

GRAND JUNCTION VISITOR & CONVENTION BUREAU
ENVISIONING SESSION

November 18, 2014
2:00 – 4:00 p.m.

Avalon Theatre
645 Main Street
Grand Junction, CO 81507

BOARD MEMBERS PRESENT: Per Nilsson, Brad Taylor, Sharon Woelfle, Lon Carpenter, Kevin Reimer, Kate Graham, Mike Bell,

GUESTS: Linda Hill, Sara Moore, Pati Martinez – Hill Aevium; Karin Mast, Carrie Barker, Patrick Rodgers – Miles Media; Gaylene Ore, Caitlin Johnson – Ore Communications; Stuart Taylor – Two Rivers Convention Center and The Avalon Theatre; Beth Dillon – City of Grand Junction Professional Development Coordinator; Marci Kurronen – Front Range Sales Contractor

STAFF PRESENT: Debbie Kovalik, Barbara Bowman, Mistalynn Meyeraan, Holly Prickett, Kristin Lynch, Erin Chapman, Kristin Winn, Kathy Plunk, Susan Weigand, and Kim Machado

NOTES

On Monday, November 17, 2014, representatives from Hill Aevium, Miles Media LLC., Ore Communications, as well as select VCB staff met to discuss the present environment, threats, and opportunities of tourism in the Grand Junction area. The strategies identified from this meeting mirror the goals and initiatives developed by the GJVCB Board of Directors in the organization's 3 -5 year Strategic Plan; thus laying the groundwork for this envisioning session.

Linda Hill began with an overview and objective of the session which is to increase the positive economic impact of visitor spending and return on investment (ROI) of marketing dollars. The main metric is to increase lodging tax revenue by creating a desire to visit Grand Junction (get Grand Junction on the "hot list"), extend the length of stays, and increase group business as the base business with leisure filling in.

Pati Martinez introduced the strategic integration which includes:

- Brand Strategy - are all of our marketing efforts supporting and increasing brand awareness?
- Message Strategy - are we saying the right things to the right people at the right time to get them to visit?
- Media Strategy - are we using the right channels and using them effectively?
- Sales and Marketing Strategy - are we seeking market share where gains are likely and impactful?
- Bottom Line - how can we fine tune this engine to improve performance?

Research is required to understand the mindset of our stakeholders and the competitive landscape. The research will include:

- Stakeholder interviews (local attractions, activities, lodging properties)
- Review of economic development effort – meet with Grand Junction Economic Partnership and the City’s new economic development group/liaison
- Focus sessions/groups with meeting planners and 3rd party planners (what they think about Grand Junction). The responses will be categorized and the top 3 will be determined.
- Visitor/Intercept study – 2 times each year (winter and summer months)
- Interviews with community leaders including the Chamber of Commerce and Colorado Mesa University.
- Competitive analysis – for example, analyze the potential of groups in Salt Lake City before spending our marketing dollars there.
- Smith Travel Research/Star report

The outcome of the research should identify how Grand Junction/Colorado’s Wine Country brand fulfills the wants, needs, and desires of the target marketing in a way that no other Colorado destination can.

Based on responses from staff and board members, the target mindset identified for leisure travelers and groups are as follows:

- Leisure
 - Negative – lack of awareness
 - Positive – surprised at quality, diversity, affordability

The biggest opportunity with this target is to increase brand awareness.

- Group
 - Negative – value, incentives, meeting space
 - Positive – surprised at quality, diversity, ease

The opportunity with this target is the enhance the value, consider incentives, and identify creative spaces

The biggest challenge we are up against with groups and meetings is that other destinations offer the incentive of free meeting space. We need to determine how we get meeting planners past the obstacles and perceptions of our destination.

