



2010 MARKETING CAMPAIGN

INTERNATIONAL TOURISM PROGRAM

Grey Brennan
Venessa Alexander



2010 MARKETING CAMPAIGN

INTERNATIONAL VISITORS TO U.S.

Stay longer and spend more money.

\$230 Million Travel Expenditures
Yearly in Alabama.



Sources: Alabama Tourism Department
U.S. Travel Association

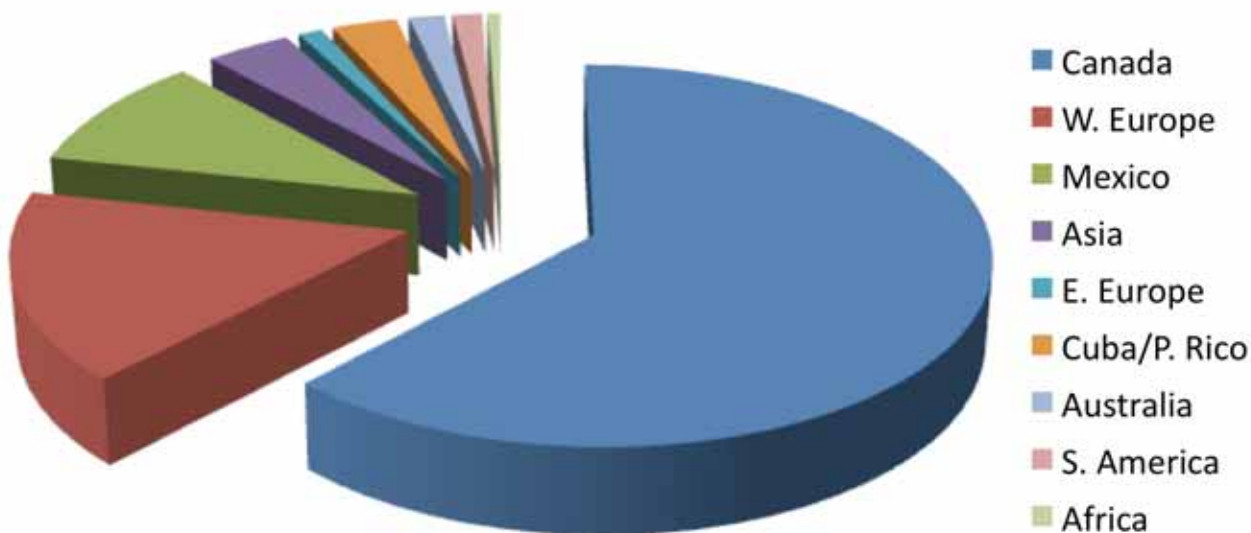


2010 MARKETING CAMPAIGN

INTERNATIONAL MARKETS TO ALABAMA

Welcome Center Logs Jan-Mar 2009

Welcome Center Log sign-ins from **Canada & Western Europe** account for 78 percent of all international visitors giving us their country of origin.



Source: Alabama Tourism Department



2010 MARKETING CAMPAIGN

INTERNATIONAL MARKETS TO ALABAMA

Major International Markets
Alabama Tourism Department
focused on during past 12 months:

