Hapeville Association of Tourism and Trade

700 Doug Davis Drive
Hapeville, GA 30354

7:30PM

1. Call To Order

2. Roll Call

- Alan Hallman, Chairman
- Ruth Barr
- Michael Randman
- Joshua Powell
- Diane Dimmick

3. Public Comments On Agenda Items

4. New Business

4.I. Consideration And Action To Enter Into An Agreement With Georgia Economic Development And Tourism Department For The Monetary Match Program And To Expend $6,667, And Authorize The Chairman To Execute All Necessary Documents Pending Legal Review.

BACKGROUND:
Hapeville has been presented with an opportunity to partner with the State of Georgia's Economic Development and Tourism Department in leveraging our community marketing efforts. This opportunity is being offered to Georgia cities on a first-come, first serve basis. The State is currently offering a 1:1 match to our City through a partnership they have established with Travelport. Travelport is a travel commerce platform providing distribution, technology, payment and other solutions for the travel and tourism industry. The State and Travelport are offering a digital marketing campaign investment opportunity. The State Economic Development office thought that the City may be interested in pursuing this opportunity and commitment to promote our community, especially given Hapeville's proximity to the airport, and have suggested content focused on City amenities. The purpose of the State's program is to promote the state primarily to travel consumers. The required marketing investment from the City would be $6,667; the State would match the City's investment 1:1, and Travelport, in their agreement with the State, will double that amount of ad value. The ad campaign would be from September 2016 through March 2017. Staff could identify the funds from existing advertising budget for this expense.

If the Hapeville Association of Tourism & Trade Board are interested in proceeding with this opportunity, staff asks that consideration for approval for the expense and to authorize the City Manager to submit the attached 2016 Tourism Foundation Match Program Authorization Form on behalf of the City to begin the process and be able to take advantage of the opportunity. Attached are reference documents for review including: GA Tourism Destination Marketing Opportunity Info Sheet, GA Tourism Travelport Partner Program Info, and the Tourism Foundation Match Program Authorization Form.

Documents:

GA TOURISM BUY AUTHORIZATION FORM.PDF
GA TOURISM DESTINATION MARKETING OPPORTUNITY.PDF
GA TOURISM TRAVELPORT PARTNER.PDF

5. Public Comments

6. Adjourn

2016 Tourism Foundation Match Program

Please fill in the Buy Authorization Form below. Keep in mind that requests are on a first-come, first-served basis, so you will need to submit your form as soon as possible. If you have any questions/concerns, please contact Jamal Lewis, Marketing Services Specialist, via email at jlewis@Georgia.org or call him at 404-962-4114.

Partner Name *

Mailing Address *

Address Line 1

Address Line 2

City | State | Zip Code

Contact Name *

First | Last

Email *

Phone 1 * **Phone 2**

Notes/Questions

Program Participation

Please check below for participation:

Program *

◯ Travelport

Total Partner Investment: $6,667 (Georgia Tourism Foundation will supplement your buy with an additional $6,667, for a total investment of $13,334)

Note: Georgia Tourism Foundation will only match up to a total of $100,000. This program will only be made available to a total of (15) Tourism partners, and is available on a first-come/first-served basis. **The earlier you get your Buy Authorization Form in, the better your chances are of**

being able to take advantage of the Georgia Tourism Foundation 1:1 Monetary Match Program.

Submit Save

Georgia®
Tourism Foundation

2016 Georgia Tourism Foundation 1:1 Monetary Match Program

Opportunity

The Georgia Tourism Foundation is thrilled to support a 1:1 Monetary Match Program that is being offered to you on a first-come, first-served basis. For every dollar that you invest into the offered program, the foundation will match it with a dollar (please see details below). The mission of the Georgia Tourism Foundation, under the administration of the Georgia Department of Economic Development, is to increase the economic strength of Georgia by promoting tourism through public/private partnerships.

For your convenience, we have also attached the complete presentation that has been provided from the media partner. It includes additional information such as market research, demographic and program strategy information. Also attached, please find a Buy Authorization Form that is due no later than July 22, 2016 if you are interested in participating in this program.

