



**Southern Travel Directors Council, Inc.**

d/b/a

**Travel South USA**

**Ultimate Advertising Committee  
August 28, 2011**

**Grand America Hotel  
Salt Lake City, UT**

## *Agenda*

### **Ultimate Advertising Committee August 28, 2011**

### **Grand America Hotel Salt Lake City, UT Milano Room – 3<sup>rd</sup> floor conference facilities**

1. Review 2011 Ultimate Advertising Campaign results to date
  - Budget Travel
  - CMG
  - Family Circle/ Nature's Own Meredith
  - Garden & Gun
  - History Channel Magazine
  - Spot Exchange
2. Discuss & revise target markets and goals for FY 2012
3. Select vendors invited to present & discuss feedback opportunities
4. Schedule feedback time
5. Confirm 2012 Ultimate Ad Challenge to be held January 18-19, 2012 in Atlanta, GA
  - a. Proposed Agenda for UAC
  - b. Proposed Calendar of Process

#### **Additional Topics**

1. Travel South USA FY 2012 Event Calendar & Marketing Plan
2. Results and future – [www.TravelSouthUSA.com](http://www.TravelSouthUSA.com)
3. Results and future [www.TravelSouthUSA.fr](http://www.TravelSouthUSA.fr)
4. Results and future [www.TravelSouthUSA.org](http://www.TravelSouthUSA.org)

# TRAVEL SOUTH USA

*Discover the Southern Way!*



TO: TSUSA Board of Directors

FROM: Lynn Minges, Advertising Committee Chair

DATE: August 27, 2011

RE: Advertising Committee Report

Thank you for the opportunity to serve as Chair of the Advertising Challenge. It is a privilege and a great opportunity to work with fellow marketing professionals from the region. The successful execution of this program is due in large part to the talented individuals who serve to develop strong Invitations to Negotiate (ITN), review proposals, organize scoring systems and deliver only the best media offers.

Satisfaction scores for the Ultimate Ad Challenge program continue to be strong. UAC not only provides states an opportunity to leverage advertising dollars with fellow states, it also assists states in participating in pay-to-play programs as they see fit. Since 2007, the program has organized:

FY 2007 - 12 states	\$600,000 media buy
FY 2008 - 11 states	\$772,687 media buy
FY 2009 - 10 states	\$587,176 media buy
FY 2010 - 10 states	\$651,394 media buy
FY 2011 - 11 states	\$662,758 media buy

In February 2011, we implemented a few strategic changes.

1. First, in an effort to effectively leverage our monies, we offered first rights of "Invitation to Negotiate - ITN" to those media outlets that have been solid partners with Travel South USA. Given the tough economy, it is prudent to acknowledge the companies that sustain and support our organization, and partner with organizations that have mutually committed their goals to increasing tourism for the southern USA. We ask each organization to participate with a \$3,500 sponsorship at Showcase. Only Madden Media declined to participate in 2011. For 2012, Southern Living Magazine and CMG are both at risk of non-renewal. We will reach out to SL and CMG to encourage strong proposals for 2012. In 2012, Ultimate Ad will not be held at the same time as Showcase. We still anticipate soliciting sponsorship funds, however the audience at Showcase is not optimum for advertising reps.
2. We limited the geographic and demographic target to our core markets. Based on current economic times, I recommend we continue this strategy. Thad Smith with VTC has volunteered to review the current ITN and suggest new partners.
3. Finally, as part of the selection process, we will start with an evaluation of the programs that have run during 2011. We requested each media outlet to provide a recap of their campaign including: a short description, campaign dates, total dollars spent, and any/all results available at this time. Enclosed are recaps from media companies, however many of the campaigns are running in Fall 2011, and thus results are not yet available. Staff will be meeting on Sunday, August 28<sup>th</sup> to review. Based on the outcome, we anticipate releasing the ITN in early October.

I look forward to discussing these recaps and planning the 6<sup>th</sup> Annual UAC with my colleagues. The 2012 Ultimate Ad Challenge will be January 17-19, 2012 in Atlanta, GA.

Travel South USA  
 Ultimate Advertising Challenge  
 2011

<b>Ad Buys by State</b>	<b>State</b>	<b>Publication/Company</b>	<b>Option</b>	<b>Insertion Date</b>	<b>Ad Size</b>
	Alabama	Garden & Gun	Taste & Tunes - inbook, online, music Online	Oct/Nov 2011 TBA	Full Page + online
	Alabama	Spot Exchange	Visitor Guide online/lead generation	April - Dec	
	Alabama	CMG			
	Arkansas	Garden & Gun	Off Road Trails-inbook & online	June/July 2011	Full Page
	Arkansas	Navigate/Meredith	Nature's Own/Family Circle	August 2011	Full Page + 1/3
	Georgia	Navigate/Meredith	Nature's Own/Family Circle	August 2011	Full Page + 1/3
	Georgia	Navigate/CBS	Great Drives Program-TV & online	TBA	6X TV + online
	Kentucky	Garden & Gun	Taste & Tunes - inbook, online, music	Oct/Nov 2011	Full Page + online
	Kentucky	Navigate/Meredith	Nature's Own/Family Circle	August 2011	Full Page + 1/3
	Louisiana	Garden & Gun	Taste & Tunes - inbook, online, music	Oct/Nov 2011	Full Page + online
	Louisiana	History Channel	Historic Trails of the South-inbook, online	May/June	Full Page+ online
	Mississippi	Garden & Gun	Taste & Tunes - inbook, online, music	Oct/Nov 2011	Full Page + online
	Mississippi	Navigate/Meredith	Nature's Own/Family Circle	August 2011	Full Page + 1/3
	North Carolina	Navigate/CBS	Great Drives Program-TV & online	TBA	6X TV + online
	North Carolina	History Channel	Historic Trails of the South-inbook, online	May/June	Full Page+ online
	North Carolina	Spot Exchange	Online	TBA	
	South Carolina	Garden & Gun	Taste & Tunes - inbook, online, music	Oct/Nov 2011	Full Page + online
	South Carolina	Garden & Gun	Off Road Trails-inbook & online	June/July 2011	Full Page
	South Carolina	Budget Travel	Cool Drives of South	September 2011	Full Page
	South Carolina	Budget Travel	Cool Drives of South online	Fall 2011	online

<i>State</i>	<i>Publication/Company</i>	<i>Option</i>	<i>Insertion Date</i>	<i>Ad Size</i>
Tennessee	Garden & Gun	Taste & Tunes - inbook, online, music	Oct/Nov 2011	Full Page + online
Tennessee	Spot Exchange	Online	TBA	
Tennessee	Budget Travel	Cool Drives of South	September 2011	Full Page
Virginia	Garden & Gun	Taste & Tunes - inbook, online, music	Oct/Nov 2011	Full Page + online
Virginia	History Channel	Historic Trails of the South-inbook, online	May/June	Full Page+ online
West Virginia	Navigate/Meredith	Nature's Own/Family Circle	August 2011	Full Page + 1/3
West Virginia	Spot Exchange	Online	TBA	
West Virginia	Budget Travel	Cool Drives of South	September 2011	Full Page
West Virginia	Budget Travel	Cool Drives of South online	Fall 2011	online