

Destination Marketing Plan

2017-2018

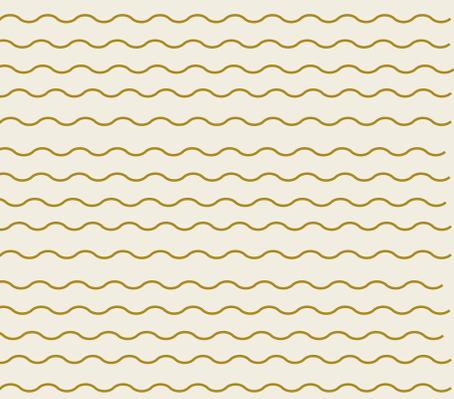


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INTRODUCTION

Destination Newport is the city of Newport's all-volunteer designated marketing committee that meets monthly on the third Thursday at 2 p.m. at City Hall, unless otherwise noticed. The organization serves the interests of Newport's tourism economy by marketing the city of Newport as an all-season visitor destination.

With this mission at the forefront of our planning process, the 2016-17 marketing plan defines strategies to attract new visitors while building high levels of loyalty and advocacy—thus increasing the number of returning visitors.





Destination Newport Overview

Destination Newport Vision

To promote the city by differentiating it from the competition and by marketing it as an all-season visitor destination.

Organizational Structure

As the lead marketing and promotional committee for visitation to Newport, Destination Newport is funded by the 9.5% Tourist Development Tax on short-term accommodations, commonly known as the “room tax.”

Destination Newport employs no full-time or part-time staff. Instead the all volunteer committee members contract with local partners and the Greater Newport Chamber of Commerce to manage the marketing for Newport under the committee’s oversight. Destination Newport manages market research, planning, advertising, and public relations.

Destination Newport Committee

- Lance Beck - Oregon Coast Aquarium
- John Clark - The Whaler Hotel
- Judy Kuhl - Agate Beach Best Western`
- Ric Rabourn - Hallmark Resort
- Steve Beck - Farmers Insurance
- Dean Sawyer - Newport City Council
- Spencer Nebel - Newport City Manager
- Dave Heater - Mariner Enterprises





Strengths

Yaquina Bay Bridge - Perhaps Newport's most iconic landmark is the gorgeous Yaquina Bay Bridge. Listed on National Register of Historic Places, it is more than just a way to cross the bay, the bridge is an ambassador for the city and a magnificent piece of art-deco architecture.

Lighthouses - Newport is lucky enough to have two picturesque lighthouses, Yaquina Head and Yaquina Bay, which were historically used to guide and warn ships at sea.

Dungeness Crab - With record numbers of commercial crabbing tonnage coming in, and some of the best opportunities for public crabbing on the entire Oregon coast, Newport is officially the "Dungeness Crab Capital of the World."

Rogue Brewery - All of Rogue's brews and spirits are produced in South Beach at the brewery and distillery at the foot of the Yaquina Bay Bridge. Attached to the brewery is Brewers on the Bay, a restaurant and bar that offers a panoramic view of Yaquina Bay and 40 taps.

Oregon Coast Aquarium - This world-class marine attraction overlooks scenic Yaquina Bay just south of the Yaquina Bay Bridge. The aquarium strives to be a center of excellence for ocean literacy and plays an active role in conservation, education and animal rehabilitation efforts.

OMSI Coastal Discovery Center at Camp Gray - A year-round residential camp focused on getting kids outside.



Hatfield Marine Science Center - HMSC is a facility of Oregon State University, but its campus is home to scientists from a wide variety of institutions, including OSU, the U.S. Environmental Protection Agency, the National Oceanic and Atmospheric Administration, the Oregon Department of Fish and Wildlife, the U.S. Fish and Wildlife Service, and others.

Performing Arts - The Newport Performing Arts Center (PAC) is the premiere performance venue on the Oregon coast. It is home to a group of resident companies affectionately called the PACRATs. This Performing Arts Center Resident Artist Team consists of community music, theatre, and dance producers who keep the facility busy year-round.

Challenges

Access – Currently Newport does not have commercial air service, which creates a 2.5-hour drive from Portland International Airport. This commute is substantial for out-of-state visitors. In light of this, Destination Newport has focused the majority of their marketing efforts on in-state visitors from the Portland Metro Area.

Lack of Tourism Infrastructure – Because tourism numbers have significantly increased over the past three years, Newport seems to have nowhere to put all the cars. Visitor complaints about parking availability often focus on the Bayfront and Nye Beach.

Seasonality – Although Newport’s winters are mild by much of the country’s standards, they are still windy, cold, and wet. Therefore, the vast majority of visitors come between the months of April and October, leaving millions of dollars in vacant room nights from the months of November through March. Since Newport is not a major winter destination, Destination Newport will center its marketing to bolster our shoulder seasons through group and tour travel, culinary events, and meetings and conventions.





Opportunities

Access - Upon the completion of the Highway 20 project, Newport will have the safest and fastest highway access to the valley than any other town on the Oregon coast.

RESEARCH

The Newport Chamber of Commerce purchases the Dean Runyan Travel Impacts in order to track Newport's travel spending and the earnings, employment and tax revenues generated by these expenditures. The report also tracks overnight visitor volume and average spending.





Total Visitor Spending

Newport

Total direct travel spending in Newport was \$163.9 million in 2015. This represents an 8.3 percent increase over the preceding year in current dollars. Visitor spending, excluding transportation, increased by 10.4 percent for the year compared to a 9.1 percent increase the preceding year. Employment and earnings were also up substantially.