About Travelport

Travelport is the leading Travel Commerce Platform providing distribution, technology, payment and other solutions for global travel in the tourism industry. Travelport operates in over 170 countries. Their 300,000+ travel agent partners worldwide use their systems to book over 65 million room nights and 285 million flights annually. Travelport's Digital Media Solutions helps the travel industry maximize its marketing investment, increase brand awareness and sales by promoting the right product, at the right time to travel agents and consumers. Their travel solutions are delivering the leading conversion rates in the industry. Travelport remains committed to the state of Georgia. Since 2008 Travelport has called Atlanta its home. Atlanta is the location of their North American headquarters and primary data center.

Special Travelport Tourism Foundation Program

Travelport has presented a unique and integrated program that will provide our partners with a multi-faceted digital media campaign that will target both travel agents and consumers. Due to the maximum matching investment by the Georgia Tourism Foundation, we can only offer this program to (15) partners on a first-come/first-served basis.

Program Goals

- **Drive** incremental domestic travelers to Georgia.
- **Expand** market share in key markets by building destination awareness, stimulating interest in the entire region (see and do more) and driving ROI.
- **Promote the entirety of the state** with innovative marketing that supports all destinations and attractions within and beyond major gateway cities.

Target Audiences

- **Consumers:** Reach affluent, frequent travelers from target markets via electronic, mobile itineraries.
- **Travel Trade:** Targeted trade digital display media to key decision makers and "front line agents." Dedicated electronic direct mail (EDM) blasts to travel agent database in target markets. Search targeting.

Program Details

Each participating partner will receive digital exposure with the following targeted Travelport media products:

- **ViewTrip:** Target frequent, affluent travelers visiting Georgia via electronic itineraries and incentivize them to explore beyond the Atlanta gateway with special offers and incentives
- **Headlines:** Hotel/Air Screen - Targeting agents searching point-of-sale as travel agents search AIR and HOTEL availability.
- **Email:** Dedicated email message targeted to agents who are opted in to receive Travelport newsletters. These agents are highly engaged and seek new products to promote and sell their customers.
- **Sign on Message:** The first message travel agents see every time they sign onto the Travelport GDS (Apollo, Galileo and Worldspan). Highly effective in capturing their attention as part of an integrated campaign.
- **Custom website:** Each partner will be included on campaign website to highlight special offers and activities in the region, showcase what to see and do and promote activities and sights.

Additional Deliverables

- Additional Media: **$200,000 in value-add digital media will be provided in the form of the following media: Headlines, Sign on Messages, ViewTrip and will benefit participating partners.**
- Sweepstakes and Database Collection: Travelport will create "Enter to win a Georgia vacation" sweepstakes that will be featured on the custom website to encourage more engagement. Participant database will be shared with Georgia tourism partners.
- Research and Reporting: To gauge ROI, Travelport will provide detailed reporting on hotel bookings, hotel revenue, agency business and air travel into the region.

Note: Traditional media analytics will be provided as well, including impressions delivered, click-through rates and open rates.

MEDIA PLAN (per partner)

- Estimated campaign media impressions: 483,333
- Investment per partner: $6,667
- Additional Georgia Tourism Foundation matching fund investment: $6,667
- Campaign period: September 1, 2016 – March 31, 2017

Next Steps

Submit your request to participate no later than July 22, 2016 to Jamal Lewis, our Marketing Services Specialist via email: jlewis@georgia.org.

It is our sincere hope that you will choose to take advantage of the 2016 Georgia Tourism Foundation 1:1 Monetary Match Program. We are confident that Travelport has presented an opportunity that is both unique and cost-effective for our partners to consider.

Again, please keep in mind that these funds are available on a first-come, first- served basis. So, submit the attached Buy Authorization Form as soon as possible to guarantee your spot.

Travelport

Redefining travel commerce

We're
redefining
travel commerce

Michael Daniels
Regional Head of Digital Media
Destination Marketing - the Americas
(+1) (646) 589-1671
Michael.Daniels@Travelport.com

About Travelport

Travelport
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Travelport by the numbers

430 partner airlines including more than 70 low cost carriers

Over **6 billion** air fares available

Over **355 million** air segments processed annually

600,000+ hotel properties

290 hotel chains

65 million hotel room nights booked annually

10+ year relationships with all the major hotel brands

13 major rail carriers in network

4.2 million rail bookings annually

85 million car rentals booked annually

Over **25** rental car companies supply inventory

30,000 locations represented

About Travelport

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- Our 67,000 travel agency partners worldwide use our systems Apollo, Galileo and Worldspan to perform over 80 million travel searches per day.

