

Tour Illinois

FY'20 Marketing Plan



TOUR
ILLINOIS

Tour Illinois Leadership Committee

Chair:

Chair: Kristine Austin, Visit McHenry County

Secretary – Daniel Jacobsen, Heritage Corridor

ICCVB Liaison: Jaki Berggren, Visit McHenry County

IOT Liaison – none



04/2019

Revised 04/2019

MISSION STATEMENT

Tour Illinois is the official group tour destination marketing program for the state of Illinois whose responsibility is to enhance sales efforts for Illinois Convention & Visitors Bureaus (CVB's) and affiliate members through lead generation and bookings, in order to increase group tours, visitor expenditures, and overnight stay within Illinois.

OVERVIEW

Tour Illinois, a niche committee of the Illinois Council of Convention & Visitors Bureaus (ICCVB) and in cooperation with Illinois Office of Tourism (IOT), focus is on promoting the state of Illinois to tour operators, planners, and motorcoach companies; where Illinois CVB's and associate members can showcase their facilities & venues that serve the group tour market.

POSITIONING

The branding of Tour Illinois, as well as sales and marketing efforts, will increase the awareness of all that our members and the state have to offer. Through partnerships with IOT, ICCVB and our members we can position ourselves at tradeshow, dine-a-rounds, sales missions, the website, and in publications in order to maintain a synergy within the state and create a strategic awareness to group planners that Illinois has everything they need for the senior, adult, student, international and niche group markets.

GOALS

1. Increase group travel business into Illinois and create brand awareness throughout the state of Illinois.
2. To continue creating successful partnerships between the Convention & Visitors Bureau industry associations, the IOT and Tour Illinois members and affiliates.

OBJECTIVES

1. To market and sell the state of Illinois as a premier group travel destination.
2. To create "brand awareness" with the Tour Illinois brand.
3. Generate new group contacts for member CVB's and partners through new business development initiatives and Illinois sponsored booths/events at tradeshow.
4. Evaluate Illinois programs that will enhance Tour Illinois' mission.
5. Continue to work with CVB's and partners to measure/record performance measures for Tour Illinois advertising, website, and tradeshow.

TARGET AUDIENCE

Tour Operators, Group Travel Leaders, Senior, Adult, Student, International, and Niche Groups

STRATEGIES TO ACHIEVE GOALS

1. Illinois Tradeshow Sponsorships & Pay-to-Plays
 - a. Tour Illinois' main goal is to create a strong and memorable presence at targeted Group Tour Tradeshows.
 - b. Including:
 - i. Signs/Banners identifying Tour Illinois.
 - ii. Usage of Booth Materials.
 - c. Illinois booth giveaway's in conjunction with Booth Theme.
Attend the following tradeshows representing Tour Illinois: Pay-to-Play
 - d. Create a small committee to develop a monthly e-news to tour planners and/or sample itineraries.

Opportunities as Pay-to-Plays only (planning without state funds):

- i. American Bus Association Booth (Pay-to-Play)
 1. Omaha, NE
January 10-14, 2020
 2. Tour Illinois will need to coordinate CVB reps to travel a day early to set up for booth for the Tradeshow, tear down and ship back.
- ii. Heritage Clubs International (Pay-to-Play)
 1. Independence, MO
February 24-28, 2020
Meal or Hospitality Room sponsorship
- iii. Midwest Marketplace (Circle Wisconsin)
 1. Oshkosh, WI
April 19-21 2020
Meal sponsorship

IOT Special Grant Sponsorship Potential:

- a. American Bus Association
 1. Sponsorship & Tradeshow Floor Booth
 2. IOT Registration for show only. Travel Expenses not included.
 3. *Note: When the state provides sponsor dollars for a Tour Illinois tradeshow that includes booth benefits; all Tour Illinois members and all Illinois tradeshow attendees who are attending the tradeshow may take part in the activities included in the sponsorship (i.e.: staff tradeshow booth, display brochures, etc.). Tradeshow sponsor benefits vary and the committee for each show will determine how each benefit can be orchestrated at the event.*

- b. **Pay-to-Play (P2P) Program:**
 - a. Maintain an affordable P2P program so all CVB and partners can participate.
 - b. Determine fees for participation in a P2P event.
 - 1. All P2P participation costs will be determined by the Tour Illinois Leadership Team and made available for all members, affiliates, and partners.
 - c. Proposed P2P opportunities for members & affiliates:
 - 1. American Bus Association
 - 2. Heritage Clubs International
 - 3. Circle Wisconsin Midwest Marketplace
 - 4. *Note: The Tour Illinois Pay-to-Plays are for events that the state is not sponsoring and will be paid for by participating Tour Illinois members. The event itself would be supported by Tour Illinois P2P dollars. (i.e.: dine-a-rounds, booths, sales blitz gifts, etc.).*
- 2. E-Marketing/Website Development
 - a. Tour Illinois Facebook & Twitter Accounts
 - a. Update the account using basic information with profile photo, mission statement, and links.
 - b. Monitor and reply to comments on status updates, photos, and events weekly
 - c. Review content daily for unethical submissions, inappropriate photos, or derogatory comments.
 - d. Always check facts and correct errors in a timely manner. Ensure proper grammar and spelling is used.
 - e. Be transparent. Never represent the committee in a false or misleading way.
 - f. Contribute content that is interesting, valuable, and relevant to the specific social media channel or network.
 - g. Games are NOT ALLOWED on niche committee Facebook pages.
 - h. Share travel friendly tips, promotions and give-a-ways, plus increase awareness of tradeshow.
 - i. Recognize award winners or special achievements.

