GALLUP Real TRUE

2019 Lodgers Tax Committee Strategic Planning, Goals, Infrastructure Recommendations

Overall Marketing, Media, and Sales updates

State Statute & Why Plan

- State Statute Highlights/Review with Curtis Hayes and Jennifer Lazarz
- Working toward the Tourism Development priority outlined in FY19's Strategic Planning Session – Capitalizing on the potential that Council has recognized for Tourism Economic Development

Lodgers Tax Strategic Planning 2019

Expectations: What is Tourism?

Tourism is comprised of individuals and families- travelers coming from at least 75 miles outside of Gallup

Events that are unique to our area that create quality of life but also appeal to drawing tourists from outside the area

Economic Development and driver- hospitality and tourism is 20 percent of the workforce in McKinley County (statistic from NM Hospitality Association)

What does Lodgers Tax Comprise: Lodgers tax allocation is 60% events, facilities, and attractions, 40% is marketing/advertising/promotion

Lodgers Tax Strategic Planning 2019

What is positive and making a difference?

- Gallup is on the map- we are getting noticed
- Transparent and responsible allocation of funds- we needed a CVB/DMO to supervise the funding for the best interests
- Our focus on events has been good for a quality of life
- Tourism is bringing the community together
- The tourism efforts have been expanding overall knowledge about what is going on and there is more interaction between event promoters themselves
- Social media plan
- Perception shift due to strategic focus in marketing
- Relationship building- state, regional, national, international
- Educating elected officials on importance of all hospitality pieces working hand-in-hand
    - Beer wine licenses for restaurants, tap room, microbrewery
- Education on outside marketing has brought more visitors from outside and given event organizers improved results
- Altering the perception of "change"- it's not a bad word
- No longer feel good marketing- it is now data driven
- Strong public private partnership (City/Chamber, City/Hospitality Industry)

Lodgers Tax Strategic Planning 2019

What is Absent or Missing that we would like to see worked on?

- Investment from the private sector in the tourism industry
- Need tangible tourism businesses
- Digital Concierge (at hotels and attractions) & overall signage and wayfinding
- Updating information kiosks/updating what we have
- Tipping point- not reached yet where we can expand, retain, and create start-up business
- Data pipeline to organizations who foster business development
- Succession planning- plan for department growth
- Investment in tourism infrastructure- aesthetics- Proactive not reactive

Lodgers Tax Strategic Planning 2019

What is tourism infrastructure?

- Tourism infrastructure is something that makes us a destination, not something that is complimentary to being a destination that requires something else to bring people to town.
- 2019 Recommendations: Red Rock Park (strong focus on RV Park), Trail Systems, appearance of on/off ramps, Route 66 signage/branding/art

Lodgers Tax Strategic Planning 2019

What is preventing us from getting there/growing our tourism?

Intentional consistent strategic planning amongst stakeholders

"Talked about it means did it"

Applicants to lodger's tax should be brought in to talk about their events next year in a special meeting

Community buy-in for what tourism is about

Lack of human resource

Sports tourism- the issue is a lack of paid event promoters and organizers, the cost of the fields themselves- needs to be treated like convention sales

Lodgers Tax Strategic Planning

Goals outlined by the LT Committee for the next year

- Goal 1: Department Growth & Succession Planning for Tourism and marketing Department
- *Action: Committee Recommends a part time employee for Manager*

- Goal 2: Digital Concierge (digital interactive kiosk for hotels & attractions)
- *Action: Jennifer is attending hospitality tech trade show in June for options/pricing research*

- Goal 3: Explore options for digital distribution and availability of guide books
- *Action: Jennifer and Yogash are researching this.*

- Goal 4: Community Buy-in/Business Development/Data pipeline
- *Action: Jennifer and Bill Lee Collaborating on getting our market data out to partners, on-going*

- Goal 5: Annual Strategic Planning
- *Action: Scheduled for January of 2020 with the Committee*

- Goal 6: Outdoor Sports Facility Usage Study
- *Action: Jennifer is working with UNMBBR to execute this spring*

- Goal 7: Signage and Wayfinding for Gallup Attractions and Route 66 gateways
  - *Action: Jennifer is researching alongside digital concierge and looking in to Route 66 grants/funding*

Lodgers Tax Strategic Planning 2019

Lodgers Tax Committee Recommended Tourism Infrastructure Priorities 2019

Signage

- On/off Ramps
- All of Route 66
- Digital reader boards along the highway giving people event details
- LED highway signs
- Digital Concierge

