

New Name, New Conference, New Twist ONE Travel Conference Offers Insights, Hope

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

After 13 years, the Shop America Tourism Conference has partnered with the cultural/heritage industry to produce the ONE Travel Conference for Shopping, Dining & Cultural Tourism. The conference, held January 16-18, 2011 in Pasadena, CA, was presented by Shop America Alliance, US Cultural & Heritage Tourism Marketing Council, Cultural & Heritage Tourism Alliance and CA Travel & Tourism Commission.

Does shopping and culture really mix? “Of course,” said Rosemary McCormick, ONE Travel Conference co-producer



Roger Dow, CEO of the US Travel Association

and president of Shop America Alliance. “Research from the US Department of Commerce and other studies have repeatedly documented that the cultural/heritage traveler stays longer in a destination and spends more money, so it only makes sense to make that work to our advantage. If shopping center professionals can better capture the cultural/heritage traveler, the rewards can be great,” she explained. Aligning the shopping center industry with the cultural tourism industry gave attendees the opportunity to learn more about each other and discover ways to partner.

An excellent example of an alliance that successfully markets shopping/dining/entertainment with culture is Historic Shopping & Dining Attractions, which was covered

in the January, 2011 issue of JONESREPORT Plus. This alliance was also featured during a panel at the ONE Travel Conference and received a SASI-ONE Award, proof that the premise of this conference does work!

The three-day conference, with approximately 200 delegates from the US, Canada and the UK, was jam-packed with panels, keynote speakers, workshops and networking sessions. In addition to the seven mobile workshops, more than 20 sessions and 60 presenters covered a variety of topics. One highlight was the luncheon presentation by Roger Dow, CEO of the US Travel Association. He discussed the recent passage of the Travel Promotion Act and how it, along with the growth in international travel and the ongoing economic recovery, will lead to new opportunities for the industry.

Helen Marano, director of the US Department of Commerce’s Office of Travel & Tourism Industries, highlighted a “mixed recovery” for the travel and tourism industry. While the US is still number-one in receipts at 11% market share, this is significantly down from

its 17% share in 2009. Growth is coming from markets such as China and India, driven by the emergence of a large middle class with the ability to travel, and pent-up demand. Also, 71% of travel from the emerging markets is VFR travel (visiting friends and relatives). They spend in excess of \$1,000 on shopping, with New York City, Miami and Las Vegas being their top destinations. Other growth markets for the US are Brazil, Australia and Korea. For cultural heritage tourism, Germany is the country to watch.

Of the leisure travelers to the US, 118.3 million are cultural travelers ... plenty for us shopping folks to tap into. And, according to Marano, the forecast is bullish, with a 51% expansion by 2015. US international arrivals are projected to grow from 61 million in 2010 to 83 million by 2015, with the average international traveler spending \$3600 per person per trip, including over \$1000 on shopping (exclusive of airfare). Add to that 118 million Americans who like to engage in cultural and heritage travel. They take more than five trips per year, according to the Cultural & Heritage Traveler study.

Top Trend: Experiential Travel

“Cultural heritage travel is an economic driver and job provider for a community and, of course, so is shopping and dining,” said Sheila Armstrong,

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ONE Trave Conference

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executive director of the US Cultural & Heritage Tourism Marketing Council and co-producer of the ONE Travel Conference. “Experiential travel is what consumers want today, more than just ‘heads in beds.’”

The importance of experiential travel was echoed by the tour operator panel. Luba Djordjevic with Mark International in Wisconsin said, “We have added experiential shopping themes to the selection of packages on our website. Basically, the experiential shopping tool helps customers find hotels based on the experience they are looking for.” See below how a traveler can select shopping as the primary focus of their trip and then select the hotel.

Vacation Experience NEW!
Selecting themes will filter hotels so you can quickly find a perfect match for your clients

<input type="checkbox"/> Active/Adventure	<input type="checkbox"/> Family	<input type="checkbox"/> Ski
<input type="checkbox"/> Adults Only	<input type="checkbox"/> Gaming	<input type="checkbox"/> Snorkeling
<input type="checkbox"/> All Inclusive	<input type="checkbox"/> Golf	<input type="checkbox"/> Spa
<input type="checkbox"/> Beach	<input type="checkbox"/> Luxury	<input type="checkbox"/> Sports
<input type="checkbox"/> Culture	<input type="checkbox"/> Nightlife	<input type="checkbox"/> Weddings
<input type="checkbox"/> Dining	<input type="checkbox"/> Romance	
<input type="checkbox"/> Diving	<input checked="" type="checkbox"/> Shopping	

These hotels either offer a shopping center onsite or are located within walking distance of a named shopping area or retail complex.