Lincoln County

Total direct travel spending in Lincoln County was \$529.6 million in 2015. This represents an 4.4 percent increase over the preceding year in current dollars. Visitor spending, excluding transportation, increased by 7.1 percent for the year. Employment and earnings were also up marginally.

Central Coast

Total direct travel spending on the Central Coast was \$717.2 million in 2015. This represents an 4.3 percent increase over the preceding year in current dollars. Visitor spending, excluding transportation, increased by 6.7 percent for the year. Employment and earnings were also up marginally.

Newport: Travel Impacts, 1991-2015

Travel Trends & Insights

Millennial families intend to travel more than singles and couples

Research presented by MMGY Global's Vice President of Insights, Steve Cohen, during the TMS Family Travel Summit in May detailed that 64% of millennial families took a vacation in the last year. Millennial families also are more likely to visit a new destination.

Beach destinations are what travelers are really excited about

While only 56.0 percent of Americans expect to visit a beach destination or resort this year, they report the highest levels of excitement about these trips compared to other destination types.

Numbers are up

34.2 percent of travelers said that they will increase the number of leisure trips taken this year, up from 31.1 percent one year earlier. 34.4 percent also now plan to devote more money to travel. Demand for leisure travel is strong across regions, destination types and income brackets, but is most pronounced amongst younger, urban residents.

The last minute weekend traveler

Forty percent of all domestic travel was booked within eight days of travel, and extended weekend trips account for 46% of all leisure vacation travel. Thirty percent of travelers took one overnight trip within 75 miles of home.

Off the beaten path

A trend favoring Newport, travelers are increasingly seeking new destinations that offer unique local flavor.

Grandparents Travel

Thirty-one percent of grandparents took at least one overnight trip with their grandchildren in the past 12 months.





Our visitors

The Destination Newport target audiences are active vacation travelers.

The vacation traveler market consists primarily of families and couples, and accounts for the vast majority of leisure travel in the United States. The ideal vacation for this group includes rest and relaxation, spending time with one's spouse/partner or family, exploration and discovery (new places), adventure and socialization.

Ideal vacation destinations frequently include beaches, with the most important attributes being an easy travel experience, a sense of fun and adventure and local flavor. Vacation travelers say they would like more sightseeing, beaches/waterfront activities, entertainment, culinary activities, nature activities and arts/cultural activities when describing their ideal vacation trip.

Target Markets

The consumer target market varies by season. Typically, the target markets include the following: Portland, Salem, Eugene, Corvallis, Albany, Bend, and Seattle.

Visitor Profile

The consumer target audience varies by season. Typically, the target audience profile has a slight male skew, but females are key influencers when children are in the household.

Age 25-40

Families

Household income of \$50,000 to \$150,000

Works full time, generally white collar profession

Owens residence worth \$100,000 to \$250,000

Newport's Visitor Spending

Accommodations - 26%

Food Service - 26%

Food Stores - 14%

Local Tran. & Gas 1%

Arts, Ent. & Rec. -16%

Retail Sales - 16%

MARKETING STRATEGY

Goals

- Increase the demand in Newport for hotel rooms, attraction visits, package tours, retail sales, restaurant receipts, local transportation and other events and activities that positively affect the economic impact of the local tourism industry.
- Gain regional and national media exposure for Newport's diverse attractions, natural environment, rich history and unique personality to further education and understanding of the Newport product.
- Support and contribute to the enrichment of Newport's multicultural, performing and visual arts, historic, recreation, business and entertainment communities.
- Through strong community outreach and with recognized expertise in the tourism industry, actively participate in and contribute to the overall strategic planning for the growth and sustainability of the visitor industry in Newport.





Strategies

Advertising - Destination Newport will use various mediums to promote Newport as a travel destination, reaching diverse geographic and demographic markets, with the goal of acquiring new and repeat visitors as well as increasing their length of stay and brand awareness.

Methods

Print, Outdoor and Digital Ads - Destination Newport will place print advertising and billboard advertising in a variety of locations and publications and will place online digital ads targeting diverse geographic and demographic markets showing what is unique about the Newport area with an emphasis on off-peak and shoulder seasons. Success for online digital ads will be measured through click through rates and impressions; print ads will be measured through unique URL and call center responses.

Television Ads - Destination Newport will leverage recent video content targeting identified geographic and demographic markets showing what is unique about the Newport area with an emphasis on off-peak and shoulder seasons.

Website Marketing, Optimization, Development and Maintenance - Destination Newport just launched a state-of-the-art responsive website redesign for www.discovernewport.com this year featuring itinerary builders to help visitors plan their vacation in advance and to excite them about the many unique possibilities a Newport vacation can afford them. We will continue to develop and maintain our site by focusing on:

Weekly Updates – discovernewport.com will be provided with immediate updates to events, attractions, and all other trip planning resources as needed by Destination Newport, as well as any social media sites we are using for promotion.





Search Engine Optimization – Aggressively optimize and modify website source code meta tags to ensure best possible placement on major search engines.

Search Engine Marketing - Keywords will be purchased in Google to promote discovernewport.com as an online tourism resource for Newport.

Success will be measured for the websites by visitor and page views; SEM – key word directed visitors to the website; SEO – visitors, search visitors, non-traditional web visitors, organic placement on Google and other search engines. We expect to set a website visitation benchmark for this year.

Photo/Video Library – Destination Newport will utilize and maintain the photo and video library provided by the News-Times used for all media to promote what is unique about Newport and the surrounding area.

Social Media – Destination Newport will continue to create a social media marketing strategy with a unified voice and message for Facebook, Youtube, and Instagram.

Success will be measured by social media engagement, including followers, likes, shares and web visitation from social media.