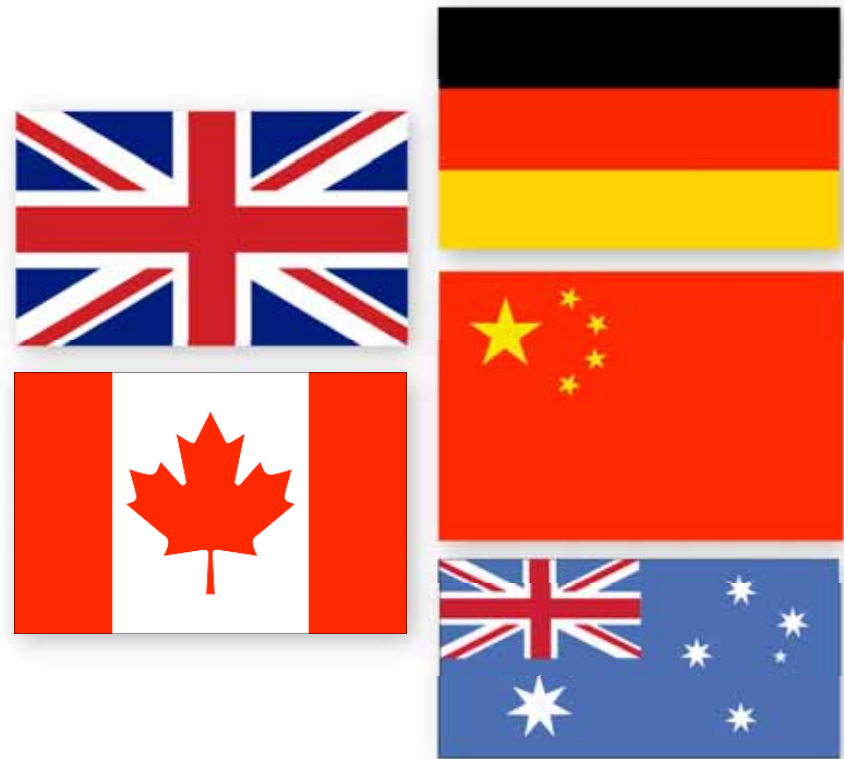
U.K.

Canada

Germany

China

Australia



Source: Alabama Tourism Department



2010 MARKETING CAMPAIGN

INTERNATIONAL MARKETS TO ALABAMA

Major International Markets Alabama Tourism Department focused on during past 12 months:



Australia:

- Tourism Director Lee Sentell participated in State of Alabama Sales Missions with Governor Riley
- During Sales Missions promoted Alabama as a tourism destination
- Visitation to America from Australia up 24% from 2000 to 2007
In the Top 5 Overseas countries in Welcome Center Log Reports Jan-March 2009

Sources: Alabama Tourism Department
U.S. Department of Commerce



2010 MARKETING CAMPAIGN

INTERNATIONAL MARKETS TO ALABAMA

Major International Markets Alabama Tourism Department focused on during past 12 months:

China:

- Tourism Director Lee Sentell participated in:
 - Travel South Sales Mission with other Travel South States
 - State of Alabama Sales Mission with Governor Riley
- Alabama Tourism Department's Grey Brennan participated in Active America-China, a tourism showcase to Chinese Tour Operators held in Atlanta with other Travel South States



The economy of the People's Republic of China is the second largest in the world after that of the United States.



2010 MARKETING CAMPAIGN

INTERNATIONAL MARKETS TO ALABAMA

Major International Markets Alabama Tourism Department focused on during past 12 months:



Germany:

- Della Tully, member of our overseas In-Market representation firm, attended ITB-Berlin to promote Alabama as a tourism destination to tour operators, journalists and consumers
- Alabama information in Deep South alliance brochure
- A top overseas country in Alabama Welcome Center Log Reports



2010 MARKETING CAMPAIGN

INTERNATIONAL MARKETS TO ALABAMA

Major International Markets Alabama Tourism Department focused on during past 12 months:

Canada:

- Toronto Star Golf & Travel Show – Toronto, Ontario, March 5-7, 2010
- Largest consumer golf show in North America



Source: Alabama Tourism Department



2010 MARKETING CAMPAIGN

TRAVEL SOUTH

Travel South USA Web site
85,931 International Visitors

Canada 75% of all non-U.S. visitors
E-mail Subscribers 24,500 – UP 21%

Alabama Pages

- Trip Ideas 32,233 page views – UP 300%+
- Top Attractions 2,874 page views – UP 170%+
- Alabama Map 1,833 page views – UP 500%+





2010 MARKETING CAMPAIGN

TRAVEL SOUTH



Alabama will join other Southern states in the Travel South Receptive Tour Operator Sales Mission to New York, December 2-4, 2009.

