

2025 Marketing Plan Overview

Our primary objectives remain consistent: extending our brand's reach, driving awareness with key psychographic audiences, and establishing demand for Saugatuck/Douglas as a premier destination, particularly during the shoulder seasons. With connectivity guiding our efforts, we will focus on strengthening partnerships, optimizing strategies, and creating content that inspires deeper engagement. Below is a summarization of the 4 strategies and various tactics outlined for 2025.

01. 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 radio advertising and expanding on email subscriber opportunities.

- **Optimize integrated marketing efforts** focusing on specific short-drive and long-drive metropolitan markets and short direct flight markets
- **Develop differentiating content** to generate awareness and inspire travel to the Art Coast of Michigan.
- Create compelling **new video and imagery assets** and graphics to support short and long-form content
- Provide PR leads with story ideas and **opportunities for familiarization** that align seamlessly with the interests of target media outlets and travel trends
- **Enhance email marketing** strategy for targeted engagement
- **Explore saugatuck.com booking platforms** that deliver a seamless, brand-aligned interface with actionable data for optimization for pixel traction and measurement of ROI.
- Utilize **social media/digital advertising** opportunities to drive top-of-mind awareness
- **Update Visitor's Guide** to inspire travel to the region and convey the brand's distinctive attributes.

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

Shoulder seasons remain our greatest opportunity for growth, and in 2025, we will continue to emphasize and promote activities available during these off-peak times. Through our work with the Shoulder Season Subcommittee, we will refine and execute strategies targeting defined key audience segments. Our focus will be on creating compelling editorial content and advertising that resonates with audiences based on existing "assets" and helping to identify new opportunities that can be created/leveraged moving forward.

- Feature compelling reasons for **off-peak, mid-week, and extended stays**
- **Increase digital + social ads** to encourage visitation during the shoulder season
- **Leverage episodic All Along the Art Coast** video series to drive interest
- **Partner with NPR** Chicago (WBEZ) and NPR Michigan to reach a highly targeted and engaged audience in short-drive markets through uncluttered advertising channels that enhance brand credibility
- Position Saugatuck/Douglas as a viable **destination for group business**

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

We will continue leveraging visitor and lodging partner surveys to deepen our understanding of evolving demographics, interests, and travel behaviors. The visitor survey will be conducted every other year, while the lodging partner survey will be conducted annually. This ongoing approach ensures we can adapt our marketing efforts and enhance engagement based on these valuable insights.

04. 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.

- **Develop press releases for local media** about CVB programs and the positive impacts of tourism
- Support brand creative on **sponsored community events**
- **Push member activities, experiences, and community events** that will appeal to visitors through website articles, newsletters, and social channels
- **Promote new businesses** through PR efforts and newsletter

2024 Digital Advertising (sample selection)

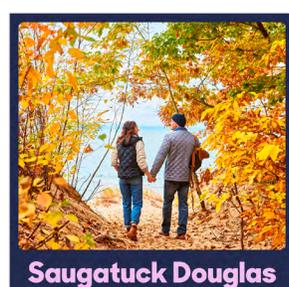


Click to watch

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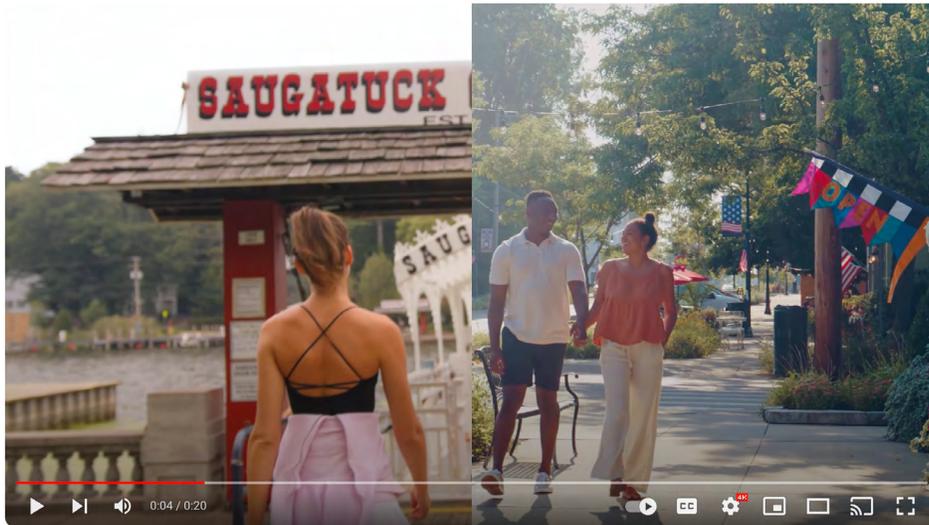
Click to watch

