



DESTINATION EL PASO



# MARKETING PLAN 2019



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# MESSAGE FROM OUR GENERAL MANAGER



**BRYAN CROWE**  
GENERAL MANAGER

In Fiscal Year 2017/2018, Destination El Paso saw the highest level of activity and revenue in its history and each year we challenge ourselves to surpass those records. It should come as no surprise that this year we would do it again as we entertained over 34 conventions that utilized over 15,700 room nights, staged over 6 major festivals and events and realized a decade old dream of hosting Disney's The Lion King for a 16-show run among other major touring theatrical performances.

The pace has been a brisk one, but we find ourselves committing to more in every aspect of our responsibilities to the community and our hospitality partners.

On behalf of Convention Development, we will continue to promote the city's dramatically changing landscape and the increased hotel room inventory in downtown, positioning us as the next great meeting hub. Additionally, we will continue to market the new and exciting athletic and aquatic facilities that have opened or have recently broken ground in an effort to attract sporting events that have long been absent from this market. Our Tourism Development department will continue to aggressively grow their earned media goal by hosting influencers and bloggers which in turn highlight our destination and the region. The impact from these individuals is huge and compliments our placed advertising by an additional \$1.4 million, amplifying our messaging and reach.

El Paso Live will continue its goal of providing quality entertainment for visitors and locals alike. Festivals such as Winterfest and Ice Cream Fest will continue to expand in both footprint as well as offerings. In addition, the department will continue to foster strong relationships with promoters, partners and talent agencies along with the support of our corporate SMG offices to keep the city of El Paso-owned venues on the radar for performance possibilities.

This banner year will be a tough one to match but we feel with the team assembled, the momentum we've built and the strategies contained here, it's within reach.



# ABOUT DESTINATION EL PASO

The mission of Destination El Paso is to provide convention, tourism, venue and event management services to visitors, clients and the greater El Paso community so they can enjoy a pleasurable experience that enhances quality of life and generates economic growth.

Destination El Paso (DEP) is funded by the City of El Paso's hotel/motel tax (HOT) and venue operating revenue. Out of the 17.5% tax applied to each room night stay, the city receives 7%, which allocates 1.5% to venue operations, 3% to destination marketing and 2.5% to capital projects and debt service.

Destination El Paso is organized as the parent of two branded operating divisions; Visit El Paso and El Paso Live. Each operating division is represented as a brand with its own website and social media presence.

Visit El Paso is responsible for destination marketing for the City of El Paso. Responsibilities include Convention and Meeting Development, Sports and Tournament Development, Tourism Development and Film Development.

## VISIT EL PASO OBJECTIVES

- Enhance visitor revenue spurring economic impact.
- Promote El Paso as a desirable destination.
- Grow the destination's lodging industry.

El Paso Live is responsible for venue and event management for City of El Paso-owned venues: Judson F. Williams Convention Center, Abraham Chavez Theatre, Plaza Theatre Performing Arts Centre and McKelligon Canyon Amphitheatre & Pavillion.

## EL PASO LIVE OBJECTIVES

- Optimize revenue generated through rentals, parking, food and beverage.
- Manage facilities efficiently to meet or exceed industry standards.

*El Paso ranked #24 for Cities with the  
Best Work-Life Balance*

SMARTASSET, JANUARY 2018



# CONVENTION DEVELOPMENT

## DEPARTMENT OVERVIEW

The Convention Development team represents the destination and the local hospitality industry on a state, regional and national level to secure conventions and meeting activity. In addition to, the team maintains a consistent presence in the state capital, meeting with decision makers and educating them on the destination's offerings and new growth and development.

## HOTEL EXPANSION

The strong public-private partnership that has funded downtown's revitalization has fostered important development in the city that has enhanced the image of downtown as a thriving urban core and has contributed to the marketability of the destination.

In 2016, the Hotel Indigo added 119 artfully decorated rooms to the downtown inventory and in 2017 the 350 room Hotel Paso del Norte, formerly the Camino Real began an 18-month, \$100 million renovation, restoring it to a Four-Star Convention Hotel. The 130 room Plaza Hotel, adjacent to the Hotel Paso Del Norte will also open its doors in 2019. New to the market, the Aloft, brought 89 rooms and the new Courtyard by Marriott has contributed 151 rooms within walking distance to the Convention Center campus.

