



Public Relations
Events
Advertising

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PARK BOARD OF TRUSTEES OF THE CITY OF GALVESTON

TOURIST DEVELOPMENT

COMMUNICATIONS PLAN

1994

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EXECUTIVE SUMMARY

During the five years since the inception of the Galveston Island image campaign, tourism has increased dramatically, with some six million people now visiting the island per year. Current indications are that the 1994 season holds equal, if not better, promise, particularly with the advent of alcohol-free beaches and a number of new and/or improved family-oriented accommodations and attractions such as the Rainforest Pyramid and IMAX theater at Moody Gardens, the soon-to-be-refurbished Hotel Galvez, the Pier 21 harborfront development and "The Great Storm" documentary.

Public relations has been a key contributor to the success of the Park Board's efforts to date, and will remain critical to tourism development throughout 1994 and beyond. Broad, ongoing editorial coverage generates a wealth of credible information to readers (or listeners or viewers) who are planning family vacations or weekend getaways. An effective public relations campaign works in conjunction with paid advertising and promotions to generate a true synergy that maximizes the effect of all the efforts.

The 1994 Galveston Park Board of Trustees Communications Plan will emphasize Galveston as a family-oriented island resort destination for all seasons. Advertising and public relations messages will focus on the beach and its related attractions, as well as the island's rich historical and cultural heritage.

A wide range of well-organized and vigorously publicized special events will be encouraged throughout the year to attract large numbers of visitors, particularly families, to the island, thereby increasing hotel occupancy rates and revenues and stimulating business for local merchants, attractions and restaurants.

Integral to all these efforts will be a well-planned publicity, promotions and special events program to enhance the renourishment of the beaches from 10th to 61st Streets.

The following communications plan is designed to assist the Park Board in its tourism development efforts.

ADVERTISING OBJECTIVES

- To continue to heighten awareness of Galveston as a year-round travel destination among primary prospects in Texas and contiguous states
- To focus attention on Galveston as an ideal family vacation destination
- To encourage use of the four Galveston beach parks
- To improve the image of Galveston's beaches
- To continue the momentum of the first five years of Galveston's multi-phase image campaign
- To promote Galveston as an integral component of the Greater Houston Metropolitan Area/Gulf Coast Country

CREATIVE APPROACH

- Continue the "Imagine" concept for headlines to tell the story of a romantic, multi-faceted island
- Continue copy describing Galveston's historic attractions and miles of beaches in a romantic tone
- Add family-oriented messages that refer to safe, clean, expanded beaches, etc.
- Highlight beach renourishment and new attractions, events and promotions
- Highlight major beach parks -- Seawolf, Apffel, Stewart and Dellanera -- through advertising, public relations and special events
- Expand family message to beach park signage, bumper stickers, etc.
- Maintain graphic and verbal continuity throughout all promotional and collateral pieces produced by and for the Galveston Park Board of Trustees and the Galveston Island Convention and Visitors Bureau
- Continue use of "steamer trunk stamp" logo, trademark for Historic Galveston Island, on all printed advertising and promotional materials

CREATIVE ELEMENTS

Outdoor Advertising - Image Campaign

- Use of Galveston Island "Beach Within Reach" during the summer season.

Print Advertising for consumer magazines - Image Campaign

- 1/2 page, 4-color spread "Imagine a Romantic Island" & "Getaway Not Faraway"
- 1/2 page, 4-color horizontal "Trolley" ad
- 1/3 page, 4-color "Blue Dome" ad

Print Advertising - Gulf Coast Country

- Two page spread, 4-color

MEDIA

MEDIA STRATEGIES

Target Audience

- Concentrate advertising against the primary prospective tourists and vacationers demographically defined as:

Adults 25-49
Household Income of \$35,000+
Families with 2+ Children

- Continue to support the leisure and business traveler with the image campaign
- Support co-op participation opportunities

Geography

- Concentrate media support within a 300 mile radius of Galveston Island (primary market) with additional coverage of the secondary markets prioritized as follows:

Houston
Rest of Texas
Contiguous states
Midwest

Seasonality

- Concentrate advertising during March through August to take advantage of the time of greatest interest in, and accessibility to, leisure travel to ensure Galveston the most impact of reduced advertising exposure.

