

Oriental Tourism Board
FY 2017- FY 2020 STRATEGIC PLAN

Overall Mission

*Build awareness and increase tourism for Oriental
and the surrounding area,
creating a positive impact on the local economy
and ensuring long-term growth and prosperity for our town.*

June 18, 2017

Key Objectives

1. Aggressively pursue Public Relations as a cost-effective and impactful method of building awareness of Oriental, and marketing the town as an exciting and unique tourism destination.
2. Disseminate current information on events, activities, festivals, lodging, food, services, shopping etc. through existing local government websites such as www.townoforiental.com; www.pamlicocounty.com; and private sites featuring Oriental. Encourage all specific event websites (boat show, music festival, etc.) to link to town/county sites.
3. Implement broad-reach and cost-effective social marketing using available social media tools such as Facebook and Twitter, and social media partnering with local businesses, organizations and Pamlico County.
4. Utilize limited paid advertising including cost-effective radio and publications to help raise awareness and increase tourism/traffic.
5. Continue to produce and disperse dramatic multi-purpose marketing materials such as brochures to promote the town across the region; and maps to provide helpful information for people when visiting.
6. Work closely with the Pamlico County Chamber of Commerce and NC Tourism to maximize our reach and effectiveness in promoting Oriental and the area.
7. Continue to measure the effectiveness of marketing efforts both qualitatively and quantitatively where possible.

Key Objectives and Strategies

2017-2018

Objective 1: Aggressively pursue Public Relations as a cost-effective and impactful method of building awareness of Oriental, and marketing the town as an exciting and unique tourism destination.

Strategies:

1. Maintain our list of regional, state and national publications targeting our best potential consumers. (Our State, Coastal Living, Waterway Guide, New Bern Magazine, Sailing World, SAIL, All at Sea, etc.)
2. Develop concepts to “pitch” for potential articles in these publications.
3. Identify and recruit both volunteer and affordable paid resources in creative writing, photography, graphic design, PR, advertising and social marketing to work with us on projects when needed.
4. Maintain current contact information on publication editors, travel writers, newscasters and tour companies where we can build relationships, “pitch” stories and solicit placement on a regular basis. Personally invite these key contacts to key local events as our “guests”.
5. Coordinate PR efforts with Pamlico County Chamber and NC Tourism.

Objective 2: Disseminate current information on events, activities, festivals, lodging, food, services, shopping etc. through existing local government websites including www.townoforiental.com, www.pamlicocounty.com and private sites featuring Oriental if appropriate. Encourage all specific local event websites to (boat show, music festival, Craoker Festival, etc.) to link to town and county site.

Strategies:

1. Create a Tourism / Things To Do section within town website.
Also include coverage/photos of past events on town website to encourage visitation and participation in future events.
2. Work with Pamlico County to feature/link Oriental Events on their website.
3. Coordinate with event leaders to link their websites to Town and County sites.
4. Use volunteer talent – writers, designers, photographers – for execution

Objective 3: Implement broad-reach and cost-effective social marketing using available social media tools such as Facebook and Twitter, and social media partnering with local businesses, organizations/events and Pamlico County.

Strategies:

1. Work with local businesses, organizations, event chairs and County staff
To identify ways to work together to increase Oriental's presence in social media.
2. Hold regular Tourism updates with local business owners, organization leaders and event coordinators to discuss Tourism activities and ways to better support local efforts to increase visitors/traffic.

Objective 4: Utilize limited paid advertising including cost-effective radio and publications to help raise awareness and increase tourism/traffic.

Strategies:

1. Investigate efficient radio ad packages for overall promotion of town as key location for visits, boating and water sports, events, vacations. Implement optimal media buy for FY 2017-2018.
2. Develop key radio creative messages with greatest appeal to visitors.
3. Partner with Our State magazine to promote Oriental using the Coast Host multi-page insert in five issues of the magazine. Ad creative to feature overall image of Oriental and special events as appropriate.

Objective 5: Continue to produce and disperse dramatic multi-purpose marketing materials such as brochures to promote the town across the region; and local business maps to provide helpful information for visitors.

Strategies:

1. Determine reprint schedule for current brochures.
2. Identify necessary revisions, edits, changes; keeping cost in mind.
3. Solicit bid(s) and award job for printing.
4. Distribute to all Regional Visitor Centers using the tracking system set up at last printing.
5. Implement ongoing replenishment upon request.
6. With help of Bill Wheeler, continue to produce updated local maps; printable from town website.

Objective 6: Work closely with Pamlico County Chamber of Commerce and NC Tourism to maximize our reach and effectiveness in promoting Oriental and the area.

Strategies:

1. Share annual Tourism Strategic Plan with Chamber personnel.
2. Involve The Chamber in Tourism meetings to keep updated on activities.
3. Establish a liason to attend Chamber meetings as much as possible.
4. Establish contacts with NC Tourism and determine ways they can assist our efforts to promote Oriental.

Objective 7: Continue to measure the effectiveness of marketing efforts both qualitatively and quantitative where possible.

Strategies:

1. Review occupancy tax income by month versus prior years to evaluate trends and establish a base for future comparison.
2. Use simple qualitative survey cards to be distributed in all town B&Bs, hotels, inns and rental cottages to gather comments, including how they found us, why they are visiting; likes, dislikes, positives and negatives about their experiences; ideas to make Oriental more tourist friendly.
3. Survey local businesses several times a year about consumer traffic and the sales and financial impact of various PR/ advertising efforts and town events to better evaluate which efforts/events bring visitors/consumers to us.
4. Analyze overall estimated cost-effectiveness of all events/activities.