

# **CVB ANNUAL MARKETING REPORT**

**For the Fiscal Year ending: September 30, 2011**

**CVB Name:** Petoskey Area Visitors Bureau

**Person completing report:**

Peter Fitzsimons

**Title:** Executive Director

**Corporate Officers:**

**President** : Frank Shumway, Birchwood Inn

**Vice President** : Debby Castelein, Trout Creek

**Secretary** : David Marvin, Stafford's Perry Hotel

**Treasurer** : Jim Stabile, Bay Harbor Village Hotel

**Bureau Mission Statement:**

THROUGH ADVERTISING, PUBLIC RELATIONS ACTIVITIES AND PERSONAL CONTACT, PROVIDE INDIVIDUALS AND GROUPS HONEST, CREDIBLE AND COMPLETE INFORMATION. THIS INFORMATION, ALONG WITH THE COORDINATION OF LODGING/ACTIVITY PACKAGES, IS MEANT TO CONVINCE TOURISTS AND GROUPS TO SELECT THE PETOSKEY AREA FOR THEIR LEISURE AND BUSINESS DESTINATION.

**Bureau Marketing Goals:**

- \* THE PRIMARY BENEFICIARY OF THE BUREAU'S ACTIVITIES IS THE INNKEEPING COMMUNITY OF EMMET AND CHARLEVOIX COUNTIES WITH SPECIFIC EMPHASIS ON BUREAU MEMBERS.
- \* CONTINUE TO INCREASE OCCUPANCY THROUGHOUT THE PETOSKEY AREA BY ENGAGING IN PROMOTIONAL ACTIVITIES WHICH STRIVE TO INCREASE "SHOULDER SEASON" TRAFFIC AS WELL AS ACTIVITIES TO PEAK OUT THE "PEAK SEASONS".
- \* TO BE PERCEIVED AS A CREDIBLE, FRIENDLY AND EFFICIENT SOURCE OF AREA TRAVEL INFORMATION.
- \* STRIVE TO COORDINATE PACKAGING OPPORTUNITIES WITH MEMBER LODGING PROPERTIES AND AREA ATTRACTIONS AND PRESENT THE PACKAGES IN A CONCISE AND ATTRACTIVE FORMAT TO THE TARGETED AUDIENCE.
- \* MAINTAIN AN UP-TO-DATE LODGING AVAILABILITY REPORT ESPECIALLY DURING PEAK VACATION PERIODS; THE LODGING INFORMATION WILL BE FREE AND CUSTOMER DRIVEN THROUGH A SERIES OF QUESTIONS RELEVANT TO THEIR NEEDS; THIS SERVICE WILL BE A VITAL PART OF THE "RELATIONSHIP MARKETING" OF THE BUREAU AS WELL AS A SERVICE FOR MEMBERS TO REFER GUESTS TOWARDS WHO THEY CANNOT ACCOMMODATE.
- \* DEVELOP AND MAINTAIN AN EFFECTIVE MARKETING, ADVERTISING AND PUBLIC RELATIONS COMMUNICATIONS PROGRAM ILLUMINATING THE AREAS "BRAND

PERSONALITY" USING THE BEST AVAILABLE MEDIUMS TO REACH THE SEGMENTS OF THE MARKET SELECTED ON THE BASIS OF GEOGRAPHIC, DEMOGRAPHIC OR PSYCHOGRAPHIC PARAMETERS.

\* DEVELOP AND MAINTAIN STRATEGIC PARTNERSHIPS WHICH ADVANCE TOURISM WITHIN THE PETOSKEY AREA.

\* MAINTAIN AND CONTINUE TO IMPROVE LOCAL EXPOSURE AND SUPPORT FOR THE BUREAU AS A LEADING FORCE IN SUSTAINING A HEALTHY TOURISM ECONOMY.

### **Brand Personality/Attributes:**

THE PETOSKEY AREA IS A UNIQUE RESORT REGION IN MICHIGAN AND CONTINUES TO ATTRACT SUMMER "RESORTERS" AS WELL AS GENERAL VISITORS BECAUSE IT HAS PRESERVED BOTH THE PHYSICAL AND "EMOTIONAL" QUALITIES OF THE REGION. THE COMMUNITIES HAVE ALSO TRANSFORMED STRATEGIC AREAS OF THE NATURAL ENVIRONMENT INTO FIRST CLASS FOUR SEASON RECREATION AREAS WITH AN EMPHASIS ON GOLFING AND SKIING.

THE SENSE OF HAVING "ESCAPED" TO A VERY SPECIAL PLACE IS STILL VERY MUCH A PART OF THE APPEAL OF THE AREA TODAY, JUST AS IT WAS WHEN VISITORS LEFT BEHIND THE CONGESTED, UNHEALTHY AND HARRIED PACE OF THE INDUSTRIAL BOOM TOWNS OF THE 19th CENTURY FOR THE FRESH, UNPOLLUTED ENVIRONMENT, RELAXED PACE AND THE UPSCALE, SMALL TOWN LAKESIDE RESORT AREAS.

