

5E-1

Agenda Item #: _____

PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY

Meeting Date: 10/22/2013 [] Consent [X] Regular
[] Workshop [] Public Hearing

Department Submitted By: TOURIST DEVELOPMENT COUNCIL
Submitted For: DISCOVER PALM BEACH COUNTY dba PBC Convention & Visitors Bureau (CVB)

I. EXECUTIVE BRIEF

Motion and Title: STAFF RECOMMENDS MOTION TO APPROVE: The results of the Brand Assessment- Blueprint Phase research and recommendation for the Tourism Identity name for Palm Beach County.

Summary: Previous direction by the Board of County Commissioners was to assess the destination brand in order to develop a one-of-a-kind tourism experience for Palm Beach County. Research was conducted to analyze the perception of the destination by all tourism customer groups and stakeholders. Customer groups included visitors, meeting planners and travel trade. Representatives from community agencies, government entities, chambers of commerce, lodging facilities, attractions and business leaders participated as tourism stakeholders.

With the completed Brand Assessment and development of our Brand Promise, the strategic direction for all of our messaging, graphic design and visual elements of our communications strategy are based upon a common Brand Blueprint across the TDC agencies. Today's presentation is the result of those findings and the recommendation for the Tourism Identity name. The TDC Board approved the Tourism Identity Name at the September TDC Meeting. (Countywide) (DW)

Background and Justification: The assessment was requested for the entire Palm Beach County. Palm Beach County is a diverse destination much like a typical state. It has a population of approximately 1.3 million people, 2,386 square miles of land and water, 38 municipalities, 47 miles of Atlantic beaches, 16,000 hotel rooms, 2,500 restaurants, 390 parks, sports, recreation and eco areas, more than 300 museums, performing arts companies and venues, historical sites and thriving cultural organizations comprise its vast artistic landscape.

The diversity and size of the Palm Beach County destination, combined with the absence of a clear tourism epicenter, are important issues for the naming of our Tourism Destination to the traveling consumers world-wide.

D. Attachments:

- 1. Power Point Slides

Recommended by: [Signature]
Department Director

10/4/13
Date

Approved By: [Signature]
Deputy County Administrator

10/16/13
Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2014	2015	2016	2017	2018
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
NET FISCAL IMPACT	===== -0- =====	===== -0- =====	===== -0- =====	===== -0- =====	===== -0- =====

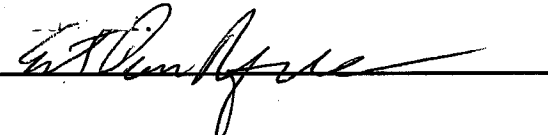
ADDITIONAL FTE POSITIONS (Cumulative _____)

Is Item Included In Current Budget? Yes X No. _____

Budget Account No.: Fund _____ Agency _____ Org. _____ Object _____
Reporting Category _____

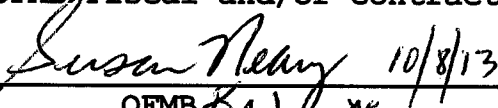
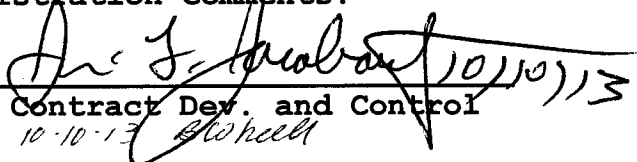
B. Recommended Sources of Funds/Summary of Fiscal Impact:

No fiscal impact

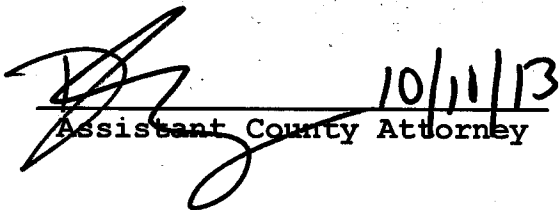
C. Department Fiscal Review: 

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Administration Comments:

<u></u> 10/8/13 OFMB KN KK 10/4 10/7/13	<u></u> 10/10/13 Contract Dev. and Control 10-10-13 Blahwell
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B. Legal Sufficiency:

