

Las Cruces Convention & Visitors Bureau

2008

2008-09

Marketing
Plan

09

The Crossroads

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MISSION STATEMENT

The mission of the Las Cruces Convention & Visitors Bureau (CVB) is to attract meetings, leisure and business travelers to Las Cruces in the most economic and efficient manner possible in order to stimulate the local economy.

- In support of this we are committed to:
- Representing Las Cruces with the highest professional and industry standards.
- Promoting community pride in Las Cruces and its future.
- Providing comprehensive visitor information and services.
- Educating and encouraging community awareness of the visitor industry.
- Promoting an environmentally safe industry that provides jobs.
- Projecting a consistent, positive image for Las Cruces, by emphasizing its unique qualities.

ADVISORY BOARD

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President

Business Development & Marketing
The Philippou Group, Inc.

Vice-Chairman

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General Manager
Hotel Encanto de Las Cruces

Members

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Director
New Mexico Farm & Ranch Heritage Museum

Belia Alvarez
General Manager
Hampton Inn & Suites

Dr. Janet L. Green
Department Head
School of Hotel, Restaurant and
Tourism Management

Ex-Officio

Dolores Connor
Las Cruces City Council, District 2

CVB STAFF

Executive Director

Ken Mompellier

Office Manager

Anna Maya

Convention Sales Manager

Vacant

Tourism Sales Manager

Vacant

Sports Sales Manager

Ed Carnathan

Services Manager

Jennifer Bales

Media/Publications Manager

Chris Faivre

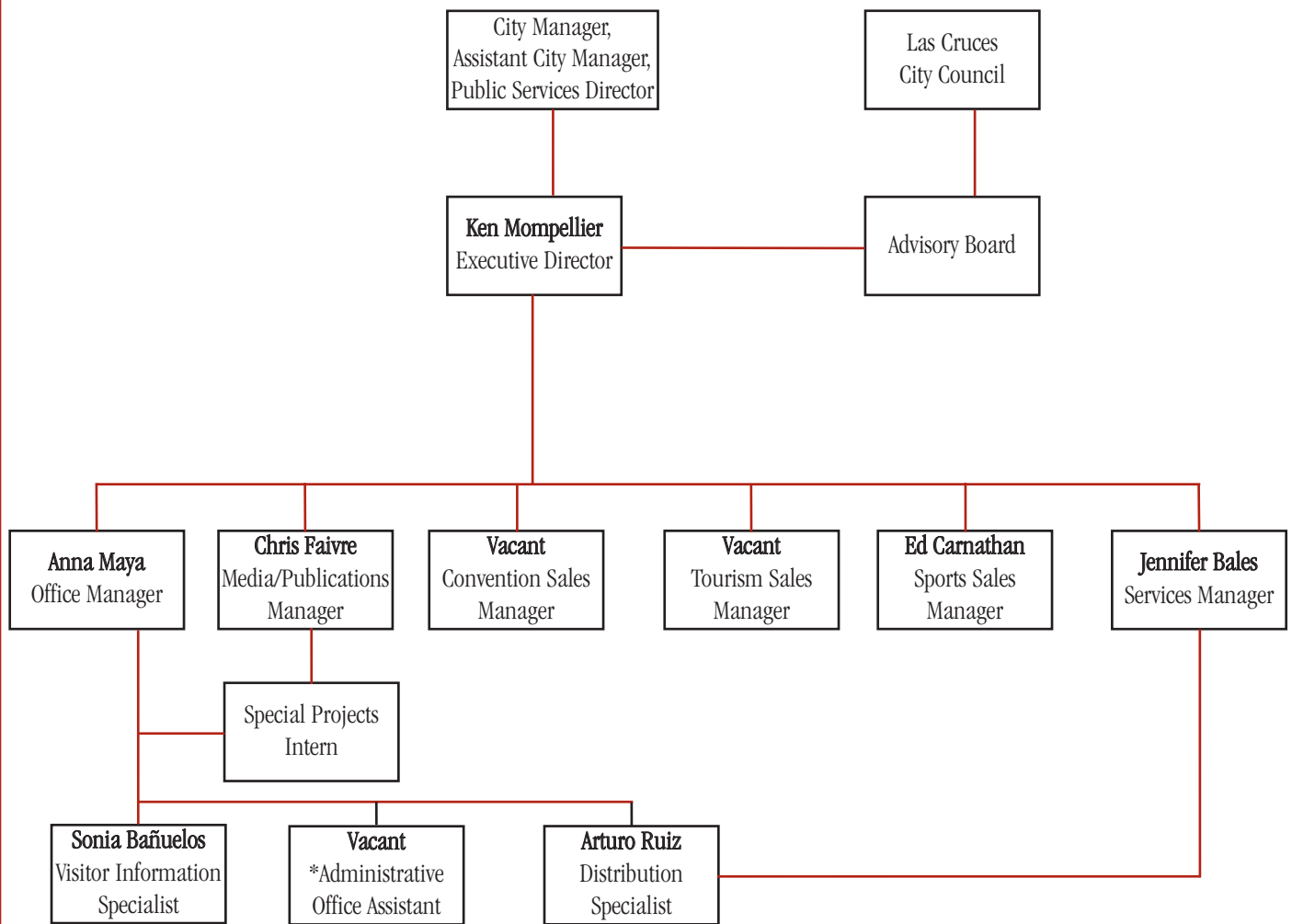
Visitor Information Specialist

Sonia Bañuelos

Distribution Specialist

Arturo Ruiz

ORGANIZATIONAL CHART



* Newly created position for the 2008-09 fiscal year

EXECUTIVE & ADMINISTRATIVE

EXECUTIVE OVERVIEW

Las Cruces remains a thriving community poised for big things in the upcoming year. Las Cruces is still considered one of the fastest growing cities in New Mexico, despite the fact that it is far removed from the larger population and political bases of northern New Mexico. Despite current and upcoming economic conditions across the United States, Las Cruces remains one of the nation's hot spots for economic growth. Las Cruces and southern New Mexico's growth rate is among the highest in the country for communities of similar size. As the largest city in Doña Ana County, the local economy is still reliant on agricultural production and the employment opportunities provided by federal, state and local governments. And while still rich in culture, tradition and history, Las Cruces' influences come by way of Mexico rather than from the Native American culture that dominates northern New Mexico.

2008-09 FOCUS

Economic and world factors have taken their toll on the tourism industry over the last few years, yet Las Cruces has continued to see positive growth in the number of overnight visitors, benefiting from its location, climate, affordability and scenic beauty. To this point, increasing gasoline prices have not had an effect on Las Cruces' drive market however; prices are up an average of \$1.10 per gallon nationwide to which we anticipate a dip in the drive market. Only time will tell if the \$4.00 per gallon mark will keep drivers off the roads this year and if so, to what extent.