Mark International's experiential shopping tool

Brett Asbury from Orbitz.com said his firm relies on local expertise to generate relevant content on experiences that will result in “bragging rights.”

Gray Line Worldwide's Brad Weber said, “Our most popular activity is the “hop-on/hop-off,” because the traveler controls the itinerary. They seek this type of more in-depth experience versus just sitting on a bus.”

Travel Promotion Act Update

Congress finally passed the Travel Promotion Act last year, and the President signed it into law. The board that will oversee the expenditure of \$200 million is in “national startup” mode — establishing policy, parameters, priorities, etc. However, the “product” and the “message” have yet to be developed. Initial marketing efforts will focus on countries that offer the greatest and most immediate opportunity to grow international markets for the US.

The Power of Partnerships

According to one of the panels, your marketing dollars go three times as far when you collaborate with others. This series of tourism articles has covered many success stories, and can be found at www.cjf-marketinginternational.com/jonesreports.html.

Over the years, many shopping alliances have been formed, modeled after Shop America. One of the most successful, if not the most successful, is Shop Las Vegas, which is now more than 10 years old. Art Jimenez of the Las Vegas Convention & Visitors Authority gave attendees an update on how the alliance transformed and grew over the decade. Since 2000, they have run 1,500 promotions with their eight shopping center members, and they continue to create new and innovative ways to reach the travel trade and consumer.

Additionally, when you partner with other entities you can provide a much more complete experience, offering what

is important to the traveler — experience, authenticity, uniqueness and value.

Social Media Options

Mass communication simply is not enough anymore. We need to be able to initiate a “call to action” in all we do, and there is no better way than through social media. This does not replace your more traditional media mix, but certainly enhances it. Speakers predicted that social media is going to overshadow e-mail before long, basically because social media allows other people to advocate for you. Word-of-mouth advertising on steroids!

While at the present time it seems to be all about Facebook, LinkedIn and Twitter, new technologies are emerging. Location-based SCVNGR is similar to Foursquare in that you can let friends know where you are and who you are with. The difference is that SCVNGR is game-based, making it more interactive to appeal to the “social buzz generation.” One way to embrace social media is to develop your own app with a game-type element and to constantly promote how it can be downloaded.

In addition to all the great material disseminated at this conference, Shop America announced a new partnership with ICSC. Shop the World Seminars are scheduled to launch later this year in Toronto, Mexico, Abu Dhabi and Asia. More details on this exciting partnership will be available at ICSC's Fusion Conference, where I will be presenting with the Shop

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Professional Recognition

SASI-ONE 2011 Award Winners Honored

A TOTAL OF 21 SASI-ONE AWARDS (SHOP AMERICA SALUTES INNOVATION) FOR SHOPPING AND CULTURAL TOURISM MARKETING EXCELLENCE WERE PRESENTED AT THE ONE TRAVEL CONFERENCE. The awards are sponsored by CenterCal Properties in partnership with Shop America Alliance.

SASI-ONE Awards recognize leaders in the tourism industry for their vision and commitment to developing shopping and cultural tourism. Along with the eight SASI-ONE Awards and 13 SASI-ONE Merit Awards, four SASI-ONE Special Award Recipients were honored.

**SASI-ONE 2011 Award Winners:
Outlets of Colorado/Craig
Realty Group (2 Awards)**

Fashion Ambush with a Colorado Twist

Strike a Pose Model Search

Category: Multi-Center Shopping Center

Honoree: Peggy Ziglin, regional public relations and tourism director, Outlets of Colorado/Craig Realty Group

**California Travel &
Tourism Commission**

*Korea TV Home Shopping
Promotion*

Category: DMO

Honorees: Caroline Beteta, president & CEO, Annette Eckert, director of Asia market, and Amanda Font, cooperative marketing manager, California Travel & Tourism Commission; Irene Lee, director of public relations, CTTC Korea, AVIAREPS Marketing Garden Korea, Ltd.