 10/11/13
Assistant County Attorney

C. Other Department Review:

Department Director

Tourism Identity/Blueprint

**PALM BEACH COUNTY CONVENTION AND VISITORS BUREAU
BRAND DEVELOPMENT PROJECT**

TOURISM BRAND STRATEGY

PALM BEACH COUNTY CONVENTION AND VISITORS BUREAU
BRAND DEVELOPMENT PROJECT

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◆ Increase tourism

◆ Gain competitive edge

◆ Remain relevant

◆ Influence customer perception

◆ DMAI best practice

Community Brand Assessment Conclusions

- Ranked high in beauty/visual appeal vs. Competition
- Requires a "State mindset"
- The County "Resort Mindset Experience"
- Not considered unique, distinctive
- No true identity or focal point
- Expensive, exclusive and "private"
- Lake Region needs definition
- Regional maps add confusion
- Marketing Message/Website improved
- Wayfinding/sense of arrival challenges
- The Gulfstream advantage
- TDC Agencies Collaboration improved
- Lack common visual brand architecture

Our Tourism Brand Promise

Palm Beach County is the best way to experience Florida, where genuine hospitality is a way of life and breathtaking beauty occurs naturally. It is the place to enjoy the time of your life.



Approved by the:

- Steering Committee
- CVB Board of Directors
- Tourism Development Council Board of Directors
- Board of County Commissioners

Brand Blueprint

- Brand Conviction
- Positioning Statement
- Brand Brief
- Tourism Identity Brand Name/Tag Testing
- Tourism Identity Recommendation
- Tourism organization Brand Identity

Brand Culturalization

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- Work in Partnership with TDC to create Brand Culturalization Plan
- Develop the Brand Promise Training Guide
- Conduct pilot training sessions for each TDC Agency and other designated organizations

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TOURISM IDENTITY/BLUE PRINT

What is a Tourism Identity?

One that inspires customers to *visit* the destination or learn more about it.
It's the tourism marketing identity!

What is a Tourism Tag Line?

It defines how you want people to *feel* about the destination when they see it.
It reflects on the Brand Promise.

KEY QUESTIONS

What names do you feel best convey a vacation destination that you would be interested in visiting?

What taglines (phrases) do you think would most increase your interest or desire to visit this destination in Florida?

CUSTOMER Survey/Census

- 50% General, 25% African American, 25% Hispanic
- Vacationed in past year/Consider Florida
- Would consider Florida for a vacation
- 25 to 64 years of age
- Household Income \$25,000+
- 50% Top 6 Feeder Markets/+50% In-state
- 8,985 invitations sent
- 242 completed on-line responses

Positioning Statement

Palm Beach County ... Florida unsurpassed. Accessible world class, in a legendary vacation destination; offering ultimate relaxation or boundless fun amidst Pristine beaches, lakes and endless waterways. Where genuine hospitality surrounds every guest and an unparalleled array of entertainment and sports abound. Florida's Cultural Capital. Where South Florida begins and tropical weather and beauty never ends.

Destination Brand Attributes

Key Communication Attributes:

- Beaches and waterways
- World-class vacation /travel destination
- Golf
- Fine dining
- Culture/Arts
- Tropical weather/beauty

Impact Attributes:

- Beaches and waterways
- World-class vacation/travel destination
- Location/proximity
- Golf
- Tropical weather/beauty
- All the amenities (includes above plus fine dining, culture, eco-tourism, shopping, events, lots to do)

Recommended Tourism Identity ...

Brand Conviction

Where Do I Come From?

I am America's **first** resort destination.

What Do I Do?

I surround my guests with breathtaking, natural beauty and treat them with genuine hospitality to ensure they enjoy an exceptional vacation/travel experience.

Where Is My World Going?

I appeal to both the experienced and aspirational vacationer/traveler who has the discernment and desire to appreciate all that I have to offer – from beaches to culture – as the premier, world-class, resort destination in Florida.

Who Are My Advocates/Allies?

Anyone that knows me and has stayed with me will gladly tell the world what a remarkable place I am.

What Am I Like?

As a vacation destination, I am diversified - more like an entire state than one individual county.

What Makes Me Remarkable?