And the city's need for a convention center is finally being realized as the city of Las Cruces will be moving forward this year with plans to build a facility. The Las Cruces Center will give the city the needed meeting space to answer the demand of groups excited about meeting in Las Cruces. The increased demand and growth of the meetings market coupled with the City's desire to build a state-of-the-art facility, makes the convention center an even better formula for success. Ground breaking is set for sometime around the first quarter of 2009.

A more focused and direct sales approach will be used in 2008-09. The introduction of the Services Manager position in 2007 was a positive force for our sales team, allowing them to focus more on increasing leads and bookings. The impact of this position will continue to grow over time, as the position is only one year old and there is still great potential for the two areas to work together. We will continue to emphasize the Crossroads advertising campaign, created by Rick Johnson & Co., to assist with our sales efforts to increase sales for Las Cruces hotels. In addition to our print ad campaign, this year's advertising plan will include an online component that will use the internet to target specific demographics that might be interested in Las Cruces. Still, the overall goal of the campaign remains to attract more meetings/conventions, tour groups, leisure travelers and sports events. The combination of our advertising campaign and the national exposure Las Cruces has received through Money magazine, AARP The Magazine and Forbes.com has helped us reach new markets and gain increased national awareness.

In summary, until the completion of the Las Cruces Center, filling current and new hotel rooms will be a challenge for the CVB, however it is one we are prepared to take on. The 2008-09 Marketing Plan is intended to further provide the ground work neces-

sary to get to the next level as a destination with continued growth in overnight visitors to Las Cruces. This will in-turn generate more tax revenue for Las Cruces, translating into more services for its residents.



Ken Mompellier
Executive Director

ADMINISTRATIVE OVERVIEW

Projected Revenues:

		CVB Operating Budget
Lodgers Tax (100%)	\$1,865,156	\$1,632,012 (87.5%)
Miscellaneous Income:		
Farmers Market	\$16,000	\$16,000
Misc State Grants	\$17,000	\$17,000
Merchandise Sales	\$5,000	\$5,000
TOTAL REVENUES:	\$1,898,161	\$1,670,012

Revenue Sources:

The major portion (95%) of the CVB's funding continues to come from Lodgers Tax collections and the additional funds (5%) are derived from miscellaneous income. The Lodgers Tax rate is currently 5%. Of the 100% projection (\$1,865,156) collected by the City of Las Cruces, the breakdown is as follows:

10.0%	Resource Development Fund	\$186,516
87.5%	CVB Operating Budget	\$1,632,012
2.5%	Finance Collection Fee	\$46,628

Projected Expenditures for CVB Operating Fund:

Administrative	\$615,190
Convention/Tourism	\$924,961
CVB Special (City Council Funds)	\$91,861
TOTAL EXPENDITURES:	\$1,632,012

CHALLENGES & OPPORTUNITIES

The following is a list of challenges and opportunities that affect Las Cruces and impact the CVB both positively and negatively when it comes to selling Las Cruces as a convention, leisure, business and sports travel destination. Some challenges - such as a lack of large meeting space - will be addressed in part with the coming of the Las Cruces Center and may be more of a limited challenge for the CVB, while opportunities such as history, culture, weather and climate will remain valuable selling opportunities for years to come.

As this is a combined list, some challenges and opportunities may only impact a single department/market.

