

Mock RCTP Plan Region X FY 2016-2017

This is a mock plan built from objectives and strategies pulled from several regions' plans from previous years

May 1, 2016

Dear Regional Partner,

This is a mock plan built from objectives and strategies pulled from several regions' plans from previous years. Please use this as your template for the RCTP portion of your plans. Note: this is the same RCTP plan template that you have used previously, so you can use your plan from last year as a starting point if you prefer.

Thank you, The Travel Oregon team

Name of Region

DATE PLAN SUBMITTED

Name of Region: Objectives

- A. Grow international and/or domestic visitation from Japan & Europe through the Travel Trade
- B. Build awareness for Region X through earned media programs domestically and in Europe
- C. Build awareness for Region X as a premier travel destination through paid ad campaigns or opportunities
- D. Increase engagement with target audience through inspirational content
- E. Grow audience/relationship network by increasing number of fans / subscribers / unique users
- F. Increase understanding of consumer behaviors and travel trends to enhance marketing efforts

Objective A: Grow international and/or domestic visitation from Japan & Europe through the Travel Trade

TACTICS/STRATEGIES	RATIONALE/EXPECTED OUTCOME
<p>#1. Trade Shows -Attend Pow Wow & ITB</p>	<p>Aligns with Travel Oregon program to provide greater presence with trade and generate leads from Tour Operators</p> <p>Outcome: Generate 25 leads per show with Tour Operators for a total of 50 new product opportunities.</p>
<p>#2. Research Trips -Host 5 travel trade on research tours from targeted markets in Europe and Asia.</p>	<p>From our 5 research trips, we've seen significant growth in tour product from Scandinavia, Germany and Japan country. This will help grow the number of itineraries in next year's catalogues.</p> <p>Outcome: Secure 3 new itineraries/product in catalogues</p>
<p>#3. Product Development -Develop product/itineraries/sales collateral to support Oregon product through trade in Japan and UK focusing on outdoor recreation and culinary</p>	<p>Culinary is a growing trend for Japanese travelers. Unique ski destinations is a key opportunity in the UK.</p> <p>Outcome: Secure 3 new itineraries/product in catalogues.</p>

Objective B: Build awareness for Region X through earned media programs domestically and in Europe

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#4. PR Pitches</p> <ul style="list-style-type: none"> -Developing pitches around new product in outdoors, culinary, and heritage. -Proactively pitch media on regional stories and align them, where relevant/possible, with Travel Oregon themes & campaigns -Build a content matrix for our region to help us track stories. 	<p>Our approach is to plan our pitches for an entire year and synergize content throughout our channels (PR pitches, blog, e-news) based on the best stories we've identified for our region</p> <p>Outcome: Develop and deliver at least 4 new international story pitches to media per quarter. Have new content matrix in place by July 1, 2016</p>
<p>#5. Research Trips</p> <ul style="list-style-type: none"> -Host 10 media on research visits 	<p>We believe it is critical to set aside funds to host journalists that emerge from either our pitches or leads from Travel Oregon.</p> <p>Outcome: Host 10 media, follow up on story leads</p>
<p>#6. PR Development</p> <ul style="list-style-type: none"> -Fund XX agency to execute PR strategies 	<p>We don't currently have PR resources in house and believe the most efficient use of our funds is to hire a contractor to help deliver this part of our program. They will meet with us monthly & with the TO PR team quarterly. (Note: PR contractor to also help with domestic pitches and content development)</p> <p>Outcome: Expert PR resource works as part of team, delivers xx results and reports out on our PR goals on a monthly basis</p>

(Please include timing where relevant)

Objective C: Regional Planning and Destination Development

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#7. Support Rural Tourism Studio Action Teams Provide \$X in resources to regional rural tourism studio action teams to help them develop their associated products and services in conjunction with their 15 year tourism vision</p>	<p>The X Action team from the X rural tourism studio region has a great track record of success in developing new recreation assets. Supporting the work of this action team supports grassroots tourism networks and will reinforce the regional tourism strategy.</p> <p>Outcome: TBD, but should result in new product that aligns with their region's and sub region's tourism priorities</p>