I am Florida, unsurpassed.

What Is My Fight?

I need more people to get to know me better.

Tourism Brand Strategy

Brand Blueprint/Identity

Introducing our recommendations for:

- Tourism/Destination Name**
- Tourism Taglines**

Tourism Identity

Discover The Palm Beaches FLORIDA

Tourism Identity

DESTINATION NAME RATIONALE

Discover The Palm Beaches

“Discover”

- 83% preferred a Destination name with “Discover”
- Evokes positive feelings related to:
 - Interest in learning more
 - Discovery, exploration and adventure
- Preferred over names that do not include call to action

Source: Travel Destination Name & Tag Line/Testing THINK NOW Research – May 2013

Tourism Identity

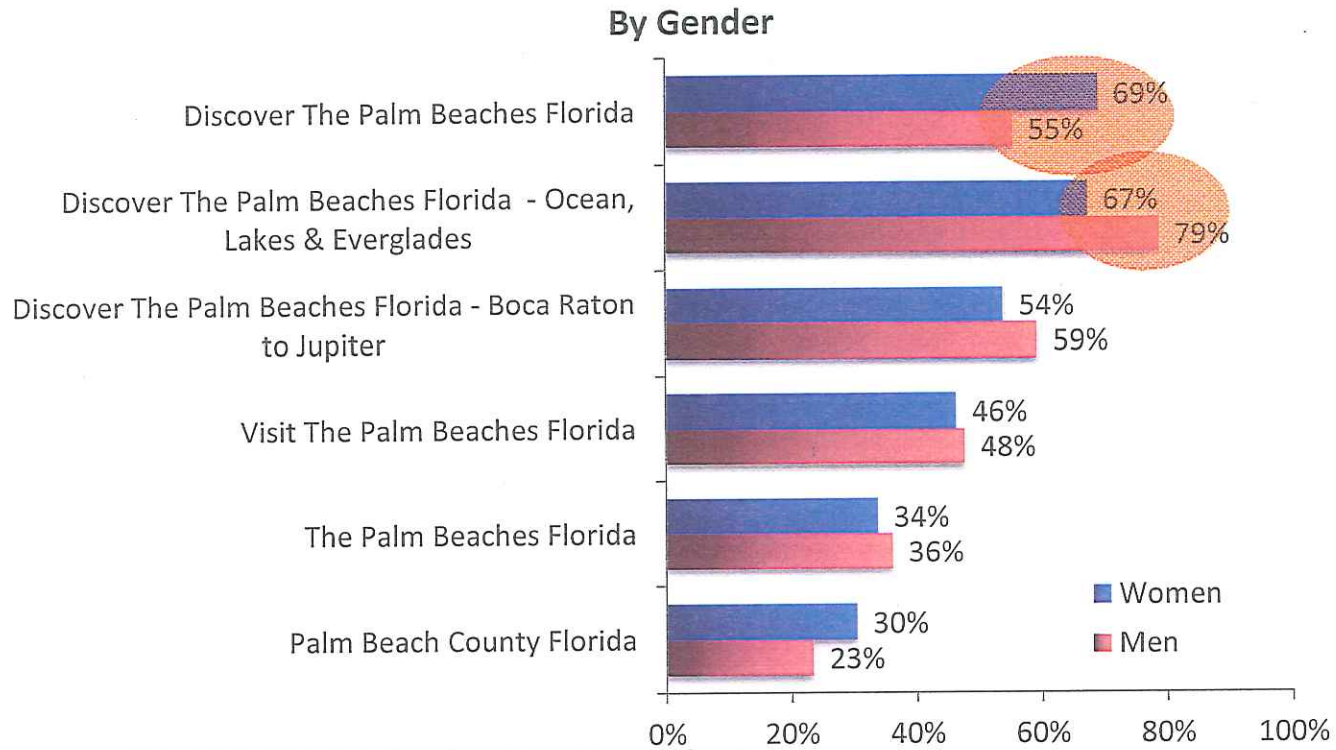
DESTINATION NAME RATIONALE

Discover The Palm Beaches

- Women's top choice – the predominant travel decision maker
- Greatest association with “beaches” – the #1 tourism driver
- Broadens appeal to wider audience
- Highly rated by Age and Gender
- Current geographic designation rated lowest

Source: Travel Destination Name & Tag Line/Testing THINK NOW Research – May 2013

Tourism Destination Brand Name Rationale



Circles indicate statistically significant differences in top 3 name preference.