Curb appeal

- Trail heads- do they look nice
- On/off ramps- art/beautification pieces (look at plan that was developed already, research what NMDOT & NMTD are discussing)
- Route 66 theming through the community
- Maintenance plans for existing infrastructure

RV Park- explore options to privatize the operations

Target Markets and Demographics

TARGET AUDIENCES

- **Primary Demographic:** Persons 35+ HHI: 45K+ Interests: Outdoor adventure, culture seekers and art lovers.
- **Secondary Demographic:** Persons 50+ HHI: 60k+. Interests: Culture seekers and art lovers. Snowbirds looking to warm up in Winter or cool off in Spring and Summer. Target months: March, April and October.

TARGET MARKETS

- Arizona, Southern Colorado, West Texas, New Mexico, Southern California, Washington and Oregon.

Marketing Growth- where are we?

Social Media- Facebook, Twitter, Instagram

- TMS Family Travel: 59 million impressions on social
- Facebook page followers: 10,384
- Twitter followers: 284
- Instagram followers: 402, Posts to #galluprealtrue on Instagram: 1,022 by guests, local businesses and more!

Print Media:

- Grand Canyon Journal, NTA Magazine, New Mexico Magazine, ABQ Visitors Guide, Horizon Travel Insert, Road Runner Motor Cycle Magazine, New Mexico Travel Adventure Guide
- New buys for 2019: Print ads in niche print publications including AARP, Texas Monthly, New Mexico Vacation Directory, 5280, Phoenix Magazine and Cowboys and Indians for the Native Arts Market marketing.
- Internally: 55,000 Annual Visitors Guides, 25,000 Annual Adventure Guides

Digital Media: New in FY19- Pandora Video, Programmatic Digital, 5280.com,5280 Getaways Digital Newsletter Connected TV (with Cliffdweller Digital)

Outdoor Media:

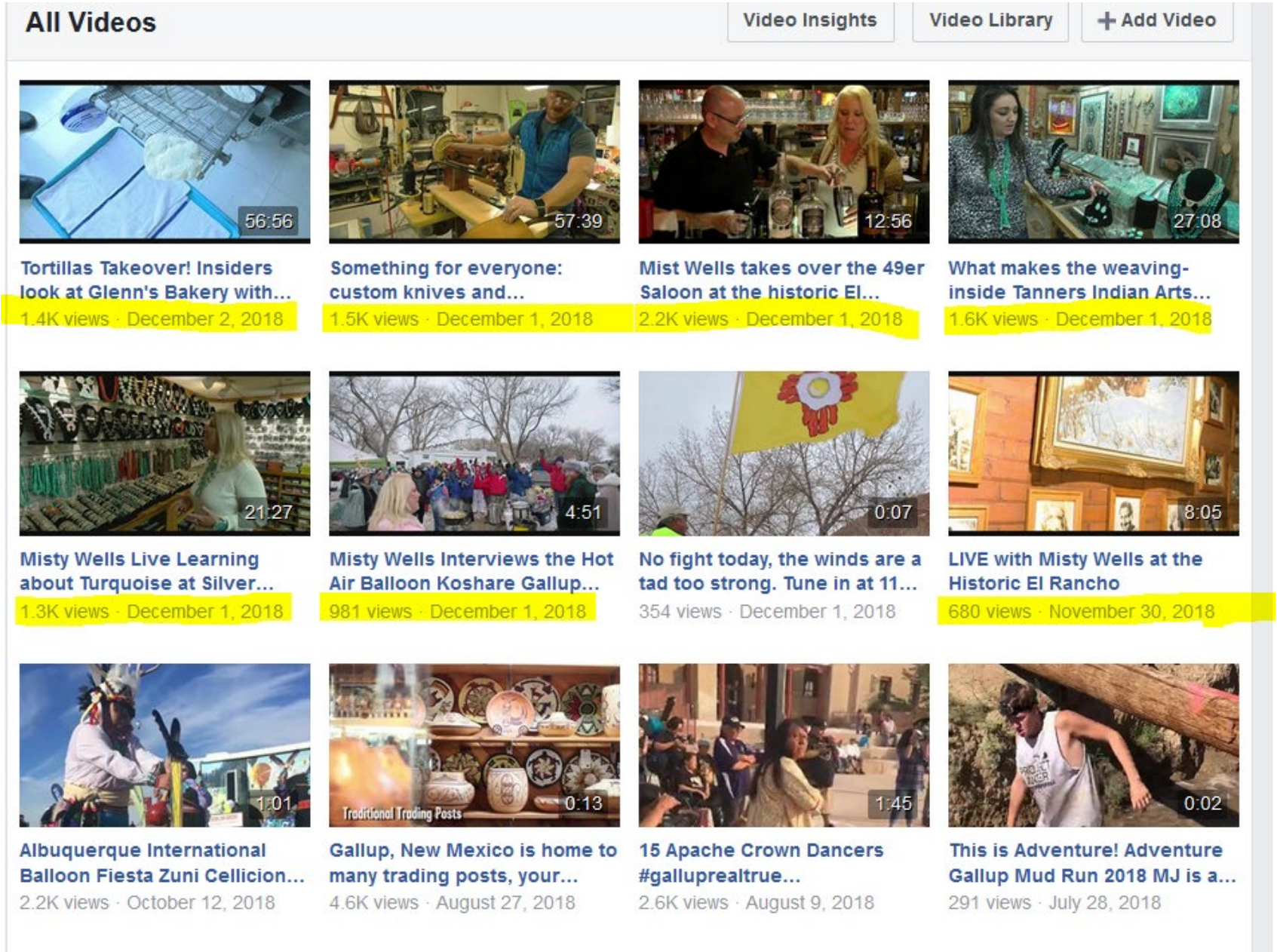
- American Outdoor- 8 Billboards facing West spanning Holbrook, Winslow, Chambers
- Perry Null- 4 Billboards facing west crossing state boarder into Gallup "Next exit" model
- City- 1 billboard facing east across from Fire Rock (new vinyl in March 2019)

