



**Paving the Way with PR:
5 Simple Strategies
For Cost-Effective
Communications**



**Presented at the annual
Conference on Tourism of the
California Travel Industry Association
Monterey, March 2004**

by

Cynthia Fontayne

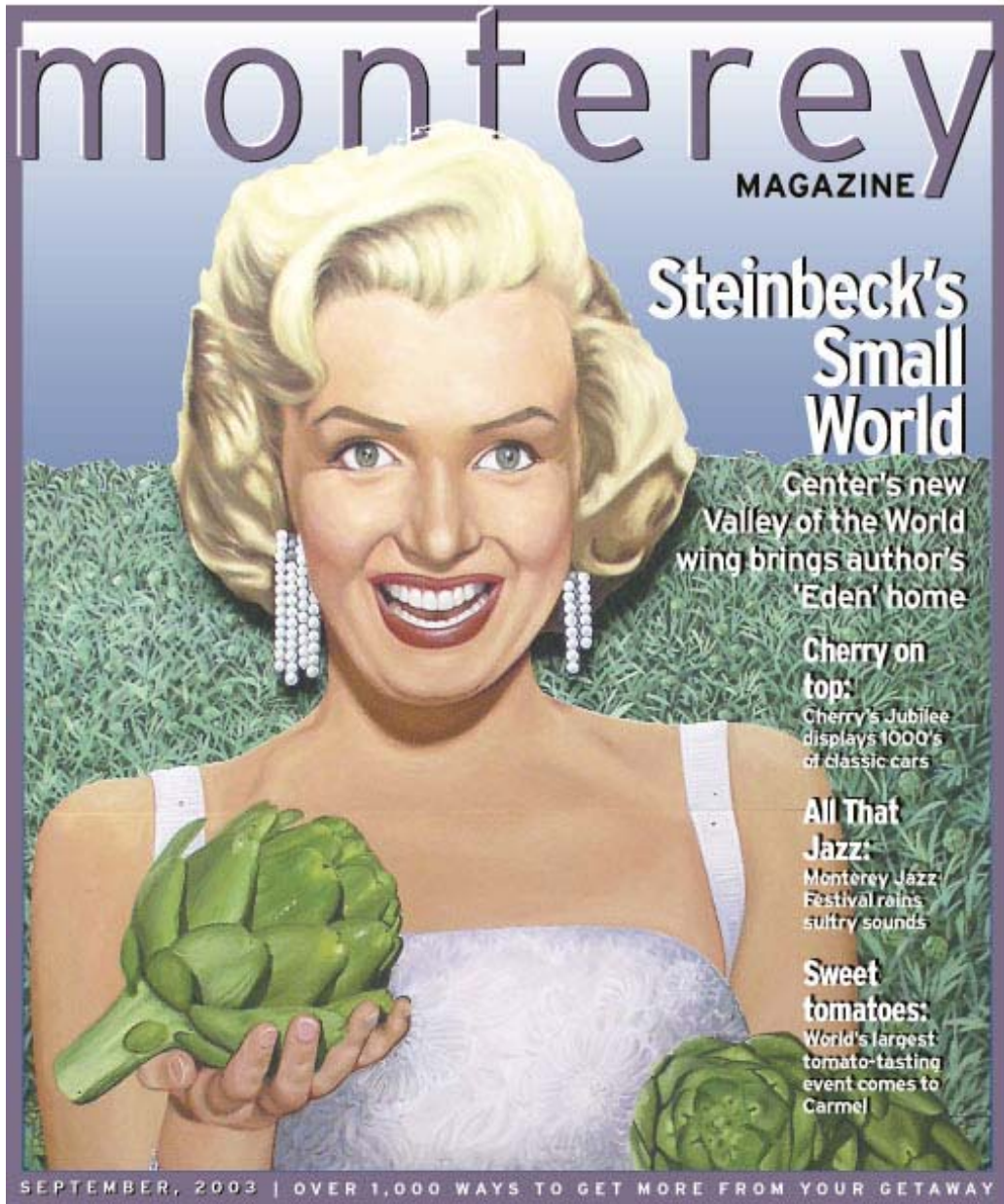
Julie Armstrong

Hank Armstrong



Julie Armstrong

**Marketing Communications Manager
Monterey County Convention &
Visitors Bureau**



Julie Armstrong

Stanford Univ. '77
B.A., Communications

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Monterey Peninsula
Chamber 1985-87

Film Commission
Exec. Director 1988-96

Joined MCCVB
in March 2000



MONTEREY BAY AQUARIUM

Hank Armstrong

**Vice President of Communications
Monterey Bay Aquarium**



Hank Armstrong

Princeton 1971-73 &
Stanford Univ. '76
Honors B.A., English

Joined the Aquarium in 1984 as PR Director,
Creating and managing media for Grand Opening

Editor, Sacramento Magazine, 1979-1983

Board of Directors, Monterey Peninsula Chamber/CVB
Board of Directors, Pacific Grove Chamber of Commerce



Cynthia Fontayne

CEO and Creative Director

1967: B.A., English, Vassar

1969-1981: Swissair, director of PR, North America

1982: founded The Fontayne Group, a marketing communications firm specializing in tourism

Board of Directors, CalTIA

Founding (and current) Board member of Association of Travel Marketing Executives International