Challenges

- High gasoline prices
- Lack of awareness of Las Cruces as a meeting venue, visitor and sports destination
- Lack of major attractions
- Lack of direct passenger train service
- Lack of an international airport and minimal scheduled airline service
- Community awareness of CVB's role and activities
- Lack of identity in the regional, national and international markets
- Geographic isolation
- Lack of adequate exhibit and breakout space
- Lack of large ballroom facilities to host large banquets/meal functions
- Lack of upscale hotels
- Lack of destination resort/spa properties, dude/guest ranch facilities
- Cost and availability of New Mexico State University facilities
- Not always knowing what business is being booked directly with the hotels
- Lack of community sponsor participation
- Competing with communities with larger, more developed facilities and sports programs
- Being part of city government
- Lack of communication between sporting event organizers
- Lack of tour companies, receptive operators and step-on guides

Opportunities

- Value
- Terrific year-round climate
- Local cuisine
- Friendly people
- Great scenery
- Organ Mountains
- White Sands National Monument
- History and culture
- International flavor with diverse cultures
- Growing art community
- Located at the crossroads of Interstates 10 & 25
- Easy access to nearby international airport and rail service
- Year-round events and fiestas
- Proximity to area attractions and activities
- National exposure and awards received over the past few years
- Moderate room rates
- Meeting facilities for up to 600 attendees
- Affordable rates at current meeting facilities
- Direct airport shuttle service
- Quality sporting facilities
- New Mexico State University
- White Sands Missile Range
- Las Cruces is the home of the personal space exploration era
- Short distance to mountain recreation areas for skiing, climbing, backpacking and cycling

CONVENTION SALES DEPARTMENT

CONVENTION SALES OVERVIEW

2008-09 is a year full of potential for the Convention Sales Department. We have added a Services Manager to assist in servicing which in turn, will greatly increase the time that the department is able to spend selling Las Cruces as a convention and meetings destination. Understanding technology's influence on the meeting planning world, the Convention Sales Department is putting a major focus on the professional presentation of its department in both traditional and technologically savvy forms. There are new ideas on working with area hotels, a desire for more professional and timely presentation of bids to clients and a new and improved Meeting Professionals Guide.

The main objective of the Convention Sales Department will continue to be growing awareness of Las Cruces to conventions, associations, government, meeting and reunion planners across the country. With the promise of the Las Cruces Center moving forward and an estimated completion date of late 2010 or early 2011, Las Cruces will be able to better compete with destinations such as Tucson, El Paso, Albuquerque, Phoenix, Denver and many more. The department will focus on increasing these markets for our existing meeting space over the next two years while also building the awareness and excitement for the additional meeting space we are lacking. To facilitate this objective, the department will be taking a strong sales approach while building relationships with potential repeat business as well as with the local hotels. These things coupled with a fresh new approach, Las Cruces' beautiful weather, Southwestern hospitality and affordability, all give the Convention Sales Department a great deal of potential for 2008-09.

2008-09 FOCUS

The Convention Sales Department will continue its focus on the primary markets of government, corporate, and association meetings on a statewide, regional and national basis, with a greater focus being placed on regional and statewide organizations who are more likely to choose a Southwestern destination. In addition, the Las Cruces Center will make Las Cruces a much more viable option for groups in these markets who have disregarded Las Cruces as a viable meeting destination due to lack

of meeting space. With the completion date only two years out, this is the perfect time to start actively promoting this much needed convention center.

2008-09 CONVENTION SALES GOALS

Goal 1 Actively promote and sell Las Cruces as a convention and meetings destination.

- Develop special sales and promotional programs to gain new exposure for Las Cruces as a meeting and convention destination.
- Develop a series of e-mail post card blasts that heighten interest in Las Cruces as a meeting and convention destination.
- Attend regional and national tradeshow to gain new exposure for Las Cruces to association executives, meeting and event planners, CEO's, etc.
- Make sales calls by phone and in person to existing clients to continue to build relationships and business for Las Cruces.
- Subscribe to CVB HotRates to enhance the number of leads coming into the Las Cruces CVB and make Las Cruces more accessible to busy meeting planners.
- Partner with New Mexico State University (NMSU) to attend RCMA's 37th World Conference & Exposition to target religious meeting planners and organizations.

Goal 2 Create a more professional and positive image of the meetings and conventions opportunities in Las Cruces.

- Update and completely redesign the Meeting Professionals Guide to be offered as a resource in CD and hard copy formats.
- Work with local hotels and meeting facilities to create quality bids for each of their properties which highlight the fine points at each facility.
- Create a standard format for bids being presented to clients, which will make a more professional presentation for booking business.

Goal 3 Actively promote the Las Cruces Center.

- Work with Media Department to develop promotional pieces directed at convention publications charting the progress and asking for new clients to consider Las Cruces.
- Research sales database for groups that Las Cruces was unable to accommodate in the past due to size of group and focus sales calls and e-mail/direct mail campaigns towards them.
- Utilize the Meeting Information Network (MINT) to find new groups that may be interested in a convention center of our size.

Goal 4 Take advantage of educational opportunities to grow both personally and professionally.

- Attend sales academies and conventions such as Destination Marketing Association International (DMAI) Sales Academy, Western Association of Convention & Visitors Bureaus (WACVB) Sales Academy and DMAI's Annual Convention, when appropriate.

Goal 5 Maintain and build relationships with meeting industry partners including local lodging/meeting facilities as well as with existing and new contacts to increase Las Cruces' competitive edge in the meetings market.

- Work with local hotels and meeting facilities on an ongoing basis to keep open communication and address any concerns or suggestions.
- Host monthly hotel sales coffee club meetings with local hotel partners.
- Meet individually with non-hotel meeting facilities to keep open communication and address any concerns or suggestions.

