



**Agenda Item:** Discuss and Consider 2021-2022 Tourism Development Advisory Committee Work Plan

**Background:** The Committee Work Plan is the annual document that guides the work and focus of the committee through the year with the mission and vision of the Park Board and the Annual Work Plan as the guidepost. The committee reviewed last year's work plan and made recommendations on sunsetting completed initiatives and those that no longer resonate, while establishing new initiatives that will advance the work of the committee. Committee initiatives in the work plan support those established by the Board of Directors and are informed by the Strategic Plan and the Destination Sustainability Plan. These focus on Meetings and Events, Destination Marketing, Promotions and Sales, Tourism and Convention Services Technology and Communications Tools, and Experience Development.

## **Tourism Action Plan - Tourism Development Advisory Committee - 2021-2022**

The Tourism Development Advisory Committee (TDAC) of the Park Board of Trustees of the City of Galveston helps to inform and direct Visit Galveston (CVB) 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 play 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

### **2021-2022 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
- Increase Sporting Events

Below are action plan items for 2021-2022:

- Promote Cultural Heritage: "Ship to Shore" Immigration Experience, African American History, Spanish Influence, Galveston Movement, German Influence, Architecture, Galveston's Firsts, etc
- Promote visual and performing arts offerings
- Promote birding and fishing during shoulder seasons
- Create wayfinding signage and information campaign
- Create a points of interest GPS Guided Tour program in partnership with City
- Develop collateral educational and promotional pieces to assist short term rental awareness, marketing, and visitation
- Develop meeting/events participation opportunities for vacation rental accommodations
- Surface new cultural experiences for product development
- Continue to enhance niche market outreach and new content development for the Meetings and Events Market to support group sales efforts
- Target highly engaged visitors in each of the following sectors (families, SMERF, convention, need-periods, diverse destination use)
- Research and develop a Meet Like A Local campaign that introduces unique destination specific opportunities to planners
- Develop a Destination loyalty program and Resident Benefit program
- Establish a collaborative sales team of Island tourism partners to solicit and acquire city-wide meetings and events
- Invest in cutting edge data aggregation technology to lift Tourism and ED

- Continue to expand partner engagement opportunities and partner data updates in IDSS
- Cultivate DEI initiatives: Attract a variety of visitors of different ages, ethnicities, abilities, genders, religions and cultures, through marketing and product development
- Cultivate and grow the Certified Tourism Ambassador program
- Partner with Scholes International Airport and strategic industry partners to develop domestic & international charter and package business in support of cruise and special events
- Promote return and expansion of cruise industry and creation of pre/post opportunities
- Elevate Trustee & Committee member community profile and engagement