Media Coverage

Public Relations:

- Blog posts resulting from 2018 TMS Family Travel Conference:
  - 19 blog articles created specifically for the family travel market between November 2018 and March 2019
- Travel Media Showcase attendance in 2017, 2018 and planned for 2019. Over 30 one-on-one pitches annually to media. Schedule determined by HDM
- Contract with Hub Destination Marketing:
  - They built a target media outlet list of 25 publications/outlets to pitch and a list of 50 journalists based on approved target media outlets, HDM develops and pitches all necessary materials
  - Press Trips: HDM will confirm a minimum four (4) journalists from target list available to travel to Gallup and manage after action report (we cover the travel expenses, lodging, and food)
    - *May 2019 Press Trip:* Renee Gordon – American Roads, Philadelphia Sun Times; Jackie Sheckler Finch – AAA, Kansas City Star & more, Elaine Warner – 405 Magazine (Dates: May 28-31, 2019)
    - *Already here:* NMTD Press Tour in 2018, Misty Wells (see next slide), Charles McCool (McCool Travel, nationally ranked blogger), Dana Vento (nationally ranked family travel blogger)

Media Coverage



Updates to Tourism Website

www.GallupRealTrue.com

- Itineraries
- Made in Gallup
- Explore the Murals
- Expanded Rodeo Content
- Expanded Event Content
- Museums/exhibits expanded
- Gallup in the Media
- AND MORE!

Build outs for Group/FIT Travel

- Itineraries created- listed in print in 8 languages, in visitors guide and online for visitors (with links for access)
- One-sheets in English, German, French, Italian, Chinese, Japanese, Dutch, Polish
- Bus services chart
- Listing of hotel properties with sales managers
- Knowledge of which establishments throughout the community can park large vehicles and accommodate large groups
- USBs: all of the above information and a photo kit
- (We are considered a SUPPLIER by the travel trade industry)

Sales Reach

Consumer Shows/Booths:

- Travel & Adventure Show Denver, adding Chicago in 2020 for Route 66 market. Both destinations piggy back the State's markets
- Albuquerque Balloon Fiesta partnership with NMTD

Group/International Sales Conferences we attend (one-on-one appointments with tour operators and itinerary builders):

- ABA Marketplace (confirmed contracts signed!)
- NTA Travel Exchange (we also sponsored 2019's Contact)
- Travel Partners Alliance "Tap Dance"
- IPW

Memberships include:

- National Tour Association (published coverage in magazine in 2018)
- American Bus Association (published coverage in magazine in 2018)
- Grand Circle Association (ad, listing in suppliers)
- New Mexico Hospitality Association
- FY 20: Plan to join the US Travel Association

Questions and Comments

- Lodgers Tax Committee Members Present
- City Council- questions/comments