## THE YEAR IN REVIEW & THE PLAN AHEAD

Fiscal Year 2017/2018 proved to be a strong year for the Convention Development team. Although downtown hotel accommodations numbered less than 500 available rooms at the time, the team increased outbound messaging, sales initiatives and advertising investments which, in turn, increased leads generated and ultimately total room nights secured for future years. Meeting and Convention leads generated last fiscal year totaled 46,718 potential room nights and we were able to confirm 15,180 for future years.

As we look forward and prepare the increase of new downtown hotel inventory, we continue to raise the bar. This year the team will set out to confirm over 25,000 total room nights, a 65% increase over prior year, undertake 16 state and national sales initiatives and increase advertising spend and reach. Additionally, we will grow the department by adding new sales managers and further develop our recently opened Austin office.

Our plan, included here, will outline our goals and initiatives for the coming year and detail the tactics by which we plan to achieve them.

## DEPARTMENT GOALS

- Generate over 34,200 in potential room night leads and confirm meetings and conventions with a goal of 25,000 total room nights for future years.
- Maintain involvement and maximize exposure with meeting planners/decision makers via strategic sponsorships, sales calls and tradeshow on a state and national level.
- Develop new branding to increase awareness of the destination.
- Promote the destination with specific print and digital advertisements and promotional materials.

## DEPARTMENT METRICS

POTENTIAL  
ROOM NIGHTS



CONFIRMED  
ROOM NIGHTS



NUMBER OF  
DECISION MAKERS/  
PLANNERS HOSTED



SALES CALLS  
& INITIATIVES



NEW CREATIVE  
ASSETS



NEW VIDEO  
ASSETS



NUMBER OF  
DIGITAL  
IMPRESSIONS



EMAIL CLICK  
THROUGH  
RATE



## GOAL 1

Generate over 34,200 in potential room night leads and confirm meetings and conventions with a goal of 25,000 total room nights for future years.

### GOAL 1 STRATEGIES

- Grow the sales department with the addition of two new individuals who will focus on state and national conventions.
- Identify and prospect associations via research and state and national meeting databases.
- Build relationships with decision makers and educate them on El Paso's unique offerings and new assets.
- Prepare custom and comprehensive proposals for both meeting and sleeping accommodations based on client goals and requirements.
- Continue to utilize incentives and offer concessions based on minimum hotel room usage and food and beverage minimums.
- Leverage approximately \$350,000 via the Texas Events Trust Fund, local incentives and partnerships to attract and secure convention activity.



### GOAL 1 METRICS

POTENTIAL  
ROOM NIGHTS



34,200

CONFIRMED  
ROOM NIGHT  
IMPACT



25,000

## GOAL 2

Maintain involvement and maximize exposure with meeting planners/decision makers via strategic sponsorships, sales calls and tradeshows on a state and national level.

### GOAL 2 STRATEGIES

- Maintain high visibility within the industry to keep top-of-mind awareness for El Paso.
- Maintain a sales presence in the State Capital for maximum exposure with state planners.
- Attend a minimum of 10 high-impact industry trade shows to sustain visibility with meeting planners.
- Host two Familiarization tours annually designed to re-introduce the community to planners.
- Host meeting planners on individual site visits as needed.

### GOAL 2 METRICS

NUMBER OF  
DECISION MAKERS/PLANNERS  
HOSTED



30

SALES CALLS  
& INITIATIVES



16

**Thank you for a wonderful trip to El Paso!  
Thank you for all your careful attention  
to detail. I can't wait for my meeting  
attendees to fall in love with El Paso like  
I did.**

**Terri Killen**  
MEETING PLANNER

**You have been exemplary and all great hosts. I have made great connections  
and look forward to referring my clients here. The whole team is great and your  
welcome and graciousness exceeds others!!**

**Maria Giuriato**  
MEETING PLANNER



## GOAL 3

Develop a new branding campaign for the convention development department to increase awareness of the destination's new assets, new hotels, attractions, the Quality of Life Bond projects and the ongoing downtown revitalization efforts.

