



## **Promoting Your Event**

### **About the TDC**

- Nine members appointed by the Board of County Commissioners
- Serves as recommending body to the Board of County Commissioners on matters pertaining to the expenditure of tourist development tax proceeds
- Legal authority found under Florida statutes (125.0104) that established a local option tourist development tax collected from short-term (six months or less) lodging facilities
- All TDC activities, including \$504,500 for COCA grants supporting Leon County cultural organizations, activities and events, are funded from taxes generated from hotel/motel guests.

### **Our Focus**

- Tourism is a key economic driver for the Leon County economy
  - 2.7 million annual visitors
  - \$700 million in direct spending
  - 9% of Leon County jobs are tourism related

### **What We Do**

- Spearhead and coordinate tourism related marketing and management of the destination through the coordination of the tourism industry, local governments and business community to sustain and grow visitor spending and job creation in the Tallahassee region.
  - Paid advertising in regional and national media
  - Direct sales activities that impact specific audience segments – leisure travel, meetings & conventions, sporting events
  - Media and public relations activities directed to targeted regional and national magazines, newspapers, web sites, etc.
  - Consumer directed promotions utilizing media partners in key markets
  - Coordinated visitor service activities directed to prospective travelers interested in, en route to and within the destination

- Management of owned media resources – [www.VisitTallahassee.com](http://www.VisitTallahassee.com), [www.Trailahassee.com](http://www.Trailahassee.com), and printed promotional collateral such as the Visit Tallahassee Official Visitors Guide, Visit Tallahassee Meeting Planners Guide, Twitter and Facebook pages

### **Insight: Today's Travelers**

- Average planning cycle for leisure travel is 15 days – promote your event early and often
- Nearly half of travelers consult friends and family – area residents and social media are key promotional tools (30% of out-of-town visitors come here to visit friends & family)
- Use social media for immediate and long-term benefits – 44% of Americans post photos to social media sites when travelling & 72% of online adults use social networks
- Travelers rely on multiple sources
  - 76% use travel preview sites
  - 48% consult friends and family for travel ideas
  - 23% plan their trip using social media sites
  - 65% start their travel research online
  - The average traveler uses nine online sessions and visits more than 20 web sites before booking
- While your event is a focal point, make it a part of a bigger experience. Consumers naturally want to know about places to stay, dine, shop and other activities. Include a link to [www.VisitTallahassee.com](http://www.VisitTallahassee.com).

### **Resources**

- Post your event on [www.VisitTallahassee.com](http://www.VisitTallahassee.com) and COCA's [www.MoreThanYouThought.com](http://www.MoreThanYouThought.com). The Visit Tallahassee web site attracts 30,000 visitors monthly and the calendar of events is the most viewed section of the site.
- Share details about your event and promotional photographs with Visit Tallahassee for use on social media posts, stories on [www.VisitTallahassee.com](http://www.VisitTallahassee.com) and quarterly news releases. Contact: Lauren Pace at 850-606-2322 or [Lauren.Pace@VisitTallahassee.com](mailto:Lauren.Pace@VisitTallahassee.com).
- Investigate low cost or free promotional opportunities at consumer shows and in regional and national advertising efforts with Visit Tallahassee through its cooperative advertising/marketing opportunities.
- Be sure to share your information with the local media and remember, most have social media sites as well. Investigate opportunities on the events and community calendar listings.

- Promote your event to potential travelers on newspaper calendars in other cities. Some examples follow from areas that are key sources for visitors to our area:
  - Orlando Sentinel – [www.OrlandoSentinal.com](http://www.OrlandoSentinal.com) – allows you to post events on the event calendar page
  - Jacksonville Times Union – [www.Jacksonville.com](http://www.Jacksonville.com) – requires you to create an account before submitting information
  - Pensacola News Journal – [www.PensacolaNewsJournal.com](http://www.PensacolaNewsJournal.com) – promoted listings cost \$1 per day
  - Valdosta Daily Times – [www.ValdostaDailyTimes.com](http://www.ValdostaDailyTimes.com) – requires you to create an account before submitting information
  - Tampa Bay Times – [www.TampaBay.com](http://www.TampaBay.com) – submit information directly to staff
  - Tampa Tribune – [www.TBO.com](http://www.TBO.com) – requires you to create an account before submitting information
  - Dothan Eagle – [www.DothanEagle.com](http://www.DothanEagle.com) – requires you to create an account before submitting information. Also accepts press releases.
  - Gainesville Sun – [www.Gainesville.com](http://www.Gainesville.com) – requires you to create an account before submitting information
  - AAA Going Places – accepts information about major events and festivals but must be submitted 90 days in advance.