Fellow, WTO Tourism Policy Forum

Destination Marketing

Atlantic City

Austria

Vienna

Innsbruck

Salzburg

Graz

Linz

Tirol

Hong Kong



Jackson Hole

Liechtenstein

Queensland

Nepal

Singapore

Switzerland

Basel

Geneva

Lausanne

St. Moritz

Lake Geneva

Region

Destination Marketing

California Tourism

Berkeley

Long Beach

Los Angeles

West

Hollywood



Palm Springs
Desert Resorts

San Diego

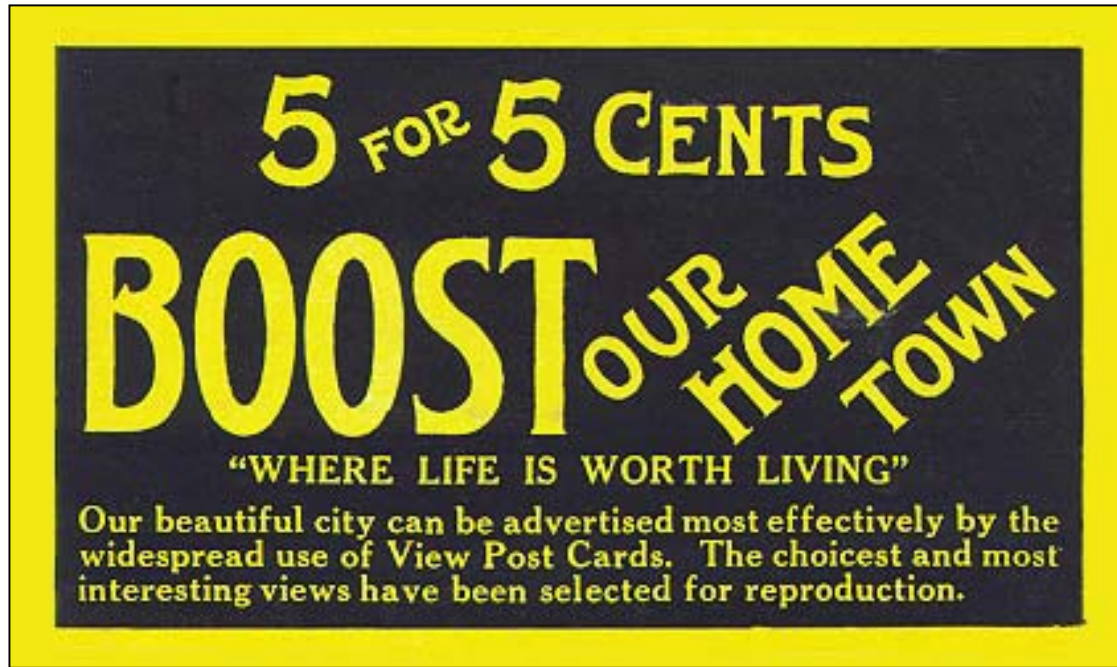
San Francisco

Santa Monica

Sonoma County



State of California Division of Tourism



Our Task Today: 5 Simple Strategies

Your Challenge: Pick 5 Ideas

and put them into action...

next week !

Planning Your PR Program



Establish Goals
Do Research
Set Benchmarks
Be Strategic
Lay Out Action Steps
Hone your News Sense
Know the Media:
Read, Watch, Listen, Surf
Research
Where are you?
Who are you?



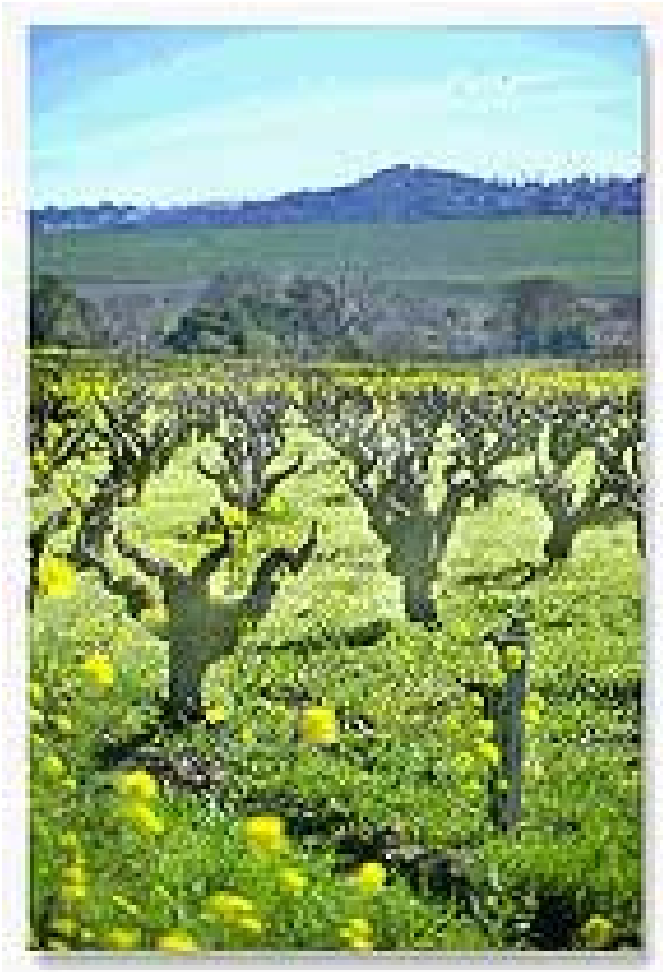
Image Matrix™

Perception is reality.

Perceptions influence behavior.

