convention Sales Results to Date

FY2017-2018 Sales Goals	Actual YTD as of June 30, 2018	% of Annual Goal
Generate 85,000 Definite RN	72,908	86%
Increase annual room night actualization by 5%; <b>85,000 in Year 1</b>	Contracted 72,089 Picked up 71,990	95%
Generate a minimum increase of 0.25% in REVPAR for the Group Segment Trend report - <b>\$14.54</b> actual Sept 2017; Goal amount: <b>\$14.58 (FY 2017-2018)</b>	Group REV Par Avg - <b>\$15.44</b> Group REV Par Running 12 Months - <b>\$15.91</b>	104%
Increase the awareness of Jacksonville as a destination by 2% per the Destination MAP Report (base of 6% with 40% survey response rate)	TBD; Awaiting final results	TBD
Maintain a minimum base of 50% new business for room night production.	80% new business for Q3	

**Any year 1 contract deliverables not completed by September 30, 2018 will be delivered prior to November 30, 2018 using the funds encumbered from the year 1 budget for 2017-18.**

**All metrics and deliverables will be based and tracked on the contractual and fiscal years running from October 1 through September 30.**

## 2018-2019 Proposed Metrics

Performance Metrics	FY2018-2019 Goals
Increase in new room night production for FY2018-2019 by 5%	85,000 FY2017-2018 metric plus 5% increase is <b>89,250</b> Definite Room Nights FY 2018-2019
Increase annual room night actualization for FY2018-2019 by 5%	85,000 FY2017-2018 metric plus 5% increase is <b>89,250</b>
Generate a minimum increase of 0.25% in REVPAR for the Group Segment Trend Report in FY2018-2019	\$14.58 for FY2017-2018 metric plus 0.25% increase is <b>\$14.62</b>
Increase in the awareness of Jacksonville as a destination by 2% per the Destination MAP Report	TBD; Awaiting final results for FY2017
Maintain a minimum base of 50% new business for room night production.	

Internal and external research will continue to guide our sales and marketing efforts. Using research as a tool, the Visit Jacksonville Sales & Services team will focus its efforts on the six Convention Sales & Services components to market, promote, and sell the City of Jacksonville as a convention, meeting, and group tour destination. We used the following industry and internal research as a guide for our efforts FY2018-2019:

- American Express Meetings Events Forecast 2017
- MPI: Meetings Outlook 2017 Quarterly Reports
- Visit Jacksonville Convention Services Survey Responses & Client Requests

### Strategy: Promotion to Tourist Groups

Visit Jacksonville’s Sales & Services Team is solely focused on the promotion and marketing of the City of Jacksonville to meeting planners, event planners, and group tour operators. Our team adheres to industry standards and possesses the destination knowledge to develop strategic marketing tactics, which include:

- Manage an annual advertising campaign for digital and print ads, social media, websites, and e-newsletters
- Generate sales collateral including meeting planner guides, banners, postcards, tradeshow booths, event invitations, and sales presentations
- Create convention services collateral including brochures, planning toolkits, pre/post-event mailers, and services presentations
- Establish annual promotions for meetings and group tour (lead generation business) initiatives

These marketing efforts assist the Visit Jacksonville Sales & Services Team in soliciting and cultivating business from key meeting and group tour markets that have historically booked in Jacksonville, as well as developing new business opportunities. We will continually implement new and innovative marketing initiatives to aid in increasing in leads, bookings, and the awareness of Jacksonville as a destination.

### We will plan to implement the following promotion to tourist group tactics in FY2018-2019:

#### Tactics:

- Distribute and publicize new medical meetings collateral
- Sponsor a Meeting Professionals International (MPI) Healthcare Meeting Compliance Certificate (HMCC)

course to increase visibility of Jacksonville to medical meeting planners

- Research opportunities to use virtual reality products for convention marketing efforts
- Enhance meetings and group tour website pages and drive client visitation to these pages

### Strategy: Convention Market Targeting

We are currently working with a Convention Sales & Services database of over 4,500 accounts, in all markets. Based on Smith Travel Research, Destination MAP, and our existing iDSS database, we will continue our focus to increase market penetration in the current convention, meeting and group markets:

- Association
- SMERF (Sports, Military, Education, Religious, and Fraternal)
- Corporate
- Government
- Multicultural
- Reunion
- Group Tour

We will continue to leverage destination awareness by maintaining and increasing proactive sales efforts in these cities and regions:

- Atlanta
- Charlotte
- Chicago
- Dallas
- New York City
- Tallahassee
- Washington DC

