



Tourism Marketing

Distribution of Marketing Activities:

Heritage Area Marketing:

- Informational website, with link to DMO
- Local advertising (radio, print) for events, activities
- Local media relations – business, regional identity
- Local stakeholder communications – speeches, community outreach, newsletters, etc.

DMO Marketing: (activities may include heritage area)

- Trip planning website, with link to heritage area
- External advertising
- External (travel-related) media relations
- External promotions – trade shows, events, sales missions – to attract visitors
- External packaging

Joint Marketing:

- Brochures (distribution locally as well as externally)
- Advertising OUTSIDE of Heritage Area boundaries – in-state or out-of-state (for events, promotions)

State Marketing:

- Media and Tour Operator Familiarization tours (with both DMO and MHA)
- Market Research
- Website showcasing heritage areas

Options for Maryland Heritage Areas Marketing

Following are options for consideration in building partnerships between Heritage Areas and DMOs and addressing the role of Heritage Areas in tourism marketing. Options may be considered menu-style with selection of those that SPAT feels will yield the greatest results.

Option 1 – The Basics

- 1) Develop marketing messages based on the area's interpretive themes.
- 2) Create thematic itineraries showcasing the area's heritage.
- 3) Maintain section on heritage area website for visitors with general thematic overview, itineraries, links to DMO website, attractions, etc., links to other heritage areas.

Option 2 – Organization and Management

- 1) Heritage areas invite DMOs to serve on the board of directors as ex-officio members.

OR

- 2) Heritage areas with more than one DMO create a tourism committee with DMO representatives.
- 3) Heritage areas provide DMOs with annual reports of activities related to tourism product development and promotion.
- 4) Heritage areas select one director to maintain contact with the Maryland Office of Tourism and to communicate activities to all directors, re: Visitor Experience Team, rebranding, research. (This may be on a rotating basis – one director could serve in this capacity for 1-2 years, then the responsibility moves to another director.)
- 5) Heritage areas to select one director to attend Maryland DMO meeting. (Follow the same format as above – rotate responsibility).

Option 3 – Funding

- 1) Allocate a grant fund to allow Heritage Areas and DMOs to partner and apply for funds for small promotional projects, i.e. brochure publication, advertisement in heritage magazine, DMO web site – development or enhancement of heritage section. Grants would be available for up to \$5,000, match requirement 1:1 (cash). **(Note: The intent of this grant program would be to encourage Heritage Areas and DMOs to work together. Successes in smaller promotional activities would provide a foundation for a strong partnership that could lead to application for the \$50,000 marketing grant.)**
- 2) Allow recipients of non-capital grants to use up to 10% of grant funds for marketing purposes. Whether or not these funds are included in the grant application, the form should ask for information on marketing plans to insure the success of the project.
- 3) Continue to offer marketing grants as currently available.

Option 4 – Maryland Office of Tourism – promotion of Heritage Areas collectively

- 1) Develop website with focus on heritage areas (as discussed at 4/28 SPAT meeting).
- 2) Continue to include ad in *Destination Maryland*.
- 3) Engage heritage areas in rebranding process.

Option 5 – Maryland Heritage Areas Authority

- 1) Create and place newspaper insert once a year in Maryland newspapers. **(Note: This would be implemented after all Heritage Areas have developed their websites to include visitor information and after the MOTD has developed the state website with a heritage area portal section. The intent of this piece is to reach Maryland residents – the largest percentage of travelers in the state (31% according to MOTD). Readers would be directed to the website to avoid expenses of printed fulfillment pieces.)**

Maryland Heritage Areas Tourism Marketing

Management plans include an analysis of current visitation and target audiences and a description of promotional plans. Maryland Heritage Area management entities are involved in tourism product development and marketing to varying degrees. Examples of activities are:

Heritage Area	Tourism Activity	Websites
Anacostia	Does own promotion; minimal relationship with DMO	www.anacostiatrials.org fun places, plan a trip, press room, downloadable visitors guide
Baltimore	Strong partnership with Baltimore Area CVA	www.baltimorecity.gov/government/heritage links to BACVA site, attractions; resources by thematic categories; Authentic Baltimore
Canal Place	Minimal work with DMO	www.canalplace.org link to trip planner, visitor attractions
Four Rivers	ED on board of DMO; coordinate with AACVB Applying for marketing grant	www.fourriversheritage.org Things to Do – multiple categories such as African American heritage, guided tours, historic sites, sacred places, events, maps, etc.
Heart of Chesapeake Country	Housed in tourism office; ED also serves as tourism director	www.TourChesapeakecountry.com organized by themes – history given for each with some links; listings of heritage attractions, tourist maps
Heart of Civil War	Housed in tourism office; strong partnership with DMOs	www.heartofthecivilwar.org organized by themes -Home Front, Heat of Battle, Beyond the Battlefield
Lower Eastern Shore	Works with DMO	www.skipjack.net/le_shore/heritage organized by interest areas such as bicycling, boating, historic buildings, arts, maritime history, traditional foods
Lower Susquehanna	Works with DMOs	www.hitourtrails.com links to county tourism offices
Montgomery County	Does own promotion; no partnership with DMO	www.montgomeryheritage.org events, museums & sites, kids page, travelling in Montgomery County, downloadable Ipod driving tour
Southern Maryland	Works with 3 DMOs	www.SouthernMDisfun.org guides and maps, suggested itineraries, links to county DMOs, brochures can be ordered
Stories of the Chesapeake	Has done some marketing; DMO core of marketing committee	www.storiesofthechesapeake.org links to tourism offices, visitors and residents can post stories, Visit Us section includes links to attractions, maps, plan your tour, itineraries (new website in development)

Tourism Development and Marketing in other State and National Heritage Areas

A review of many state and national Heritage Area websites and management plans shows that tourism development and marketing is an important part of what these organizations do. The extent to which each management entity engages in marketing varies greatly ranging from having staff positions for marketing, public relations and group tour promotion to partnering with local tourism bureaus which do the actual marketing. Following is a sample of the types of marketing undertaken by state and national heritage area management entities:

Heritage Area	Website	Tourism Marketing	Tourism Organization
Shenandoah Valley Battlefields National Historic District	www.shenandoahatwar.org	<ul style="list-style-type: none"> - Marketing plan focuses on Civil War Sesquicentennial - Published Civil War Visitors Guide - Website features "Visit the Valley" section - Large SVBNHD signs are placed on the interstate entrances to the District 	Tourism committee includes Valley DMOs
Blackstone Valley National Heritage Area	www.nps.gov/blac/ www.tourblackstone.com	<ul style="list-style-type: none"> - Mgt. plan calls for Heritage Area to "encourage and enhance" the Council's programs and those other tourism businesses - Mgt. plan calls for a consistent Corridor image and marketing communications package 	Blackstone Valley Tourism Council promotes the region
Silos and Smokestacks National Heritage Area	www.silosandsmokestacks.org	<ul style="list-style-type: none"> - Publishes Visitors Guide - Travel itineraries - 	<ul style="list-style-type: none"> - Partnership Panel includes Iowa Tourism Office - Heritage Area staff includes Marketing/PR manager and Group Tour manager
Mississippi Hills National Heritage Area	www.mississippihills.org	<ul style="list-style-type: none"> - Worked with DMOs to develop strategic plan - Working on thematic itinerary development 	<ul style="list-style-type: none"> - DMOs make up board and provide funding - Next step is local committee development
Cane River National Heritage Area	www.caneriverheritage.org	<ul style="list-style-type: none"> - Developed regional guide and signag 	<ul style="list-style-type: none"> - Worked with DMO and partners on hospitality training and marketing plan development