Change perceptions > Changed Behavior

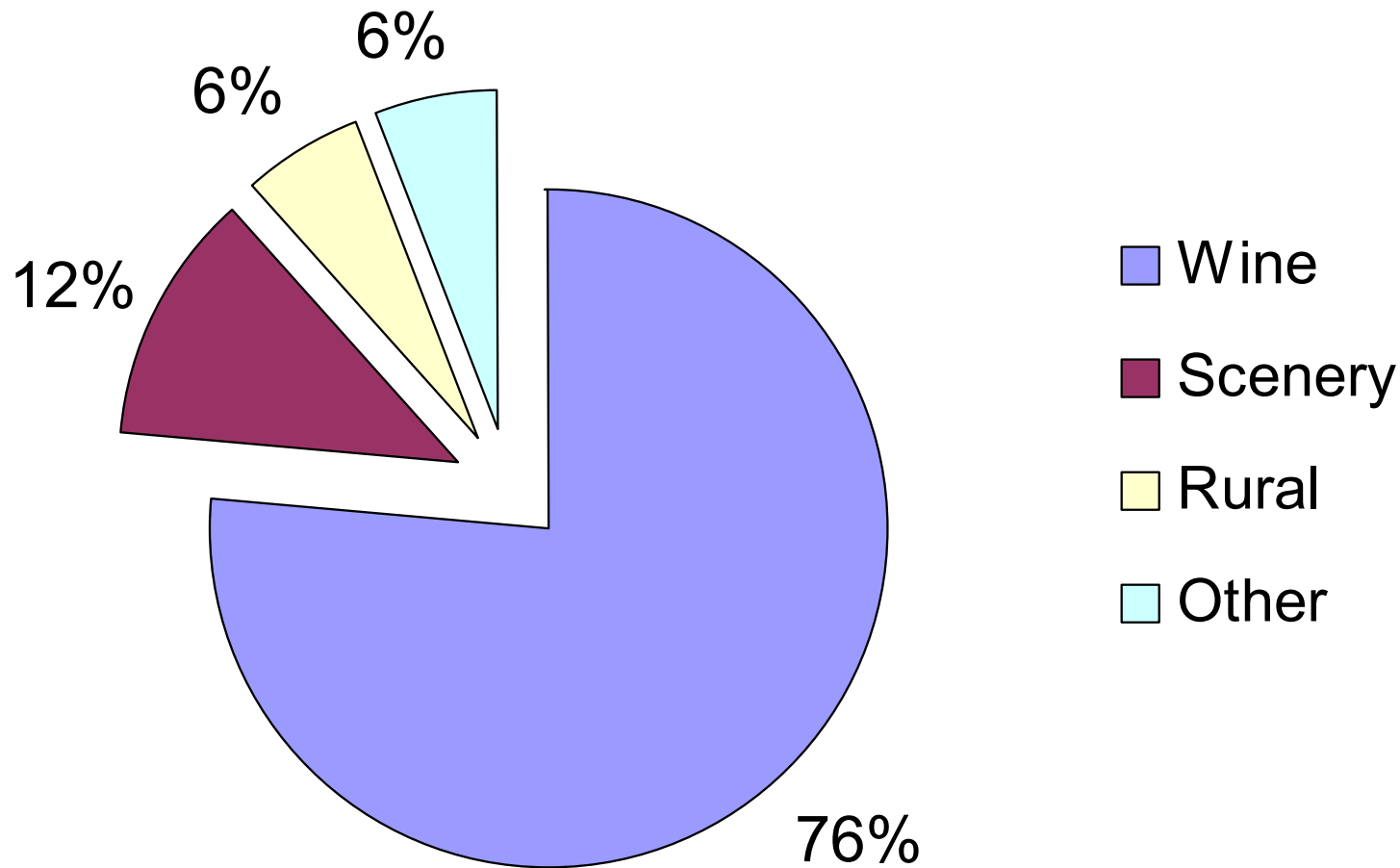
Image Matrix™ 2000 for a Wine Country Destination