Note: Believe Travelport to be largest GDS over Sabre & Amadeus given 46.9% share of bookings (TravelClick, July 2015). Assumes their traveller mix is mostly corporate driving a similar length of stay (shorter than a typical leisure stay which Travelport see through our EXP and PCLN leisure bookings). We have excluded their IT Solutions business (Sabre Hospitality) as this is more comparable to a chain than a distributor (and falls outside top 4 chains)

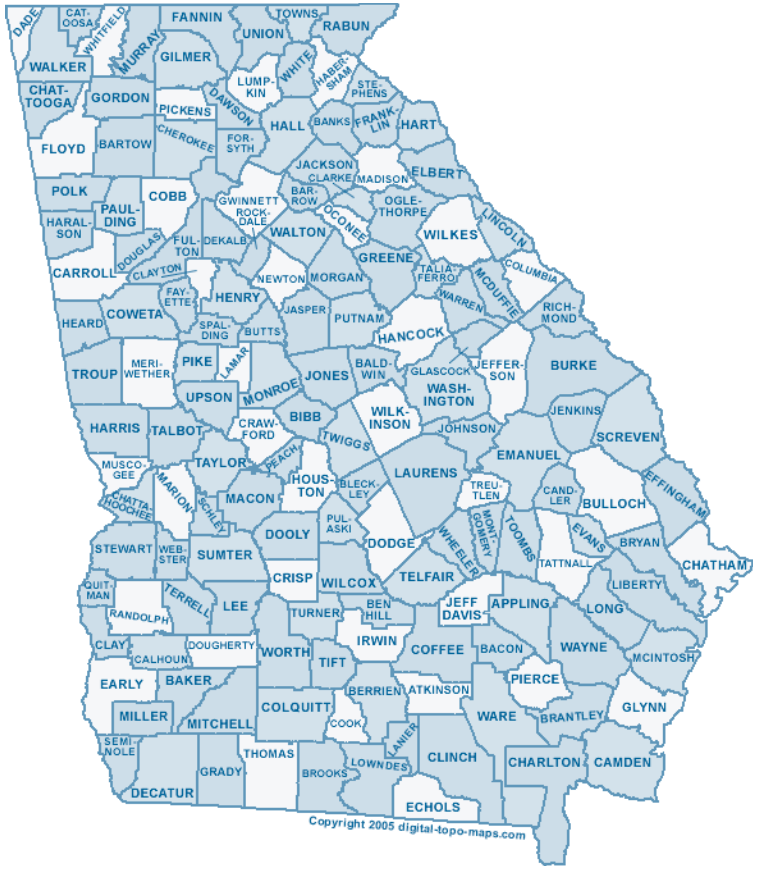
Travelport partnership impact

Travelport
Redefining travel commerce

Drive incremental domestic travelers to Georgia

Expand market share by building destination awareness and stimulating interests in all Georgia has to offer

Attract more marketing dollars to Georgia via Travelport matching partnership fund



Travelport contributes to Georgia Tourism

- Capitalize and build on a proven booking channel and generate demand

Net Bookings		Revenue		Room Nights	
816,690	▲ 5%	$191,920,616	▲ 14%	1,636,996	▲ 5%

Provider City	Net Bookings	Room Nights	Room Revenue
Atlanta	600,221	1,211,623	$148,272,867
Savannah	63,765	124,941	$14,895,754
Augusta	29,422	65,739	$6,724,422
Macon	24,382	43,359	$3,911,030
Columbus	17,508	40,549	$4,205,335
Athens	12,706	23,217	$2,336,065
Albany	12,670	25,205	$2,477,147
Valdosta	12,621	21,241	$1,918,515
Brunswick	6,339	13,046	$1,300,605

*Hotel bookings via Travelport GDS (2015)

Program Strategy

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Redefining travel commerce

Expand market share in key markets by building destination awareness, stimulating interests in the entire State (see and do more) and driving ROI