Objective D: Increase engagement with target audience through inspirational content

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#8. Content Development -Develop new content for e-news, blog, Facebook, and Ride Oregon</p>	<p>We need fresh content to keep our fans engaged. This work will be part of our PR contractor's scope and will deliver bi monthly blog postings, e-news stories and 6 new rides on RideOregonRide.com. The content will be viewed and planned holistically and in coordination with broader regional & Travel Oregon themes</p> <p>Outcome: Deliver 20 new stories used both in PR pitches but also as stories on blog, e-news, etc.</p>
<p>#9. Content Enrichment -Develop :60 regional inspiration video to deploy through our website, YouTube, and for partner use</p>	<p>To date we have not been able to produce a regional video. We will create an engaging piece targeted to Adventure travel leveraging footage from videos shot by DMOs and Travel Oregon</p> <p>Outcome: Have :60 video for use in all our channels by September 1, 2016.</p>

Objective D(continued): Increase engagement with target audience through inspirational content

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#10. Social Media -Refine social media strategy to align postings with regional themes/promotions, etc.</p>	<p>While Social Media needs to respond to current events, we have seen success in aligning Social Media themes with our homepage, e-news and blog content and will continue to plan the coming year in a similar way</p> <p>Outcome: develop content matrix for year that addresses social media and other e-stories/themes we'll push out to fans</p>

Objective E: Grow audience/relationship network by increasing number of fans / subscribers / unique users

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#11. Website -Re-launch website</p>	<p>We have run our website on an antiquated platform and in addition have a new brand look. This upgrade will help ensure better SEO, consistency with our other branded materials, and a greatly improved user experience.</p> <p>Outcome: Launch new 400 page website w/130,000 unique visitors per year</p>
<p>#12. Quarterly E-Newsletter -Introduce quarterly e-newsletter</p>	<p>We know the importance of building relationships with fans that we can continue to market to with our products and messages and we have not, up to this date, been able to launch this kind of important marketing tool. Our next step in this project would be to introduce our own ad network so that regional partners can have more opportunities to get visitors closer to the sale.</p> <p>Outcome: Launch e-news and drive at least 10,000 subscribers over first year.</p>
<p>#13. Facebook Promotion -Participate in Facebook co-op promotion with Travel Oregon</p> <p>(Please include timing where relevant)</p>	<p>We saw the number of fans increase by 19 times during last year's promotion and recommend repeating this successful program.</p> <p>Outcome: Increase fan base by 100% (from 10,500 fans to 19,950)</p>

Objective F: Increase understanding of consumer behaviors and travel trends to enhance marketing efforts

STRATEGIES/TACTICS	RATIONALE/EXPECTED OUTCOME
<p>#14. PhoCusWright research co-op -Purchase PhoCusWright travel research through Travel Oregon group subscription program</p>	<p>Leverage PhoCusWright’s extensive library (500+) of national and international research studies/reports that provide current trends in consumer behavior related to travel. Subjects covered include:</p> <ul style="list-style-type: none">• Travel consumer behavior• On-line travel buying behavior• Mobile travel buying behavior• Traveler technology behavior• International travel buying patterns• Website consumer requirements and trends <p>Outcome: Increase our knowledge of current travel trends to help with our planning strategies. And, provide to our partners as a resource to help inform their marketing efforts.</p>

Show collection of creative/design samples related to key strategies/tactics within your plan here (2 slides max), also show graphical elements of destination development planning here.

