The Power Is in Your Hands:
Building a Marketing Layer Cake

Sheila Scarborough
Tourism Currents
What We'll Talk About

- You’re part of a multi-billion-dollar industry
- Why you care about “the other guy”
- 5 ways to cross-promote online
- Q&A

@TourismCurrents
AO2019
You’re a big deal
Direct spending on leisure travel in the U.S. by domestic and international travelers totaled $761.7 billion in 2018.

Source: US Travel Assn
Leisure and business travel supported 9 million U.S. jobs in 2018

Source: US Travel Assn

@TourismCurrents #AO2019
Want some of that $$$?
"THE LATCH-STRING IS OUT"

Partner up!
A gentle reminder to partners....

“It is the CVB or DMO’s responsibility to get people to a destination; it is your responsibility to get people through your door.”
Go, Team!
Build strength....

Business by business, street by street, town by town, then....

Your town & beyond!
5 Ways to Build an Online Marketing Layer Cake for Your Business
1) Get YOUR individual “cake layer” in order
a) Claim your Google My Business listing

www.google.com/business
Make the most of your free Google listing.

Show up when customers search for your business or businesses like yours on Google Search and Maps. Google My Business lets you post updates to showcase what’s new, respond to reviews to build loyalty and add photos to highlight what makes your business special.

START NOW

Have questions? Give us a call: 1-844-491-9665 *
In the 12 weeks leading up to a trip, there are:

3x more experiences searches than hotel searches.

8x more experiences searches than air searches.

Think with Google

Source: Google/Greenberg, Global, Travel Tours and Activities Survey and Behavioral Study, Dec. 2018.
b) Have a complete, active Facebook Page
Facebook Page Basics

• Get the Page itself set up properly.
• Update frequently. Follow a plan.
• Short, punchy content that inspires & helps. Images & interaction are a must.
• Followers must care about what you have to say, & interact with/share it.
• Grow followers mostly organically, with some ads
Have a Great Facebook Page Cover Photo
Another hunter from south Louisiana getting it done. Justin and Laci Caprrito having a good time at H. O. T.

Todd Lerob  Laci Caprrito  Justin Caprrito
Like  Reply  December 6, 2016 at 5:14am

Laci Caprrito  We look good
Like  Reply  1  December 6, 2016 at 7:11am

Justin Caprrito  Thanks for a unforgettable time mr Kevin we had an amazing weekend.
Like  Reply  1  December 6, 2016 at 12:00pm

Laci Caprrito  Cassie Theresa Champagne
Ariel Scott Louviere
Ariel tag your sister for me. We must not be friends in facebook... See More
Like  Reply  1  December 6, 2016 at 11:13pm

Laci Caprrito  Mr Kevin I have so many people messaging me!! I am sending your number to all!!! If they all book don't forget about me with a discount 😊😊
Hard Truth
If partners don’t do the basics, it makes cross-promotion a lot harder.

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2) Share & highlight each other (pass the karma)
The Ultimate Guide to Fall Fishing in Coastal Mississippi

September 17, 2019

With cooler weather right around the corner, it's time to start planning the perfect fall fishing trip to Coastal Mississippi.

We asked some of the region's charter captains about fall fishing, and they had plenty of expert insight to share.

What type of fish can you catch?

"Mississippi is unique in the fact that we have the ability to fish 12 months out of the year. Inshore and offshore opportunities are abound! Our inshore fishing in the fall months is about as good as it gets anywhere. When our bayous and bays start pushing white shrimp out the fish go nuts! Don't miss this opportunity," said Fisher-Man Guide Service Captain.
North Shore Scenic Drive Council

Sharing a post in Tofte, Minnesota.
January 15

Seems about right for a North Shore of Lake Superior wedding!
#RoadtoAdventure
Create graphics that can be shared
Keeping Track of Tourism Partners

• Create a Word doc with links to DMO & partner social media. Click & check often.
• Make one day a week “social share day”
• Turn on Facebook “See First” & Instagram notifications for DMO/partner accounts.
• Set up a Twitter List.
• Consider a private Facebook Group.
Keep thinking....

What do I know, & who else in my area needs to know it, too?
3) Always Try to Tag & Link

(it's like waving)
When shopping in #PrettyRedWing, remember to stroll on down Old West Main Street. As you can see from this GoBrazen.com shot, there are some fun and welcoming businesses in the West End. From Red Wing Ace Hardware on the corner of Main/West Main, to Anchor Promotions, Apparel, and Signage, to the Red Wing Brewery, saunter on into Bayside Tap & Steakhouse and Kellys Taphouse bar and grill. And don’t forget West End Liquor, the Mexican grocers, Sears Hometown Store, Vytage Vinyl on the way to Robin’s Rustic Nest and all of the shops and Pottery Museum of Red Wing in the Pottery complex. Old West Main is welcoming you!

#ShopLocal #TheNewOldWestMain
Want a vacation that allows you to see the best of the best in our area, with little to no work on your end? Prairie Spirit Tours offers exactly that. Here is a little taste of what you’ll see during their Spirit of the American West Tour!