TOURISM SALES DEPARTMENT

TOURISM SALES OVERVIEW

The primary objective of the Tourism Department is to increase group and leisure travel bookings to Las Cruces. To that end, the Tourism Department has the overall responsibility of sales and marketing efforts directed at individual and group leisure visitors from domestic and international markets. This is achieved by working with all professional travel planners, tour operators, tour packagers, airlines and other travel industry organizations as well as regional and local segments of the travel industry to increase awareness of Las Cruces as a conveniently located visitor destination offering cultural, historical and recreational amenities for everyone.

Las Cruces has so much to offer from its scenic beauty and amazing weather to its fascinating culture and endless recreation opportunities. And although all of these attributes are appealing, it will be up to the Tourism Department to market and expose these attributes to potential clients.

Advertising efforts and continued praise from national publications have piqued the curiosity of many people who have visited or are planning to visit Las Cruces. We are one of the top growing cities in the United States and are continuing to bring people into our beauty and culture. This has increased the patronage of our restaurants, hotels and attractions which in turn boosted our economy. Our goal is to continue to attract those who want to experience all that our charming city has to offer.

2008-09 FOCUS

The focus of the Tourism Department will be to increase tour groups and individual travelers to Las Cruces. This will be done through an aggressive campaign of sales calls – both in person and by phone - to new and current clients. In addition, strong efforts will be placed on working with local industry partners to develop a range of travel packages to entice new visitors to Las Cruces. The department will also continue to develop direct mail promotions to new and existing clients as well

as potential visitors with a particular emphasis on combating high gas prices. Emphasis will also be placed on attending trade shows, industry forums, expositions, public travel shows, and facilitating familiarization tours.

2008-09 TOURISM SALES GOALS

Goal 1 Develop new tools and update existing tools that will assist the Tourism department in promoting the City of Las Cruces.

- Develop creative sales tools to assist the tourism department in promoting Las Cruces such as the Las Cruces video and calendar of events.
- Distribute the updated Group Travel Planner to tour operators.
- Partner with local attractions to create interesting and fun itineraries to gain exposure for Las Cruces.

Goal 2 Develop programs and implement existing programs in order to gain exposure for Las Cruces.

- Create incentive programs for tour operators such as gas card promotion to entice them to make Las Cruces a part of their itinerary.
- Partner with local and area golf courses to create packages that will boost tourism, attract retirees and spur the economy.
- Organize familiarization tours for professional travel planners so they are educated on what Las Cruces has to offer.
- Revamp the program set for National Tourism Week to create a fun educational environment for our community and tourists.
- Work with neighboring cities and build a partnership to increase travel and tourism to Las Cruces and the surrounding communities

Goal 3 Increase the number of tour group bookings for Las Cruces as well as overnight stays for domestic and international visitors.

- Continue to make sales calls to existing and potential clients.
- Attend tradeshow that target tour operators, group travel planners and travel

agents for both domestic and international markets.

- Promote specialty/technical tours such as arts and crafts, nature, cultural and agriculture.
- Make sales presentations to AAA auto clubs

Goal 4 Increase and maintain rapport with local, state and regional hospitality partners to enhance tourism in Las Cruces.

- Build rapport with Las Cruces hotels and attractions to develop new marketing strategies through monthly and bi-annual meetings.
- Continue to communicate with surrounding communities and statewide contacts to promote the entire area and market Las Cruces as a hub and spoke destination.

SPORTS SALES DEPARTMENT

SPORTS SALES OVERVIEW

The primary goal for the Sports Department is to bring new sporting events to Las Cruces. The events range from youth to adult on an invitational, state, regional and national level. Because the sports industry has become increasingly competitive and lucrative - as more communities see the value of the events - the best way to lure in many events is through building solid relationships with sports organizations and decision makers. To accomplish this we will focus on and promote our strengths and selling points which include: excellent sporting facilities, affordability, great weather, and the rich history of the area.

Las Cruces has a tremendous amount of return sports business due to the relationships previously built and maintained, the strength of the local groups and the attitude and service provided by the community as a whole. The department looks to build upon that groundwork in 2008-09.

2008-09 FOCUS

The focus of the Sports Sales Department in 2008-09 will be to build relationships and pursue a higher level of sports business such as larger state, regional and national sporting events. Efforts will be directed at events that can generate additional revenue for the local hospitality industry as well as fill hotel rooms during off-peak times of the year.

The department will also focus on creating new marketing and promotional materials directed at targeted organizations and decision makers. This year will be about building on existing relationships to grow the number of first time sporting events in Las Cruces.

2008-09 SPORTS SALES GOALS

Goal 1 Increase the number of sporting events held in Las Cruces.

- Make 600 sales calls, develop 25 new leads and seven new bookings.
- Arrange and conduct five site visits for event right holders.
- Attend national sports trade shows, educational seminars and annual meetings to make new sales contacts, strengthen relationships with established contacts and to increase awareness of Las Cruces as a sports destination.
- Follow up with phone or in person sales calls with sports contacts in order to generate new bookings for Las Cruces.
- Utilize industry publications, websites and organizations to build new sales contacts.
- Distribute the new *Sports Facility Guide* to qualified sports groups.
- Locate off-peak sporting events that will fit within slower occupancy periods during the year.
- Maximize marketing efforts by partnering with the New Mexico Sports Authority to bring more events to Las Cruces.