1

CONSUMERS

Reach affluent, frequent, travelers from target markets via electronic, mobile itineraries

2

TRAVEL TRADE

Targeted trade media plan to key decision makers

- Dedicated electronic direct mail (EDM) blasts to travel agent database in target markets
- Search targeting

3

CUSTOM CONTENT

Media will drive users to custom site to promote

- Special Deals: Highlight special offers, attractions and activities in the region
- ENTER TO WIN: Database collection: Prize giveaway to encourage engagement and leverage for future promotion

4

MEASURABLE ROI

Our capacity to analyze campaign performance through a range of different measures will show ROI to stakeholders. To gauge economic impact, Travelport will provide detailed reporting on hotel bookings, hotel revenue and air travel into the region.

1 to 1 Value Add Marketing Fund will provide incremental advertising dollars from Travelport as a result of the partnership

Media Targeting

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Redefining travel commerce

CONSUMER TARGETING:

- Travelers from target markets visiting top gateway cities
- Airlines with the most routes to key gateways
- Origin / Destination targeting
- More…

TRAVEL AGENT TARGETING:

- Booking travelers from target markets
- Reach agents in target markets while they are searching/planning vacations to gateway destinations
- Use historical data and target messages to top travel agencies that have booked into Georgia in the past (2015, 2014, 2013)
- More…

Integrated media plan

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Redefining travel commerce

Product	Details
Headlines	Targeting agents searching point-of-sale – as travel agents search AIR and HOTEL availability both graphical and text formats
Email (EdM)	Messages targeted to agents who are opted in to receive our newsletters are highly engaged and seek new products to promote and sell their customers
ViewTrip (consumers)	Target consumers via electronic itineraries and incentivize them to explore beyond the Atlanta gateway with special offers and incentives
Sign on Message (SoM)	The first message agents sees every time they sign onto the Travelport GDS. Highly effective in capturing their attention as part of an integrated campaign
Custom Content	Educate consumers and travel trade on Special Deals: Highlight special offers and activities in the region. Guide- What to see and do: Promote activities and sights in the region

- Travelport's media planning team will optimize the campaign to ensure Georgia will maximize the ROI and impressions delivered

ROI: How do we measure success?