MEDIA RECOMMENDATION SUMMARY

Leisure Travel

The publications with the largest statewide circulations, TEXAS MONTHLY, with 300,000 and SOUTHERN LIVING with 355,000 in Texas, will continue to be the primary advertising vehicles in order to achieve the high visibility needed to maintain awareness throughout Texas. The additional circulation in the Southwest Edition of SOUTHERN LIVING provides exposure in the surrounding states. Small space "*Travel Planner Directory*" ads are again recommended to provide affordable continuity. TEXAS MONTHLY will publish a special "*Galveston*" advertorial section again. SOUTHERN LIVING is still the primary vehicle for the State of Texas' special "*Travel Texas*" section. Participation in both of these special issues is highly recommended to showcase Galveston Island among competing Texas destinations.

Other leisure travel publications include VISTA, USA, the official travel guide published by Exxon. In addition, Galveston will again participate in the cooperative advertising effort to promote GULF COAST COUNTRY.

Specialty Publications

Repeating the black and white ad in the Texas Hotel & Motel Association Accommodations Guide is recommended as the only non-leisure advertising.

Leisure Co-op

The highly successful cable television co-op program begun in 1991 will again be offered in the Summer of 1994. Thirty-second co-op television spots will air on a combination of cable networks such as CNN, USA, ESPN and LIFETIME. Co-op participants may designate either Houston or Dallas target market areas.

MEDIA RATIONALE

TEXAS MONTHLY

Circulation: 300,000

The only statewide publication edited for the urban Texas audience. Editorial includes state politics, sports, business, culture and lifestyles. It contains lengthy articles, reviews and interviews. Approximately 70% of the circulation is in Galveston Island's primary markets of Houston, Dallas/Ft. Worth, Austin, San Antonio and Beaumont/Port Arthur. 94% of TEXAS MONTHLY subscribers took trips in the United States last year. An average of 6.6 trips in Texas were taken by these travelers in the past year -- with 24% visiting Galveston. A special "Galveston" advertorial section will again be featured in May at our request. As part of a co-op package, this advertorial is designed to highlight the entire Galveston area. Ads such as these will work synergistically with the other image ads already running throughout the year for Galveston. Local island participants will share the cost of this campaign for a share of the advertising space. Galveston will also receive 12,000 "Galveston" advertorial reprints. In 1993, Galveston Island received 4,367 reader responses from our ads in TEXAS MONTHLY. The Galveston Island ad in the March "Travel Planner" received the largest response out of 115 advertisers.

SOUTHERN LIVING

Southwest Edition

Circulation: 630,000

Southwest/South Central Edition

Circulation: 1,080,000

This publication is recommended for its ability to provide the largest circulation in Texas of 355,000. In addition, Galveston Island's other prime geographic markets of Louisiana, Arkansas and Oklahoma are covered. Approximately 90% of subscribers have taken a domestic vacation or personal trip in the last year; with 78.7% of SOUTHERN LIVING's subscribers staying in a hotel or motel during the last year. Of features considered important in choosing vacation destinations, 52.8% listed beaches and 57.7% listed historical attractions -- Galveston Island's primary features. The State of Texas has again chosen SOUTHERN LIVING as the publication to feature the "Travel Texas" editorial in April. The coverage for this feature has been expanded into the South Central region -- increasing circulation for April to 1,080,000 and will provide additional coverage in Kentucky, Tennessee, Mississippi and Alabama. With an ad in this special section, Galveston will receive reader response service, map spotting on the "Official Texas Tourism Map" with 1-800 number listing and coupon participation in "Passport to Savings" distributed at Texas Welcome Centers throughout the state. In 1993, Galveston Island received 6,253 inquiries from our ads in SOUTHERN LIVING.

VISTA, USA

Circulation: 825,000

This is the official quarterly travel guide published by Exxon. The guide presents travel writing and photography. Articles range from firsthand adventure accounts to an insider's look at museums. Black and white "Travel Directory" ads in the Spring and Summer issues are recommended. These ads have generated high reader inquiries over the last two years. In 1993, Galveston Island received 2,438 reader responses from our ads in VISTA, USA.

