



**Marketing Committee, Initial Discussion
Explore Butte County Marketing Campaign 2019 - 2020**

April 25, 2019

Situational Analysis

In 2018, Paradise and surrounding communities in Butte County were ravaged by the Camp Fire. Thousands of residents lost their homes and hundreds of businesses were closed. The larger Butte County cities of Chico and Oroville have absorbed many displaced residents and support vendors who have come to assist the community, however many residents fled to Redding, Sacramento and other states to rebuild their lives. Many residents who lived in Butte County prior to the Camp Fire have expressed they will not be returning to Butte County. The residents who remain are resilient and are working towards rebuilding a reimagined Butte County. The county is in a period of transition.

Several hotels contributing to the TOT have occupants who have been converted from guests (contributing to the TOT) to residential status (not contributing to TOT) and their stays are expected to be long-term. Available rooms for guests at all Butte County hotels through 2020 are expected to be limited and the experience at many hotels/motels will host less of a "vacation" atmosphere, but will be more of a hybrid, apartment/residential experience.

Travel to Butte County by outside vendors, government and insurance personnel flooded the region for the first three months following the fire. Many outside vendors remain in the county and are expected to remain for the next 18 months. As the rebuild continues and building permits are issued, the county will experience a rise in outside vendors, contractors and suppliers traveling to the county. These long-term visitors to Butte County not only change the dynamics and culture of the county, their "long-term status" also changes their behaviors from those of a typical tourist to those of a resident.

The limited availability of local overnight accommodations and an evolving county culture, coupled with increased business/construction traffic and lingering memories of international headlines of "Paradise Lost" supported by hundreds of thousands of crisis images and hundreds of video hours of the charred region have slowed the momentum of the EBC marketing efforts from pre-fire in 2018.

However, the marketing organization, strategic planning, marketing activities and engagement with key influencers by the Butte County Tourism Business Improvement District (TBID) have created a strong foundation to continue the positive momentum of the travel and tourism activities within the region. Key strategic marketing initiatives were underway prior to the Camp Fire and remain beneficial to long-term success of the marketing efforts include, but are not limited to:

- Identification and Asset Collection of Key Marketing Attributes of Butte County
- Ongoing Website Improvements: JackRabbit, Landing Pages, Relevant/Vibrant Images, Updated Events, and Additional Content
- Alliance with Visit California
- The CTA - Certified Tourism Ambassador Program
- Alliance with key influencers and cornerstone events within the County



The Camp Fire has provided Butte County with unique challenges and opportunities that will be present and available for a limited time. As we strategically plan the marketing efforts for the next 18 months, it is imperative that we acknowledge the infrastructure limitations, such as limited hotel accommodations, but also maximize the current interest and awareness of Butte County to leverage forward equity in travel and tourism activity.

For many potential Butte County tourists pre-fire, they hadn't heard of Paradise, California, or been able to locate Butte County on a map. With the help of international, national and regional media, awareness of Butte County is at an all-time high. It is prudent to leverage this peaked interest and inform potential visitors of the positive, entertaining and recreational opportunities in the County during this heightened awareness window. Delivery of timely, consistent, vibrant and relevant content through a variety of channels during this time is important in order to replace visuals and messages of devastation with resilience, repair, vitality and beauty.

Another opportunity that has immediate implications is to reimagine the business traveler, volunteers and those non-residents who are staying in Butte County lodging. These business travelers to the county can be converted to "bleisure" travelers, who will engage with the county in a tourism manner (with incremental spending) and invite plus ones and families for extended stays for memorable vacations. These memorable moments make them more likely to become "alumni" advocates of the area. These travelers return home with a new affinity to the area and share the positive stories of their adventures. A robust Certified Tourism Ambassador Program throughout the county could positively elevate word of mouth and a desire for return visits within the next 18 months and beyond.

Fortunately, most of the iconic Butte County features outside of the town of Paradise were unharmed by the Camp Fire. The key marketing attributes of agritourism, outdoor recreational activities and special events in Butte County remain the primary focal point for travel and tourism through 2020. Based on the limited availability of in-market lodging, marketing goals and key performance indicators for the next 18 months have been modified to embrace the challenges and seize the opportunities of the current environment. It is also recommended that Explore Butte County remain nimble during this transition and rebuilding period to respond and react to the changes in the County that may require alterations in these activities as needed in the best interests of the County.

Goals:

1. Educate and engage potential visitors and key influencers with positive images and messages of Butte County.
2. Inspire year-round visitation, day trips and overnight lodging (when available) in Butte County.

Strategy:

- Strengthen Butte County brand identity and top of mind awareness
- Increase positive content messages and visuals
- Increase interest in Butte County as a visitor destination
- Drive visits to the Explore Butte County website for trip-planning information
- Direct web users to the Jackrabbit booking engine on the Explore Butte County website



Key Performance Indicators

1. Increased website visitation
 - a. Increased new visitors
 - b. Increased in email capture and requests for information
 - c. Increased lodging inquiries and stays referred through JackRabbit

2. Increased social media engagement
 - a. Increase followers, likes and shares on social media platforms
 - b. Increased content sharing - #CALove #ExploreButte #RoadTripRepublic
 - c. Increased website visits and time spent on the website via social sourced traffic

3. Increase Positive Earned Media and Engagement
 - a. Increased positive content and images about Butte County
 - b. Increased mentions and engagement from key influencers and high profile personalities
 - c. Improved sentiment about Butte County

Target Audience:

The geographic audience for marketing delivery is prioritised based on the goal of the communication.

For Goal 1

Educate and engage potential visitors and key influencers with positive images and messages of Butte County.

