ITEM NO. 22

CALIFORNIA WELCOME CENTER-OCEANSIDE

City report

July - December 2005

California Welcome Center-Oceanside

The direct delivery of quality services to prospective and actual travelers is key to enhancing the tourism industry. The contract for the delivery of these services would be performance based and contain specific contract requirements and reporting dates.

A. California Welcome Center Management

1. The contract vendor, the Oceanside Chamber of Commerce, is responsible for maintaining a visible, welcoming and informative Welcome Center. It will be a distribution center for tourism fulfillment pieces and create an initial image of the City by people who access it by the internet, by phone and in person. The California Welcome Center-Oceanside has and will continue to represent the image of Oceanside in a way that shows Oceanside's personality as a unique beach town that offers a wide variety of activities for it's community and visitors alike.
    - **Currently the Oceanside Artists Alliance is displaying their artwork in the center.**
    - **A penny stamp machine with 4 images of Oceanside icons has been placed in the CWC. This machine not only will raise a little revenue for the center but also provides a unique collectors item of Oceanside.**

2. The California Welcome Center management shall be responsible for the hours of operation (7 days a week, at least 8 hours a day), visibility, appearance and quality of the new facility including:

    a. Planning for the new facility, the hiring and training of paid and volunteer staff, the collection, tracking and reporting of specific tourist-related data, and timely order fulfillment.
    - **The California Welcome Center has three full time staff and 59 volunteers. The CWC-Oceanside held an "Oceanside First" training meeting in September and December for staff and volunteers.**
    - **The center also keeps daily statistics on how many people visit the center and where they are traveling from.**
        - **<u>July</u> 10,823 visitors (1,457 of these people were first time visitors to Oceanside) and mailed 750 visitor packs.**
        - **<u>August</u> 11,009 visitors (1,809 of these people were first time visitors to Oceanside) and mailed 800 visitor packs;**
        - **<u>September</u> 7,309 visitors (1,032 of these people were first time visitors to Oceanside) and mailed 513 visitor packs;**
        - **<u>October</u> 7,272 visitors (995 of these people were first time visitors to Oceanside) and mailed 875 visitor packs;**
        - **<u>November</u> 5,764 visitors (801 of these people were first time visitors to Oceanside) and mailed 650 visitor packs;**

- **<u>December</u> 6,093 visitors (861 of these people were first time visitors to Oceanside) and mailed 350 visitor packs;**
- **In the last six months over 6,113 Oceanside Lodging and Accommodations Telephone and Email Referrals were made.**
- **This equals $440,136 in potential room revenue and <u>$44,013.60</u> in potential TOT.**

b. A professional and quality representation of all tourism related businesses and attractions in the City.
   - **Production of the 2006 California Welcome Center-Oceanside Visitor and Tourism Guide is currently under production. 75,000 will be printed.**

c. An on-line and toll free Oceanside Hotel/Motels Reservation Program with emphasis on placement for lodging, restaurants and attractions within the City. All visitors should be greeted and assisted within 5 minutes of their request.
   - **The CWC-Oceanside has partnered with an online reservation company called ARES (Advance Reservation Systems). ARES has developed a web site for the CWC to use for on line local hotel reservations and has installed an in house reservation phone.**

3. The Chamber of Commerce shall assist with the promotion of local community events. Events that encourage out of town attendance should be encouraged.

   - **The CWC-Oceanside continues to work with local event coordinators to help coordinate and promote local community events.**
   - **The Oceanside Chamber of Commerce's new web site has a new community events link, which allows organizations to enter their own events up to a year in advance.**

B. Tourism and Hospitality Public Relations and Marketing

1. Marketing and Public Relations

   Once the planning, organizing, creation of partnerships, development of "products," and necessary infrastructure is in place, the work of beginning the marketing effort would begin. The goal is to design and manage a marketing program based on specific research that positions Oceanside as a prime tourist destination in Southern California.