Linda showed examples of messages and ads from other Colorado destinations including Crested Butte, Delta, Cortez, Salida, Aspen, Gateway, Colorado Springs, and Estes Park. The competitive landscape and opportunities for leisure and groups are:

- Leisure
 - Competitive Set – Moab, Grand Circle, Durango, Glenwood, mountain resorts
 - Opportunity – tap into Moab
 - Actions – signage along I-70, partner/sponsorships, segmentation
- Group
 - Competitive Set – Mountain resorts, Front Range, Colorado Springs
 - Opportunity – Enhance the value of our destination
 - Actions – consider incentives, free meeting space.

Many groups are not aware of what’s here in Grand Junction.

The group then discussed ideas for increasing visitation during the offseason (October through April). Pati suggested focusing on offering a unique, once in a lifetime experience, something different from any other destination. Ideas from the group included golfing in the winter, limo tours through the wineries, road biking on the monument in the winter, breakfast on the monument, golfing and skiing on the same day, the wild horses, and biking the riverfront trail. Pati mentioned that our brand must make an emotional connection, captivate, and make people want to visit Grand Junction. We want our brand to exist in the minds of our target markets.

The first item of focus for 2015 will be research (as outlined at the beginning) to determine what we need to know now to find the biggest ROI. Sales and marketing efforts will include evaluating:

- Current and new market potential (group vs. leisure)
- Geographic by season (Front Range and Salt Lake City)
- Types of groups (sports, affinity, association, corporate, government, etc.)
- Communications mix (PR, advertising, leads, events and trade shows, e-marketing, etc.) and realign where needed

Efforts will also include meeting with the Director of Sales of the lodging properties to determine which markets have growth potential with possible winter promotions, PR coverage, and creative.

The meeting adjourned at 3:58 p.m.

Grand Junction
Visitor & Convention Bureau
2014 Envisioning Session

hill
aevium
▪ BRAND
EVOLUTION

Objective

- ✓ To increase the positive economic impact of visitor spending and ROI of marketing dollars.

- Main Metric: increase lodging tax revenue, a.k.a. increase “heads in beds”
 - Create desire to visit, get GJ on hot list.
 - Extend length of stay
 - Increase group business as base business filling in with leisure

Strategic Integration

- ✓ Brand Strategy

Are all of our marketing efforts supporting & increasing brand awareness?

- ✓ Message Strategy

Are we saying the right things to the right people at the right time to get them to visit?

- ✓ Media Strategy

Are we using the right channels & using them effectively?

- ✓ Sales & Marketing Strategy

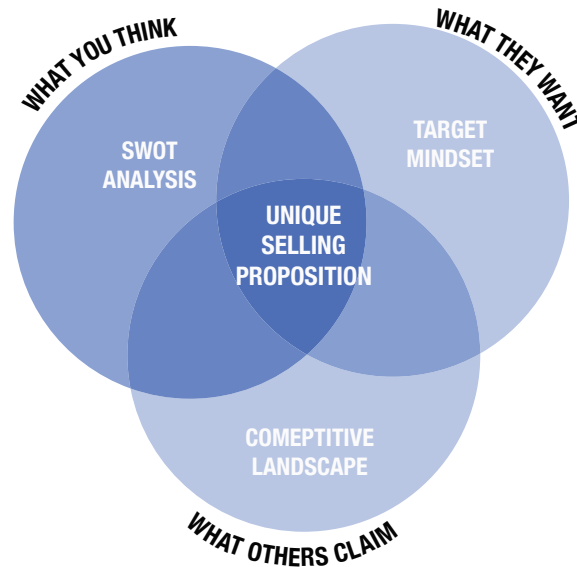
Are we seeking market share where gains are likely & impactful?

- > Bottom Line:

How can we fine tune this engine to improve performance?

Brand Promise

- Research Required:
- Focus sessions
 - Stakeholder Interviews
 - Economic development effort review



- Research Required:
- Focus groups
 - Meeting Planners
 - 3rd Party planners
 - Visitor/Intercept Study
 - A/B Testing

- Research Required:
- Competitive Analysis
 - Smith Travel Research/Star Report

How does Grand Junction/Colorado's Wine Country fulfill the wants, needs and desires of the target market in a way that no other Colorado destination can?