3 days of sales calls on major receptive operators that handle hotels, sightseeing and ground transportation for inbound travelers from Europe, Asia and Latin America.

3 round-trip tickets from NY to Birmingham to be given to receptive operators to attend Travel South Showcase Birmingham.



Sources: Alabama Tourism Department
Travel South USA

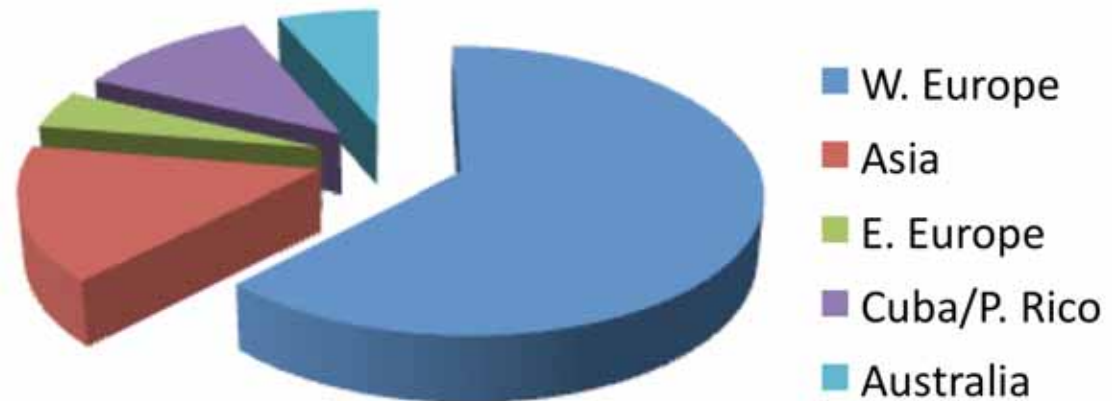


2010 MARKETING CAMPAIGN

TOP 5 OVERSEAS MARKETS TO ALABAMA

Welcome Center Logs Jan-Mar 2009

Welcome Center Log sign-ins from **Top 5 Overseas markets; Western Europe is 63% of total.**



Source: Alabama Tourism Department

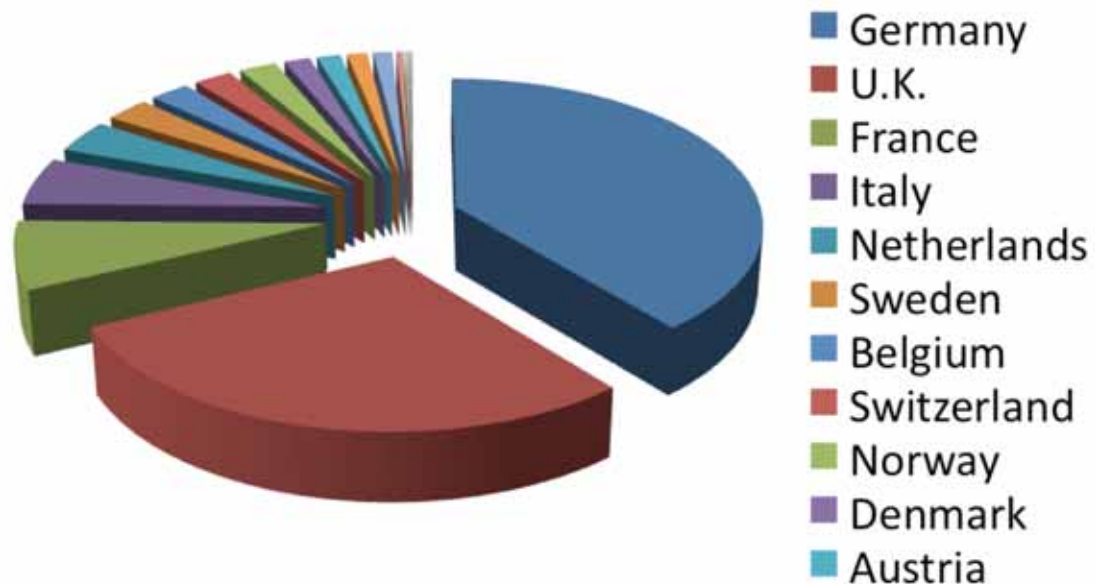


2010 MARKETING CAMPAIGN

TOP W. EUROPE MARKETS TO ALABAMA

Welcome Center
Log sign-ins from
Germany & U.K.
account for 68
percent of all
Western European
visitors giving us
their country of origin.

