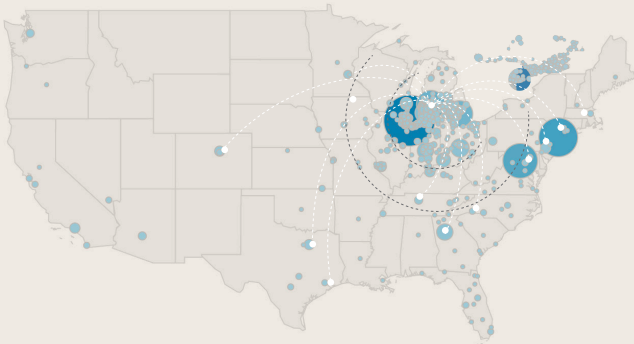


March 2024

Saugatuck Douglas Area Convention and Visitors Bureau 2024 Marketing Strategy and Plan Presentation

Markets of Opportunity

For 2024, we will continue focusing efforts on the short-drive and long-drive metropolitan markets but will increase digital advertising attention with mini-campaigns aimed at direct flight markets like New York City, Washington DC, and Atlanta which currently make up 10% of all users to the website.



Data Based On Analytics January 01 — December 05, 2023

697,000 Total Users To Saugatuck.com (up 32%)
300,000 Users From Top 38 Defined Areas (47% of Traffic)

Short Drive Market
40 — 210 Miles

Total Traffic	140,378			
Percent of Traffic	21.9%			
WAVG of Conv.	4.7%			
City	Miles	Users	% Tot.	% Conv.
Chicago	140	58662	9.10%	5.50%
Detroit	190	22383	3.50%	3.51%
Grand Rapids	40	20119	3.10%	3.17%
Rural—MI	190	11473	1.80%	4.54%
Indianapolis	225	14027	2.20%	3.56%
Fort Wayne	165	2790	0.40%	4.77%
Windsor, ON	195	2524	0.40%	2.34%
Ann Arbor	165	2507	0.40%	4.39%
Kalamazoo	40	2283	0.40%	4.77%
Lansing	100	1857	0.30%	6.46%
Toledo	210	1753	0.30%	3.25%

Long Drive Market
210 — 420 Miles

Total Traffic	55,912			
Percent of Traffic	8.7%			
WAVG of Conv.	2.8%			
City	Miles	Users	% Tot.	% Conv.
Toronto	394	17935	2.80%	1.22%
Columbus	360	10074	1.60%	3.28%
Rural—OH	320	5102	0.80%	2.74%
Cincinnati	325	4669	0.70%	3.02%
Cleveland	315	3821	0.60%	3.14%
Louisville	335	3587	0.60%	3.68%
Milwaukee	240	3504	0.50%	3.28%
St. Louis	410	3424	0.50%	2.89%
London, ON	276	1978	0.30%	1.97%
Rural - IL	275	1818	0.30%	3.30%

Fly Market
420+ Miles

Total Traffic	100,949			
Percent of Traffic	15.7%			
WAVG of Conv.	4.7%			
City	Miles	Users	% Tot.	% Conv.
Wash. DC	680	39310	6.10%	5.31%
New York	765	12878	2.00%	3.18%
Atlanta	750	9197	1.40%	4.40%
Los Angeles	2150	7139	1.10%	1.34%
Rural—VA	650	6213	1.00%	6.23%
Dallas	1075	5997	0.90%	2.60%
Denver	1125	3928	0.60%	2.04%
Nashville	508	3637	0.60%	2.75%
Philadelphia	730	3172	0.50%	2.59%
Rural—FL	1200	1940	0.30%	5.52%
Rural—GA	720	1693	0.30%	4.55%
Baltimore	680	1605	0.20%	2.37%
Boston	870	1530	0.20%	5.56%
Memphis	640	1434	0.20%	1.05%
Rural—TX	1220	1276	0.20%	6.03%

2024 Audience + Market Reach Targets
High level estimate amongst all Marketing efforts

	Short Drive Market 40-210 Miles	Long Drive Market 210-420 Miles	Fly Market GRR Direct	
Travelers	17.5%	10%	17.5%	45%
LGBTQ	12.5%	5%	12.5%	30%
Families	12.5%	10%	2.5%	25%
	42.5%	25%	32.5%	

Strategy No. 1

Amplify the Saugatuck/Douglas Brand to Target Markets

Marketing mix activities to support this strategy will continue to revolve around strategic partnerships with media and content creators, the creation of compelling content distributed through digital, social, and print channels, and cross-channel advertising. Additional tactics involve exploring OOH advertising opportunities.