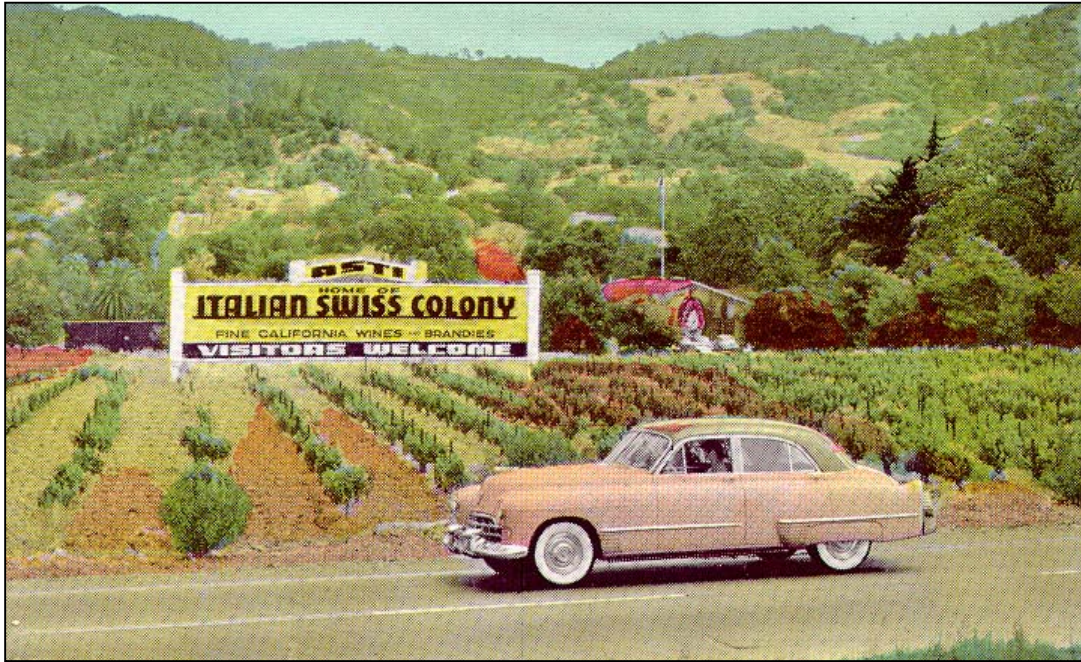


76% of
media's
first
impressions:
Wine

Image Matrix™ Media Survey 2000

First Impression



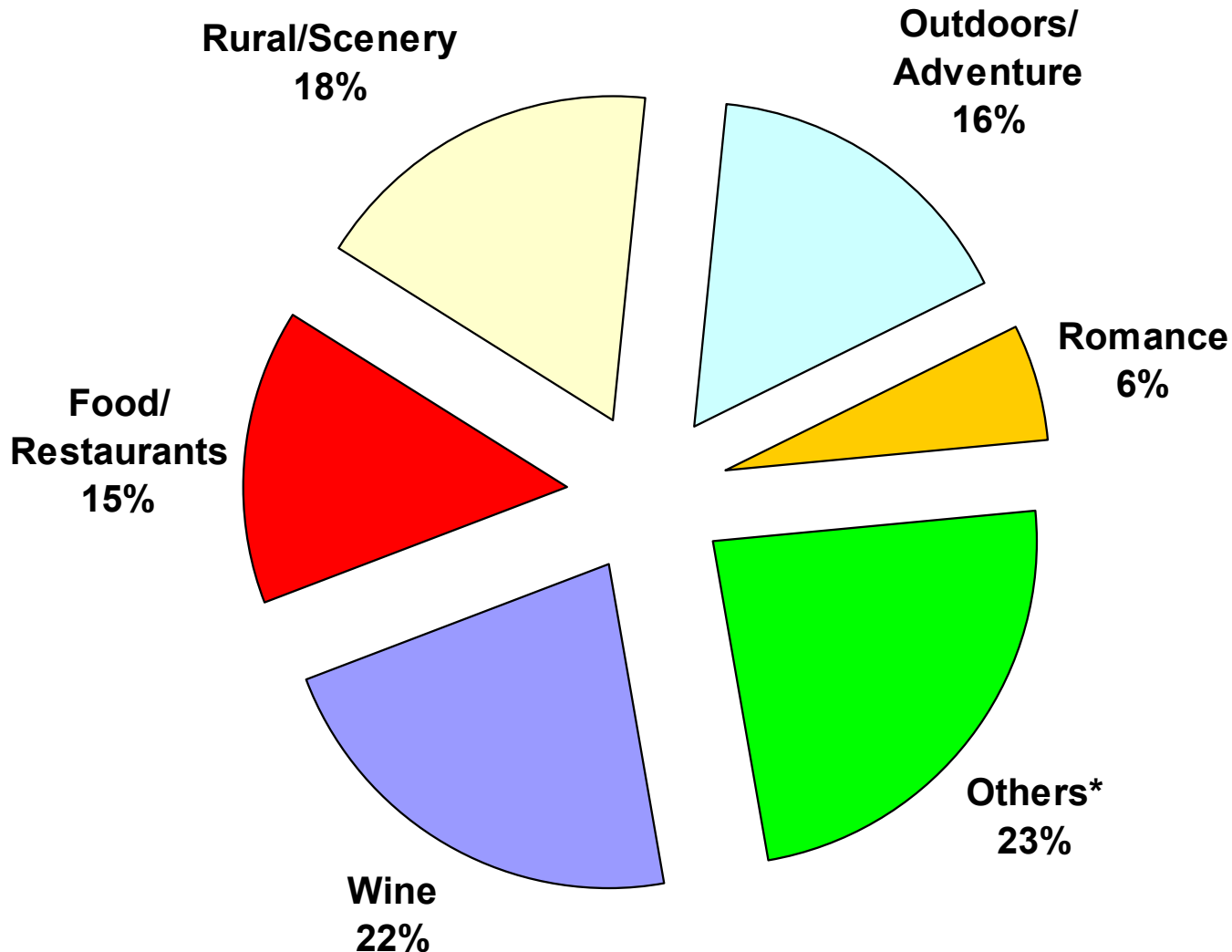


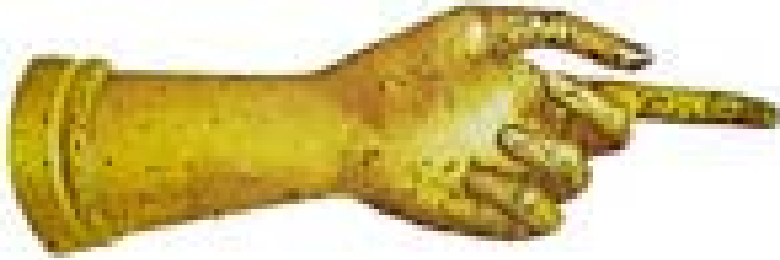
Message Strategy: "Wine plus..."

Wine + Food + Golf + Family + Spa + Romance
+ Shopping + Meetings + Luxury + Culture

Image Matrix™ Media Survey 2002

First Impression





Travel Trends

Aging Population
Rising Education
More Discretionary Income
Less Time/Shorter Trips
Growth of Independent Travel

but also

Avoidance of Peril
Staying Closer to Home
Saving Discretionary Income
in an uncertain economy

Mature Travelers

31% of all trips

Boomers

31% of all trips

Generation X & Y

26% of all trips

Everybody's
On the Road!

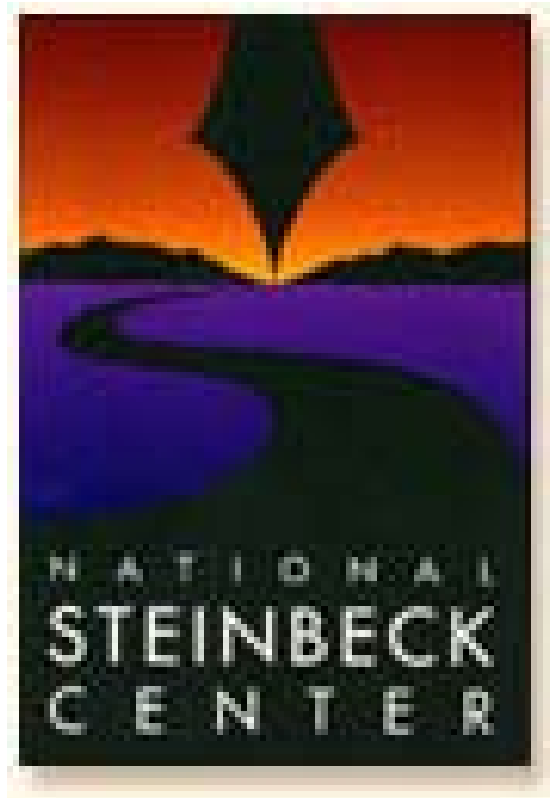


Why do travelers go where they go?