Goal 2 Utilize and update existing sales resources.

- Continue to update the new *Sports Facility Guide*.
- Use the Sports Advisory Committee to assist with soliciting new events.
- Work with Media Department to enhance sports section of CVB website.

Goal 3 Continue with established promotional programs and create additional programs.

- Continue with established direct mailing campaign before trade shows.
- Continue to develop new direct mailing campaigns.
- Develop new sports postcard campaign for additional direct mailing to keep “top of mind” awareness with current and new sports organizations.

- Develop the Sports Volunteer Program so that it may be used as a sales tool to bring in larger groups.

Goal 4 Maintain and strengthen current and build new relationships with local sports organizations, suppliers, and hotels.

- Work with the City of Las Cruces Parks and Recreation Departments and local leagues to create a streamline process for sporting events held in Las Cruces.
- Strengthen relationships with local hotels to ensure cohesiveness when pursuing sporting events.
- Work with the New Mexico State University Athletic Department to identify and pursue Western Athletic Conference (WAC) and National Collegiate Athletic Association (NCAA) events.

MEDIA/PUBLICATIONS DEPARTMENT

MEDIA DEPARTMENT OVERVIEW

The primary function of the Media/Publications Department is to generate free media exposure for Las Cruces as a leisure, tour & travel, meetings and sports destination, with a secondary function of assisting the sales staff in the development of sale and promotional materials. The department is also charged with maintaining the bureau's electronic presence which includes overseeing the bureau's network of 12 travel websites.

2008-09 FOCUS

The Media Department has again set a goal of \$400,000 in print and electronic media coverage. This is still a very aggressive goal requiring further expansion of department programs such as direct mail promotions, press trips and increased press release distribution.

Last year, the department was successful in seeking new ways to reach media outlets with information faster, more efficiently and in large quantities. The cornerstone of this effort is the CVB news/events blog which journalists can subscribe to via an RSS feed or bookmark it through their internet browser. After only a few months, the Media Pressroom page on the bureau's website became one of the most visited pages on the site. The blog is updated daily with Las Cruces area event information and news with the intention of creating more awareness of Las Cruces, ultimately translating into increased coverage. This program will be a compliment to regular press release distribution to state, regional national and international media outlets. Efforts will also be made to continue freshening up the supply of images currently being featured in the department's media kit by working with local freelance photographers. Good strides were made in that area last year, but more work is needed to keep a free face for Las Cruces.

The department will again be looking to increase international coverage by working directly with the New Mexico Tourism Department's (NMTD) representatives in Mexico, German, the UK as well as other destinations, to develop familiarization (fam) tours and assist with the production of sales materials for those markets. Particular interest will be placed on the Mexican market with the addition of a Spanish language website and media kit. The department will also work with the NMTD representative in Mexico to develop fam tours to Las Cruces and southern New Mexico in areas such as golf, history and culture.

The department will also assist in efforts to reach in-state, regional and national tourists by enhancing and increasing the user-friendliness of the CVB website through new features such as downloadable audio files about hotels, restaurants and attractions and the addition of video on the CVB site. The department will also work closely with the bureau's advertising agency, Rick Johnson & Company (RJC), to bring the website more in line visually with the advertising brand created for our print campaign.

2008-09 MEDIA DEPARTMENT GOALS

Goal 1 Generate \$400,000 in free media coverage for Las Cruces

- Expand CVB news/events blog which journalists can subscribe to via an RSS feed or bookmark it through their internet browser. The blog, which will be updated daily, will complement current press release and feature story development and distribution.
- Implement new public relations/media software to better assist the department's efforts in reaching media outlets and tracking coverage.
- Conduct a second golf press trip as well as a general travel media trip with other New Mexico cities.
- Target specific media with a direct-mail campaign designed to raise Las Cruces' profile and generate additional exposure.
- Further expand department image gallery.
- Continue with the quarterly media newsletter to be distributed to travel journalists.
- Develop Spanish language media kit to allow the department to be able to work closer with the Mexican market. Also, develop profile sheets in German and Dutch to help NMTD representatives in Germany and Netherlands to better promote Las Cruces to their media outlets.
- Continue interns role in the daily operations of the department including feature story and press release development, and management of the pod-casting and online social networking programs to make sure they stay current.
- Work with RJC Public Relations to expand Las Cruces presence in the media by reaching out to more travel journalists and media outlets.

Goal 2 Expand the bureaus electronic presence and increase the user friendliness of the bureau's website.

- Integrate downloadable pod-casts of area hotels, restaurants and attractions into website.

- Integrate a visitor forum to solicit feedback from visitors about their time in Las Cruces.
- Develop survey section to poll visitors and generate a demographical profile of site visitors.
- Integrate a trip planning feature to give visitors a resource to better plan their visit to Las Cruces.
- Work with RJC to build a new website that visually is more in line with print advertising campaign.
- Expand bureau's search engine placement.
- Add a video component to the site.
- Develop Spanish language website.

Goal 3 Maintain local community awareness efforts.

- Continue the development and production of the bi-monthly CVB newsletter.
- Assist Tourism Sales Department with National Tourism Week events/publicity.

Goal 4 Maintain current department education, training and tradeshow efforts.