- **The California Welcome Center-Oceanside and the Oceanside Hotel/Motel Association has developed a Marketing partnership. The members of the association are putting in $1/room per month towards marketing and the CWC is matching those funds up to $20,000.**
- **Through the Marketing funds the California Welcome Center and the Oceanside Hotel/Motel Association have been able to participate in several marketing campaigns, such as mailing, email and advertising co-ops.**
- **The CWC-Oceanside is currently working with a PR consultant to help place press releases in appropriate forms of media.**

2. Web Site Enhancement

Current tourism data shows that more individuals, travel planners and tourism representatives are using the Internet to research and book methods of travel, activities and hotel rooms. The traveler using this medium also represents a tourism buyer with above-average disposable income and a greater propensity to spend leisure time. For these reasons, the Oceanside Chamber of Commerce/California Welcome Center-Oceanside web site and the City web site need to be exciting, visual, up-to-date and of the highest quality. The Oceanside Chamber of Commerce/California Welcome Center-Oceanside shall maintain an up to date calendar of special events and a link to the City's website. The website should also be updated quarterly and provide links to area businesses.

- **The California Welcome Center program's official web site has been re-designed and a new web site manager has been hired to help each center manage their portion of the site.**
- **The California Welcome Center-Oceanside has placed 4 email blasts to over 30,000 potential visitors. These email blast highlight Oceanside attractions and assets and encourages recipients to contact us for more information. With the help of Sign on San Diego this program has had great response.**

3. Develop periodic Tourism Themes

Just as successful corporations have consistently identifiable logos, looks, themes and colors, Oceanside needs to have a consistently used and contemporary brand. The City's current tourism tag line, **"Oceanside, Classic California"**, will have a 3 to 4 year shelf life for use in marketing efforts. The California Welcome Center – Oceanside, in conjunction with the City and the Oceanside Hotel/Motel Owners and Operators Association, shall develop a new theme

approximately every four years for use in cooperative advertising and promotion. Logos and themes should be consistent in all advertising efforts.

- **The CWC-Oceanside has worked with Certified Folder Display to create a new look for all of Oceanside's tourism ads. Doing this will create a consistent look and message. The new design will be seen in all Tourism Advertisements and is using the tag line "Oceanside, Classic California! Take a Closer Look."**

4. Development and Distribution of Collateral Materials

The California Welcome Center – Oceanside shall be responsible to annually develop quality collateral materials, reinforcing the overall theme. The California Welcome Center-Oceanside shall be responsible to design, print and distribute 75,000 Oceanside Visitor and Tourism Guides to be used for marketing and promotion efforts. The California Welcome Center – Oceanside will be the prime distributor of fulfillment pieces. Regional marketing groups and local businesses can also be points of distribution.

- **The 2005 California Welcome Center-Oceanside Visitor & Tourism Guide was completed in April. 75,000 were produced and are being distributed by the CWC-Oceanside. Distribution points include, California Welcome Centers, local accommodations, realtor offices, retail shops, tourism & relocation packets, travel and trade shows, and special events.**
- **The CWC-Oceanside has also partnered with Certified Folder Display to distribute Visitors Guide to over 350 locations throughout San Diego and Orange County.**
- **The CWC produced 5,000 Oceanside Travel Values Coupon Books for distribution to Oceanside Visitors. Over 40 tourism related businesses participated. The Coupons expired Dec 31, 2005.**

5. Trade Show and Media Plan

The California Welcome Center-Oceanside, through a collaborative approach with the Oceanside Hotel/Motel Owners and Operators Association, will develop an annual media and trade show plan based on research and a review of past effectiveness. Based on the target markets, an annual media plan and budget will be developed that would identify specific and effective publications, size, month, cost, numbers of insertions, and per unit cost. On an annual basis the proposed marketing plan including research, graphics, production requirements, trade shows, advertising and print media shall be presented to the Council for review and budgetary approval.

- **The California Welcome Center-Oceanside will be attending and representing Oceanside at the follow Travel Shows**
    - **<u>Orange County Travel Show</u> (Jan 21& 22) Attendance is estimated at 25,000 leisure travelers over a two-day period. This show is great for marketing to Oceanside's drive market.**
    - **<u>La Times Travel Show</u> (Jan 28 & 29); Attendance is estimated at 30,000 leisure travelers over 2 days. This show is also great for marketing to Oceanside's drive market.**
    - **Two new Oceanside display banners, using the new "Oceanside Classic California" tag line, are being created for these travel shows.**