Geographics
Demographics
Psychographics
matched to
Destination
Attributes

What do they like when they get there?



Shopping
Dining
Museums
Sightseeing
Nat'l Parks
Festivals
Culture
Family Fun
Romance
Good Service

Top Activities of U.S. Travelers



- 1. Shopping**
- 2. Outdoor Recreation/National Parks**
- 3. Visiting Museums and/or Historic Sites**

U.S. Tourism Potential



- 1.3 billion U.S. trips
- \$424 Billion spent
- 65 million cultural travelers
- 54 million museum visitors
- 103 million weekenders
- 104 million family travelers
- 98 million adventure travelers
- 91 million shoppers
- 17 million golf travelers
- 75 million sports travelers
- 55 million "geotourists"
- 31 million festival
- 27 million cyclists
- 30 million learning vacationers

So, how do you get them
to come to you?



5 Simple Strategies



Work with What You've Got



Assess Your Assets

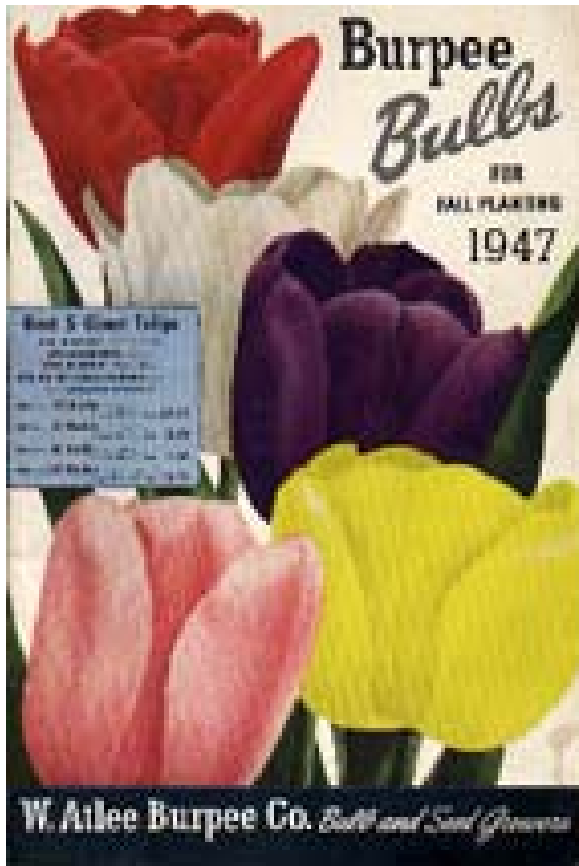
Research: trends, perceptions, visitors

Blend, Bundle and Brand:

Realign Existing Assets in New Ways

Be Genuine, Not Generic

Who are you? What do you have to sell?
What do you have to sell it with?



- *Asset Assessment*
- *Tool Box*
- *Story Inventory*
- *Team Talents*
- *Outside Resources*

Research



Who is traveling where and why?

Who are your customers?

Who are YOU?

Who do your customers think you are?

Resources



Visitor Intercepts
Town Halls
State Government
U.S. Dept of Commerce
Travel Industry Associations
Colleges and Universities
Travel Trade and Consumer Publications
Travel Suppliers
World Tourism Organization
The Internet
Your Past Visitors/Customers
Business Associates



Inventing the Future of Tourism for Tulare County, California

Tourism Leadership Meeting on January 15, 2004

On January 15th, 2004, the Sequoia Regional Visitors Council will host a Leadership Meeting to review the tourism marketing plan project and to solicit input from the Tulare County community and tourism industry.

Agri-Center in Tulare. The address is 4450 S. Laspina St. Traveling north on Highway 99, exit Avenue 184 or 200. Traveling south on 99, exit at Paige Avenue or Avenue 200. Many thanks to the Heritage Complex for their support in providing the venue for this meeting.

The meeting will begin promptly at 1:00 PM and end at 3:00 PM. The times were selected to make it most convenient for attendees from all over the County to be able to travel easily to and from the event.

This is a public meeting, and we welcome participation by interested parties. If you would like to attend, please call (559) 539-2607 ext. 263 and leave a message for Judi Kaiser, indicating your name, title, affiliation and phone contact. Or send us an email with that information by [clicking here](#).

Based on the capacity of the theater, we can accommodate the first 125 persons who send us a request. If you have one, please bring two copies of your business card, so we may add you to our growing mailing list and resource database.

Please come prepared to participate in the planning process; we'll supply the paper and pencils, you supply your enthusiasm and ideas.

Monterey County: Working with what we've got



- Diversity of local assets
- First class local events
- Local PR contacts



Monterey Bay Aquarium: Working with what we've got

It's the Animals, stupid!

