



SALES AND MARKETING REPORT JULY –DECEMBER 2011

CLIENT SALES CALLS, MEETINGS AND SITE INSPECTIONS.

- USMC Sales Call Meetings – Camp Pendleton, CA
- MC West site visit at BeachFront Only (Deb Webb)
- Camp Pendleton Races site visit (TC Carson)
- Iron Man fam tour/site visits (Gina Thomas)
- Cold calls to Carlsbad conferences to qualify need for overflow
- Outreach to military contractors
- Outreach to reunion planners nationwide (military, family and high school)

STAKEHOLDERS MEETINGS AND SITE INSPECTIONS.

- 27 Site Inspections / Meetings With Stakeholders

BUSINESS DEVELOPMENT AND EVENTS.

- Met with RAAM officials in order to improve partnerships, build upon the quality of the event and to assist Bell Housing with accommodation referrals
- Met with IronMan 5150 task force to solidify partnership
- Met with Bell Housing to discuss continued partnership
- Attended mixer at 333 Pacific
- Attended the Farmer’s Market

SPECIAL PROMOTIONS AND ADMINISTRATIVE ACTIVITIES.

- Website Updates: Group Sales page and RFP Form

LEADS AND DEFINITE BUSINESS

Sales Leads	Status	Dates	Total Room Nights	Total Attendees
Society of Decorative Painters	Declined due to meeting space requirements	2013	1200	1600
uniPHARM 2012	Client passed due to venue needs	10/10 - 10/14/12	178	80
Totals Q2 - Sales Leads	2		1378	1680
Totals Year-to-Date FY2011-2012 - Sales Leads	2		1378	1680
Definite Business Booked	Location/Venue	Dates	Total Room Nights	Total Attendees
Leslie Karr (visiting executive)	Super 8	12/10 - 12/24/11	14	1
Ironman 70.3	Citywide	3/31/2012	1000	1500
Beach Soccer	Citywide	5/5 - 5/6/12	1433	12,000
Camp Pendleton Races: World Famous Mud Run	Courtyard, Residence Inn and Motel 6	6/2 - 6/3/12	600	12,000
Race Across America (RAAM)	Citywide	6/9 - 6/16/12	2300	2000
5150 Triathlon	Citywide	10/12	1000	2000+
Totals Q2 - Definite Business Contracted	6		6347	29501
Totals Year-to-Date FY2011-2012 - Definite Business Contracted	6		6347	29501

ADVERTISING AND SPONSORSHIPS.

- **Advertising and Sponsorships:**

- 101Things to Do
- America Yours to Discover
- Budget Travel
- CaliforniaWeekend.com
- Camp Pendleton Directory
- Go California Travel Site
- HomeAway.com
- MyBaseGuide.com
- National Geographic
- SanDiego.com
- Sunset Magazine
- TripAdvisor
- Traveler

- **Co-Op Advertising:**

- Camp Pendleton Map
- Leatherneck Magazine
- TripAdvisor - San Diego

SPECIAL PROMOTIONS.

- **PBS Series Getting Away Together:** The PBS series filmed an episode in Oceanside in September 2011. The show has the webisode available to view online and the entire episode will premiere in February 2012.
- **Radio Promotions:**
 - Coordinated 3 radio promotions to run within different Southern California drive markets. The 1-2 week promotions ran within November and December 2011
 - The promotional breakdown is as follows:
 - Ventura (Rewind 95.9 fm): \$50,320
 - Temecula (101.3 fm The Mix): \$7,375
 - Inland Empire (99.1 fm KGGI): \$54,000
 - More Radio Promotions will be scheduled in Spring 2012 targeting drive markets in Las Vegas, Phoenix and San Diego

WEBSITE.

- **Website:**

- Launched new website in May 2011 and have continued to make updates to the site in order to stay competitive within the destination marketing industry
- Website Highlights Include:
 - Insider Tips featured on home page (Local Gems, Dine with Locals and Visit Oceanside Deals)
 - Facebook and Blog Widget
 - Advertising Opportunities (rotating ads and feature capabilities)
 - TripAdvisor and FlipKey badge (January 2012)
- Converted content to XML feed to be featured on upcoming Visit Oceanside mobile site

- **Email Marketing:** Send out monthly email blast that highlight key promotions and upcoming events for the month

- **Social Media:**

- Coordinated various Facebook Promotions Including: Local Gems, Photo Contest, Bike the Coast-Taste the Coast, Toy Drive and Oside Insiders (January 2012).
- Promoted contests through Facebook Ads
- Added capability to download Oceanside Visitor's Guide from Facebook

COMMUNITY OUTREACH.

- **Restaurant Meeting: November 1, 2011:**

- Invited Oceanside restaurants to attend a meeting that would address the needs and wants of the Oceanside restaurant industry as Visit Oceanside moves forward.
- Individuals site visits planned for Spring 2012.

- **Email Marketing:**

- Weekly email blasts that feature an event calendar for the following week
- Monthly email blast that highlights key promotions and information to the Oceanside Tourism community

- **Vacation Rentals:** Mailed 2010-2011 Annual Report and accompanying letter to 400+ vacation rental partners.