- Attend annual New Mexico Governor's Conference on Tourism.
- Attend International Pow Wow Media Marketplace which provides the department with an opportunity to meet with journalists from around the world as well as the United States.
- Pursue educational opportunities available through Society of American Travel Writers (SATW), the Public Relations Society of America (PRSA) and any other organization offering programs.

Goal 5 Support and assist the bureau's sales departments.

- Design or redesign of departmental sales pieces as needed.
- Coordinate the production of twice-annual visitors guide with contracted agency.

SERVICES DEPARTMENT

SERVICES DEPARTMENT OVERVIEW

The primary focus of the Services Department is to service the convention, sports and tour groups that visit Las Cruces. These services range from supplying groups with printed materials for the attendees to assisting with minor aspects of planning such as housing accommodations, group tours, transportation, registration and entertainment. The services manager is an integral part of the sales team by assisting the meeting planners and tour operators from pre to post event ensuring complete success.

The services manager is a member of; Meeting Planners International (MPI), New Mexico Society of Association Executives (NMSAE), Destination Marketing Associations International (DMAI) and Professional Convention Management Association (PCMA). These memberships provide educational and networking opportunities with staff from other convention and visitors bureaus, convention centers, various industry partners and hotels nationwide. As well as a direct link to meeting professionals in nearly every facet of the industry.

2008-09 FOCUS

The focus of the Services Department will be to continue assisting the sales and media staff in their efforts to generate new business and exposure for Las Cruces. This will be accomplished in a variety of ways including working with booked groups to

plan their Las Cruces meeting, coordinating familiarization (FAM) tours and spousal programs and generating new ideas for promotional and direct mail programs.

2008-09 SERVICES DEPARTMENT GOALS

Goal 1 Development & Coordination of Familiarization Tours and Spousal Programs

- Work with local attraction operators and vendors in order to develop Familiarization tours that consist of International and National tour operators and members of the media who have the potential to bring new business to Las Cruces.
- Create a standard protocol for organizing and facilitating these FAM Tours in order to

- consistently show Las Cruces in the best possible light and to enlighten the participants on all that Las Cruces has to offer in the short time they are here.
- Create specialty spousal programs at various locations in and around Las Cruces as an added selling tool for the convention sales department. (By having “ready to buy” tours and themed dinners available for the meeting planners we can enhance our selling power by having as many of their needs fulfilled before they ever ask).

Goal 2 Develop new promotional items for sales and media staff.

- Research and obtain new, up-to-date and exciting promotional materials for the sales departments to use as lures for new business as giveaways at tradeshow, site inspection gifts, etc.
- Work with local manufacturing/production companies to have their products as giveaways for tradeshow and direct mail promotions.

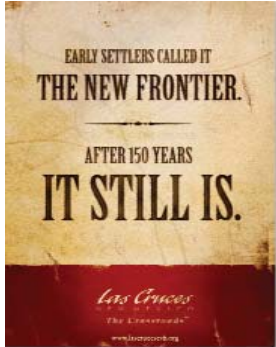
Goal 3 Develop new direct mail items for sales and media staff.

- Develop new direct mail sales promotions for each of the sales departments, media department and for the CVB as a whole to help keep Las Cruces in the mind of the decision makers who book their conventions, sporting events and tours.
- Work with the sales team to identify which clients should be targeted this year and then develop and design appropriate promotional materials in order to target the particular needs of that group.

Goal 4 Provide excellent and professional customer assistance.

- Work with the local hospitality community to develop, implement and facilitate a hospitality training seminar in order to provide top notch customer assistance to the planners and operators who visit Las Cruces to ensure not only the success of their ventures but their probable return for future business.
- Acquire a professional speaker through the Speakers Union or word of mouth to facilitate a well rounded hospitality/customer assistance seminar for the “front of house” employees of various industry partners in the Las Cruces area.
- Working closely with area hotels and attractions on an on going basis to continue to develop new programs and to be aware of any changes in their product or services.

ADVERTISING CAMPAIGN



ADVERTISING OVERVIEW

The Crossroads campaign developed by Rick Johnson & Company (RJC) with input from the bureau is a series of print ads that focus on publications in the meetings and conventions, group tour, leisure travel and sports markets, as well as billboards targeting drive travel along major interstates leading into southern New Mexico from Texas and Arizona. The exposure gained through the campaign has increased each year and is expected to do the same this year.

There are several co-op advertising opportunities available, so contact the bureau if you are interested in becoming a partner.

2008-09 FOCUS

It is recommended to utilize media that has a proven track record of generating inquiries. Magazines are the best means to generate leads due to their response mechanisms that encourages readers to send for information, in addition to links from their website. Their long shelf-life allows readers to keep back issues for articles and ads of interest. Employing a broad list of magazines allows for mass reach of our target market in an editorial environment conducive to travel.

Outdoor will be reconsidered at contract renewal time, as it does reinforce top-of-mind awareness on the major highways leading into Las Cruces, but the budget could be of use in other areas. Interactive is also recommended with an e-mail blast to adults 25+ with a household income of \$50,000+ to individuals who have expressed an interest in history and culture, as well as interactive display advertising that will drive people to the new website and also increase search rankings. Targeted states include the border states to New Mexico, including California and Illinois where affordable.

Advertising Objective

- Increase awareness for Las Cruces as a destination steeped in culture and history.
- Increase visitation to Las Cruces with repeat and new visitors.