Strategy No. 1 Tactics

1.1 | Optimize integrated marketing efforts focusing on specific short-drive and long-drive metropolitan markets and short direct flight markets

Target digital advertising to geographic priorities with mini-campaigns

Generate incremental press and public awareness with new PR story pitches, FAM trips and “lifestyle expert” spokesperson interviews that heighten interest and differentiate the region.

- Target LGBTQ media for this year’s FAM as well as national outlets/verticals
 - Target media outlets geared to the LGBTQ audience (*Out Traveler, EveryQueer*)
 - Target media outlets geared to younger audiences (*Thrillist, BuzzFeed*)
 - Feature designated spokesperson/experts on wine, art, culinary, etc. on local broadcast lifestyle segments in short and long drive markets
-

1.2 | Develop differentiating content to generate awareness and inspire travel to the Art Coast of Michigan. Over the past several years, we have been developing a strong bank of evergreen content for our audiences and can now focus on deeper storytelling related to interests.

2024 editorial calendar will be developed with content holistically leveraged across all platforms in a coordinated fashion

Produce and distribute via e-newsletter and social channels one to three new content pieces per month, including web articles and video content

- Feature compelling reasons to extend visitors’ length of stay and encourage repeat visitation
-

Determine content themes by top searched and trending topics for 2024 travel

- Destination Dupes
 - Go-casions
 - Wellness Travel w/ emphasis on Dry Tripping and Analog Adventures/Digital Detox
 - LGBTQ Travel
 - Bleisure / Workcations
 - Eco Travel / Nature Immersion
-

Provide PR leads with story ideas and opportunities for familiarization that align seamlessly with the interests of target media outlets and travel trends, as noted above

Create compelling new video and imagery assets and graphics to support short and long-form content

Launch an episodic video series supported by blog article content for distribution across website, social media platforms, and e-newsletter

Launch and promote:

- Sandscapes & Shorelines (Beach Highlights)
- Artful Ales & Vibrant Vines (Craft Beverage Scene)

Produce additional hosted short-form video of inspiring topics for 2024:

- Arts
-

Promote top-performing and specialized article and video content on Saugatuck.com through social channels

1.3 | Continue to develop strategic alliances that can enhance and amplify the brand

Move from influencer relationships to partner instead with content creators and editorial experts who reflect target audiences and psychographic interests to maximize reach

- Leverage content created with an authentic voice and with the intent to inspire travel across multiple channels (i.e., LGBTQ, arts, culinary, and craft bev. experts)
 - Our work with Ari Bendersky (Chicago-based lifestyle journalist) will yield 3 articles on wine topics (“outside” appraisal of Art Coast wines, signature grapes for the region, and “great wine is local wine) for our website, along with a separate editorial piece to be pitched to media outlets like *Wine Enthusiast*, *MW Living*, etc.
-

1.4 | Ensure saugatuck.com is the primary site for information, planning, and travel inspiration and best-in-class example for the tourism industry through a strategic redesign

Create a more intuitive user experience to enable an easier search experience and access to the content to drive further engagement

Improve and optimize the user experience across all sections of the website and ensure ADA compliance

Maintain organic traffic by utilizing SEO best practices that guide new page development and ongoing page optimizations.

Strategy No. 1 Tactics

1.5 | Engage in out-of-home (OOH) advertising and experiential activations in target drive and fly markets to increase visibility and awareness of the Saugatuck/Douglas tourism product

Continue with current billboard execution

Explore interior bus/rail cards and digital sign/kiosk advertising in affluent markets

- Chicago in late August for shoulder season travel and Washington DC in June for late summer “beat the heat and humidity” travel

1.6 | Utilize social media/digital advertising opportunities to drive top-of-mind awareness

Media spend and effort will be weighted toward the shoulder seasons while having a continued presence in key markets throughout the year

- Google Search ads will be targeted by keywords
- Google Display ads, Meta In-Feed, and Stories will be targeted to Families, LGBTQ, and General Travel audiences
- TikTok ads will be targeted to LGBTQ and General Travel audiences
- Develop YouTube Shorts and YouTube Search ads, such as TrueView ads, to expand awareness
- Monthly spend will be specifically allocated to the LGBTQ audience each month with continuous rotating ads highlighting the welcoming nature of the area and special interests
- Maintain above industry standards for conversions from paid media