Specialty Publications

TEXAS HOTEL & MOTEL ASSOCIATION ACCOMMODATIONS GUIDE

Circulation: 900,000

This annual guide is a compact digest of hotels and motels, and is designed to make travel in Texas convenient and simple. Major distribution is through the twelve Texas Highway Department Tourist Information Centers. The Guide is also included in the packets sent by the State of Texas in response to inquiries on travel in Texas.

OUTDOOR ADVERTISING

A return to outdoor advertising is recommended in Houston to provide top-of-mind awareness of Galveston for both residents as well as visitors to the Houston market. Three Rotary Painted Bulletins (14'x 48') for four months, April - July, (6 locations) will reach over 80% of the adults in Houston. The Galveston message will be seen over 3,300,000 times -- at the lowest cost per thousand of any media. Only the outdoor medium can provide this continuous frequency of exposure with such cost effectiveness.

CABLE CO-OP ADVERTISING

Based on the success and response to the cable television co-op program begun in 1991, we recommend repeating the campaign in 1994. This cable television campaign not only increases the general awareness of Galveston Island, but also provides the impactful audio/visual presentation of the Island not available through print media. A combination of cable networks such as CNN, ESPN, USA and LIFETIME will be used for maximum reach of the target audiences and cost efficiency of exposure. The co-op program also provides the opportunity of television exposure in Dallas through the sharing of co-op dollars. This "*Beach Within Reach*" promotion airs during May - July.

GALVESTON ISLAND CONVENTION & VISITORS BUREAU
Tourist Development
October 1993 - September 1994
IMAGE CAMPAIGN

MEDIA	INSERTIONS	COST
✓ TEXAS MONTHLY (Circ: 300,000) 1/2 page, 4-color bleed at \$10,407 May (Galveston section); June	2x	\$ 20,814
1/4 page, 4-color Travel Planner February, March, August	3x	\$ 13,555
12,000 overruns of "Galveston" Advertising Section (+ freight)	1x	\$ 5,600
✓ SOUTHERN LIVING - SW & SC Edition (Circ: 1,080,000) 1/4 page, 4-color Travel Planner April ("Travel Texas" section)	1x	\$ 9,570
✓ SOUTHERN LIVING - SW Edition (Circ: 630,000) 1/4 page, 4-color Travel Planner March, August	2x	\$ 10,400
✓ VISTA USA (Circ: 825,000) 1/6 page, B&W Travel Directory Spring, Summer	2x	\$ 5,800
✓ TEXAS HOTEL/MOTEL ASSOCIATION ACCOMMODATIONS GUIDE (Circ: 900,000) 1/4 page, B&W at \$1,400	1x	\$ 1,400
MAGAZINE CONTINGENCY		<u>\$ 1,611</u>
	TOTAL MAGAZINES	\$ 68,750

Note: All 1994 Rates are estimated.

MEDIA	INSERTIONS	COST
OUTDOOR		
Houston Outdoor 3 Rotary Painted Bulletins April, May, June, July	4x	\$ 26,400
CABLE TELEVISION		
Co-op Television Summer, 1994		\$ 15,000
GULF COAST COUNTRY		
Co-op with Greater Houston C&VB		\$ 50,000
MEDIA CONTINGENCY FUND		\$ 21,000
	TOTAL MEDIA	\$ 181,150
MS. TEXAS WORLD		<u>\$ 15,000</u>
	GRAND TOTAL MEDIA	\$ 196,150

Note: All 1994 rates are estimated.

GALVESTON ISLAND CONVENTION & VISITORS BUREAU

1994 TOURIST DEVELOPMENT
BUDGET RECAP

I. MEDIA

Magazines	\$67,139.
Magazine Contingency	\$ 1,611.
Outdoor	\$26,400.
Cable Television	\$15,000.
Gulf Coast Country	\$50,000.
Media Contingency Fund	\$21,000.
Ms. Texas World	\$15,000.
	\$196,150.

II. MEDIA PRODUCTION

Distribution	\$ 4,800.
Magazine Production	\$ 5,000.
Outdoor Production	\$ 3,500.
	\$13,300.

III. COLLATERAL MATERIALS

Collateral/Quantity	
New Attractions Guide/Insert (1 million)	
Reprint Existing Attractions Brochure (200,000)	
Reprint Utility Folders (2,500)	
Reprint/Update Accommodations Listings (50,000/Produce In-House)	
Reprint/Update Calendar of Events (12,000/Produce In-House)	
Reprint Coupon Book (75,000 Paid for by participants)	
	\$125,000.

