

## 2025 Tourism Priorities

- ✓ Finalize and implement the new room tax funding guidelines
- Focus on tourism information with digital signage and/or kiosk in key areas
- Increase the use of digital marketing
- Prioritize “heads in beds”

### **Finalize and implement the new room tax funding guidelines**

This has been initially completed. It will be likely that the first year will be a transition year in which we'll probably have our “regular” groups applying. There's a chance that we may need to have application reviews post March 31<sup>st</sup>, but that remains to be seen.

### **Focus on tourism information with digital signage and/or kiosk in key areas**

Previous kiosk research was narrowed down to models from Advanced Kiosk and Redyref. Both would be expensive for a single unit and due to potential costs, other smaller digital signage solutions will be explored and possibly implemented. Additionally, identifying key spaces for digital signage and logistics will be key to successful implementation.

February – March: Research all key components of the project.

April – May: Contact various vendors for pricing.

June – July: Reach out to the vendor with the best quote and purchase.

Remainder of the year: Delivery if necessary, training, and implementation.

### **Increase the use of digital marketing**

In past years, Tourism has been overspending in various print media. This includes the two county guides, 4<sup>th</sup> of July ad book, and Holiday Train ad flyer. Staff will utilize the Chamber of Commerce's Events.com community calendar, Google Ads, Facebook Ads, and prioritize more targeted marketing of larger events.

### **Prioritize “heads in beds”**

The Tourism Commission as dictated by State Statute is required to focus on tourism promotion and development that will ultimately generate paid lodging stays (“heads in beds”). We'll need to reach out to in-town lodging establishments and learn about when people are staying there. This can help better utilize marketing efforts and resources to generate more consistent paid overnight stays throughout the year. We will need event organizers to be more proactive in setting their events at the beginning of each year – at least have a description and date available. Our revamped room tax funding should help facilitate this.