Q11a: Please select the THREE names you feel best convey a vacation destination that you would be interested in visiting.
(n=222)

Tourism Identity

Discover The Palm Beaches FLORIDA

- Dynamic call-to-action
- First opportunity to give PBC a **Tourism Brand Identity**
- Shifts from “Campaign/Call to action” Headline to the **Tourism Brand Identity**
- Will appear as a Brand Identity "**sign off**"

Tourism Identity

WHY IS **FLORIDA** IMPORTANT?

84% OF SURVEYED TRAVELERS THINK IT IS
IMPORTANT

AND... **FLORIDA** IS:

- A POWERFUL SUCCESSFUL GLOBAL TRAVEL BRAND
- THE #1 DOMESTIC VACATION DESTINATION – USA
- THE TOP FAMILY DESTINATION – USA
- THE TOP BEACH DESTINATION – USA
- THE TOP VACATION DESTINATION – BOOMERS/MILLENIALS
- THE #1 DESTINATION FOR AFRICAN AMERICAN TRAVELLERS

Tourism Identity

CONSUMER MARKET - AFFLUENT

Discover The Palm Beaches FL

The Best of Everything

Tourism Identity

CONSUMER MARKET- AFFLUENT

Discover The Palm Beaches FL
The Best of Everything

- Resonates positively with affluent/luxury market
- Ranked highly among tested tag options
- Brings equity from extended use in market place
- Will appear as a Brand Identity “signoff”

Tourism Identity

CONSUMER MARKET - GENERAL

Discover The Palm Beaches
The best way to experience Florida

Tourism Identity

CONSUMER MARKET - GENERAL

Discover The Palm Beaches The best way to experience Florida

- Used as current interim campaign from Brand Promise (2010)
- Produced strong positive growth for 3 ½ years
- Destination name and tag line work well as one thought
- Strong tie to Florida

Tourism Tagline

TAGLINE RATIONALE

Discover The Palm Beaches
The best way to experience Florida

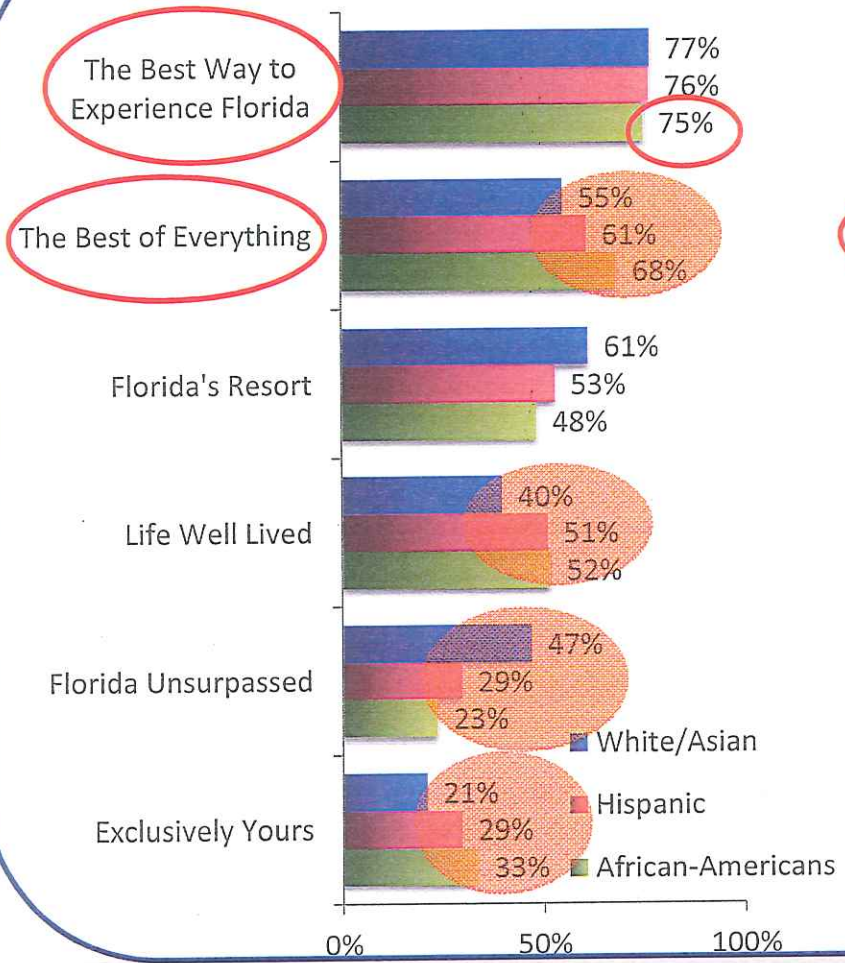
- Most likely to increase interest or desire to visit
 - 76% ranked in Top 3
 - 37% ranked Number 1
- Ranked Number 1 across:
 - All ethnicities
 - Age Groups
- Builds on Equity of “Best”