EXPECTED RESULTS/BENEFITS

1. Increase contact generation at travel trade shows.
2. Increase unique visits and click through on the Tour Illinois Website.
3. Increase the number of Illinois itineraries and tour operator guides in circulation.
4. Increase the number of Tour Operator companies at ABA booth.
5. Increase room nights within the State of Illinois.

EVALUATORS

1. Post Tradeshow contacts and leads from booth and sponsored events.
2. Pay-to-Play Survey Results

COMMUNICATIONS

1. Meetings
 - a. Quarterly General Membership meetings per ICCVB Schedule
 - b. Leadership Committee conference calls conducted as needed with ICCVB/IOT.
 - c. Tour Illinois Secretary will create agenda for the Tour Illinois all member meetings and distribute to members no later than one-week prior to meeting.
2. Communications
 - a. Submit Tour Illinois news in the ICCVB Quarterly Newsletter including upcoming shows, Tour Illinois and Notes from the Chair.
 - b. Increase Illinois CVB partners' participations in travel trade shows for continuity.
 - c. Increase communication between Tour Illinois, ICCVB and IOT.
 - d. Annually measure and compare participation at Tour Illinois shows and events.

Tour Illinois Budget FY'20

Date	Tradeshow	Item	Tour IL P2P	IL Grant \$	Ttl. Revenue
January 10-14, 2020 Omaha, NE	American Bus Association	Exhibit Booth Pay-2-Play 15 X \$400	\$6,000.00		
February 24-28, 2020 Independence, MO	Heritage Club International	Pay-2-Play 6 X \$200	\$ 1,200.00		
April 19-21, 2020 Oshkosh, WI	Midwest Marketplace (Circle WI)	Pay-2-Play 10 X \$125	\$ 1,250.00		
Total Revenue			\$8,450.00	\$ -	\$8,450.00

ITEMIZED EXPENSES

Date	Tradeshow	Item	Tour IL P2P	IL Grant \$	Ttl. Revenue
January 10-14, 2020 Omaha, NE	American Bus Association	Booth/Sponsorship	\$3,500.00		
		Associate Member Fee	\$695.00		
		Booth furnishings/TI Guides/Giveaway/Shipping	\$1,000.00		
February 24-28, 2020 Independence, MO	Heritage Club International	Pay-2-Play 6 X \$200	\$ 1,200.00		
		Breakfast or Pre-dinner Reception + Entertainment			
April 19-21, 2020 Oshkosh, WI	Midwest Marketplace (Circle WI)	Pay-2-Play Sponsorship 10 X \$125	\$1,250.00		
		Lunch - Buyers only			
Total Expenses			\$7,645.00	\$ -	\$7,645.00

Tour Illinois Budget FY'20

Date	Tradeshow	Item	Tour IL P2P	IL Grant \$	Ttl. Revenue
January 10-14, 2020 Omaha, NE	American Bus Association	Exhibit Booth Pay-2-Play 15 X \$400	\$ 6,000.00	\$ 11,500.00	
February 24-28, 2020 Independence, MO	Heritage Club International	Pay-2-Play 6 X 200	\$ 1,200.00		
April 19-21, 2020 Oshkosh, WI	Midwest Marketplace (Circle WI)	Pay-2-Play 10 X \$125	\$ 1,250.00		
Total Revenue			\$ 8,450.00	\$ 11,500.00	\$ 19,950.00

ITEMIZED EXPENSES

Date	Tradeshow	Item	Tour IL P2P	IL Grant \$	Ttl. Revenue
January 10-14, 2020 Omaha, NE	American Bus Association	Pay-2-Play 15 X \$400	\$ 6,000.00		
		Exhibit Booth \$3500 - Sponsorship Level Two			
		Associate Member Fee \$695			
		Booth furnishings/TI Guides/Giveaway/Shipping \$1000			
		Upgrade to Sponsorship Level 3 Customized Booth Space		\$ 2,000.00	
		Premium Items/Food and Beverage		\$ 4,500.00	
		Additional Furnishings for Larger Booth/Electrical/Misc.		\$ 5,000.00	
February 24-28, 2020 Independence, MO	Heritage Club International	Pay-2-Play 6 X 200	\$ 1,200.00		
		Breakfast or Pre-dinner Reception + Entertainment			
April 19-21, 2020 Oshkosh, WI	Midwest Marketplace (Circle WI)	Pay-2-Play 10 X \$125	\$ 1,250.00		
		Breakfast (for buyers only)			
Total Expenses			\$ 8,450.00	\$ 11,500.00	\$ 19,950.00