W. Europe



Source: Alabama Tourism Department



2010 MARKETING CAMPAIGN

DISCOVERAMERICA.COM WEB SITES

The first-ever Official Travel and Tourism Web site of the United States from the U.S. Travel Association.

Alabama overall tourism information in all 5 languages and 7 Discover America Web sites

- German
- French
- Spanish
- Japanese
- English
- U.S.
- Canada
- U.K.



Sources: Alabama Tourism Department
www.DiscoverAmerica.com



2010 MARKETING CAMPAIGN

DISCOVERAMERICA.COM WEB SITES

Alabama Tourism Department partnered with local destinations for listings on English sites for Canada, U.S. and U.K. for:

- Birmingham
- Huntsville (coming soon)
- Auburn/Opelika
- Montgomery (coming soon)
- Florence/Muscle Shoals
- Mobile



City listings allow online booking of hotel rooms as well as information on up to 50 local attractions.

Sources: Alabama Tourism Department
www.DiscoverAmerica.com



2010 MARKETING CAMPAIGN

DEEP SOUTH WEB SITE

Joint Web site for the 5 southern states of Alabama, Georgia, Tennessee, Mississippi and Louisiana that features a full range of Alabama information.

Vacation themes include:

- 10 Reasons To Visit the Deep South
- Music Experience
- History & Heritage
- Culture & Cuisine



- Explore Family Fun
- Play Golf
- Events & Festivals
- Latest News
- Travel Advice

Source: www.deep-south-usa.com



2010 MARKETING CAMPAIGN

UNITED KINGDOM MARKET



- The U.K. remains the largest international market to the U.S.
- Despite a slow start, visitation to the U.S. from the U.K. started to pick up in May
- Operators report that bookings to the U.S. are good with consumers booking very late, some only 2 weeks out
- The £ reaching a 10-month high against the \$ means that travel to the U.S. represents excellent value

Sources: Alabama Tourism Department
In-Market Representation Firm



2010 MARKETING CAMPAIGN

UNITED KINGDOM MARKET



Tour Operator Product

In the past two years we have increased Alabama product with the following tour operators in the U.K. and Ireland.

Increase:

America as You Like It, Bon Voyage Travel & Tours, Complete North America, Premier

New:

AmeriCan & Worldwide Travel, Flightbound, Funway Holidays, Golf Holiday Company, Jetlife, Kuoni, Longmere Golf, Newmarket Holidays, North America Travel Service, Travel 2, Wexas

Sources: Alabama Tourism Department
In-Market Representation Firm



2010 MARKETING CAMPAIGN

UNITED KINGDOM MARKET



Tour Operator Product

Over 72 U.K. and Irish Tour Operators now feature Alabama in their programs (including 5 specialist Golf Tour Operators).



2010 MARKETING CAMPAIGN

UNITED KINGDOM MARKET

Examples of CO-OP Activity

America As You Like It

Addition of Alabama music fly-drive, expansion to Web site content, joint advertising in press, mailing of dedicated Alabama flyer, e-blitz to database of 20,000.

AmeriCan & Worldwide Travel

Addition of Alabama Music and History fly-drive to site, expansion to Web site content, and mailing of dedicated Alabama flyer and e-shot to 3,000.

