

Tourism Action Plan - Tourism Development Advisory Committee - 2020-2021

The Tourism Development Advisory Committee (TDAC) of the Park Board of Trustees of the City of Galveston helps to inform and direct the Galveston Island Convention & Visitors Bureau to achieve the goals and objectives outlined in the annual Business Plan. In addition to looking for new and creative ways to identify and attraction highly 'engaged visitors' to the island, the CVB Team will focus on numerous initiatives throughout the year. These include product and market research, brand promotion, new creative development, niche market promotions, taskforce activation in key expanding markets, website development, content creation, and Visitor Center services expansion. The Business Plan goals identify opportunities to attract new and targeted business to the island, to fill need periods for the destination, all the while creating strong brand ambassadors who will help to promote the island experience to family and friends. As the third largest employer on the island, the tourism and hospitality industry plays an important role in driving positive economic impact. But the most important market of success for TDAC and the CVB Team, is to build and strengthen Galveston's vibrant community, ensuring that the island is a fantastic place to live for our residents, and in turn, an amazing place to visit!

"Engaged Visitor" can be defined as the following:

- Stays longer than the current 1.7 day hotel average (5 day average for Vacation Rentals)
- Visits in the shoulder season
- Patron of multiple venues during their visit
- Frequent visitation to Galveston
- Is immersed in the Galveston experience and shares on social channels

2020-2021 PRIMARY FOCUS:

- Increase statewide visitation in regional drive markets
- Increase positive exposure for Galveston's outdoor recreation and cultural amenities
- Increase off-season visitation through various channels including remote workforce, remote learning and homeschooling
- Increase Sporting Events

Below are action plan items for 2020-2021:

- Continue to Promote arts and culture offerings
- Promote birding and fishing during shoulder seasons
- Promote elements of the destination that provide COVID safe activities and offerings
- Continue to enhance niche market outreach and new content development for the Meetings and Events Market to support group sales efforts
- Promote COVID safety focus, sanitation practices, and certifications of the destination
- Expand Resident Sentiment data collection and implement key elements of the Destination Strategic Plan. Work with Vision Galveston to expand the resident sentiment survey data and continue to partner with the City of Galveston to implement various Green Light initiatives
- Continue to expand partner engagement opportunities and partner data updates in IDSS
- Launch, promote and support the new CVB owned website, app, and destination guide
- Launch and promote the new mobile and Chamber of Commerce Visitor information centers
- Launch a Diversity taskforce to identify seasonal opportunities and niche market segments
- Cultivate and grow the Certified Tourism Ambassador program
- Staff will work with the City of Galveston to encourage the development of a special event taskforce with industry involvement
- Promote post COVID return of cruise industry