

OPEN COMMUNICATION

SALES MARKETING PLAN

your meeting is now in session
in southern california wine country

Visit
*Temecula Valley*TM
SOUTHERN CALIFORNIA
WINE COUNTRY
MEETINTEMECULA.COM

OVERVIEW

Temecula Valley Southern California Wine Country is a premier destination for the *leisure, group and meeting traveler*. Some with most destinations, Temecula Valley's occupancy is lower during mid-week. *Creating awareness* for group and meeting business into Temecula Valley is key to generating greater occupancy during the weekdays. This following documentation will uncover the *sales marketing plan* to increase the meeting and group business for the Temecula Valley.

*This plan is to be used along with 2018-2019 Marketing Plan for travel markets, demographics, personas, etc.

OVERVIEW

- Region overview
 - SWOT
 - Inventory
- Building the foundation
 - Creative to inspire
 - Interactive Technology
- Implementing marketing
 - Trade shows
 - Follow-up

REGION OVERVIEW

Strengths

- Centrally located near large cities
- Major airports only hour away
- Variety of unique venues
- New product in destination – larger meeting space

Weaknesses

- Awareness in meeting space and as a destination
- Transportation, accessibility to the destination and local
- Large convention space
- Variety of lodging

Opportunities

- Focus on corporate business
- Target meets in nearby markets
- Creation of a Destination Management Company (DMC)

Threats

- Lack of communication and technology
- Staying status quo in presentation of meeting space and meeting amenities.
- San Diego as a competitor

REGION OVERVIEW

Lodging Inventory

- Casino Resort = 1,090 rooms
- Golf Resort = 130
- Wine Country = 286
- Hotels = 1,192 (Full Service = 176, Limited Service 1,016)
- New inventory = 720+ rooms by 2020
- Short-term vacation rentals are increasing at a rate of 59% year-over-year. AirBnB is promoting vacation rentals as meeting/event lodging option.

CRAFTING NEW IDEAS



building the foundation

BUILDING THE FOUNDATION

Visit Temecula Valley has been focused on creating **awareness**, building **engagement** and generating **conversions** for the region over the years. While marketing efforts for the leisure guest to Temecula have exponentially grown, marketing in the meeting/group space has been inconsistent and not cohesive. This plan will create the consistency and cohesiveness to provide greater return in the meeting and group space to the region.

First steps will be to build the foundation of a branded message for our region to assist in our greatest challenge – **Awareness**.

BUILDING THE FOUNDATION

- Create the brand for awareness
- Create the branded collateral
 - Signage
 - Small booklet
 - Digital Assets – Dynamic SWAG
 - Ad mock-ups
- Website fulfillment
 - Analyze web traffic patterns
 - Provide interactive tools
- Technology
 - Implement email automation platform
 - Virtual Reality

CREATING THE BRAND

When creating and developing the group meeting brand for Temecula Valley, it comes down to three areas: **Positioning, Destination Benefits, and Developing the Sales/Marketing Tools.**

- Reposition Temecula Valley away from just the wine country, to the place close to home with the easy access and travel in a short time for a quality meeting experience.
- This will create a value proposition showcasing Temecula Valley benefits for meetings and using creative technique that are staying relevant to consumer.

CREATING THE BRAND

After extensive research from other destinations and our destination needs, VTV developed a **meeting/group brand** for the region. This brand represents inspirational imagery of the region with meeting/group focused terms to merge the region's attributes to create greater awareness of offerings.