Sources: Alabama Tourism Department
In-Market Representation Firm





2010 MARKETING CAMPAIGN

UNITED KINGDOM MARKET



Examples of CO-OP Activity

Eagle Golf

Addition of RTJ (double page spread) in 09/10 Eagle Golf 16 page brochure dedicated USA golf destinations. It was distributed to Eagle Golf Tours mailing list of 15,000 U.K. golfers plus further 15,000 brochures to U.K. golf clubs.



North America Travel Service

'In Focus' Alabama feature for month of February 09 linking through from the home page of NATS Web site. E-Blitz advertising NATS new 'Simply Southern' Music and Golf fly-drive and NATS new 'Alabama Golf and Spa' product also sent out to 20,000 consumers and 2,500 Travel Agents in Feb 09.

Sources: Alabama Tourism Department
In-Market Representation Firm



2010 MARKETING CAMPAIGN

UNITED KINGDOM MARKET

Examples of CO-OP Activity

Premier Holidays

E-mail newsletter to 6,000 retail travel agents and 18,000 consumers linking to dedicated Alabama page on Web site. Posters in 25 Premier Holidays retail travel agency stores.

North America Travel Service

Alabama also featured in following U.K. Tour Ops as part of Deep South initiatives:

Wexas	Titan	Bon Voyage
Premier	Newmarket	America As You Like It.

Sources: Alabama Tourism Department
In-Market Representation Firm





2010 MARKETING CAMPAIGN

UNITED KINGDOM MARKET

Examples of CO-OP Activity

Bon Voyage Travel & Tours

Along with Alabama Music fly-drive, also adding Alabama Gulf Coast fly-drive. Expanded Web site content for Mobile, Huntsville, Birmingham. Featured link for a month on their home 'specials' page to all three Alabama fly-drives – Music, Golf and Gulf Coast.

Complete North America

Addition of Bama, Blues and Bands fly-drive to Web site. Expanded images and content to site for Alabama plus a featured link from Web site home page to a new fly-drive active from September '08 through to February '09. Tour now permanent fixture in Fly-drive section of their Web site.





2010 MARKETING CAMPAIGN

UNITED KINGDOM MARKET



Continuing Efforts of U.K. Rep Firm

Increase tour operators' Alabama product via dedicated brochure and Web site space to raise the profile of Alabama.

Support and train tour operator staff to assist in selling Alabama to both their travel agents and direct consumers.

Launch a series of proactive co-op marketing efforts with tour operators.



2010 MARKETING CAMPAIGN

UNITED KINGDOM MARKET



Continuing Efforts of U.K. Rep Firm

Involve CVBs in six separate co-ops to increase their exposure in the market and that of Alabama.

Reach U.K., Irish and European consumers via distribution of Alabama guides, the media and consumer shows.

Launch a proactive series of press releases working closely with the British Guild of Travel Writers. Accommodate individual media visits.

Work closely with Deep South on consumer shows, guide, Sales Mission and co-op marketing initiatives.

Sources: Alabama Tourism Department
In-Market Representation Firm



2010 MARKETING CAMPAIGN

UNITED KINGDOM MARKET



New Initiative: Receptive Accommodation Agreements

The Alabama Tourism Department and U.K. In-Market Representation Firm will join forces to solicit large receptive firms to contract with accommodations, thus allowing more tour operators to feature Alabama product.

- Develop List of Accommodations Agreeable to Receptive Contracts
- Sales Call to NY Receptive Companies
- Participate with Travel South on their Receptive Program

Sources: Alabama Tourism Department
In-Market Representation Firm



2010 MARKETING CAMPAIGN

UNITED KINGDOM MARKET



What you can do to increase your tourism business

- Exhibit with us at one of our major trade or consumer shows or the Deep South Sales Mission in June 2010
- Work the U.S. receptive market; one of the major initiatives in the coming year is to increase product
- Participate in co-op marketing efforts. Huntsville, Birmingham and Mobile have widely participated in 2009
- Please keep us informed of new developments

Sources: Alabama Tourism Department
In-Market Representation Firm



2010 MARKETING CAMPAIGN

INTERNATIONAL TOURISM PROGRAM

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