IV. AGENCY SERVICES

- Communications consultant
- Media relations representative
- Special events consultant and organizer
- News release research and writing
- Video script research and writing
- Advertising copy writing
- Speech writing
- Op-Ed piece writing
- Liaison on regional advertising opportunities
- Counsel for attracting & creating special events
- Liason to GHCVB of Gulf Coast country

AGENCY SERVICE BUDGET

\$24,000.

V. LIABILITY INSURANCE

\$13,250.

GRAND TOTAL 1994 TOURISM BUDGET

\$371,700.

PUBLIC RELATIONS

PUBLIC RELATIONS OBJECTIVES

- Garner local, regional and national media attention through print and broadcast news features
- Position Galveston as an historic island resort destination, perfect for families, with a year-round calendar of celebrations and entertainment, a burgeoning array of exciting attractions, miles of clean and safe beaches, good food and affordable accommodations
- Position Galveston as an integral part of the Gulf Coast Country region encompassing the Greater Houston Metropolitan Area and Galveston Bay area
- Emphasize safe, alcohol-free beaches and family-oriented events, attractions and activities
- Encourage use of Galveston's four beach parks
- Encourage attendance at special events and island attractions
- Enhance image of Mardi Gras as a twelve-day festival, and continue the positive momentum that annually generates \$2 million of publicity by continually exploring new ways to expand the festival and broaden its appeal
- Develop local awareness of the importance of tourism and its benefits to Galveston residents
- Reinforce message of paid advertising

PUBLIC RELATIONS TARGET MARKETS

Local	Greater Houston Metropolitan Area/Bay area
Regional	Austin, San Antonio, Dallas/Fort Worth and other Texas metropolitan areas Oklahoma City, Tulsa New Orleans, Baton Rouge, Lafayette, Lake Charles, Shreveport
Winter Texan market	Midwest, Canada
National travel and tourism media	Travel sections of <i>USA Today</i> , <i>The New York Times</i> , <i>Los Angeles Times</i> and other national newspapers National travel trades such as AAA publications, <i>Texas Highways</i> , <i>Southern Living</i> , <i>Travel South</i> , <i>Bus Tours</i> , <i>National Geographic Traveler</i> and others
Meeting and convention planners	<i>Meetings & Conventions</i> , <i>Convene</i> , <i>Successful Meetings</i>

PUBLIC RELATIONS STRATEGY

Annual Media Blitz

Update comprehensive press kit information and photography. Contents to include information on :

- Attractions
- Accommodations
- Beach parks
- Shopping
- Dining
- History
- Special events

Updated information should be distributed to travel trades and consumer magazines in early spring in order to reach summer vacationers, and to AAA publications and midwestern lifestyle publications in late summer in order to reach the Winter Texan market.

Ongoing Media Relations

The media kit and other timely news releases and media advisories should be supported by personal follow-up telephone contacts. The agency initiates approximately 12 to 15 contacts per month on behalf of the Galveston Park Board of Trustees.

We recommend inviting key travel editors to the island for FAM tours. We have had great success with this method, most recently with the Dallas media market, and recommend expanding it to other markets.

NATIONALLY NEWSWORTHY ISSUES

Beach Renourishment Program

The \$5-million U.S. Army Corps of Engineers Galveston Beach Renourishment Program will add a 300-foot-wide section of beach from 10th to 61st Street. The "new" beach is scheduled to be in place by March 1994.

The Galveston project is of national interest, both in and of itself and as a prototype for other beachfront resort communities along the eastern seaboard and Gulf Coast, who are grappling with similar problems of erosion. An extensive public relations program to leverage the beach renourishment will include such elements as:

- An announcement press conference, with invited guests and speakers to include the Land Office, Governor, other state and local officials, etc.
- Commissioning of an artist's rendering of a computerized image to show how the beach will look when the project is complete
- Reports on research into this and other erosion control methods
- Development of a comprehensive press kit
- A montage of historical photographs depicting the width of Galveston's beaches at various times throughout its history
- Interviews with engineers and city officials
- Photo advisories depicting work in progress
- Development of a catchy name or slogan for the program, to be displayed on T-shirts, bumper stickers, press kit covers, etc.