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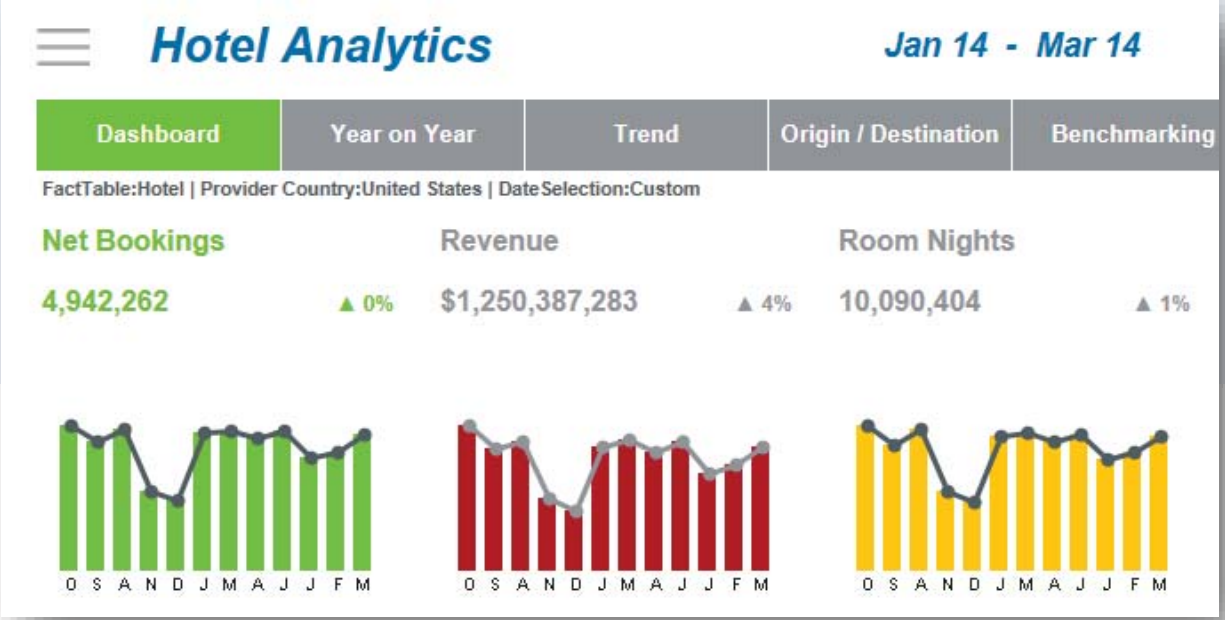
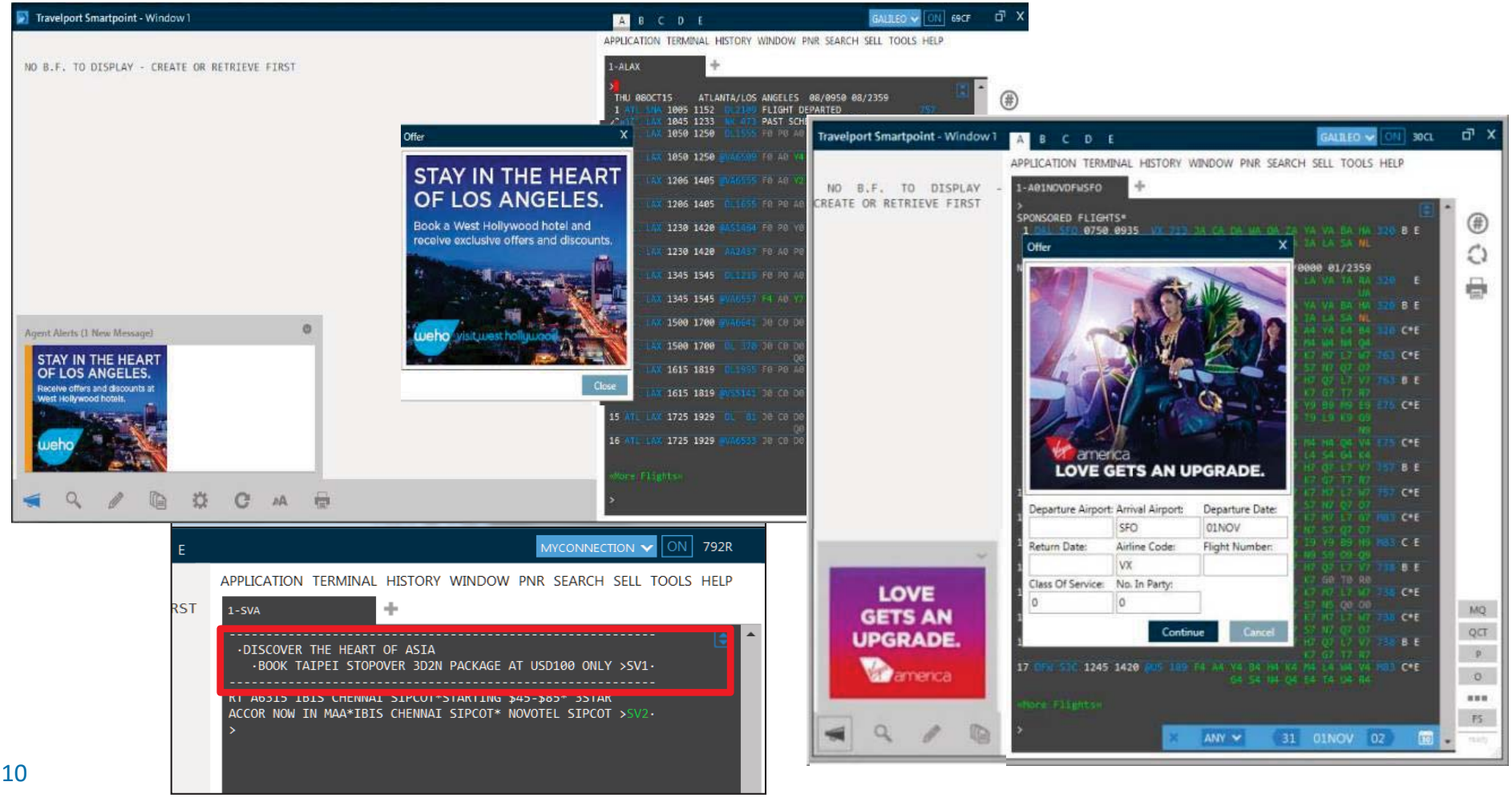
Booking data (Hotel and Flight)	Travel Agent	Competitor Insights	Traditional media Analytics
• Overall bookings by country of origin • Performance vs same time last year • Customizable timeframe • Top trade accounts booking into your destination • Booking patterns • Total hotel room nights sold in the region • Total room revenue in the region	• Identify and reward top trade accounts in any country	• View your trends vs competitor destinations	• Impressions • Click-through rates • Open rates