Attach Larger plans as appendixes to RCTP plan package

PRINT ADVERTISING



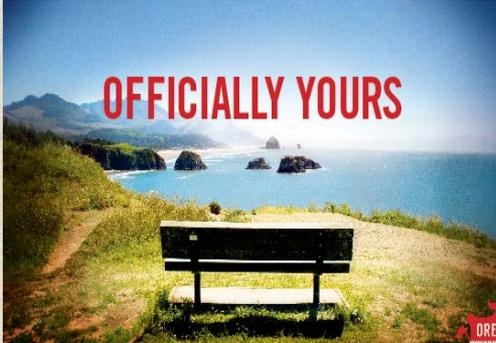
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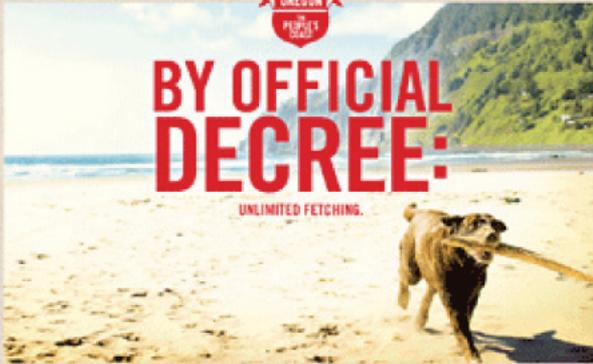


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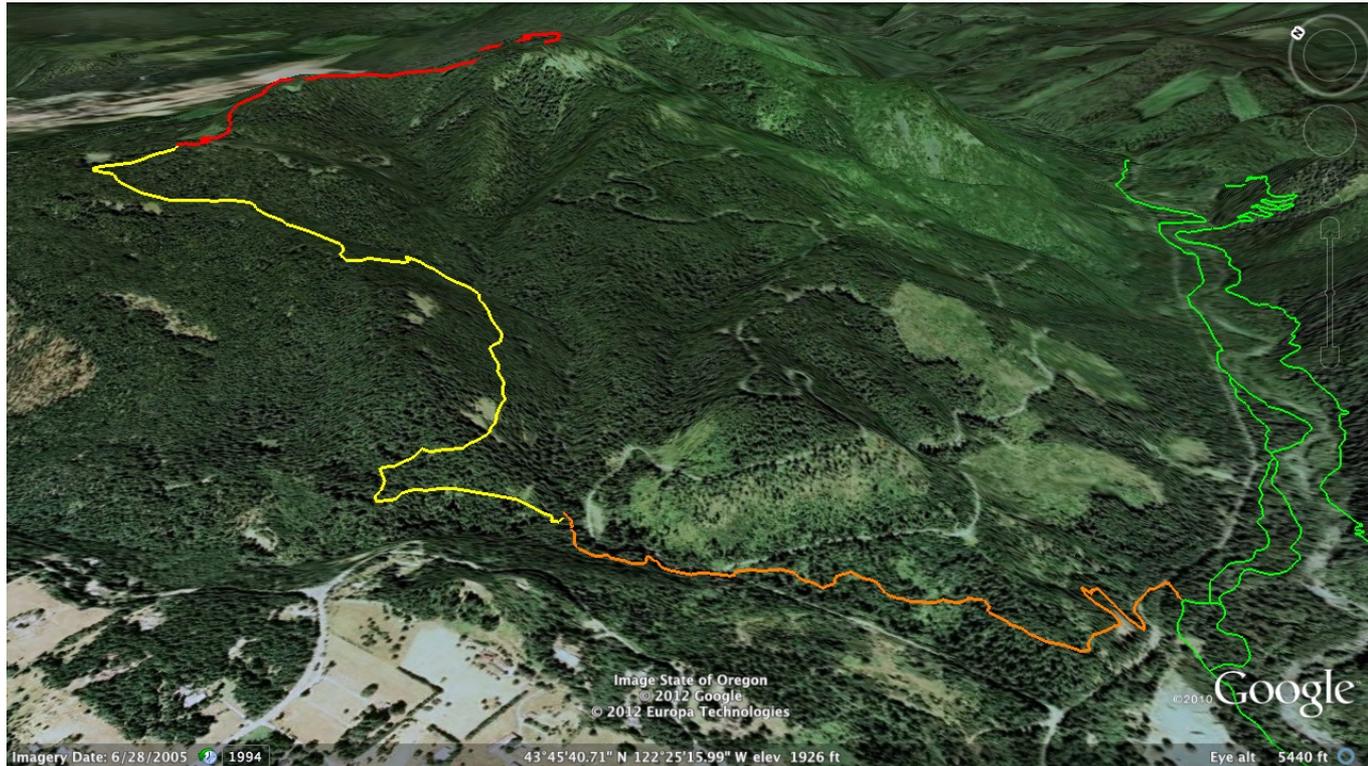
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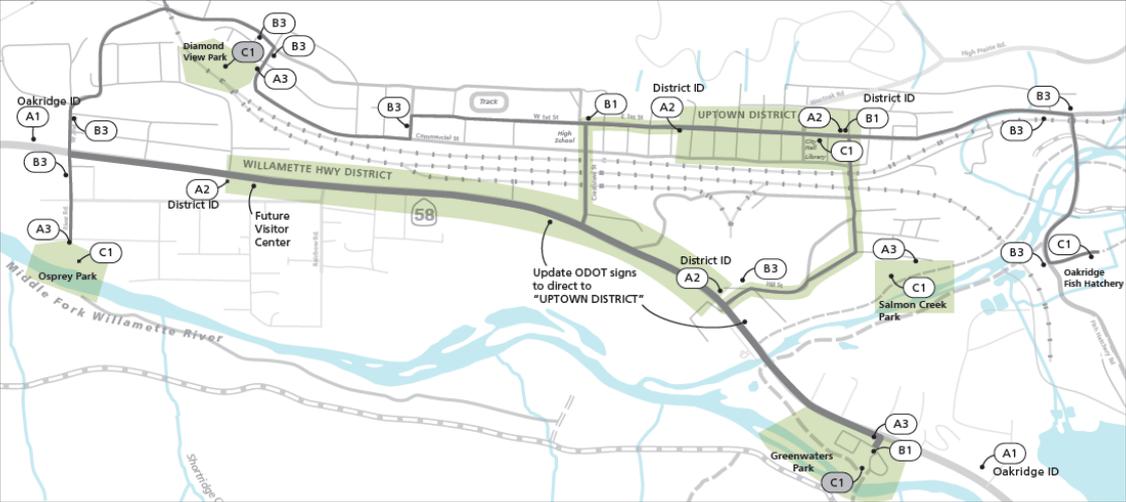
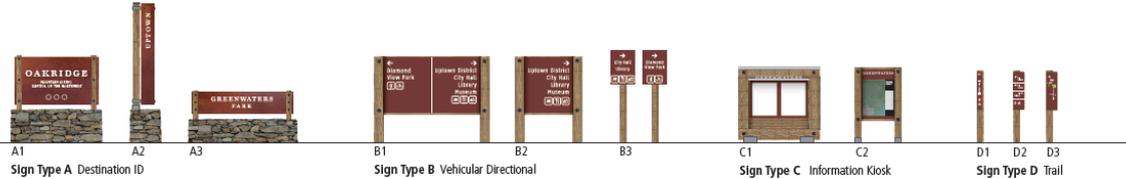
DESTINATION DEVELOPMENT