### GOAL 3 STRATEGIES

- Conduct comprehensive research to understand new industry trends in meeting and conventions.
- Analyze and research data to ensure creative assets meet destination goals.
- Develop and design a new dynamic branding campaign to promote the destination in the meeting and conventions markets.
- Build inventory of fresh photography of new assets to showcase them in the branding campaign.
- Produce new marketing collateral, tradeshow assets and promotional items featuring new branding campaign.
- Finalize the creation of new video elements to be used in bid presentations, in tradeshow booths and during attendance boosters.



### GOAL 3 METRICS

NEW CREATIVE ASSETS



8

NEW VIDEO ASSETS



3

## GOAL 4

Promote the destination to meeting planners/decision makers with specific print and digital advertisements and promotional materials.

### GOAL 4 STRATEGIES

- Promote El Paso's dramatically changing landscape highlighting the addition of new hotel inventory, major hotel renovations and the half a billion-dollar bond investment.
- Place print advertising in industry related publications highlighting El Paso as a practical and affordable meeting destination.
- Shift advertising dollars to new forms of promotion, specifically digital advertising, video, email and geofencing.

### GOAL 4 METRICS

NUMBER OF DIGITAL IMPRESSIONS

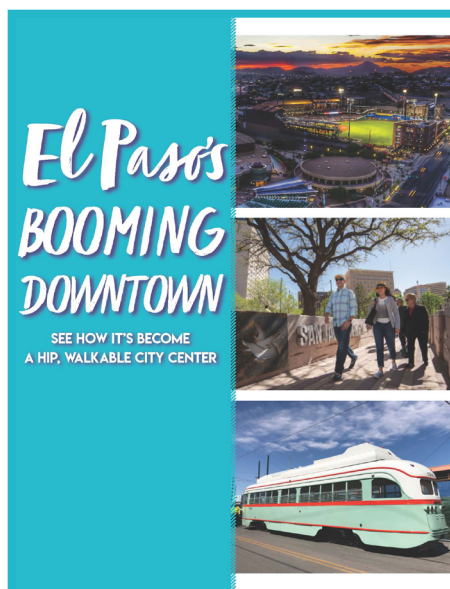


970,000

EMAIL CLICK THROUGH RATE



10%



# CONVENTION DEVELOPMENT ADVERTISING

## NEW ADVERTISING CAMPAIGN

In the ever-competitive Destination/M&C marketing space, a lot is changing. DMO's are constantly re-examining their brand position. Consumers are always looking for something new and exciting. Consumers are constantly exposed to the same creative over and over again; they begin to mentally tune out unless something new and relevant is brought to their attention. For Visit El Paso, there has never been a better time to tell our story. For that reason we have allocated over \$200,000 in meetings and convention advertising. El Paso has grown and evolved over the last five years, we have so much more to offer visitors and convention attendees (Downtown Hotels, World-Class Natatoriums, Sports Facilities, Streetcars, restaurants and more). Our economic growth allows Visit El Paso to tell a new and compelling narrative of why El Paso is a relevant and exciting destination.

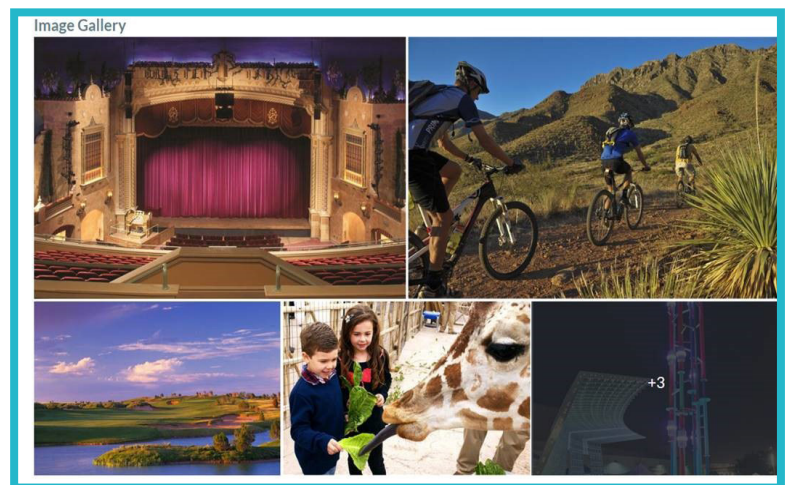


## EVENT

Cvent is a leading meetings, events, and hospitality management technology provider with more than 3,500 employees, 25,000 customers, and 300,000 users worldwide. Visit El Paso has been a member of this platform for the past 5 years and has grown our participation and investment year over year.