- Primary: Potential visitors within a 100 mile, day-trip radius of Butte County. Specific messaging based on audience profile/persona.
- Secondary: Key Influencers, strategic partners, media and potential visitors within a 200 mile, "road-trip" traveler.
- Tertiary: All tourists, business travelers, general consumers

For Goal 2

Inspire year-round visitation, day trips and overnight lodging (when available) in Butte County.

- Primary: Potential visitors within a 100 mile, day-trip radius of Butte County. Specific messaging based on audience profile/persona.
- Secondary: Potential visitors within a 200 mile, "road-trip" traveler.
- Tertiary: All tourists, business travelers



Audience Profile Descriptors:

Adventure Seeker

Interests: Hiking / Biking / Fishing / Floating

Profile: Millennials (Age 18–34) are the largest generation, cite “time for recreation” as a life priority, and value experiences over things. Hyper connected millennials are reached through social networks and video platforms via mobile devices.

Gen X’ers (Age 33–52) with kids are a Butte sweet spot with nearly 70% claiming “exploration with family is a key part of life”. Time crunched, highly connected men and women who crave custom but easy solutions, and rely heavily on social networks.

Arts/Food/Culture

Interests: Parks / Walks / Museums

Profile: Gen X’ers (Age 33–52).

Time crunched, highly connected women who crave custom but easy solutions, and rely heavily on social networks.

Millennials (Age 21–34).

Those with “time for recreation” as a life priority, and value experiences over things. Hyper connected millennials are reached through social networks and video platforms via mobile devices.

Agritourist/Foodies

Interests: Farms / Wineries / Craft Brew

Profile: Adults 25+.

Unique experiences that bring diners close to the source of their food during their planned getaway. Goes to the source to discover food, drink and locally grown/made products.

Multigenerational target is in search of the new agri-frontier. High touch lifestyle needs to “taste” the experience before arrival through rich imagery and video.

Business Traveler/Outside Rebuilders

Interests: Work-life/play extensions

Profile: Adults 25 +.

Opportunities and recommendations to Explore Butte County beyond their intended purpose.

Surprise and delight those travelers who pass through Butte County with reasons to visit again.



Positioning: The advertising messages of “There’s More To Explore” and “Pace Yourself” have been used to build on the branding of “Explorers Welcome”. Additional position will be developed as campaign messaging has been finalized for the new year. Explore Butte County will be positioned as California’s year round outdoor playground with messages targeting specific brand pillars and audience segments.

Content

Creative and messaging will deliver rich, engaging, “I need to know more” experiences built around the desires and interests of the target segment. This is Butte County’s opportunity to rethink, redirect and reposition as needed. Messaging must break through crowded competitive travel landscape to gain awareness traction and inspire consideration. Content will be forward-facing and include images, messaging and calls to actions to specific current events, attractions, locations and experiences within Butte County.

Call to Action

All creative drives to ExploreButteCounty.com to engage with content tailored specifically to deepen consideration and spark action with one click connection to explore. Landing pages on Explore Butte County website carry email capture for downloadable current events schedule, newsletter sign-ups and visitors guide.

Full County

Imagery and featured attractions would be utilized to fully integrate the entire county - from the southern point in Gridley to the northernmost point of Paradise. Online maps for additional details can be found at:

<http://butte-edc.com/maps/>

Proposed Tactics:

18 Month Content Strategy

[Audience and Channel Selection](#)

[Content Creation](#)

Creative Asset Collection and Curation

Explore Butte County Brand, Image, Awareness and Education

Earned Media

Public Relations

User Generated Content - Organic

Special Event Partnerships - State Fair

Certified Tourism Ambassador Launch and Engagement

Owned Media

Website Content Updates - CMS and Content Updates

User Generated Content Aggregated - Leveraged on Website

Social Media - Ongoing

Newsletter

Explore Butte County Advertising - Brand



Butte County Visitor's Guide

Explore Butte County Brand - Visit CA, Special Publications, VIA

Explore Butte County Advertising - Call to Action

[Seasonal Campaigns - Outdoors, Agritourism, Events](#)

Special Event Partnerships - Restaurant Week, Chico State Move-In, Snow Goose Festival, Wildflower
Visit California

[Hidden Gems](#)

Road Trip Republic

Google Ad Words

Additional Items for Discussion

Signature event - [Holistic \(Wanderlust Festival\)](#), [Adventure/Outdoor \(Hammock Fest\)](#) or [Social \(Barn Raising\)](#)

EXPLORE BUTTE COUNTY MARKETING BUDGET - DRAFT 1. APRIL 23, 2019

	Strategy	2019	2020	Total Cost
18 Month Content Strategy				
	Content Strategy	\$3,240	\$6,480	\$9,720
	Content Creation			
	Creative Asset Collection and Curation	\$60,000	\$40,000	\$100,000
Explore Butte County Brand, Image, Awareness and Education				
	Earned Media			
		\$6,000	\$12,000	\$18,000
		\$0	\$0	\$0
	Owned Media			
Explore Butte County Advertising - Brand				
	Butte County Visitor's Guide			
	Explore Butte County Special Inserts		\$23,600	\$23,600
Explore Butte County Advertising - Call to Action				
	Seasonal Campaigns - Outdoors, Agritourism, Events	\$55,000	\$110,000	\$165,000
	Special Event Partnership Marketing	\$24,000	\$48,000	\$72,000
	Google Ad Words	\$30,000	\$60,000	\$90,000

Marketing Consulting Services	\$36,450	\$72,900	\$109,350
	\$214,690	\$372,980	\$587,670
Advertising Offsets	\$20,000		
	\$15,000		
	\$179,690		
Additional Items for Discussion			
Signature Event			\$100,000
	\$25,000	\$10,000	\$35,000