



Emerging Travel Trends

Who is your market?

What Makes Tourists Travel

- Family
- Education
- Escape
- Adventure



Nature & Culture

- **73% Plan to Visit a National Park**
- **53% Will Go Hiking**
- **47% Engage in Adventure Activity**
- **33% Will Go Cycling/Biking**
- **11% Extreme Sports**
- **66% Go to Theatre**
- **87% Visit Historic Site**
- **36% Educational Activity**



Trip Advisory survey of 3,000 U.S. Travelers on their travel plans for 2009.

TIA Top Trends in Tourism

- Shorter trips, staying closer to home; weekend vacations on the rise
- Increasingly using cars as primary means of transportation
- Looking for new experiences as an escape from urban routines
- Families want to travel to strengthen relationships and spend time relaxing.



More Travel Predictions

- Value is King
- Shorter Trips
- Mobile Marketing
- Celebration Vacations
- Travel Agent Usage Rising
- Green Movement



Creating a Positive Impression

People remember their travel experiences for a lifetime. We are given the opportunity to help create a memory – **AND WE WANT THESE MEMORIES TO BE PLEASANT!**

Take pride in your town

Have a positive attitude

Have patience with tourists



Customer Service Matters More than Ever!

- Smile, look interested, listen, eye contact, be helpful
- Ask if they need any help
- Thank them for coming in
- Tell them you appreciate their business



Link Tourism Sites

- One stop shop – easier on tourist
- More marketable as one entity
- Increase available manpower for trade shows and promotions
- Peaks interest of travel writers
- Individual sites can cross promote
- Makes sites destination, not independent side trips



Heritage 'HATS' Packaging

- History: Museums, landmarks, walking/driving tours
- Arts: Galleries, local artisans, music/concerts
- Theatre: Local plays/performances
- Shopping: Locally owned shops, Kentucky crafts, antiques, mennonites/amish



What's the difference??

- If the circus is coming to town and you paint a sign saying “Circus Coming to Fairgrounds Saturday,” that’s *Advertising*
- If you put the sign on the back on an elephant and walk him through town, that’s *Promotion*
- If the elephant walks through the Mayor’s flower bed, that’s *Publicity*
- If you can get the Mayor to laugh about it, that’s *Public Relations*
- AND if you planned the elephant’s walk, that’s *MARKETING!*





Marketing Authenticity

“if you are writing about baloney, don’t try to make it a Cornish hen, because that is the worst kind of baloney there is. Just make it darned good baloney.”

-Leo Burnett



Cost Effective Marketing Ideas


- E-news – monthly or seasonal, specials, events, discounts
- Gifts for motorcoach groups: homemade snacks, recipe card
- Small, round logo stickers stuck on quarters that say “Follow me to...”
- Padded, tear off maps
- Coupon books (co-op), distribute at hotels and visitor centers
- “FAM” tour, invite local/regional media and community leaders
- Attend & Network at area meetings





Web 2.0

“Essentially, it encompasses the set of tools that allow people to build social and business connections, share information and collaborate on projects online. That includes blogs, wikis, social-networking sites and other online communities and virtual worlds.”



Popular & Easy Social Sites

- **Facebook**
 - Profile vs Page
 - Type of Content
 - Using it to get business
- **Twitter**
 - Shorter bursts of information
 - “What are you doing...”
 - Better to listen and respond
- **MySpace**
 - Event and happenings



Social Media

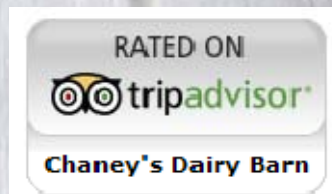
- Listen to — and join — the conversation outside your site.
- Resist the temptation to sell, sell, sell.
- Don't control, let it go.
- Identify an internal e-marketer.
- Embrace experimentation.



Easy (FREE!) Website and Online Enhancements

- **Trip Advisor**

- Upload descriptions, photos, and videos about your business (free).
- Embed Trip Advisor traveler “rave reviews” and photos on your site
- Edit your “Owners Page”



Easy (FREE!) Website Enhancements

- **Google Widgets**
 - Interactive Google Map
 - You Tube Videos
 - Language Translator
 - Site Search
 - Local Weather
 - Picasa (or Flickr) Photo Albums
 - Analytics



QUESTIONS?

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