## INVESTMENT INCLUDES:

- 2 Diamond Listing
  - Guaranteed ad placement at the top right of all El Paso searches
  - 30 images to include promotions, document library and social media
- Competitive Marketing Ad for targeted to San Antonio searches
- Banner Ads targeted to Lubbock, Tucson, and Albuquerque searches

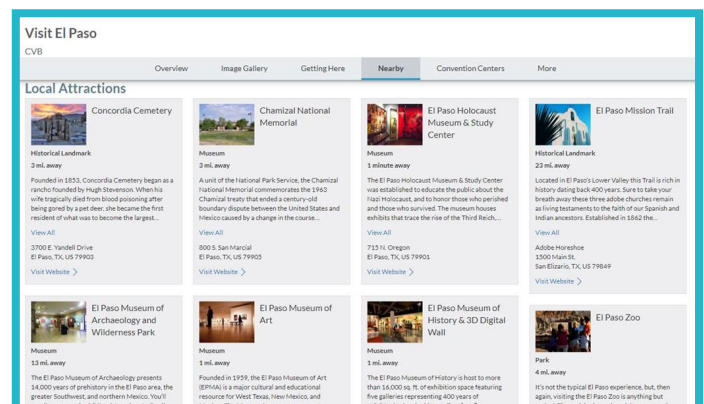


## EMPOWERMINT

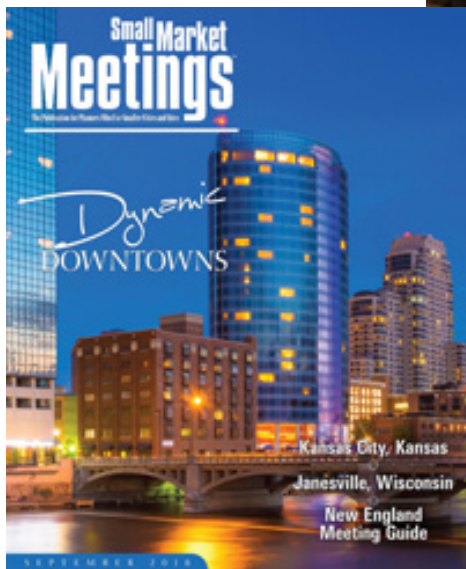
EmpowerMINT, Presented by Destinations International is a powerful online tool that simplifies the research, distribution, and selection of destinations, hotels, meeting space and meeting facilities.

## INVESTMENT INCLUDES:

- Destination Overview
- Map
- Promotions
- RFP Upload







## PRINT PUBLICATIONS - CONVENTIONS/MEETINGS

PUBLICATION	CIRCULATION	ISSUE
• Connect Association	17,000	April
• Meetings Today	55,000	Sept., Nov., Jan., May, Aug.
• Prevue	37,800	Nov., Mar., July
• Small Market Meetings	10,929	Dec., Jan., Feb., Apr., June, Aug.
• Texas Meetings & Events	9,500	Oct., Jan., Apr., July
• Texas Society of Association Executives Directory	1,300	Annual Listing

## INTERACTIVE PLACEMENT

PUBLICATION	CIRCULATION	ISSUE
• Connect Meetings Market	2,000	March
• Group Travel Leader	15,000	Oct., Feb., May
• Prevue E-Blast	5,000	Mar., Apr., July, Aug.
• Smart Market Meetings E-Blast	8,500	Feb., Apr., July
• Smart Meetings		
-E-Blast	33,000	March
-Digital Custom Lead Survey	10,000	April
• Texas Meetings & Events		
-E-Blast	9,500	Monthly
-Custom Email	5,496	Oct., Jan., Apr., July
-Sponsored Content	20,000	Nov. through Jan.
• Texas Society of Association Executives Newsletter	1,400	Sept., Oct., Nov., Dec., July, Aug.

## FY 2018/2019 CONVENTION DEVELOPMENT PROGRAMMATIC AND SOCIAL CAMPAIGN

### PROGRAMMATIC & RETARGETING ADS

Programmatic advertising helps automate the decision-making process of media buying by targeting specific audiences and demographics. These digital ads allow Visit El Paso to show a specific piece of content based on the user's online behavior, geo-location and interests. Retargeting ads allow us to follow users through their online experience while continuing to provide them with designated content.