A comprehensive digital strategy with outlined campaign targets and budget allocations by month will be shared with the board in January 2024

1.7 | Nurture growth and engagement with social media efforts and prioritize platforms

Instagram and Facebook remain the priority platforms because it is where we see the most engagement and incremental growth

- Continue cross-posting Reels and Stories to Facebook
- Explore cross-posting from Instagram feed to Threads and Threads to Stories

- Increase engagement with Instagram Photo Dumps
- Leverage Instagram Close Friends feature to share exclusive news and offers to only subscribed followers

Twitter/X will not be eliminated, but we will only continue cross-posting from Facebook

Utilize TikTok Photo Dumps feature to provide post-event coverage

Work with content creators on YouTube Shorts who have established viewership and can bring new audiences to the Saugatuck/Douglas website

See Appendix for social media insights impacting strategies

1.8 | Produce new Visitor's Guide that inspires travel to the region and conveys the brand's distinctive attributes

Distributed by request from Saugatuck.com and inserted within the Wall Street Journal (or other publication) for distribution to the greater Chicago, Detroit, Indianapolis, and larger Ohio markets

1.9 | Explore print opportunities to drive brand awareness

Continue partnership with Pure Michigan to leverage opportunities and extend reach

- Develop 2024 ads for Spring/Summer

Explore specific special interest publications targeting our audience and regions (*Michigan Wine Country, American Art Collector, Afar*)

1.10 | Grow current email subscriber list to improve brand awareness and boost website traffic

Promote via social media accounts

Capture new subscribers through new website interface

Strategy No. 2

Drive Awareness and Demand for Saugatuck/Douglas as the Destination of Choice in the Shoulder Seasons

Shoulder seasons remain our greatest opportunity for growth. We will continue to emphasize and promote activities available during these off-peak times. Highlighting the arts, culinary, and craft beverage scenes in editorial content and advertising efforts will capture the psychographic segments of targeted audiences who value and appreciate the unhurried and relaxed pace of these seasons.

Strategy No. 2 Tactics

2.1 | Develop seasonally-driven content and leverage seasonal assets to encourage travel to the Art Coast of Michigan during shoulder periods

- Continue to create seasonally inspired itineraries
- Feature compelling reasons for off-peak, mid-week, and extended stays
- Use psychographic interests to develop long-form content, videos, and assets aimed at drawing visitation during shoulder season months
 - Outdoors
 - Craft Beverage
 - Arts
 - Culinary
- Partner with editorial experts focused on these topics to develop content to be leveraged in multiple channels
 - 3 wine-focused articles will launch in 2024, generating awareness of Saugatuck/Douglas as a premier wine-growing region to draw visitation
 - Recommend future content areas centered around the Arts and Culinary
- Leverage episodic video series to drive interest

2.2 | Utilize social channels and PR pitches to promote travel to Saugatuck/Douglas during key need periods

- Continue focus on extended family gatherings and bridal/bachelorette getaways for spring and fall
- Leverage special interest content developed internally and through strategic alliances to generate awareness of shoulder season activities
 - Utilize “lifestyle expert” spokesperson interviews that support content to heighten interest and differentiate the region

2.3 | Increase digital + social ads to encourage visitation during the shoulder season

- Shift digital advertising from only seasonally-focused activities to targeting segmented audiences who seek travel experiences during non-peak, quieter times

Prioritize digital ad efforts on targeted mini-campaigns directed at shoulder season audiences with themes related to Hygge and digital detox

A comprehensive digital strategy with outlined campaign targets and budget allocations by month will be shared with the board in January 2024

2.4 | Pursue seasonally-driven print opportunities

- Continue partnership with Pure Michigan
 - Develop 2024 ad for Spring/Summer
- Explore specific special interest publications targeting our audience and regions, such as *Michigan Wine Country*, *American Art Collector*, *Afar*

2.5 | Engage in out-of-home (OOH) advertising and experiential activations in target drive and fly markets to increase visibility and awareness of the Saugatuck/Douglas tourism product

- Continue with current billboard execution
- Explore interior bus/rail cards and digital sign/kiosk advertising in affluent markets
- Chicago in late August for shoulder season travel and Washington DC in June for late summer “beat the heat and humidity” travel