Source: Travel Destination Name & Tag Line/Testing THINK NOW Research – May 2013

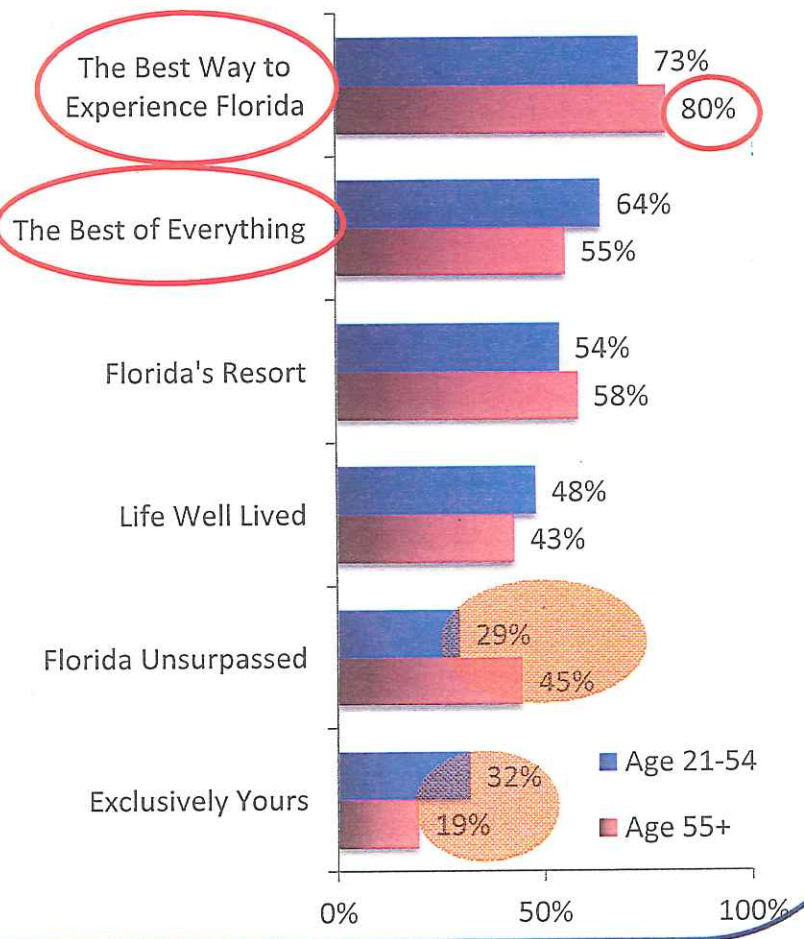
Tourism Tagline Rationale

☐ Tagline preference varies somewhat by ethnicity and age. However, "The Best Way to Experience Florida" is the tagline most likely to be ranked among the top 3 taglines tested for each of the subgroups.

By Ethnicity



By Age



Q: Please select the THREE taglines (phrases) that you think would most increase your interest or desire to visit this destination in Florida.
(n=222)

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RECOMMENDATION

- **Adopt** current successful campaign headline
- **Migrate** to Tourism Identity
- **Rotate** tag lines according to target markets