

## **Draft sales plan FY 19/20 beginning July 1, 2019**

NOTE: The items listed as North Coast Tourism Council are budgeted by them, not VMC. The NCTC marketing plan and budget are approved by the NCTC Board of Directors and Visit CA.

NOTE: Various opportunities arise during the year so it would be good to have a mid-year evaluation and reset.

### **JULY 2019 –**

**California State Fair July 12-28** – This is a requirement of the Board of Supervisors. The cost to design, install, maintain and tear down the exhibit is \$4500 plus any staff expenses and shipping of collateral. The designer receives all prize money.

### **AUGUST 2019 –**

Asian trip with Explore Marketing – China, Korea and Taiwan (NCTC). This is a two- week trip focusing on tour operators who have an interest in northern CA.

### **SEPTEMBER 2019 –**

Sacramento Bridal Show – Roseville. The committee requested we market our wedding options. The registration is \$995 plus staff time and travel.

Bark in the Park Pet Show San Jose- This is billed as the largest pet show in the Bay Area. VMC has participated at least four times though not in the past two years. Registration is about \$500.

Vancouver consumer show- VMC partnered with Redding to do this consumer show last year. It was very valuable. This year Redding will not be participating. Registration is \$1995. I propose VMC partner with the NCTC..

### **OCTOBER 2019 -**

Nothing presently planned.

### **NOVEMBER 2019-**

Nothing presently planned –

### **DECEMBER 2019 –**

National Tour Association- This is primarily an event to encourage groups to visit. (NCTC)

### **JANUARY 2020 –**

Possible San Diego Travel and Adventure Show – Registration for each T&A Show is about \$3500. We have done SD twice before but did not go last year. There is a direct flight from STS.

Possible sales mission to India with Visit CA (NCTC). This will be the first time Visit CA has undertaken a sales mission to India. India has been identified as a rapidly emerging market for CA.

Sacramento Sportsmen Show – This annual event attracts huge crowds interested in outdoor activities. Inland Mendocino County gets featured. Registration is \$1500.

### **FEBRUARY 2020**

Possible Denver Travel and Adventure Show – We attended this show for the first time in 2019 primarily to promote the new air service on United from STS. It was a valuable show but it is not necessary for us to attend every year.

Receptive Trade Organization (NCTC). This annual LA event provides appointments with many tour operators who have offices in the LA area.

Los Angeles Travel and Adventure Show- This is the largest such show. We went in 2019 and signed up to repeat in 2020

#### MARCH 2020

Go West Summit (NCTC)- This annual event attracts tour operators from all over the world who are interested in the 14 Western states.

Potential sales mission to France with Visit CA – (NCTC)

Bay Area Travel and Adventure Show – The best event for our target markets. We signed up to participate again.

#### APRIL 2020 –

Nothing presently planned.

#### MAY 2020

Nothing presently planned –

#### June 2020 –

IPW – Always the largest trade show in the US. (NCTC) We partner with Shasta Cascade for a double booth.