Click to watch

Saugatuck Douglas Area Convention & Visitors Bureau

2024 YouTube TruView Promotion (short commercial ads)

Summer Dreams Start Here in Saugatuck/Douglas

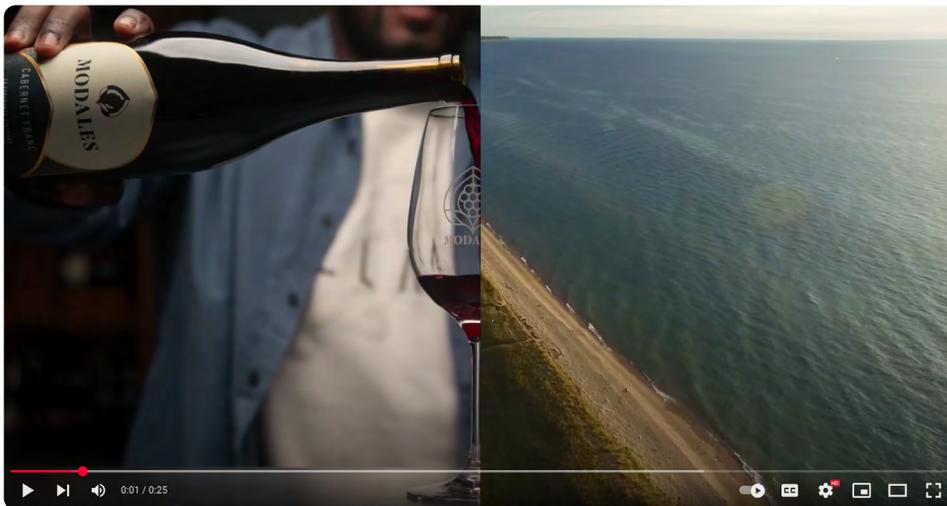


May/June
Campaign Duration 60 days
350K views

👍 267 | 💬

[Click to watch](#)

Experience Farm-to-Glass Flavors in Saugatuck/Douglas



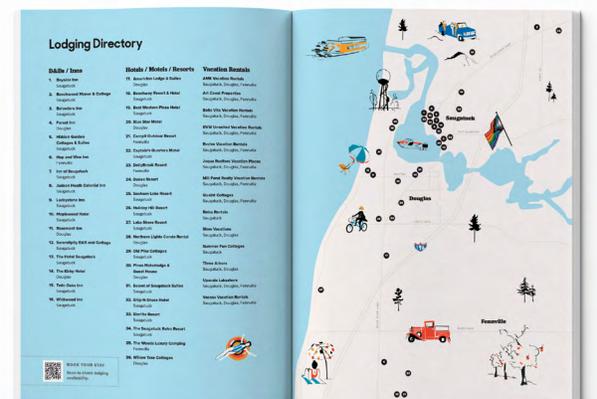
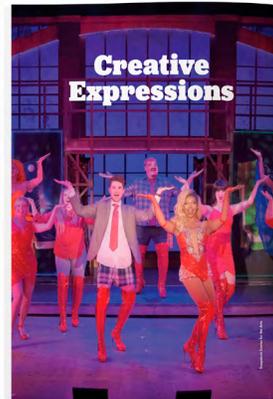
August/September
Campaign Duration 60 days
306K views

👍 507 | 💬

[Click to watch](#)

Saugatuck Douglas Area Convention & Visitors Bureau

2024 Discovery Guide (printed and distributed 50,000)



Photography

Spring/Summer focus — Early June 2024



Photography (continued)

Spring/Summer focus — Early June 2024



All Along The Art Coast Video (No.3)