Sample creative – Sign on Message

- Targeting agents searching point-of-sale – as travel agents search AIR and HOTEL availability both graphical and text formats



Sample creative

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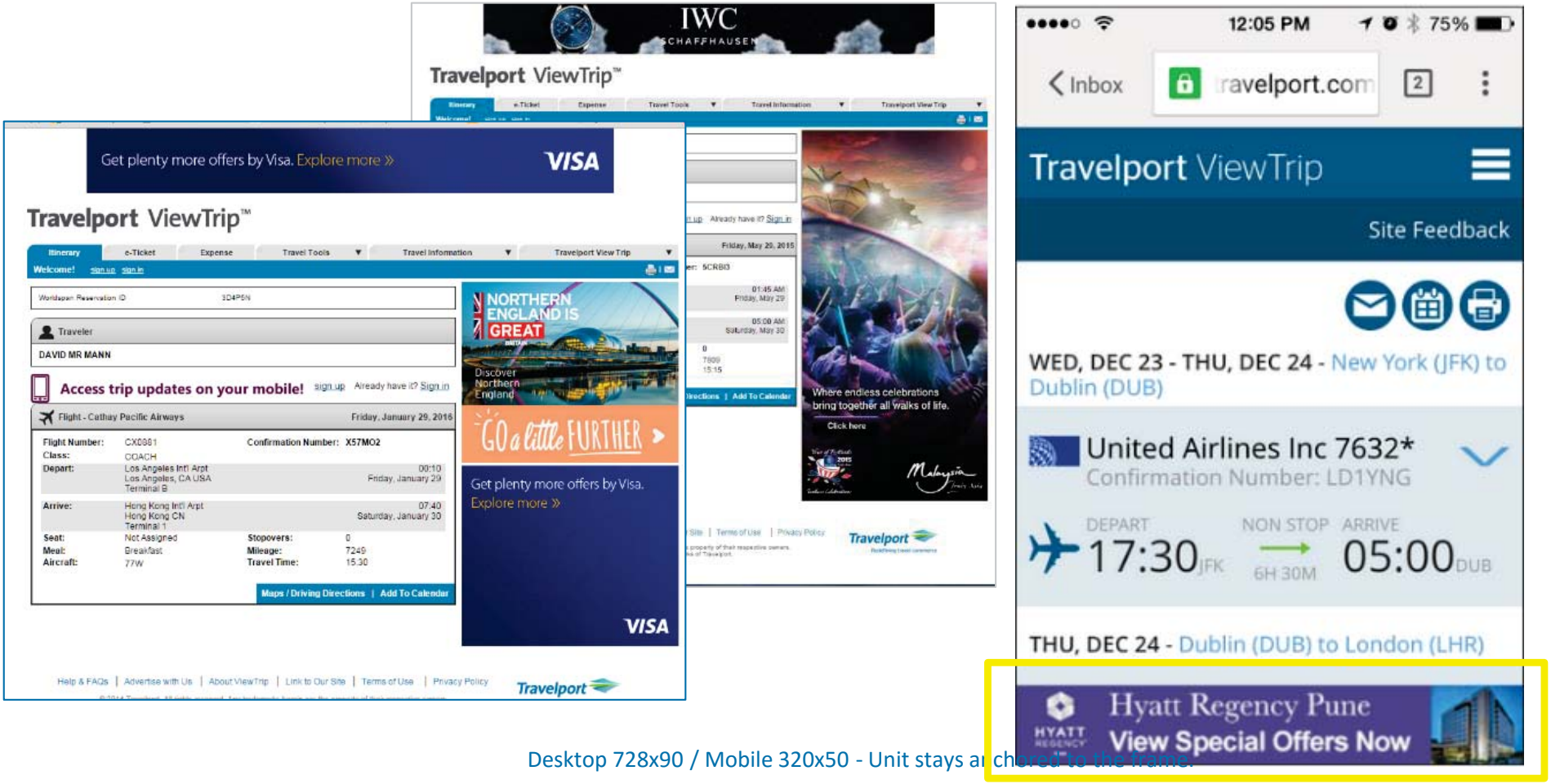
- Target consumers via electronic itineraries and incentivize them to explore beyond the Atlanta gateway with special offers and incentives