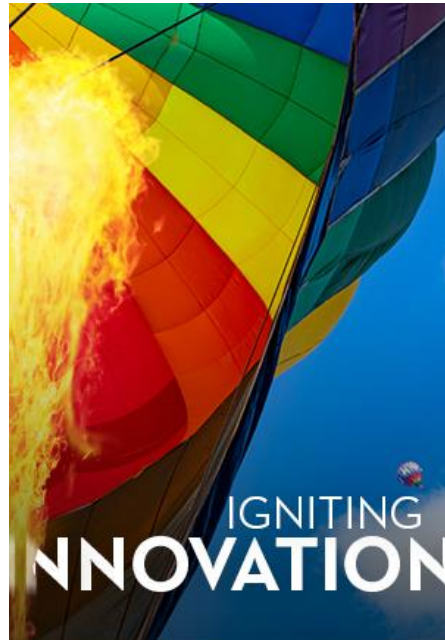
Example terms:

- “Crafting new ideas”
- “Open communication”
- “Trailblazing opportunities”
- “Igniting Innovation”
- “Savoring Connections”

Marketing terms to be used with tagline to build synergy:
“Your meeting is now in session.”

BANNER AD EXAMPLES

Destination imagery along with business inspired terms to create synergy.



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PRINT AD EXAMPLES



PRINT AD EXAMPLES



WEBSITE UPDATE

- Evaluate the website performance and traffic patterns to *streamline* process from *inspiration* to *request for proposal* to *follow up*.
- Gather information on group activities to sort by number of attendees to assist planners provide more robust tool to plan for groups.
- Create *engaging content* on group activities, unique meeting spaces, incentives, etc.
- Create webpages to include specific meeting information.
- Robust *image gallery* with proper usage rights.
- *Interactive map* with meeting spaces plotted.

INTERACTIVE TECHNOLOGY

Email Automation Software

- Implement *email system* that will *alert* sales department of prospective clients within the database browsing on website.
- Email system provides *behavioral scores* on database assets assisting sales staff determine engaged prospects.
- Automation of emails to database prospects after they click through targeted webpages or fill out forms.
- Consistent messaging to database.

INTERACTIVE TECHNOLOGY

360 Virtual Reality Video

- Create 360 *virtual reality* videos that showcase the beauty and activities of the destination along with meeting spaces.
- Videos will contain *essential information* (square footage, etc.) for meeting planners as they experience the destination.
- Will be used at *trade shows* to assist in selling Temecula Valley. Planners will be able to see the destination's unique selling propositions from a remote location.
- Meeting planners will receive the video and branded VR glasses to enjoy their experience of Southern California Wine Country.

INTERACTIVE TECHNOLOGY

Branded Virtual Reality Glasses Prototype





IGNITING INNOVATION

implementing marketing

MEETING MARKETING STRATEGIES

- Target meeting specific vendors on a digital platform to generate *awareness* of destination through *video pre-roll and native advertising* in geo-targeted region.
- Narrow the market focus per segments in marketing
 - California Associations
 - Health Care
 - Education
 - Manufacturing
 - SMERF
- Focus on midweek meetings/groups
- Focus on months with lower occupancy (September, October, November, December, and January)
- Create tools to engage attendees with the destination by building interest, enthusiasm and excitement.

MEETING MARKETING OPPORTUNITIES

- Ongoing *email campaigns* featuring meeting locations and hotels in Temecula Valley.
- Track *website traffic* for alerts to follow up with potential leads.
- Evaluate *trade show leads* and new shows to increase awareness and conversions.
- Work with other Southern California destinations to *collaborate* on group tours.
- Aligning meeting/groups needs with current product inventory.

MEETING MARKETING ADVERTISING

2019

- Review all listings of Visit Temecula Valley for up-to-date information on the region and amenities.
- ***Smart Meetings*** – digital campaign to create awareness of the region
- ***Connect*** – digital campaign to create awareness of the region
- ***Meeting Professionals International*** – digital campaign/sponsor events
- ***CVENT*** – target other destination traffic to redirect leads to Temecula Valley
- ***empowerMINT*** – Destinations International’s industry-wide, collaborative marketing initiative connecting planners to destination organizations.
 - Use tools provided by Destinations International
- ***Star California*** – Enhanced listing with Visit California’s tour operator program
- ***Temecula Un-Tied*** – Exclusive discounts around the region for meeting attendees.
- ***Social Media*** – Consistently active on B2B platforms to create awareness of meeting opportunities.

THANK YOU

Follow Us!



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