Target Mindset

EQ: What does your target audience currently think and feel?

Target Mindset

LEISURE

Negative: lack of awareness

Positive: surprised at quality, diversity, affordability

Opportunity: increase brand awareness

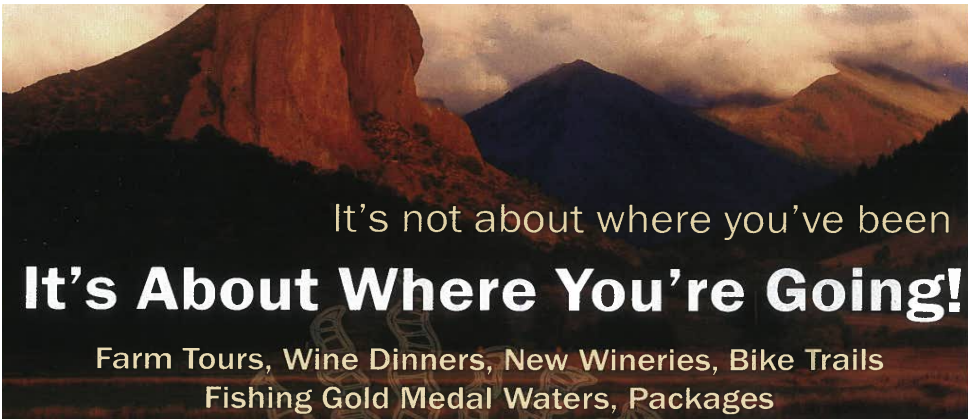
GROUP

Negative: value, incentives, meeting space

Positive: surprised at quality, diversity, ease

Opportunity: enhance value, consider incentives, creative spaces

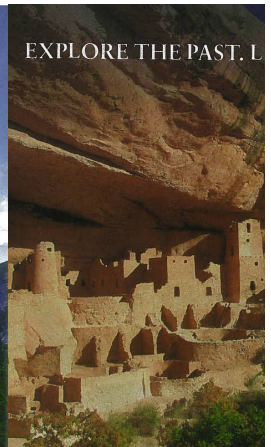
Competitive Landscape



It's not about where you've been
It's About Where You're Going!
Farm Tours, Wine Dinners, New Wineries, Bike Trails
Fishing Gold Medal Waters, Packages

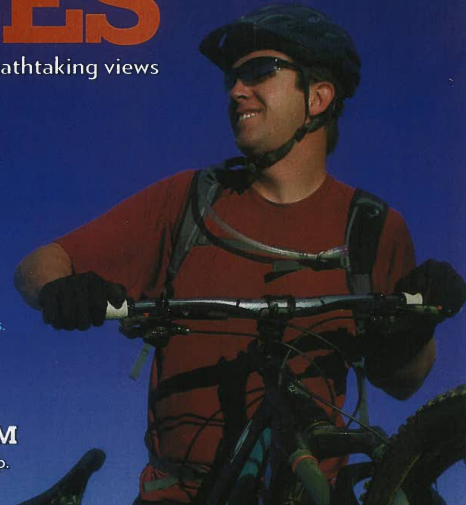


WELCOME
TO ESTES PARK
COLORADO
★★★
WHERE WILD MEETS LIFE



EXPLORE THE PAST. L

DEFY ORDINARY



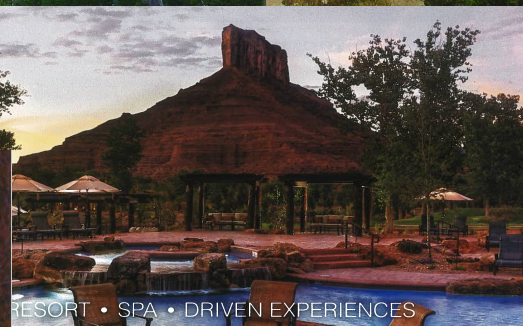
ELEVATE YOUR SENSES
Explore Colorado Springs for breathtaking views and amazing adventures.