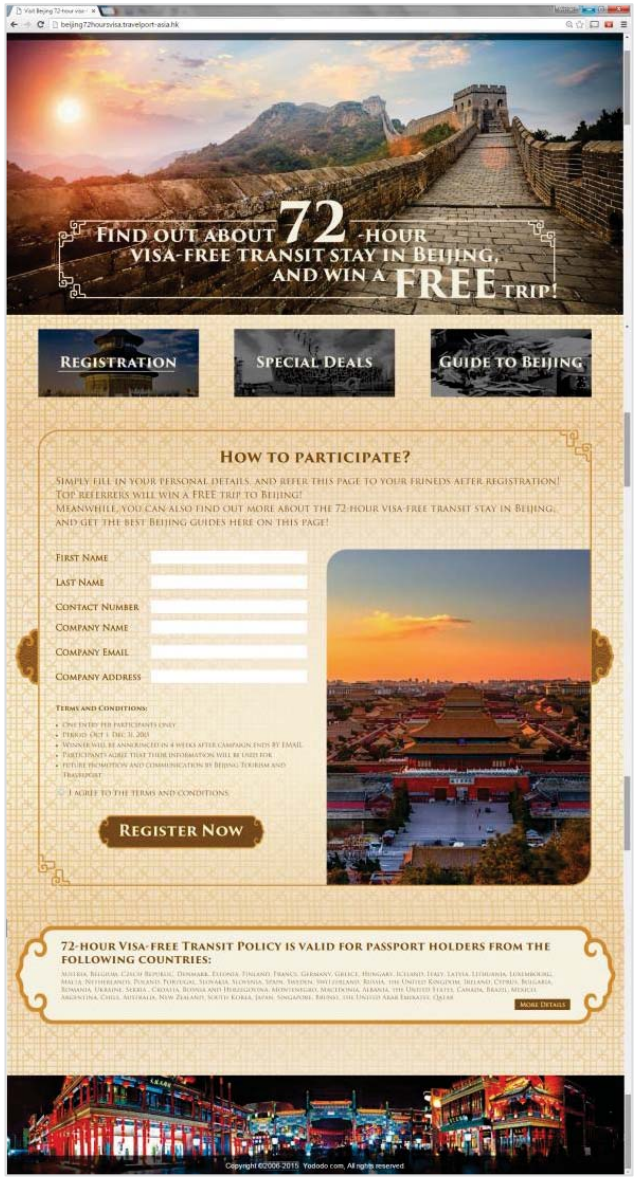


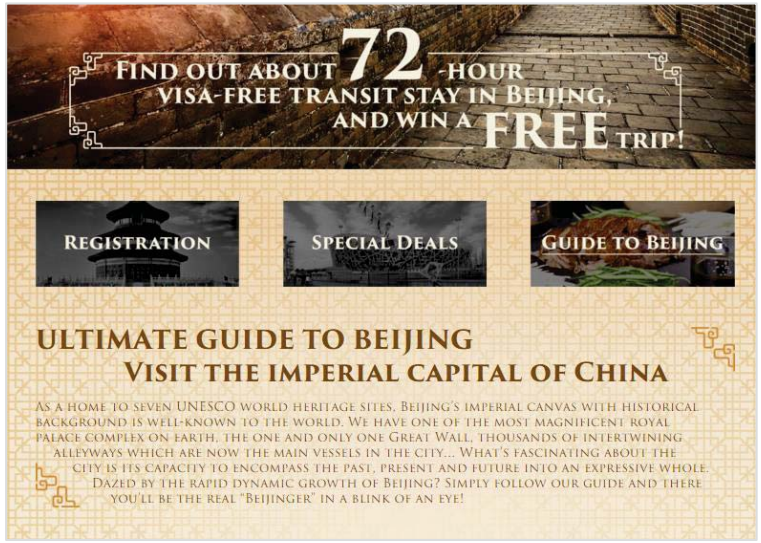
Desktop 728x90 / Mobile 320x50 - Unit stays anchored to the frame.

