

## Great Partnerships

# Historic Shopping & Dining Partnership Links Three Properties

By Carolyn J. Feimster SCMD, President, CJF Marketing International, North Brunswick, NJ

**I**N THE SEPTEMBER ISSUE OF *JONESREPORT PLUS*, WE FEATURED *SHOP & DINE LONDON*, AN EFFECTIVE PARTNERSHIP THAT LEVERAGES RESOURCES TO CREATE GLOBAL REACH FOR ITS VISITOR PROGRAM. This month, we'll look at a smaller partnership among three properties in the US. This new brand, *Historic Shopping & Dining Attractions*, was launched less than a year ago and has resulted in incredible exposure for the partners.

Historic Shopping & Dining Attractions (HSDA) includes three of the top destinations in the US and must-see attractions for both domestic and international travelers. The destinations are South Street Seaport in New York City, Faneuil Hall Marketplace in Boston and Union Station DC in the nation's capital.

### Creates a New Product

The goal is to provide tour operators a new product to sell that includes the top two activities of the domestic and international traveler — shopping and dining. US Department of Commerce research proves that the cultural traveler stays longer in a destination and spends more money than the non-cultural traveler, so it makes sense to align these similar, historically significant projects.

The original idea came about during a two-day Cultural Tourism course I was attending at NYU. The idea of leveraging these properties intrigued me, and developing a plan for this concept was the quickest and easiest way to approach the class assignment. On the train ride home from the city, I drafted an outline and prepared a PowerPoint presen-

tation before taking time for dinner.

### The Mother of Invention

A few months later, when an important partner backed out of the booth share with The Seaport for International Pow Wow, this country's largest travel trade show, panic set in because the show is too expensive for us to do solo. Suddenly, that class project came to mind. The basics were done, so it was easy to resurrect it and develop the proposal for the three potential partners.

"We saw this as a great opportunity to leverage what we have to offer at The Seaport with similar properties in other markets. Plus, it got us back into Pow Wow in a way we could afford," explained Lincoln Palsgrove IV, then the Seaport's senior marketing manager and now director, retail development, General Growth Properties. He went on to explain, "These three projects are so parallel in what they have to offer — unique shopping, fabulous dining, free entertainment and exhibits — yet each communicates a very different aspect of our American heritage."

Banners were designed for

the Pow Wow booth and new collateral was created for the brand. In addition to the sales sheet for the brand, we distributed individual sales sheets from each property, sample



shopping vouchers and food court dining voucher order forms. Each property sent logo gift items to distribute. We even had a drawing for a beautiful beaded handbag donated by Union Station.

### Success Breeds Success

"This gave us the perfect opportunity to promote our new store, Accessorize, a UK-based accessories store that is well known by the British tour operators. Their store here at Union Station was their first in the US and we felt the tour operators would be interested in knowing that they had expanded to this country," said Union Station Marketing Director Dawn Banket.

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## Historic Shopping

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Pow Wow brings together about 1,500 international and domestic buyers from more than 70 countries to conduct appointments with American suppliers. These meetings are projected to generate \$3.5 billion in future travel to the US. We had 43 of the possible 44 appointments pre-booked, which, for a new brand exhibiting at Pow Wow, is incredible.

Given our success at Pow Wow and the tour operators' positive feedback, we decided to develop a business plan for the rest of the year.

We participated in the North American Journeys Annual Summit (which

targets the receptive tour operators), the Student Youth Travel Association, the National Tour Operator Association and the American Bus Association.

Faneuil Hall Marketplace Marketing Manager Rebecca Stoddard explained, "Faneuil Hall Marketplace understands how important it is to be visible and work with multiple tour operators. This partnership makes reaching the operators affordable for us. Furthermore, we are able to offer the tour operator an expanded product in three key cities with properties rich in American history. We even switched our fulfillment center to the Revolution-

ary Bostonian Museum Store to further embrace our history. We include a summary of our 300 years of commerce in our welcome packets."

"So many of the tour operators know us and the other partners for our great shopping, dining and entertainment, but

dining voucher, along with the VIP welcome packet, to offer a commissionable product for the tour operator.