Alcohol-Free Beach Zones

Publicity, promotions and special events should continue to emphasize Galveston beaches as fun, safe, alcohol-free places for families to enjoy. This message should be communicated through:

- Press releases
- Mentions in feature stories and interviews
- Family-oriented special events
- Promotional tie-ins with radio, TV, department stores, medical clinics, toy manufacturers, etc.
- Beach park signage, maps, etc.

Historic Preservation

Galveston boasts one of the finest and most extensive intact collections of Victorian architecture in America. The fact that it now houses a treasure trove of fun and often educational attractions, museums, shops, accommodations and restaurants makes it all the more tantalizing. Galveston's architecture -- and the history it represents -- should be emphasized nationally through:

- Beautiful color photographs of historic homes and commercial buildings, distributed as part of the annual media blitz (see page 16)
- Timely features on newly restored buildings and/or attractions opening in those buildings, placed in local, regional and national publications

Cultural Tourism

"Cultural tourism" is rapidly becoming a catchphrase in both the tourism industry and the cultural community. The term describes the phenomenon of people traveling for the sake of experiencing those things which define a particular locality or region; that is, what is unique to a place.

Those unique characteristics might include a region's history, local customs, cuisine, arts and institutions. In the case of Galveston, a cultural tourism plan would emphasize its history as a major 19th-century seaport -- as expressed by its Victorian architecture, the Texas Seaport Museum, the tall ship *Elissa* and *The Great Storm* documentary; traditional celebrations such as Mardi Gras and the Blessing of the Fleet; Gulf seafood and Cajun-influenced cooking; the thriving artists' colony along Postoffice Street and environs; and the grand Seawall and the history behind its construction.

New Rack Brochure

A new rack brochure on "101 Ways to See Galveston Island" will developed to replace the old Galveston Island Attractions brochure. The new piece will feature eye-catching graphics, short, provocative copy, enticing color photography and an easy-to-read map depicting the treasures and pleasures of Galveston Island.

The brochure will be distributed to key convention and visitors bureaus as well as used in press kits and placed in hotel rooms throughout the island.

Special Events and Projects

The agency will propose to the Park Board any special events or projects meriting the board's consideration. Agency work will commence only upon approval by the Parks Board Executive Director and in coordination with the Park Board Special Events Manager.

Development or coordination of any special events or projects will be handled under separate budgets, to be agreed upon, and will include heavy publicity aimed at attracting the maximum number of visitors to the island.

Among proposed special events for 1994 are:

Lifeguard Stand Architectural Competition

In a manner and spirit similar to the creation and installation of Galveston's grand ceremonial arches, and involving many of the architects and designers who already participate in the AIA/Steelcase Sandcastle Competition, the agency recommends establishing an architectural/design competition to create unique landmark lifeguard stands for Galveston's beach parks. The competition, to be sponsored by the Park Board and participating beachfront hotels and businesses, will generate innovative ideas for lifeguard stands, not to mention massive publicity for the island. The most dramatic yet feasible design solutions will be selected and built.

Elements of the project will include:

- Kick-off event and press conference
- Invitations to schools of architecture, design firms and architectural firms to participate
- Nationally and internationally noted architects to serve as judges
- Special media event to preview all designs and announce winning entries
- Traveling exhibition of winning entries and finalists to Rice University and University of Houston School of Architecture galleries, Blaffer Gallery, and other key cities
- Major publicity campaign to local, state and national media
- Coordination of construction and installation
- Production of pamphlet describing project and recognizing sponsors

AIA/Steelcase Sandcastle Competition

Backed by the reputation of the Houston Chapter of the American Institute of Architects and sponsored by a stellar list of contributors topped by Steelcase, the AIA/Steelcase Sandcastle Competition has already attracted thousands of competitors and spectators and a fair amount of media attention, including *Texas Monthly*, *Texas Architect* and CNN. Agency will continue the momentum via:

- Kick-off/registration party
- Development of press kit including information on the competition, information on Apffel Park and the Park Board, and great color photos -- to be sent out well in advance to architectural and design publications as well as travel trades
- Invitations to editorial boards of architectural and design publications to participate as competitors
- Invitations to key members of the media to participate as judges
- Distribution of photographs to magazines 6 months in advance
- Calendar listings issued to magazines 6 months in advance
- Magazine feature story placement
- Advance radio interviews