Media Objectives

- Generate inquiries by means of a cost-efficient media plan which is directed to the various leisure, meeting and group prospects.
- Tie-in to appropriate co-op sections,

anchored by the New Mexico Tourism Department.

Increase inquiries/visits to Las Cruces' website.

Target Audiences

- Leisure travelers of adults 50+ who appreciate the culture and history of the Southwest.
 - Secondary target is the family market.
- Meeting Planners for Corporate and Associations with 500 or less attendees, due to the limited meeting capacity of hotels
 - With the addition of a Convention Center, we will adjust in future plans.
- Group Tour Planners targeting group leaders, motor coach, and tour operators
 - Secondary target is sporting event planners.

Geography

- Leisure Market
 - The Western U.S. will be the primary focus, with special emphasis on Texas since it is the top feeder state, in addition to New Mexico and Arizona.
- Meetings Market
 - Most meetings in Las Cruces are held by organizations located within an easy day's drive, and originate from New Mexico and Texas
 - Secondary focus is the Western U.S.
- Group Tour Market
 - Western U.S. and Canada

TOURISM ADVERTISING PROGRAM

PUBLICATION	PUBLISH DATE	AD SIZE/TYPE	AD CLOSING DATE
2009 New Mexico Vacation Guide	November 2008	1/2 Page – 4 color	9/2/2008
AARP The Magazine (Southwest Getaways)	October 2008	1/16 Page – 4 color	Closed
Cooking Light - (West & Midwest Edition)	September 2008	1/3 Page – 4 color	Closed
El Paso Visitors Guide	September 2008 January 2009 May 2009	1/3 Page – 4 color	7/25/2008 11/25/2008 3/27/2009
Golf Digest (Southwest Ed.)	July 2008	1/2 Page – 4 color	Closed
Golf Magazine	December 2008	1/3 Page -4 color	9/1/2008
Madden Preprint Insert	August 14, 2008 March 8, 2009	1/2 Page – 4 color	Closed 11/21/08
National Geographic Traveler (West of Mississippi Edition)	October/November 2008	1/6 Page – 4 color	7/25/08
Preservation	November/December 2008	1/3 Page – 4 color	8/18/2008
Sunset	April 2009	1/6 Page – 4 color	2/2/2009
Travel + Leisure	September 2008	1/2 Page – 4 color	Closed
PUBLICATION – GROUP & MEETING TRAVEL			
Association News	August 2008 January 2009	½ Page – 4 color	Closed 11/1/2008
Group Tour Magazine	July 2008 October 2008 January 2009 April 2009	1/2 Page – 4 color	Closed 7/15/2008 10/15/2008 1/15/2009
Meetings West	January 2009 June 2009	1/3 Page – 4 color	10/12/2008 3/12/2009
MPG	July 2008 October 2008 January 2009 April 2009	Full Page - 4 color	Closed 9/1/2008 12/1/2008 3/1/2009
Small Meetings	June 2009	1/2 Junior Page – 4 color	5/1/2009
Smart Meetings	November 2008 February 2009	1/2 Page – 4 color	8/1/2008 11/1/2008

INTERACTIVE AND OUTDOOR ADVERTISING

INTERACTIVE

We will use behavioral and contextual targeting to serve display advertising on websites such as CBS Sports, CNN, Fox News, Yahoo, and MSN, among others. All targeting will be based upon the profile decided upon between the CVB and RJC, and can be re-targeted as necessary to provide optimum performance. This program would not launch until the new website is complete.

OUTDOOR

West Texas – I10 @ Ft. Stockton	July 2007 – November 2008	12' x 48.5'
West Texas – I20 @ Pecos near Toyah	July 2007 – November 2008	10' x 30'
Southern NM – I10 west of Lordsburg	July 2007 – June 2008	14' x 48'
Electronic billboard in Albuquerque	July 2007 – June 2008	14' x 48'

TRAVEL SCHEDULE

The bureau travel schedule allows the sales staff to reach out to potential clients across the country in order to solicit additional business and exposure for Las Cruces as a business and or leisure destination. There are also several opportunities within each department for local hotels and attractions to partner with the bureau and attend tradeshows that could be of tremendous benefit and otherwise be to expensive to attend without the bureau's participation. If you are interested in co-oping with the bureau on any of the available shows, please contact us.

ADMINISTRATION DEPARTMENT TRAVEL

SHOW	LOCATION	DATES	MARKET
Destination Marketing Association International (DMAI) Annual Meeting	Las Vegas, NV	July 28-30, 2008	Educational <i>CVB CEO's Annual Meeting/Seminars</i>
Western Association of Convention & Visitor Bureaus (WACVB) CEO Forum	Santa Rosa, CA	August 7-10, 2008	Educational <i>CVB CEO's Annual Meeting/Seminars</i>
Las Cruces Day in Santa Fe	Santa Fe, NM	January 31-February 2, 2009	Legislative <i>Tradeshow</i>
Destinations Showcase	Washington, DC	February 26-29, 2009	Government/Association/ Corporate Meeting Professionals <i>Tradeshow</i>
Association of Film Commissioners International (AFCI) Locations Trade Show	Santa Monica, CA	April 16-18, 2009	Industry <i>Tradeshow</i>
Tourism Association of New Mexico (TANM) Governor's Conference on Tourism	Farmington, NM	April 22-24, 2009	Educational <i>Conference & seminars</i>
*Travel Industry Association (TIA) of America International Pow Wow	Miami, FL	May 16-20, 2009	International & Domestic Tour Operators <i>Tradeshow</i>
Destination Marketing Association International (DMAI) Visitor Services Shirtsleeves Conference	TBD	TBD	Educational <i>Conference & seminars</i>
Tourism Association of New Mexico (TANM)	Various Locations	Monthly or Quarterly	Board Meeting
Hotel, Restaurant & Tourism Management (HRTM) Program	Various Locations	Quarterly	Board Meeting

