



Survey Reports

Fall 2011 Group Marketing Intentions

Going into 2012, what are your group sales expectations?

Will Be Our Best Year Ever		23%
Okay, But Better Than Last Couple Years		42%
About the Same as Previous Years		26%
Getting Worse		10%

Where are you concentrating your group marketing efforts?

Trade Show Attendance		16%
Print Advertising		18%
Online Advertising		11%
Social Media		12%
Networking		15%
Personal Sales Calls		16%
No Responses		12%

What do you feel is your most effective group marketing tool or strategy?

(see page 2)

What are some of the concerns of your staff when it comes to group sales & marketing?

(see page 3)

Which of the following group markets are you concentrating your efforts for 2012?

(check all the apply)

Senior Group Tour		26%
Religious		10%
Reunion		13%
Sports		7%
Student		13%
Small Leisure Groups		19%
Meetings / Conventions		12%

What is your experience/proficiency level in group sales & marketing (self assessment)

I am the Babe Ruth of Group Marketing		7%
I'm a Perennial All-Star		61%
I'm the Interim Manager		18%
I'm the Rookie of the Year		11%
I'm a Spectator		4%

What do you need in order to achieve group sales success in 2012? (check all that apply)

More Budget		29%
More Staff		21%
More Industry Knowledge		20%
More Alliances		17%

What do you feel is your most effective group marketing tool or strategy?

Answers

Snail Mail and Email Blasts
tradeshaw/networking
Putting together tours that include the highlights of New England but then include "something different" such as a Cranberry Bog tour or a Jack O Lantern Spectacular.
As of now, we have been using SOCIAL MEDIA because of the low cost. We need to reach out to the Chicago & Indianapolis markets.
cultivation events
Face Time! Either at shows, FAM tours or sales calls. You have to do them all.
direct communication with groups who come or indicate an interest in coming--via e-news and social media
Personal letter with CD of museum provided to individual groups.
We're a great property!
Word of mouth
Due to budget constraints, we are only able to advertise online for leisure/group travel.
Unknown, trying to figure that out right now.
We do some print advertising which helps build our identity and follow-up on leads from shows and such
Meeting one on one with tour planners
More online plus magazine advertising
Personal call and face to face meetings. Once they know and trust you, then they believe in your destination.
e-newsletters
Keeping in touch with tour operators by attending national trade shows to inform them of the newest and the latest in our venue
Creation of propriatary tours!
Physically attending travel trade marketplaces
Constant Contact emails
Making Creative Flyers and incentives
Our ability to package the area for free
website and group trade shows
Word of mouth seems to be the most effective advertising, once we were able to get a group booked from specific areas. The best response has been from Church groups and Bank groups are starting to pick up.
direct mail
On-line Group Travel Manual
Satisfied clients (word-of-mouth) and the internet
Tradeshows and e-mail blasts
Access to insider experts



What are some of the concerns when it comes to group sales & marketing?

Answers



Too rushed not enough time to eat and shop.
decreasing revenues competition
Not enough time to make sales calls.
None, we are anxious and capable of providing a luxurious and pleasant location for reunions/weddings/vacations/business meetings/retreats, etc.
Expanding the perception of the market to the reality of the broader appeal of the product. Also organizing systems and time to follow-up properly and consistently
Capacity Issues. I have a lot of vendors out there and when I have an attraction that can only hold so many bodies... I need to make sure I'm not displacing full paying guests for discounted heads.
not enough time
Groups ignore mail due to bombardment of junk mail. Referrals are the best.
Can we keep everyone happy and meet everyone's expectations?
Need more staff
That we track where and what we advertise in because our advertising budget has been so drastically cut. It is a concern that we are using our few dollars wisely in the areas where we will actually book business from our marketing efforts.
To find the right mix of advertising marketing tools without wasting valuable dollars.
Budget
Keeping up with all of the specific needs of each group.
decline of trade show attendance
being able to meet the complimentary expectations of groups. It is a headache but a good headache
Speed - returning phone calls, emails, etc. Also, there are so many ways to be contacted about bookings - being able to check
Where do we go next???
We don't have enough staff!
there's only one of me to do it all, attend trade shows, create newsletters, secure ad co-op participation, plan and escort fairs, train interns, attend training of my own etc., etc., etc.
Cost of Expos and trade shows
all the business is concentrated into a couple of strong months, need to elongate the season,
tour operators are not interested in negotiating.
My staff is either kids in college or retired individuals with no college education.
not being able to track the response of print ads.
tracking, receptive services (step-on guides) in our city
need more
Having the resources to touch base with all our clients in a consistent and timely manner
economy