Flat Creek – Salmon Creek Trail Linkage Proposal

DESTINATION DEVELOPMENT

Sign Location Plan



C1 Designed and funded for summer 2014 installation

Signage and Wayfinding Plan for community X

Metrics Section

- Regions: please fill out Excel metrics charts provided. You do not need to import it into the PowerPoint (it will likely be too small to read). We will use the Excel documents along with this PowerPoint as the regional plan.

Region X Budget

- Regions, please fill out Excel BUDGET sheet provided separately. You do not need to import it into the PowerPoint (it will likely be too small to read). We will use the Excel documents along with this PowerPoint as the regional plan
 - **NOTE:** All objectives and strategies/tactics must be consistent between documents for clarity purposes
- Please do not change the format of the spreadsheet

Appendix

RCTP Committee & Process

- Please provide outline/counties in your region
- Please include a list of RCTP partners/committee actively involved in the planning and evaluation process (and their roles)
 - E.g.,
 - Marcus Hinz, Executive Director, OCVA
 - Lorna Davis, Executive Director, Greater Newport COC
 - Etc.
- Briefly outline your planning process (e.g., we hold quarterly RCTP stakeholder meetings where we develop the next year's plan and regularly evaluate the current year plan)
- Document how stakeholders are informed of this plan once its put into effect
- How are you sharing this plan with the larger tourism community?
- Thoroughly outline your intra-region communications process (e.g., we hold biannual public meetings; we sent monthly newsletter to members; we xyz, etc.)