2.6 | Position Saugatuck/Douglas as a viable destination for group business

- Uncover opportunities to reach meeting planners through industry publications (i.e., MACVB Meet in Michigan Guide), digital platforms, and other channels.
- Create a comprehensive presentation package for inquiries and requests

2.7 | Explore seasonal promotions to encourage visitation to the destination during the shoulder season

- Promote any existing lodging deals and packages
- Encourage lodging participants to offer deals on extended stays

Strategy No. 3

Obtain Visitor Insights to Align Marketing Efforts with Evolving Needs and Expectations

Conducting visitor and lodging partner surveys will be an invaluable initiative moving forward, providing a nuanced understanding of visitor demographics, interests, and behaviors and enhancing engagement by allowing us to tailor experiences to visitor preferences. These insights will empower Saugatuck/Douglas to make informed decisions, optimize marketing efforts, and continually improve the overall visitor experience.

Strategy No. 3 Tactics

3.1 | Conduct online surveys of lodging partners (annually), social followers, and email subscribers (once every two years)

Use information to help better segment audiences and create personalized content to increase engagement

Gain insights into what aspects of the destination are most satisfying and where improvements may be needed. Distribute applicable findings to key stakeholders to assist in prioritizing destination development

Utilize insights to help assess the effectiveness of various marketing channels and campaigns and future opportunities

3.2 | Provide worthwhile incentives to ensure optimal response rate (i.e., entry for a free mid-week stay, local merchandise, or artwork)

3.3 | Employ multiple channels for distribution to maximize reach, including email, social media, website, and on-site options such as QR codes on promotional materials for easy access.

Strategy No. 4

Champion the Value of Tourism and SDACVB Efforts in the Community

Tourism is the largest revenue generator for the area, contributing to job creation and consumer spending. To ensure the strategic growth and sustainability of the organization, efforts will be maintained to enhance community awareness of what the SDACVB does and the value that it provides.

Strategy No. 4 Tactics

4.1 | Continue to advocate for the SDACVB locally

- Develop press releases for local media about CVB programs and the positive impacts of tourism
- Assist with member communications and presentations regarding marketing initiatives and year-end results

4.2 | Improve website user experience for members

- Maintain functional updates to the website
- Integrate online assessment payments in member portal

4.3 | Enhance SDACVB brand experience for local audiences

- Develop on-brand banners to be used in sponsored community events
- Evaluate any needs for organization rebranding

4.4 | Support members’ marketing initiatives and community events

- Continue to provide access to on-brand imagery and video
- Push member activities, experiences, and community events that will appeal to visitors through website articles, newsletters, and social channels
- Assist with PR efforts for relevant happenings

4.5 | Support growth of local businesses through promotion to visitors

- Update Maps/Guides that direct visitors to various venues
- Highlight relevant venues through website articles, newsletters, and social channels

Marketing Tactics in Relation to Sales Funnel
Tactics are sized proportional to proposed budget

Awareness

Marketing efforts focus on capturing the attention of potential visitors through visually stunning online and print campaigns, travel blogs and press, and regionally-placed OOH media.

Discovery

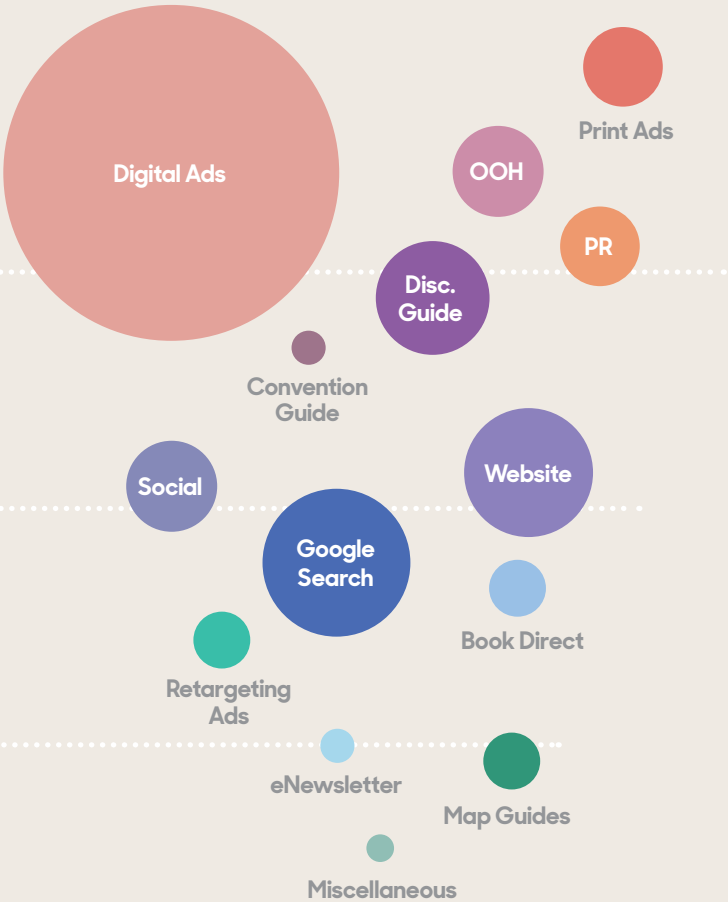
Marketing efforts showcase the diverse array of activities, accommodations, and local experiences available in the Saugatuck/ Douglas area for all seasons and targeted audiences.