Tourism Summit

In order to create community awareness of the importance of tourism to the local economy, the agency recommends hosting an annual "tourism summit" press conference and luncheon. At this event, the Park Board would issue a "year in review" summary and analysis of the tourism industry in Galveston, to include the following facts and statistics:

- number of visitors to the island (compare to previous years)
- number of visitors to beach parks and income generated
- local economic impact
- figures on jobs lost in shipping/shipbuilding industry vs. jobs gained in tourism

The luncheon could feature a national spokesperson on leisure trends and the travel industry.

Blessing of the Shrimp Fleet

The annual **Blessing of the Fleet** is held each spring at Pier 21. Approximately 20 shrimp boats festively decorated with paper flowers, flags and streamers will parade past the pier to be blessed by the Very Reverend Charles K. Anastassiou of the Greek Orthodox Church and officially usher in the shrimping season. Participating shrimp boats compete for cash prizes awarded by a panel of celebrity media judges. Live music is performed before and after the colorful ceremony, which is free to the public.

The Blessing of the Fleet is a Greek Orthodox tradition that dates back to 324 AD, when Constantine the Great, emperor of Constantinople, called the First Ecomenical Council and gave his permission to the 318 Holy Fathers gathered at Nicea to publicly hold prayers and "to bless the fish of the sea so that they might be multiplied and feed the hungry mouths."

SUBMISSION CONVENTION & VISITORS BUREAU
 IMAGE CAMPAIGN:
 OCT '93 - SEPT '94

PUBLICATION/EDITION	CIRCULATION	ISSUE	FORMAT	RATE	CPM	DEADLINE	OTHER	PO#	PRODUCTION/ DELIVERY
TEXAS MONTHLY	300,000	FEB 94	TRAVEL PLANNER	\$4,585	\$15.28	12/10/93	slide & copy	PO#	
		MARCH 94	TRAVEL PLANNER	\$4,485	\$14.95	1/7/94	slide & copy	PO#	
		MAY 94	1/2P - 4C W/BLD	\$10,407	\$34.69	3/4/94	Galv Advertorial	PO#	
		MAY 94	12M OVERRUNS	\$5,600	\$18.67	3/4/94	Galv Advertorial	PO#	
		JUNE 94	1/2P - 4C W/BLD	\$10,407	\$34.69	4/23/94		PO#	
		AUG 94	TRAVEL PLANNER	\$4,485	\$14.95	6/8/94	slide & copy	PO#	
SOUTHERN LIVING - SW ED.	630,000	MARCH 94	1/4P - 4C, PLANNER	\$5,200	\$8.25	1/3/94	slide & copy	PO#	
		AUG 94	1/4P - 4C, PLANNER	\$5,200	\$8.25	6/1/94	slide & copy	PO#	
SOUTHERN LIVING - SW & SO CENT ED.	1,080,000	APRIL 94	1/4P - 4C, PLANNER	\$9,570	\$8.86	1/3/94	slide & copy	PO#	
VISTA, USA	825,000	SPRING 94 (FEB)	1/6P - B&W	\$2,900	\$3.52	12/1/93		PO#	
		SUMMER 94 (MAY)	1/6P - B&W	\$2,900	\$3.52	3/13/94		PO#	
TEXAS HOTEL & HOTEL ASSOCIATION ACCOMODATIONS GUIDE	900,000	JANUARY 94	1/4P - B&W	\$1,400	\$1.56	DONE		PO# 19685	
MAGAZINE CONTINGENCY				\$1,611					
TOTAL MAGAZINES				\$68,750					
OUTDOOR - 3 ROTARIES	3,300,000	APRIL-JULY		\$26,400	\$8.00	2/1/94		PO#	
CABLE CO-OP TELEVISION		SUMMER 94	:30 TV	\$15,000		4/15/94		PO#	
GULF COAST COUNTRY				\$50,000				PO#	
MEDIA CONTINGENCY FUND				\$21,000				PO#	
TOTAL MEDIA				\$181,150					
MISS TEXAS WORLD				\$15,000					
GRAND TOTAL MEDIA				\$196,150					