Seafood Watch

Media Contacts



5 Simple Strategies



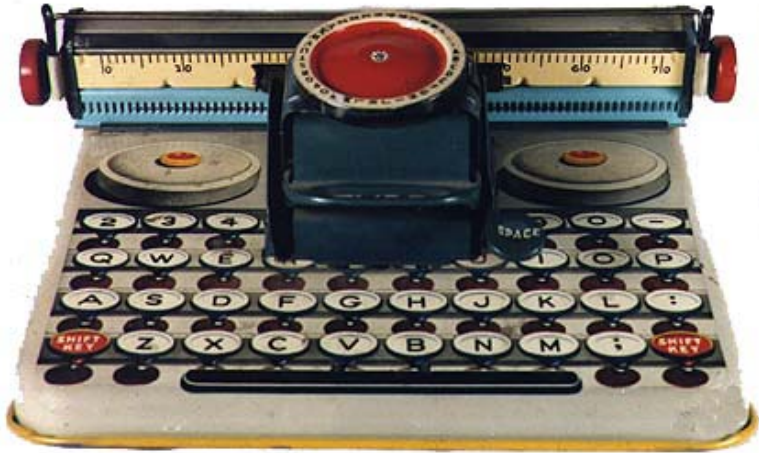
Work with What You've Got



Leverage the Internet

The Joy of Net

Saves Money
Email Distribution
Triage via Multiple Emailboxes
Research
Media Info
Competitive Checks
Idea Harvest
Trend Watching
Public Opinion
Newsgroup Postings
Crisis Communications
Online Press Room



Distribution Revolution

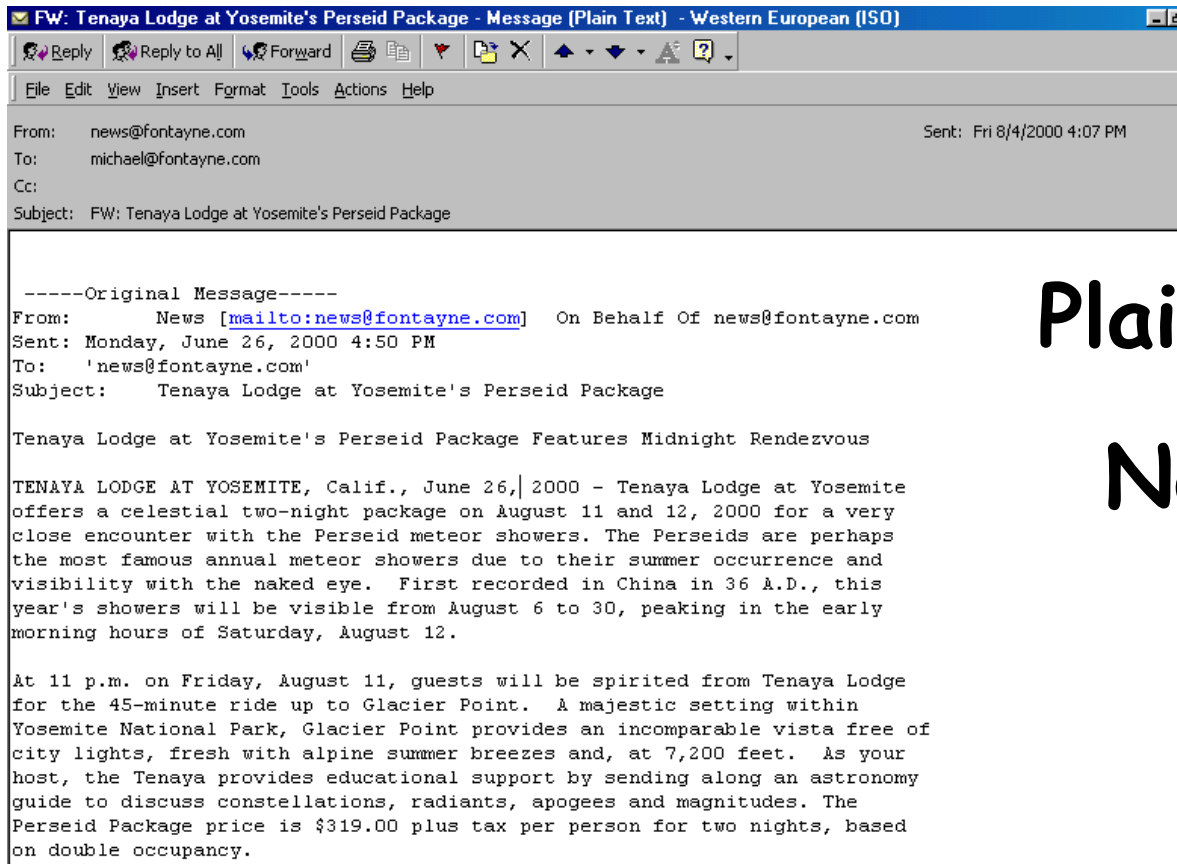
1987: print only
\$1500 per issue

1995: fax/email
\$500 per issue

1998: Web-only
\$ 0 per issue



Email News Releases



Be Brief

Plain Text is Best

No Attachments

Real News

**Clear Topic in
Subject Line**

**NO SPAM !
BY PERMISSION ONLY**

Live Link to more info

The Online Press Room: A Must



**No Passwords !
No Registration !**

**No PDFs !
No Frames !**

No Promos !

No Kidding !

Press Room Content Options



- Welcome
- Backgrounders
- Fact sheets
- Bios
- Latest News
- Release Archives
- Images
- FAQs
- Research/Statistics
- Staff Directory
- Email Options

Press Room Content Options



- Web Cams
- Maps
- Events Calendar
- Streaming Audio
- Streaming Video
- Archival Documents
- Press Trip Request
- Links to other relevant resources
- Registration
- Press Trip Policies

Queensland
Australia

NEWS



Media Resource Site for The Americas

QLD in the USA

Tourism Queensland

1800 Century Park East. Suite 330

Los Angeles, CA 90067

vox: 1.310.788.0997

fax: 1.310.788.0128

Jonathon Day,
Regional Director,
The Americas

e-mail: queensland@aol.com

USA Media Contacts

The Fontayne Group

430 Colorado Avenue

Santa Monica CA 90401

vox 1.310.395.9145

fax 1.310.395.9846

queensland@fontayne.com

The Stuff You'll Find Here

The News: Current Releases

The Archives: 1999 and 2000 Releases

The Press Kit: Facts and Features

What's Up Down Under: Events Calendar

Top Shots: Copyright-free images

The Yarns: Tales from Queensland

Click here for an Aussie Treat

[How Can we Help You?](#)

CALIFORNIA COUNTRYSIDE

Communiqués

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Copyrights
& Conditions](#)



Welcome to the California Countryside media center.
This section is prepared with working travel journalists
in mind, but everyone is welcome to poke around.