VISITRAPIDCITY.COM
Tour the Spirit of the American West | Rapid City SD
Prairie Spirit Tours is a family-owned and operated tour company that...
At the AC RV Show till 8pm tonight! Cindy from Whippoorwill Campground is helping out. Come by and say hi.
blueridgenps “These are islands in time - with nothing to date them on the calendar of mankind. In these areas it is as though a person were looking backward into the ages and forward untold years. Here are bits of eternity, which have a preciousness beyond all accounting.” -Harvey Broome

Photo of blue ridges from the Parkway near Asheville by Parkway patron @nmullins11
#blueridgeparkway #findyourpark #mountains #blue

View all 44 comments

yourgratefulmaryjane @kevin.br0wn
this plaaaace😊🌱

kevin.br0wn @yourgratefulmaryjane
only 4 hours away too 😤

eag15423 Nice

srbphoto Beautiful pic and quote
4) Use & track hashtags

#AdventureTravel or #AdventureTours or #HikingLife or #OutsideIsFree
#adventuretour
43,713 posts

#adventuretouring
32,163 posts

#adventuretours
30,083 posts

#adventuretourism
29,207 posts

#adventuretouringmal... 2,673 posts
Do your hashtag research before posting.
Katy F. @FlintKaty · Oct 8
Just made plans to meet friends at the @goAmanaColonies at the end of the month! #Travellowa #MWTravel #Iowa

momsandkeyboard @Momsandkeyboard · Oct 8
Here's a glimpse into the beauty that you can find in @VisitCape ---> ow.ly/T9e11
#MWTravel via @TravelwithSara

Best Kept Secret Along I-55 In Missouri: Cape Girardeau...
I recently spent an evening and part of a morning in Cape Girardeau, Missouri. Have you explored this charming town in Missouri? Cape Girardeau is home to some of t...
travelwithsara.com

Sara Broers @TravelWithSara · Oct 8
It is true... @VisitDecorah in @TravelIowa is all about the food ---> ow.ly/T9tz8 #MWTravel

VisitHendricksCounty @HendricksCounty · Oct 7
RT @jkduke34: @HendricksCounty @MW_Wanderer I concur. You haven't truly visited Beasley's Orchard unless you come in the fall! #mwtravel
Don't miss the opportunity to "meet" #HarrietTubman at 1pm Feb. 17, as Janice the Griot does an interpretive re-enactment at the Tubman Visitor Center in Church Creek, MD! It's part of a special weekend of events in honor of #BlackHistoryMonth 🍴 Free. bit.ly/2CIJ7sW
5) Plug into every possible local, regional, state, & national asset
Your Tour Operator Partners

Every CVB or DMO in the area

Nearby scenic byways, heritage highways, & themed trails

Main Street towns, merchant associations, Chambers of Commerce

Regional & state DMOs

U.S. Travel & Brand USA
TRIP IDEAS
Choose from the map or list below to find byways in a State.

---

Find Byways

Search near any U.S. location:

Enter a street address or city

---

Nearby Byways

Finding your location...

America's Byways

America's Byways® is the umbrella term we use for the collection of 150 distinct and diverse roads designated by the U.S. Secretary of Transportation. America's Byways include the National Scenic Byways and All-American Roads.

America's Byways are gateways to adventures where no two experiences are the same.
Leading Change

Community-led revitalization is challenging work, but we are here to make it easier. Main Street America offers a comprehensive set of resources, technical services, and educational offerings to help you effectively navigate the field of downtown and commercial district management.

Whether you’re a Main Street veteran or just getting started, we have the tools and support you need to succeed.
May 3-9, 2020

National Travel and Tourism Week

Nationwide, U.S.

VIEW THE TOOLKIT

Celebrate how #TravelWorks May 3 – 9, 2020!

National Travel and Tourism Week is an annual tradition for the U.S. travel community. It’s a time when travel and tourism professionals across the country unite to celebrate the value travel holds for our economy, businesses and personal well-being.

Check back in the fall for our 2020 National Travel and Tourism Week toolkit.
St. Petersburg and Clearwater, Florida
Wichita, Kansas
Mall of America, Minnesota
U.S. Virgin Islands
Houston, Texas
Black Hills, South Dakota
Bend, Oregon
Las Vegas, Nevada
Miami and Key
Sioux Falls, South
Portland, Oregon
Example: Mississippi Music Tourism “Cake”

- Brand USA “Hear the Music” campaign
- Americana Music Triangle
- Visit Mississippi state tourism organization
- Mississippi Delta Tourism Association
- Bridging the Blues music events
- Town of Tunica – near MS Great River Road
5 Ways to Build Your Cake

1) YOUR layer: Google My Biz & Facebook Page

2) Share & highlight each other

3) Always try to tag & link online

4) Use & track hashtags, esp. Instagram

5) Remember regional, state, national assets
TWO ROADS DIVERGED IN A YELLOW WOOD. ONE TOOK THE OTHER LESS TRAVELED BY
“This is your time. Now, go out there and take it.”