THE AREA EXHIBITS A HEALTHY RESPECT FOR TRADITION, NOT FOUND IN A "DUSTY MUSEUM" SENSE OF HISTORY BUT RATHER IN A REAL RESPECT FOR THE PAST AND, MOST IMPORTANTLY FOR VALUES THAT WERE PART OF THE PAST...VALUES SUCH AS FAMILY, FRIENDSHIP, HONESTY, SAFETY AND HOSPITALITY. CASUALLY ELEGANT, NOT STUFFY...THE SENSE OF GOOD TASTE THAT IS SOFT SPOKEN, RESERVED AND COMFORTABLE. ALTHOUGH THE AREA IS GENERALLY CONSIDERED TO BE UPSCALE WITH MOST VISITORS, THERE IS STILL AN EFFORT TO PROVIDE A FAIR AND ACCESSIBLE VALUE FOR THE VACATION AND BUSINESS DOLLARS SPENT.

**Target Customer Groups (vertical and affinity markets, i.e., golf, ski, motorcoach, sports teams, etc.):** THIS YEAR WE HAVE AGAIN SAVED A SMALL FOREST BY INCORPORATING OUR ANNUAL REPORT AND ATTACHMENTS ONTO A COMPUTER DISC (**ENCLOSURE 1**) ON WHICH YOU WILL FIND OUR PUBLIC RELATIONS SCHEDULE AND GENERAL POSITIONING AND PRINT ADVERTISING EXAMPLES. OUR 2010/2011 PRINT/RADIO SCHEDULE IS ATTACHED AS **ENCLOSURE 6**.

**Promotional Methods (advertising, trade shows, PR, FAM tours, etc):** THE 2011 ANNUAL MEETING CD (**ENCLOSURE 1**) HIGHLIGHTS THE PROMOTIONAL METHODS AND ACTIVITIES FOR THE YEAR. ALSO FIND THE BUREAU MEMBERSHIPS (**ENCLOSURE 2**) AND OUR EVENT UNDERWRITING LIST (**ENCLOSURE 3**) WHICH GIVES A SENSE OF OUR PROMOTIONAL EFFORTS THROUGH LOCAL PARTNERSHIPS. WE ADDITIONALLY CONTINUE TO PARTNER WITH THE LAKE MICHIGAN CARFERRY HOWEVER THE NORTH COAST (OR B,B & B) PARTNERSHIP ENDED WITH TRAVERSE CITY'S NATIONAL CAMPAIGN.

**Target Geographic Markets:** THE DETAIL OF THE MARKETS ARE SEEN ON THE ANNUAL MEETING CD (ENCLOSURE 1) AND THE MEDIA SCHEDULE (ENCLOSURE 6).

**Marketing Results (including any research methods):** THE OFFICE ACTIVITY REPORT (ENCLOSURE 4) SHOWS THE DETAIL OF INCOMING PHONE CALLS AND UNIQUE VISITORS TO OUR WEB SITE AS WELL AS THE NUMBER OF FULFILLMENT PIECES WE MAILED. THE ASSESSMENT SUMMARY (ENCLOSURE 5) DETAILS THE BUREAU INCOME BY MONTH (IN THE MONTH IT WAS EARNED). ALSO A SYNOPSIS OF CLICK-THROUGHS TO OUR WEB SITE IS INCLUDED (ENCLOSURE 8).

**CVB Sponsored/Co-sponsored Events:** SEE OUR EVENT UNDERWRITING LIST (ENCLOSURE 3). ORGANIZED AND CO-SPONSORED THE MIDWEST TRAVEL WRITER 'MICHIGAN MONEY' CONTEST WHICH ENCOURAGES MEMBERS TO WRITE MICHIGAN TRAVEL STORIES; THE RESULT WAS WE DISTRIBUTED \$2,100. IN PRIZE MONEY TO 15 WRITERS WHO AUTHORED 160 ARTICLES TO A COMBINED READERSHIP OF 155 MILLION!

### **Staff and Outside Professionals utilized in the Marketing**

**Effort:** MAXWELL & MILLER COMMUNICATIONS WAS, AGAIN, OUR CONTRACTED ADVERTISING AND PUBLIC RELATIONS AGENCY. GASLIGHT MEDIA OF PETOSKEY CONTINUES AS OUR ISP AND PROVIDES TECHNICAL UPGRADES FOR OUR VARIETY OF ONLINE MARKETING PLATFORMS.

**Marketing Programs to be implemented:** THE 2010/2011 MEDIA SCHEDULE (ENCLOSURE 6) PRETTY WELL COVERS OUR PRINT, RADIO, INTERNET, BROCHURE AND VACATION GUIDE SCHEDULE AS WE KNOW IT. WE CONTINUE TO SEEK NEW AVENUES FOR MARKETING AND WILL CONTINUE TO INCREASE AND ENHANCE OUR SOCIAL MEDIA PRESENCE. ALSO FIND OUR 2012 BUDGET (ENCLOSURE 7).

**I CERTIFY THAT THIS REPORT IS CORRECT:**

  
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**CHIEF OPERATING OFFICER**

**date: December 1, 2011**

**ENCLOSURES:**

**Annual Audit – Required by PA 59 of 1984**

**Current brochures and travel planner.**

**Other attachments: As listed**