Explore miles of trails on the slopes of Pikes Peak and through Garden of the Gods Park. Home to the Manitou Incline, Red Rocks Open Space and Pike National Forest, Colorado Springs offers endless outdoor adventure for all skill levels. Plan your visit, and get ready to elevate your senses.

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Collage of outdoor activities: rafting, hiking, and a dog.



Inspire Your Passion
for Adventure

Competitive Landscape

LEISURE

Comp Set: Moab, Grand Circle, Durango, Glenwood, Mtn. Resorts

Opportunity: tap into Moab

Action: signage along I-70, partner/sponsorships, segmentation

GROUP

Comp Set: Mtn. Resorts, Front Range, Colorado Springs

Opportunity: enhance value

Actions: consider incentives, free meeting space

Branding Is Bonding

“Branding is not about ubiquity, visibility and functions; it is about **bonding emotionally with people in their daily life**. Only when a product or service kindles an emotional dialogue with the consumer, can this product or service qualify to be a brand.”

– Joel Desgrippes, d/g* world wide

Your Brand Lives Here



If I say [your company]
.....what comes to
mind?

Brands exist in the minds of your target market.

Connect Captivate Compel

EQ: What do we want our target audience to think and feel? Write one sentence on a postcard to someone who has never heard of Colorado's Wine Country that will make them want to visit.

What is CO Wine Country?



C. A dramatically different landscape ripe with outdoor adventure, exciting flavors and good fun.



A. A part of Colorado's fruit growing region that includes peaches, apricots and cherries.



B. Home to more than 20 wineries and vineyards.

Pulse Check on Wine Country



**NEED A LITTLE
WINE COUNTRY
IN YOUR LIFE?**

Colorado Wine Country is more than just a place. Much more. Here we are guided by a simple set of beliefs that weave together to form a special way of life. We celebrate things like family, food, nature and art. And, what's more, we do it all at a leisurely pace. People here are approachable and kind and will absolutely welcome you into the fold. We know you will come see us soon enough. But, until then, we'd like to bring a little Colorado Wine Country to you.

Pulse Check on Wine Country



It's Different Out Here.

There's another side to Colorado. A land full of bold contrasts and seeming contradictions, where dry desert badlands tower over lush vineyards and fruit-laden orchards, an oasis quenched by the mighty Gunnison and Colorado rivers. Here a cool breeze sweeps down off the Grand Mesa, a flat-topped version of its Rocky Mountain self, chilling the valley floor before losing itself among the red rock canyons of Colorado National Monument. And there, in the midst of all this drama, sits Grand Junction delighted and inspired by the audacity of nature to be so bold.

**Grand Junction is Colorado's Wine Country.
Dramatically Different.**



Strategic Integration

- ✓ Brand Strategy

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- ✓ Media Strategy

Are we using the right channels & using them effectively?

- ✓ Sales & Marketing Strategy

Are we seeking market share where gains are likely & impactful?

- > Bottom Line:

How can we fine tune this engine to improve performance?

Research

What do we need to know to find the biggest ROI?

- Focus Sessions
 - Group Mtg. Planners and 3rd party planners
 - Local stakeholders – attractions, activities, lodging
 - Test creative
- Economic Development overview – vision
- Visitor Study/Intercept Study
- Smith Travel Research Analysis
- Leadership Interviews
- Competitive Analysis

Sales & Marketing

Are we seeking market share where gains are likely & most impactful?

Evaluate current and new market potential (group vs. leisure)

Geographic by season (Front Range, SLC)

Type (sports, affinity, association, corporate, government, etc.)

Evaluate communications mix (PR, Advertising, Leads, Events and Trade Shows, e-marketing, etc.).
Realign where needed.

Questions & Answers

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