Gallery Strolls & Inspired Souls



[Click to watch](#)

Promotional Short Clips



[Click to watch](#)



[Click to watch](#)

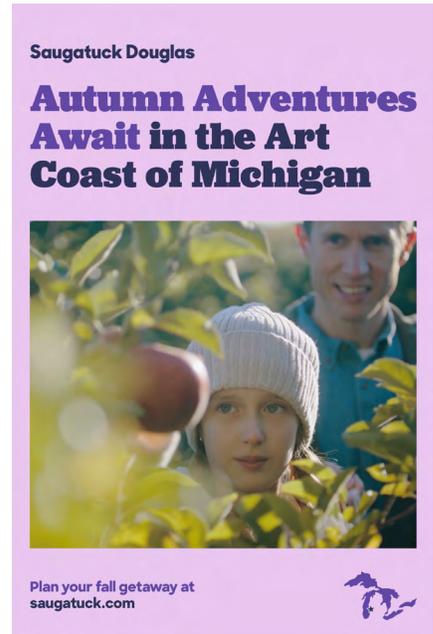
OOH Advertising – Rail Takeover in Chicago

Brownline —August/September 2024



OOH Advertising – Digital Display Boards in Chicago

11 Locations x 3 messages per board —August/September 2024



Click to watch



Click to watch

Public Relations (sample)

USA Today — Published May 29, 2024

USA TODAY SPECIAL EDITION 23



United States of Pride

Destinations nationwide are putting out the welcome mat for LGBTQ+ — But times have changed. And so have Athens is a hub for the

PRIDE MONTH

Matt Alderton Special to USA TODAY

LGBTQ+ travelers routinely swartion destinations every year: Salt Springs, Miami Beach, Key West, Fire Island. Known for being not so fun, but also safe and inclusive, these d been pillars of LGBTQ+ travel for decades, businesses and governments that we lesbians in an era when many cities outl

PRIDE MONTH

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NORTHEAST
Ogunquit, Maine

"Ogunquit is rich in LGBTQ+ history and has always been front and center embracing and empowering the equality of all social communities," says Mark Holt, general manager of The Admiral's Inn, a local hotel. "Ogunquit was initially a destination for artists and performers, which has translated into a thriving, welcoming community for all types of travelers."

Holt says visitors should check out the beloved piano bar The Front Porch; Mainstreet, a gay nightclub known for dancing drag queens; and the Ogunquit Playhouse, which has been staging Broadway-quality shows since 1937.

Don't miss the beach, adds hotelier Tim Harrington, who owns local properties The Dunes and The Wanderer. "Our beach is arguably the most beautiful beach in New England."

Pittsburgh

In the hit Showtime series "Queer as Folk," which ran in the early aughts, Pittsburgh seemed an unreal setting for the show's thriving queer community. Twenty years later, however, LGBTQ+ Pittsburgh is decidedly more fact than fiction.

"There's 90 neighborhoods that make up the city of Pittsburgh, and there's probably about a dozen of them that have their own Pride celebration," points out Jerad Bachar, the first openly gay president and CEO of VISITPITTSBURGH.

In addition to the Andy Warhol Museum, which celebrates the work of queer artist and city native Warhol, Bachar recommends the Mattress Factory and Liberty Avenue. The former is a contemporary art museum displaying the work of transgender artist Grier Lankton, while the latter is Pittsburgh's original gay district. He also recommends Love, Katie Distilling, an LGBTQ+ distillery; Harold's Haunt, Pittsburgh's first and only "they" bar; and Trace Brewing, a craft brewery and coffeehouse known for its pro-LGBTQ+ policies and events.

MIDWEST
Minneapolis-St. Paul

In size, the LGBTQ+ capital of the Midwest is Chicago. In spirit, however, Minnesota's Twin Cities are serious

PRIDE MONTH

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SOUTHEAST
Athens, Georgia

Approximately 90 minutes east of Atlanta is Athens, known for launching musical acts like the B-52s, R.E.M. and the Indigo Girls.

