

WELCOME CENTERS  
FY10 Marketing Plan

Objectives

- \* Provide measurable revenue for the state and increase visibility of the state through the Hotel/Motel Reservation Service and tourists' registration
- \* Improve communications, methods of collecting data and Welcome Centers' usability to the main office, local communities, and the traveling public
- \* Build and educate staff awareness of tourist attractions and the tourism industry

Strategy I

- \* Refine the method used by Welcome Center staff to obtain Hotel/Motel reservations and tourist registration

Action Plans

- \* Continue promoting the hotel/motel reservation service to traveling public through media contacts and industry awareness
- \* Continue to encourage tourist registration at centers
- \* Continue to computerize office operations including hotel/motel reservations, motorcoach tours, demographic data, visitor registration, top ten countries and states
- \* Use computers and fax machines to make hotel/motel reservations, update room availability, and obtain current room rates

Strategy II

- \* Improve Welcome Centers' relationship with tourism industry

Action Plans

- \* Provide demographic data monthly to Convention & Visitors Bureaus, Chambers of Commerce, Tourism offices

- \* Invite local communities to promote their area on a first come-first serve basis, including hotels/motels, attractions, casinos, arts and crafts display, etc . . .
- \* Continue to plan special activities including the local communities and elected officials

### Strategy III

- \* Build a coordinated effort for the promotion of tourism with local communities and Welcome Centers

#### Action Plan

- \* Coordinate with local communities to provide a tune-in radio station for updated travel information, attractions, and Welcome Center events

### Strategy IV

- \* Improve the professional status of the Welcome Center staff

#### Action Plans

- \* Provide professional training for supervisors in management techniques and general office procedures
- \* Provide additional training for Welcome Center travel counselors, including FAM's, seminars facilitated by accredited instructors approved by the state personnel board, and technical training in first aid, CPR and blood pathogens
- \* Attend seminars providing updated federal regulatory laws including MISA and ESTO conferences
- \* Attend CPM conferences and seminars. Receive certificate of accreditation in public management

### Strategy V

- \* Improve methods used by Welcome Centers to compile statistical data

#### Action Plans

- \* Computerize daily, weekly, monthly and quarterly reports

#### Strategy VI

- \* Improve methods of communication at Welcome Centers

#### Action Plans

- \* Provide additional computer training for Welcome Center staff
- \* Improve communication to Jackson office through E-mail