### Catching a Ride with Amtrak

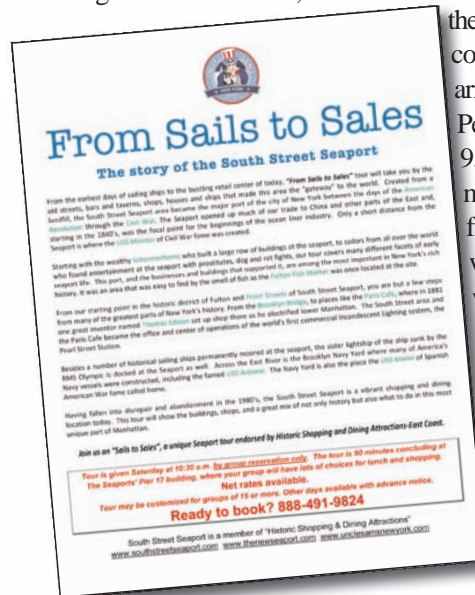
With the participants in place and the trade show schedule done, what further links these centers? Amtrak, of course! Non-commuter arrivals via Amtrak into Penn Station NY grew by 9.4%, to more than 1.8 million people in just the first half of 2010. We were thrilled when we were contacted by a UK publication, *Essentially America UK*, that wanted to do a story on the new brand. The result was a four-page article about the three properties and how they are

linked by Amtrak. The article even explained how packages could be booked in the UK for Amtrak Vacations. The publication's circulation is 50,000. The cost of a full-page, full-color ad is \$8,430, bringing the value of this section to \$33,720. The cost to us was zero.

We took this yet another step and met with receptive tour operator Tour Mappers, which has the exclusive on the international component of Amtrak Vacations. We are now part of their program, and their brochures promote that all inbound passengers receive a welcome packet of discounts and incentives, an entertainment schedule and a logo souvenir when they arrive at one of our destinations.

The brand has also

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we realize that visitors want to learn about the history at our properties. One way we embraced this was to develop historic walking tours. We partnered with a local company and launched 'From Sails to Sales' at The Seaport," explained The Seaport Marketing Manager Chris Amundson.

"The Seaport is best known now as a bustling retail center, but during its early days it was a thriving port. This history is unknown to many visitors. Our new tour will take them through the old streets, bars, taverns, shops, houses and ships that made The South Street Seaport area the gateway to the world," said Myron Baer, COO of Uncle Sam's New York and creator of the tour.

This type of tour is perfect to package with the food court

# Historic Shopping

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received publicity in several domestic travel trade publications such as *Courier Magazine*, the magazine for the National Tour Operators Association (NTA), *Pack-age Travel Insider* and *Trip Planner*, an annual guide for NTA tour operator mem-bers.

Social media is also part of the HSDA promo-tion, and it can be found on Facebook at [www.face-book.com/HistoricShop-pingDining](http://www.facebook.com/HistoricShop-pingDining).

For the holidays, two of the three centers partnered on a co-op ad in Amtrak's *Arrive* magazine. "This is a tactical approach we have wanted to implement, but we could not work the high cost into our budget. Sharing the cost, plus negotiating a low rate because of the brand's natu-ral tie-in with Amtrak, made this a very workable pro-gram," said Stoddard.

The HSDA brand gives us greater opportuni-ty to promote the FIT and group programs that the properties offer such as:

- Meet and greet pro-grams with special incentives, discounts and activities from select retail-ers and restaurants, includ-ing a VIP welcome packet.
- Pre-arranged spouse pro-grams for meetings and con-ventions.
- Guided tours upon request.
- Welcome bags prepared for convention and meeting dele-gates.

- Gift cards available to pur-chase for meeting planners to include in the group's welcome bags.
- All three properties offer unique features and activi-ties such as Bodies ... The Exhibition, museums, the Freedom Trail, Production Studio with tours, water activities and much more.
- Private event and meeting space, including space for receptions.
- Private lunch, dinner and cocktail functions with all-inclusive group menus available upon request.
- All properties offer pre-paid commissionable food court dining vouchers. Plus, some properties offer a "Top Pur-chasers Reward Program."
- Downloadable shopping and dining vouchers.
- Easy motorcoach parking.
- Marketing support materials — images, logo and text for printed and on-line brochures.
- Reservation agent seminars and training, plus agent incentive programs such as sweepstakes.
- FAM tour assistance.

## The Future

"Our research shows that many visitors to New York City, especially international visitors, will include one or two other cities in their trip. As long as they come to The Seaport, why not encourage them to visit Faneuil Hall Marketplace or Union Station while enjoy-ing our countryside by train?" said Amundson.

All of this came about so

quickly we still have to return to the basics, like printing busi-ness cards with the brand logo, developing a website, looking at the various travel websites to participate on, exploring the possibility of one voucher for all partners and, of course, con-tinuing to develop what the tour operator wants, which is com-missionable packages!

We are continuing this series of articles on tourism every other month and would like to focus on some of the more innovative programs. Please submit your programs to me, either via email at [Carolyn@CJFMarketingInternational.com](mailto:Carolyn@CJFMarketingInternational.com), fax (732/545-3138) or mail. If possible, include samples of your graphics. Full credit will be given to the per-son or team responsible for the program. Visit our new web site: [www.cjfmarketinginternational.com](http://www.cjfmarketinginternational.com). ■

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