"From the rich LGBTQIA+ history, to the recently added rainbow crosswalk, Athens is a hub for the LGBTQIA+ community," says Becky Loccisano, president of the Athens Pride and Queer Collective. "There is always something fun happening; whether it's a drag show, a festival, a concert or the weekly farmers' market, you'll never be bored."

Loccisano suggests taking the Queer Space Self-Guided Tour, compiled by the Historic Athens Welcome Center. In a city full of LGBTQ+ friendly spots, her recommendations include 1000 Faces Coffee for a jolt of ethically sourced caffeine; Athens Brewing Co. for local craft beer and a weekly queer trivia night; Sister Louisa's Church for queer-friendly cocktails; The Rook & Pawn for a night of board games; and indie-owned Avdi Bookshop. Don't forget to fill up with something sweet and Southern at beloved breakfast spot Mama's Boy.

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USA TODAY SPECIAL EDITION

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Sylvia, North Carolina

LGBTQ+ travelers have for years been flocking to Asheville, North Carolina, for its progressive values and creative community. Less than an hour west is a lesser-known queer enclave: the small town of Sylvia.

"Sylvia is an incredibly welcoming and diverse place," says Travis A. Routtine, assistant professor of English at Western Carolina University and former president of Sylvia Pride, which organizes the town's 3-year-old Pride festival. "I'm so grateful to be a part of this community that not only welcomes queer life, but celebrates it."

Local LGBTQ+ community center Cornbread & Boses publishes a "Rainbow Directory" of LGBTQ+-owned and -friendly businesses. Favorites include City Lights Cafe and Bookstore; Noon, which sells handmade local gifts; craft cocktail bar The Cut; and Tilda, helmed by a Michelin-trained chef who also owns a welcoming wine bar, Sante, with his sommelier wife.

Don't miss the town's Insta-worthy "You Belong Here" mural on its drag

Boise, Idaho

Because Idaho is uncharted territory for many LGBTQ+ Americans, its capital is full of pleasant surprises — including a large Pride celebration that takes place in September instead of June to avoid competing with other events.

"Boise stands out from other LGBTQ+ travel destinations because of the kind, welcoming nature of Boiseans, and the unique experiences available to explore," says attorney Will Banstrom, a member of the Boise Pride Business League.

Mainstays of Boise's LGBTQ+ community include Water Bear Bar, a lesbian-owned cocktail and oyster bar with a 100% gluten-free kitchen; The Balcony Club, popular for late-night dancing; and Somewhere, a gay bar known inside for drag shows and outside for its giant, stoned horse sculpture. Also popular are Mullet Proof Hair Co., an LGBTQ+-owned salon offering gender-neutral haircuts, and Flying M Coffee, an ally-owned coffee shop known for its quirky gifts, mismatched furniture and pro-LGBTQ+ fundraising.

McMinville, Oregon

Another queer riff on wine country is rural McMinville, Oregon. Located an hour outside Portland, in the heart of the vineyard-rich Willamette Valley, it's a wellspring of LGBTQ+ community, says Lee McCollins, director of marketing and communications for Visit McMinville, who credits the leadership of Mayor Remy Drabkin, a queer winemaker.

Along with wineries — there are more than 250 within 20 miles, including Drabkin's Remy Wines — McCollins recommends restaurants Oka and Hayward. Helmed by a Michelin-starred chef, the former was named one of the country's 50 best restaurants in 2023 by The New York Times. The latter was nominated for a James Beard Award.

Also notable are trans-owned brewery Barly Brewing, ally-owned bookstore Third Street Books and Harvest Fresh, a women-owned grocer and deli specializing in all-natural foods.

"When my husband and I moved here, it was one of the most magical turns of events in our relationship... because it made us realize that queer folks can thrive in small towns," McCollins says. "We have community everywhere we go — especially in McMinville."

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The Black Hart of Saint Paul is an LGBTQ+-owned soccer bar a stone's throw from the home field of Minnesota's MLS club. EXPLORE MINNESOTA



Pokémon Drag Brunch at Union Rec/Pop in Minneapolis. DARRIN KAMNETZ/FLIP PHONE EVENTS MINNEAPOLIS



Pridefest in Athens, Georgia. MICHAEL HEAL/CAPTURE PHOTO CLUB

Billboards

Spring/Summer



Fall/Winter