CONVENTION DEPARTMENT TRAVEL

SHOW	LOCATION	DATES	MARKET
Destination Marketing Association International Sales Academy	Tucson, AZ	September 15-17, 2008	Educational <i>Conference & seminars</i>
Western Association of Convention & Visitor Bureaus Sales Academy	Tucson, AZ	October 6-7, 2008	<i>Educational</i> Seminars Educational <i>Conference & seminars</i>
*Chicago Holiday Showcase	Chicago, IL	December 18–20, 2008	Government/Association/ Corporate Meeting Professionals <i>Tradeshow</i>
Religious Conference Management Association (RCMA) Annual Conference	Grand Rapids, MI	January 27-30, 2009	Religious Meeting Professionals <i>Tradeshow</i>
*Destinations Showcase	Washington, DC	February 26–29, 2009	Government/Association/ Corporate Meeting Professionals <i>Tradeshow</i>
*Springtime in the Park	Washington, DC	April 16-18, 2009	Association Meeting Professionals <i>Tradeshow</i>
Sales Calls	Albuquerque, NM	Varies	Government/Association/ Corporate Meeting Professionals <i>Face to Face Client sales calls</i>
New Mexico Meeting Professionals International (NMMPI)	Albuquerque, NM	Quarterly	Government/Association/ Corporate Meeting Professionals
New Mexico Society of Association Executives (NMSAE)	Albuquerque, NM	Quarterly	Association Meeting Professionals

*Co-op Opportunity Available

TOURISM DEPARTMENT TRAVEL

SHOW	LOCATION	DATES	MARKET
*Addison Travel Tradeshow	Edmonton & Calgary, Canada	September, 2008	Canadian Travel Agents & Receptive Operators <i>Tradeshow</i>
*Expo New Mexico State Fair	Albuquerque, NM	September, 2008	Consumers <i>Tradeshow</i>
Albuquerque International Balloon Fiesta	Albuquerque, NM	October, 2008	Educational <i>Tradeshow</i>
Western Association of Convention & Visitor Bureaus (WACVB) Sales Academy	Tucson, AZ	October 6-7, 2008	<i>Educational Seminars</i>
National Tour Association (NTA)	Pittsburgh, PA	November 15-19, 2008	Domestic & Canadian Tour Operators <i>Tradeshow & Educational Seminars</i>
American Bus Association (ABA)	Charlotte, NC	January 7-12, 2009	Domestic & Canadian Tour Operators <i>Tradeshow & Educational Seminars</i>
*Go West Summit	Albuquerque, NM	January 26-29, 2009	International & Domestic Tour Operators <i>Tradeshow</i>
North American Journeys Summit West	Los Angeles, CA	February 2-3, 2009	West Coast Based Tour Operators <i>Tradeshow</i>
Tourism Association of New Mexico (TANM) Governor's Conference on Tourism	Farmington, NM	April 22-24, 2009	Educational <i>Conference & seminars</i>
*Travel Industry Association (TIA) of America International Pow Wow	Miami, FL	May 16-20, 2009	International & Domestic Tour Operators <i>Tradeshow</i>
New Mexico National Tour Association (NTA) Delegation Meetings	Various locations	Quarterly	Planning Sessions for NTA Conference
Old West Country (OWC)	Regional locations	Quarterly	Regional Meeting
Sales Calls	Various locations in Southwest	Varies	Travel Agents, AAA Offices <i>Face to Face Client Sales Calls</i>

*Co-op Opportunity Available

SPORTS DEPARTMENT TRAVEL

SHOW	LOCATION	DATES	MARKET
*Travel Events and Management in Sports (TEAMS)	Pittsburgh, PA	October 21-25, 2008	Amateur Sports Governing Bodies <i>Tradeshaw & Educational Seminars</i>
United States Sports Specialty Association (USSSA) National Convention	Orlando, FL	November 17-21, 2008	Amateur Sports Governing Bodies <i>Tradeshaw & Educational Seminars</i>
National Association of Sports Commissions (NASC)	Denver, CO	April 20-24, 2009	Amateur Sports Governing Bodies <i>Tradeshaw & Educational Seminars</i>

*Co-op Opportunity Available

MEDIA DEPARTMENT TRAVEL

SHOW	LOCATION	DATES	MARKET
Tourism Association of New Mexico (TANM) Governor's Conference on Tourism	Farmington, NM	April 22-24, 2009	Educational <i>Conference & seminars</i>
*Travel Industry Association (TIA) of America International Pow Wow	Miami, FL	May 16-20, 2009	International Media <i>Tradeshaw</i>
Travel Media Showcase	TBD	TBD	Regional Media <i>Tradeshaw</i>

*Co-op Opportunity Available