[Current News Roundup](#)

[News Releases from California Countryside](#)

[News Releases from our Members](#)

[Media Contacts](#)

[Media-only inquiries](#)



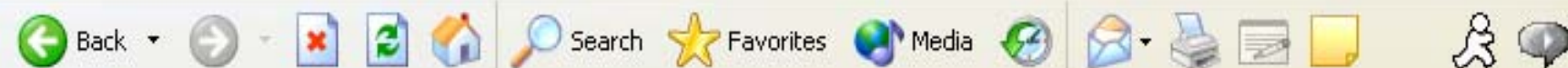
[Choo-Choo](#)



[County Fairs](#)



[Curios](#)



March 18, 2004

Monterey County Convention and Visitors Bureau Travel Media Information

The Monterey County Convention and Visitors Bureau welcomes travel journalists and media of all types. Please use the navigation bar to the right to locate your particular media need, or choose from features along our left hand navigation bar to research visitor information such as lodging, restaurants, attractions, events and more.

Whether or not you need assistance, we'd like to know if you used our site for research and if you'd like to be added to our mailing list. Please take a few moments to fill out the request for information, and indicate if you will need assistance for an upcoming visit.

Request for Travel Media Assistance

Contact:

Julie Armstrong, Marketing Communications Director

julie@mccvb.org

831-657-6405—Direct Line

831-648-5373—Fax

800-801-4010—Toll Free

Travel Media Information

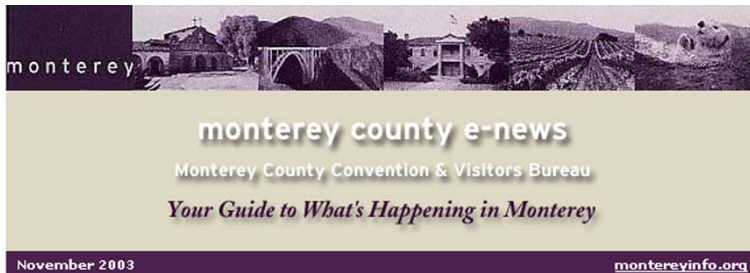
- Staff & Local Media Contacts
- Facts, Stats & FAQs
- Releases / What's New
- Story Ideas
- Photo Library

- Travel Basics
- Attractions
- Recreation
- Arts & Culture
- Lodging
- Food & Wine
- Events
- Services
- Site Map
- Contact Us
- Home

Area of Interest:

- Visitor
- Meeting Planner
- Media

Monterey County: Leveraging the Internet



Welcome to the Monterey County Convention & Visitors Bureau's free, monthly email newsletter. We hope you'll find it handy and informative when you plan your next visit to Monterey!

For more information on the categories listed below, please click on the section title. Or for general information about Monterey County, visit our web site at montereyinfo.org.

To book an overnight stay in Monterey County, [click here](#).

Thanks to our sponsors on the right. Click on their logos for more information.

Presented this month by



Agricultural Wing
at the National Steinbeck Center

Holiday Bounty Returns to Monterey County: Stay for Free in Monterey County



The Monterey County Convention & Visitors Bureau has unveiled its 2003 **Holiday Bounty** program, offering free nights in Monterey County. From November 1 through January 30, 2004, visitors purchasing one room night at participating lodging properties will receive a second night free. More than 20 hotels and resorts are offering 'stay for free' deals, in addition to special off-season rates and

- Press Room
- Media Lists / Photo Bank
- Travel Leads
- Contact with members
- Email Newsletter (consumer)

Monterey Bay Aquarium: Leveraging the Internet

The screenshot shows the Monterey Bay Aquarium website's Pressroom page. The header includes navigation links for Visitor Info, Aquarium Exhibits, Conservation & Research, Teachers & Kids, About Us, and Members & Donors. Below the header is a search bar and utility links for What's New?, Contact Us, Field Guide, and E-Postcards. The main content area features a 'TOP STORY' section for 'Sharks' Opens April 2, with a text description and a grid of four images: a shark, a mask, a boat, and a shark. Below this are 'Related Links' for 'Sharks Exhibit' and 'White Shark Conservation Project'. The page also has sections for 'OTHER FEATURED STORIES IN OUR NEWS RELEASES' (Cooking for Solutions, Seafood Watch, 20th Anniversary) and 'RESOURCE LIBRARIES' (News Releases, Press Kits, Photo Library, Video Library) and 'MEDIA BASICS' (Contact Us, Location Guidelines, Arranging Press Visits, E-Mail News Tips).

- Press Room
- Cams (Shark!)
- Sea Notes
- Electronic Press Kits
- Digital Storytelling

5 Simple Strategies



Work with What You've Got



Leverage the Internet



No News? Make News !

No News? Make News!



Conduct a Poll
Get Expert Quotes
Top Ten Lists
Tweak the Product
Public Service Campaign
Celebrity Tie-ins
Give Awards
Charity Support

Monterey County: No News? Make News

Stay for *free* in Monterey!



Free Night *Other Hotel Values* *Merchant Offers*

This season, Monterey is presenting an *incredible* offer.
Book a room and stay another night for free!
Check out the properties offering the
free room deal. Or take advantage of many
other great hotel rates and *special* discounts
at local restaurants and attractions.

