



Group Marketing Plan 2017/2018

Executive Summary:

FLVC has some unique opportunities within the group markets, given our product and opportunities as identified within the 2016 Young Strategies Strategic Plan.

The following markets are highlighted as having the highest potential. Note that the focus should be in off-season itineraries and service:

Motorcoach - Groups		Comments
Shows	American Bus Association; I Love NY Dine-Around	
Shows	Participate in either OMCA or another regional trade show	
Direct Sales	Participate in an I Love NY related motorcoach activity	
Direct Sales	Meet with local influencers, such as receptives, to ensure their awareness of our products	
Direct Mail	Mailing to contacts; follow-up and new	
Publications	Fact Sheet (profile sheet) for shows	
Website	Itineraries online	
Familiarization Tours	Participate in Regional	
Visitor Services	Respond to request for services	
Public Relations	Submit information and itineraries to targeted publications	

Weddings – Reunions – Colleges		
Publications	Destination Wedding Guide – what to do in your free time	
Publications	Unique Venues in Ontario County	
Public Relations	Photography, including GLBT market photography	
Website	Photo and Video Galleries enlivened and micro-sites developed, particularly for off season weddings.	
Direct Sales and Partnership	Work with colleges for events that are held on their campus that relate to our products and may bring people here	
Visitor Services	Respond to request for services	

Affinity Groups	Directed at the “foodies, wellness seekers, outdoor adventurers, etc. who travel together”. Team sports in the off season	
Partnership	Pinnacle, Sports Shops, NY Wine and Culinary Center and the NY Wine and Grape Foundation, Bristol Mountain and Roseland;	
Public Relations	Video	
Public Relations	Blogs and testimonials	
Publications	Niche markets with one publication – biking or hiking or birding, for example. Foodie Guide, photography guide	
Itineraries	For Car Clubs/motorcycles, etc.	
Visitor Services	Respond to request for services	
Website	Photo and Video Gallery used as tools to enhance and suggest opportunities for why your group would have fun here	

Meetings & Conference		Comments
Publications	Promoting “camps” and “learnings adventures within Ontario County and nearby	
Direct Sales	Capitalize on ESSAE Membership and others and host a joint sales/luncheon event in Albany and one other prime market.	
Partner	Develop cooperative with VisitROC and SYR for mutually beneficial sharing of groups looking for a city/country experience	
Participate	Memberships upheld as appropriate	
Partner	Reactivate sales teams – for project based support.	
Research/Economic Development	Collect data on potential of market against a benchmark in another area, provide data for conference space needs, etc.	
Website	Online presence and information beefed up as a resources	
Social media	Develop interactivity among some meetings and conferences to influence	
ROI – return visitation - evaluation	Measure the impact of any meeting and also where possible encourage return visitation program with family in another season.	

**FLVC Group Marketing Plan will be updated based on market shifts and upcoming opportunities.*