**We will implement the following Convention Sales market targeting tactics in FY2018-2019.**

#### Tactics:

- Initiate proactive efforts to book financial and insurance training meetings and conferences
- Assess current group tour sales efforts with “group tour friendly” hotels and attractions, to determine the level of interest in future group-tour business
- Research and develop lists for “Group Tour Friendly” hotels, restaurants, and attractions
- Establish group tour “seasons” based on local festivals and events
- Implement data-appending project to enhance client database and customize e-newsletter messaging for key target markets

### Strategy: Convention Sales Activities

Convention sales is a process which requires time to cultivate and maintain business relationships with meeting planners and group tour operators. We will continue to use the variety of sales activities listed, as part of our “10 touches” process to generate meeting, convention, and group tour business for the City of Jacksonville.

- Prospecting
- Tradeshows

- Sales Missions
- Client Events
- Familiarization Trips (FAM)
- Site Visits
- Email/e-newsletters
- Direct mail

### **We will plan to implement the following Convention Sales tactics for FY2018 - 2019.**

#### **Tactics:**

- Initiate outreach to colleges, universities, hospitals and churches for Bring It Home JAX (BIHJ) efforts
- Relaunch a proactive medical meetings effort
- Attend 2 national group tour association tradeshows
- Host bi-annual luncheons to educate local leaders on the BIHJ program and recognize local BIHJ Ambassadors
- Host 4 sales missions in target markets (Chicago, New York, Tallahassee, and Texas)
- Plan 1 local client event in conjunction with the NCAA Men's Basketball Tournament
- Host 1 FAM targeted for the following markets and purposes: THE PLAYERS Championship (to close business). Note: this was previously estimated to be 2 FAM events in Year 2; however, the second event was the NCAA Tournament which is scheduled so close to the new TPC date that it was determined that a client event would be more successful for the NCAA Tournament.
- Participate in VISIT FLORIDA co-ops for tradeshows and client events

### **Proposed FY2018-2019 Travel Schedule**

Each year the Sales & Services team will analyze return-on-investment and return-on-objectives for the current year's tradeshows, sales missions, client events and FAMs. Based on strategies to align with key market segments, and to support the efforts to generate future meeting, event, and group tour bookings, we have prepared a travel schedule attached in a separate document for approval by the TDC.

### **Strategy: Coordination with City Convention Center Management**

Visit Jacksonville will continually manage our working relationship with the SMG Jacksonville facility managers to help provide business leads, and monthly sales reports to assist in fully booking the convention center.

### **We will plan to implement the following tactics to ensure coordination with City Convention Center Management in FY2018-2019.**

#### **Tactics:**

- Conduct annual review of open dates to book additional conventions, supplementing current consumer show bookings at the Prime Osborn Convention Center
- Review processes for convention center bookings and contracting
- Develop a brochure for convention center-hotel transportation options and/or packages
- Incorporate SMG facilities in FAMs and local client events, when possible

### **Strategy: Convention Service Activities**

The Visit Jacksonville Convention Services team continues to lead the way with innovative service offering and serves as the destination experts for meeting planners.

A sampling of services we continually provide and enhance include:

- Attendance building materials for pre-event marketing: photo library, videos, infographics, and conference pre-promotion collateral
- Services referrals (audio-visual companies, photographers, décor, transportation, etc.)
- Activities and Entertainment referrals (restaurants for offsite events, dine-a-rounds, entertainment, nightlife, teambuilding, and group tours)
- Welcome Tables with visitor information for groups when they arrive onsite

**We will plan to implement the following tactics to provide Convention Services in FY2018–2019.**

**Tactics:**

- Relaunch the Show Your Badge program
- Develop group tour welcome packets for tour operators
- Evaluate and enhance the Jacksonville International Airport convention welcome signage plan and group welcome opportunities
- Plan and coordinate annual sales events (FAMs, client events, local industry meetings)
- Organize and manage the Local Host Committee for the Florida Society of Association Executives 2019 Annual Conference

**Strategy: Convention Grants**

Visit Jacksonville will continue to offer convention grants to conventions or conferences and qualify these groups via the grant checklist, which includes group need periods, city competition, and use of grant funds, etc.

**We will plan to implement the following tactics to manage the Convention Grant Program in FY2018-2019.**

**Tactics:**

- Implement new TDC convention grant policies, and recommend policy updates that will assist the City of Jacksonville in maintaining a competitive grant program, as needed
- Identify potential opportunities to streamline the grant payment process
- Offer multiple-year grants to attract new business opportunities to Jacksonville, during need periods