Sample creative

- Educate travelers on all the State has to offer.
- Categories can include:
  - Special deals, data collection and Visitor Guide
  - Develop special incentive to have them learn more
  - Enter to win a Georgia vacation

Note: Partners will have an opportunity to offer prizes for the vacation package, and Travelport will cover the cost of the airfare.





Branding, Awareness and Exposure

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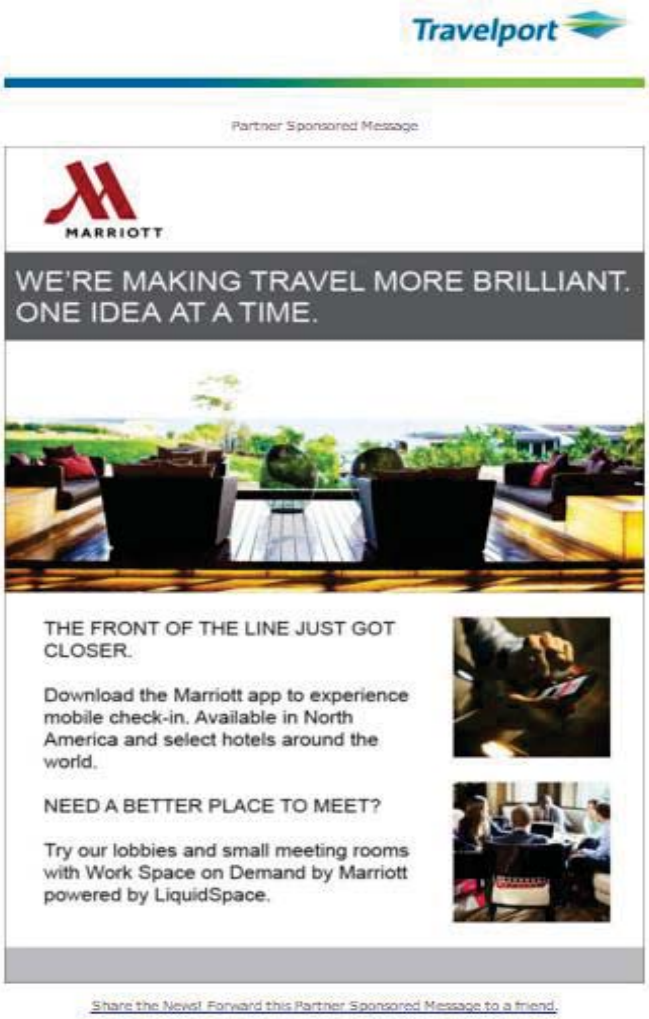
- Electronic Direct Mail



Matching Fund: How it works…

1. Partner commits to a program package
2. Travelport matches 100% in in-kind media value

PROGRAM TOTAL

$100 + $100 + 200 = $400

GEORGIA PARTNER TRAVELPORT

Media plan

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- Total State Investment: $200,000 (Includes partner match)
- Total campaign impressions: 7,250,000 (plus Travelport matching fund investment)
- Timing: 6 months
- Fifteen (15) state partners
  - Estimated campaign media impressions (per partner): 483,333
  - Partner Package Investment per partner: $13,333 (Partner $6,667; Georgia matching fund: $6,667)

Campaign Details:

15 Partners advertising Campaign with Georgia Tourism Board

Campaign Period: 1 September 2016 to 31 March 2017

Headlines: 1,500,000 impressions total

Sign On Message: 4,000,000 impressions total

email newsletter: 250,000 impressions total

ViewTriip: 1,500,000 impressions total

Creative Service, Landing Page Development

Travelport Match Up Advertising Fund USD 200,000 Value in additional to the above Impressions.

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Redefining travel commerce

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