Engagement

Efforts aimed at building a connection with all audiences through engaging editorial and aspiring visuals. Goal is to encourage consumers to book a stay, engage with us on social media, or subscribe to eNewsletter for future travel insights.

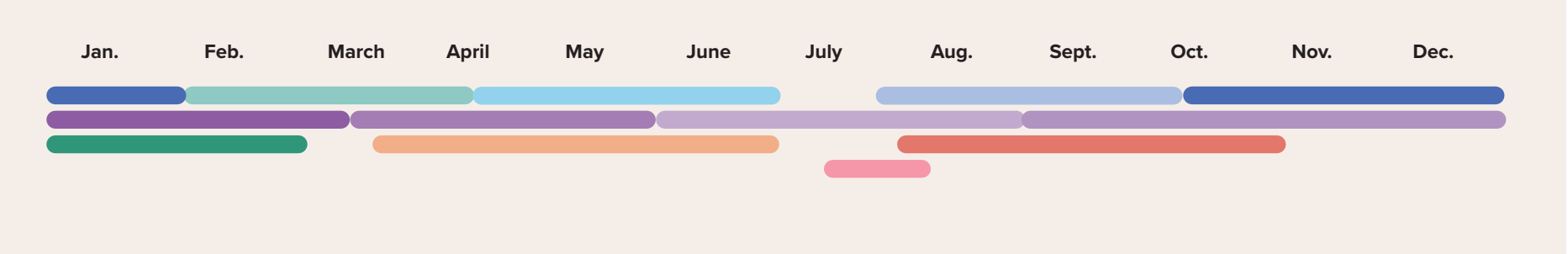
Loyalty

Cultivated by providing exceptional customer service, encouraging repeat visits, and creating memorable and positive booking and travel experiences. Ideal result is referrals to friends and family.



2024 DIGITAL AD STRATEGY

Elements of a Larger Strategy — Campaigns Targeting Shoulder Season + Audience Travel



	Short Drive 90-240 Miles	Long Drive 240-420 Miles	Fly Market Direct Flight GRR
Travelers	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>
LGBTQ	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Families	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>
Specialty: Wine + Craft Beverage	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>

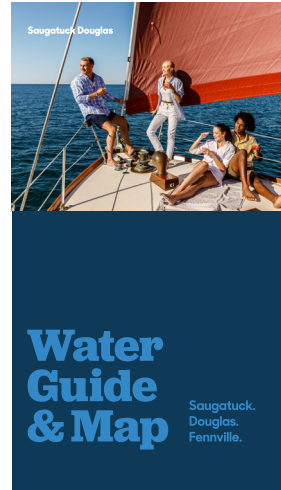
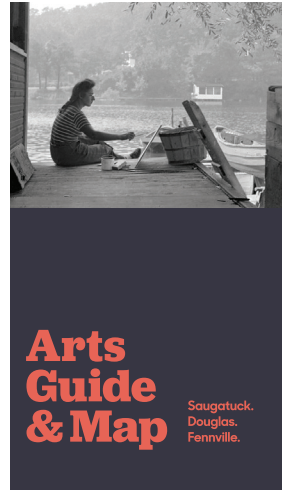
- Campaign Index
- Spring / Seasonal
 - Summer / Seasonal
 - Fall / Seasonal
 - Winter / Seasonal
 - Series 1 / LGBTQ
 - Series 2 / LGBTQ
 - Series 3 / LGBTQ
 - Series 4 / LGBTQ
 - Shoreline + Sandscapes
 - Vibrant Vines + Artful Ales
 - Beat the Heat
 - Unplugged / Hygge