**Sarasota Convention and
Visitors Bureau**

*Festival sARTee: International
Arts Festival*

Category: DMO

Honorees: Lynn Hobeck Bates, cultural & international tourism sales manager, and Erin Duggan, public relations director, Sarasota CVB

**General Growth Properties
(2 Awards)**

Forever 21 Opening at Fashion Show

Category: Single Shopping Center Location

Honoree: Susan Houck, VP of field marketing, GGP

Fashion Night Out

Category: Multi-Center Shopping Center

Honorees: Susan Houck, VP of field marketing, GGP; participating retailers at Fashion Show; The Grand Canal Shoppes at The Venetian, and The Shoppes at The Palazzo

CJF Marketing International

*Historic Shopping & Dining
Attractions*

Category: Multi-Center Shopping Center

Honoree: Carolyn Feimster, president, CJF Marketing International

**Bloomington Convention
and Visitors Bureau**



SASI-ONE Award Winners

*Naughty Meets Nice Holiday
Getaway to Bloomington &
Mall of America*

Category: DMO

Honoree: Jam Kroells, VP of marketing, Bloomington CVB

SASI-ONE 2011

Merit Award Winners:

**Conde Nast Mexico & Latin
America**

*Vogue Travel & Shops Guide
2010-2011*

Category: Print Media & Internet

Honorees: Farid Aouragh, director general, Maury, Margarita González Bárcenas, directora de circulación, Conde Nast Mexico & Latin America

Visit Florida

*Visit Florida: Florida Reflections
Cultural Campaign*

Category: DMO

Honorees: Tiffany McCaskill, new product development manager, Visit Florida; American Express, Custom

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SASI-ONE Winners

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Marketing Group

Las Vegas Convention & Visitors Authority (2 Awards)

*Southwest Airlines Vacations
June Booking Sale*

Las Vegas Sizzle Package

Category: DMO

Honorees: Art Jimenez, senior director of leisure sales, Las Vegas CVA; Jeff Rosser, Las Vegas product manager, Southwest Airlines Vacations; Alicia Evanko, CMP, Questex, and Alexandra Goranson, marketing manager, Las Vegas Outlet Center and Las Vegas Premium Outlets

The Henry Ford

The Henry Ford 2010 Holiday Catalog

Category: Travel Partners

Honorees: Carol Kendra, chief marketing officer, and Terri Anderson, senior director, national retail sales & licensing, The Henry Ford

Louisiana Tax Free Shopping

Louisiana Tax Free Shopping Brochure

Category: Print Media

Honoree: Denise Thevenot, executive director, Louisiana Tax Free Shopping

Coastal Discovery Museum

Lowcountry Discovery

Category: Cultural & Heritage Organization

Honorees: Michael Marks, CEO, and Natalie Hefter, VP of programs, Coastal Discovery Museum

General Growth Properties

Las Vegas Advertorials

Category: Multi-Center Shopping Center

Honorees: Susan Houck, VP of field marketing, GGP; participating retailers at Fashion Show, The Grand Canal Shoppes at The Venetian and The Shoppes at The Palazzo; Faiss Foley Warren PR/Las Vegas

CJF Marketing International

Gulfstream Park Visitor Outreach Program

Category: Single Shopping Center Location

Honorees: Carolyn Feimster, president, CJF Marketing International; Jeannie Roberts, director of marketing, and Delores Molina, marketing manager, The Village of Gulfstream; Susan Hunt, director of marketing, Gulfstream Park Racing & Casino, and Judy Penny, principal, Think Penny.

SASI-ONE 2011

Special Award Winners:

Chairman's Award

John S. & James L. Knight Foundation's Random Acts of Culture

Shopping Tourism Retailer of the Year

Macy's

TravMedia Tourism Journalist of the Year

Peter Ellegard

Cultural Heritage Destination of the Year

California Academy of Sciences ■

ONE Travel Conference

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America Panel on the "Top 10 Ways to Increase Your Tourism Business." Be sure to join us there!

Plan now to attend the ONE Travel Conference in Orlando, FL, January 15-17, 2012. Registration opens in April 2011 at www.ONEStravelconference.com

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, fax (732/545-3138) or mail. If possible, include samples of your graphics. Full credit will be given to the person or team responsible for the program. Visit our new web site: www.cjfmarketinginternational.com. ■

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