Monterey's Stay for Free promotion and other value offers are brought to you by the
Monterey County Convention & Visitors Bureau
www.montereyinfo.org (toll free) 888-221-1010

[Free Night](#) | [Other Hotel Values](#) | [Merchant Offers](#) | [Home](#)

- Special promotions
- Contests - on air and online
- Wire photos
- Develop a niche

Monterey Bay Aquarium: No News ? Make News

**Linda Arnold's
Summer Splash!**

**Join us for a free family concert!
Saturday, June 10, 2000
Santa Cruz Beach Boardwalk**

The Monterey Bay Aquarium presents Linda Arnold for a "Splash Zone" summer concert. The "Queen of Kid Pop" will perform music from her latest CD, "Splash Zone," created for Monterey Bay Aquarium's new family gallery.

Kids' activities from 1:30-3:00—face painting, crafts, and hands-on educational displays at the "Splash Zone" kids' activity booth, plus the juggling and stilt-walking antics of Sandi and

Rock from Clown Clubhouse. Name the "Splash Zone" penguin mascot and win a giant plush blackfooted penguin. Entries accepted only at the "Splash Zone" kids' activity booth. Winner announced at 4 p.m. Must be present to win.

Linda Arnold and company in concert from 3:00-4:00

Recorded information: (831) 644-7561

Sponsored by:

- Promotions
- Cooking for Solutions
- Sparky the Killer
- Shrimp and Mola on the Move
- Sea Otters

BEST CHOICES

- Catfish (farmed)
- Caviar (farmed)
- Clams (farmed)
- Crab: Dungeness
- Crab: Snow (Canada)
- Crab: Snow
- Halibut: Pacific
- Lobster: Spiny/Soft (U.S., Australia)
- Mussels (farmed)
- Oysters (farmed)
- Salmon (Alaska, wild-caught)
- Salmon (canned)
- Sardines
- Shrimp/Prawns (trap-caught)
- Striped Bass (farmed)
- Surgeon (farmed)
- Tilapia (farmed)
- Trout: Rainbow (farmed)
- Tuna: Albacore (troll/pole-caught)
- Tuna: Bigeye (troll/pole-caught)
- Tuna: Yellowfin (trot/pole-caught)

PROCEED WITH CAUTION

- Clams (wild-caught)
- Cod: Pacific
- Crab: Blue
- Crab: Imitation/Surimi
- Crab: King (Alaska)
- Crab: Snow (U.S.)
- Flounder: Summer
- Lobster: American
- Mahi-mahi/Dog
- Oysters: local
- Pollock
- Scallops: F
- Scallops: S
- Shrimp
- Sole: F
- Sole: S
- Turkey
- Turkey

AVOID

- Caviar (wild-caught)
- Chilean Sea Bass/Tourmalin
- Cod: Atlantic/Icelandic
- Crab: King (Imported)
- Flounders (Atlantic) except Summer Flounder
- Grouper
- Halibut: Atlantic
- Moribund
- Orange Roughy
- Red Rock Cod (Pacific)
- Rock Cod (Atlantic)



MONTEREY BAY AQUARIUM®

Seafood Watch®



National Seafood Guide

5 Simple Strategies



Work with What You've Got



Leverage the Internet



No News? Make News !



Play Well With Others



Collaborate, Coordinate, Cooperate

Colleagues, Competitors, Conferences

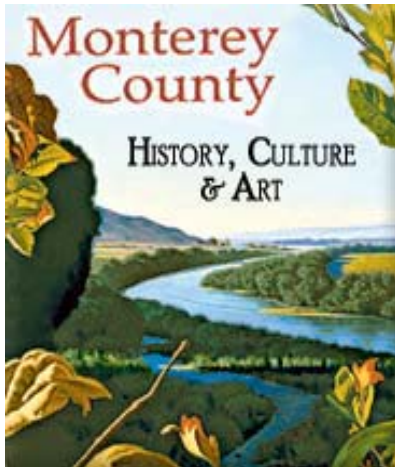
Confluences, Coincidences, Calendars

Collaborate
Coordinate
Cooperate



Museum Passports
VIP Cards
Coupon Books
Cultural Shows at Malls
Visitor Kiosks at Performance Venues
Trails
Themed Itineraries
County-wide Yard Sales
Town-wide Evening Hours
Joint Marketing
Resident Ambassadors

Monterey County: Playing Well With Others



- Outside Competitors
- Stakeholders / CVB Members
- Local PR contacts
- Similar organizations
- Hotels & Events
- Local Colleges

Monterey Bay Aquarium: Playing Well with Others



- Your friend, the VCB
- "Time to Coast" co-op
- MBARI
- National Geographic

5 Simple Strategies



Work with What You've Got



Leverage the Internet



No News? Make News !



Play Well With Others



Get Flash Without Cash

Can you get Flash without Cash ?

| | |
|---------------------------|--------|
| Your creativity ? | Free ! |
| Brainstorming ? | Free ! |
| Walking Around ? | Free ! |
| Notepad ? | Free ! |
| Sitting Around Thinking ? | Free ! |
| Watching TV? | Free ! |
| Reading Magazines ? | Free ! |
| Doodling ? | Free ! |
| Using Leftovers? | Free ! |
| Optimism ? | Free ! |



Enthusiasm is Free !

Seize the moment.



- Wore logo t-shirt 24/7
- Handed out Brochures
- Worked the Bus as well as the room
- Repeated the message over and over again

Rules for Brainstorming



1. There are NO bad ideas:
withhold criticism and "Yes, buts"
2. Every idea and every person has equal worth
3. It's OK to go wild
4. Imagine unlimited resources
5. Encourage Participation! You need their ideas !

The One Day Campaign



**It's Crayfish Week !!
Oops !
Forgot to advertise !**

**24-hour turnaround
Broadcast-only**

**\$ 2,000 budget,
(including fish)**



Press Kit



Postcards for the Press

Cheaper

Readable Releases

Be a Source and a Resource for the Media

- Trends
- Leads
- Research
- Insider Info
- Fact Checking
- Referrals
- Your Expertise
- Buzz/Gossip





Thank you.