- **All scheduled Media advertisements are as follows.**
    - **<u>San Diego ConVis Visitors Guide</u>, circulation 500,000 (January 06)**
    - **<u>San Diego North ConVis Travel Planner</u>, circulation 35,000 (January 06)**
    - **<u>California Visitors Guide</u>, circulation 550,000 (January 06)**
    - **<u>San Diegan</u>, circulation 250,000 (June 06)**
    - **<u>Sign on San Diego Web Site</u> (June 05 – June 06)*This ad also includes quarterly email blasts to over 30,000 potential visitors.**
    - **<u>Fearn's Oceanside, Carlsbad, Encinitas Travel Info Guide</u> Circulation 100,000 (June 05– June 06)**
    - **<u>Camp Pendleton Business Directory.</u> (June 06) *This directory is used for new recruits, transfers and marine corp. family members visiting from out of the area.**
    - **<u>The Blend Magazine</u> Circulation 250,000 (October 05 & June 06) *This ad also includes website advertisement.**
    - **<u>Certified Folder Display Inc. Mail Campaign and EZ Show</u> (January 06) *Mail Campaign to over 50,000 sunset magazine subscribers and a 1 minute EZ show promotion on a related web site. Both promote Oceanside and offer local accommodation discounts.**

6. Media Relations

The California Welcome Center – Oceanside shall be responsible to develop and maintain credible relationships with travel media writers to place positive stories in local, national, and international publications. The City and the California Welcome Center-Oceanside should identify ways to increase media coverage.

- **The CWC-Oceanside continues to work on their media relations.**
- **The CWC is currently working with San Diego North Convis to help get stories printed by media.**
- **The CWC-Oceanside is currently working with a PR consultant to get more media exposure for the City of Oceanside. The emphasis is to encourage overnight stays in Oceanside.**

***(Total Media Value through this relationship $67,700)**

7. Promotion Coordinating Committee

A Promotion Coordinating Committee, managed by the Recreation Division of the City, would establish criteria to evaluate requests for special events on public property, and requests for funding and subsidy of special events. The Committee would seek to outreach to new special events, with an emphasis on events in the off peak months that encourage overnight visitors. The Committee would consist of representatives from the City, the Chamber of Commerce, the California Welcome Center Oceanside, Main Street Oceanside, and the Oceanside Hotel/Motel Owners and Operators Association.

- **Nothing to Report**

8. Tourism Summit/Season Kick off Event

The California Welcome Center-Oceanside shall hold an annual Tourism Summit/Season Kickoff Event to gather tourism operators and businesses to inform, educate, organize and motivate prior to the high season kick off. The Summit/Kickoff Event should be designed to address the needs of the businesses and can change in theme, interest and format annually. It will be used to educate Oceanside's business community about the Tourism Industry and its benefits to the local economy.

- **The CWC-Oceanside, the Oceanside Chamber of Commerce and the City of Oceanside's Economic Development Department will be hosting the 2006 Tourism Kickoff Event on May 9th.**

9. Group Sales & Sales Coordination

1. The California Welcome Center, in conjunction with the Oceanside Hotel/Motel Owners and Operators Association and the City of Oceanside, shall determine the best way to conduct group sales by July 1, 2002, or at least twenty four months prior to the construction of a destination resort in downtown Oceanside or by July 1, 2002. Group sales are highly targeted sales efforts to bulk buyers for particular subsets of the visitor

market. Group sales tend to be a research-oriented function requiring databases of the target population, bulk buyers, and can be relationship based. To have an efficient sales effort, the target groups and geographic regions need to be identified, and suggested packages in place to appeal to the targeted population. This effort would typically be funded/contracted out with specific goals. A contract with San Diego North Convention and Visitors Bureau has been established to help Oceanside with developing a group sales strategy. Many elements still need to be put in place for a successful group sales program.

- **Currently working with San Diego North ConVis for group sales.**

2. Creation of Packages between Hotels/Restaurants and Tourism Vendors for Group Sales & other Market Segments
   To provide packages for sale by the group sales vendor and to assure that the tourism dollars are widely distributed to all sizes and types of tourism-related companies and to have a diverse product offering, it is necessary to have something tangible to sell. Packages are groups of goods and services for a single price. Prior to engaging in group sales, a menu of packages to please every palate, interest and taste is necessary. An organized effort is required to assemble a sufficient number of offerings to appeal to the different visitor sub-markets (Independent Leisure Travelers; Corporate Travel; Travel Industry/Tour Operators; Associations; Social; Military, Religious, Fraternal (SMERF), and Military/Government.) The California Welcome Center-Oceanside, through partnerships with the Oceanside Hotel/Motel Owners & Operators Association, Main Street Oceanside and the Oceanside Chamber of Commerce, will assure that seasonal and theme packages are available annually to the vendor selected for group sales.

   - **Nothing to Report**