2024 DISCOVERY GUIDE
50,000 Printed for Distribution



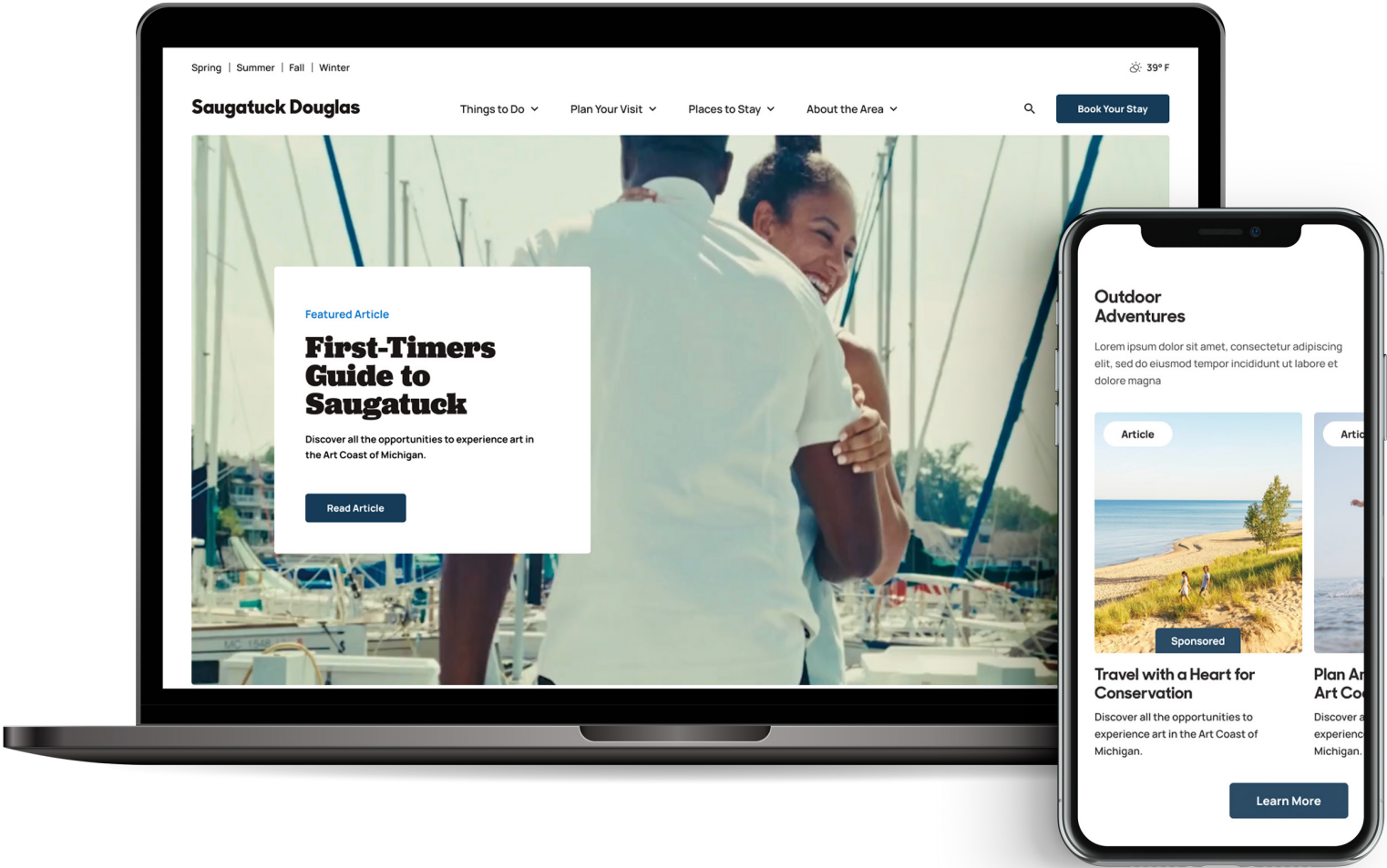
2024 POCKET GUIDES

Annual Average 10,000 Per Guide



WEBSITE

All New Website To Launch — April 2024



BILLBOARD

Spring/Summer on US31 South of Saugatuck