**GUARANTEED ENGAGEMENT:** 7,000+





## EMAIL MARKETING

Email Marketing allows Visit El Paso to send personalized messaging/information to a specific group of people using email. This form of communication effectively uses tailored messages to keep a targeted group informed.

**GUARANTEED REACH:** 100,000+

**OCTOBER 2018:** IMEX attendees/association planners; Subject: 5 Ways El Paso Rocks Your Budget

**NOVEMBER 2018:** Connect Texas attendees/corporate planners; Subject: Two-Tier Cities Make Your Event Better

**AUGUST 2019:** Connect Marketplace attendees/planners; Subject: El Paso, A Premier Meeting Destination



## GEO-FENCING

Geo-fencing uses GPS technology to create virtual geographic boundaries, enabling software to trigger a response when a mobile device enters or leaves a particular area. Dedicated messaging is then delivered to the user. User information is stored and can be utilized at a later date for retargeting purposes.

**TOTAL SHOWS:** 3 (IMEX, Connect Texas, Connect Marketplace)

**GUARANTEED ENGAGEMENTS:** 300,000+

## VIDEO

Video advertising has become a prevalent part of online marketing and allows Visit El Paso to reach a large audience. Video ads are interactive and produce a high rate of completion.

**GUARANTEED COMPLETION VIEWS:** 20,000+



# TRADESHOW/SALES INITIATIVE SCHEDULE

\* Tradeshow Schedules subject to change

## CONVENTION DEVELOPMENT

EVENT	LOCATION	DATE	CO-OP OPPORTUNITY
TSAE ANNUAL CONFERENCE	DALLAS, TX	SEPT. 16-18, 2018	HOTEL PARTICIPATION WELCOMED
SMART MEETINGS SOUTHWEST	AUSTIN, TX	SEPT. 20, 2018	HOTEL PARTICIPATION WELCOMED
SMALL MARKET MEETINGS	ONTARIO, CA	SEPT. 23-25, 2018	HOTEL PARTICIPATION WELCOMED
IMEX	LAS VEGAS, NV	OCT. 16-18, 2018	CO-OP WITH TEXAS
CONNECT TEXAS	LUBBOCK, TX	NOV. 6-8, 2018	HOTEL PARTICIPATION WELCOMED
CONNECT GOVERNMENT	ONTARIO, CA	NOV. 12-14, 2018	HOTEL PARTICIPATION WELCOMED
CONNECT SOUTHWEST	RENO, NV	DEC. 3-4, 2018	HOTEL PARTICIPATION WELCOMED
IAEE	NEW ORLEANS, LA	DEC. 11-13, 2018	CO-OP WITH SMG
TSAE CELEBRATION/TAMALE DROP	AUSTIN, TX	DEC. 12-13, 2018	
EL PASO DAYS IN AUSTIN	AUSTIN, TX	FEB. 18-20, 2019	HOTEL PARTICIPATION WELCOMED
DESTINATION INTERNATIONAL-SHOWCASE	WASHINGTON, DC	FEB. 13, 2019	HOTEL PARTICIPATION WELCOMED
CONFERENCE DIRECT	ATLANTA, GA	MAR. 3-7, 2019	
SOUTH BY SOUTHWEST	AUSTIN, TX	MAR. 8-17, 2019	
EXPERIENT ENVISION CONFERENCE	LAS VEGAS, NV	MAR. 13-15, 2019	CO-OP WITH SMG
SALES CALLS*	SAN ANTONIO, TX	APR. 2019	HOTEL PARTICIPATION WELCOMED
INTERNATIONAL POW WOW	ANAHEIM, CA	JUN. 1-5, 2019	HOTEL PARTICIPATION WELCOMED
SALES CALLS*	HOUSTON, TX	JUN. 2019	HOTEL PARTICIPATION WELCOMED
CVENT CONNECT	LAS VEGAS, NV	JUL. 8-11, 2019	HOTEL PARTICIPATION WELCOMED
CONNECT MARKETPLACE	LOUISVILLE, KY	AUG. 26-28, 2019	HOTEL PARTICIPATION WELCOMED

# SPORTS & TOURNAMENT DEVELOPMENT

## DEPARTMENT OVERVIEW

With the significant investments made by the city in sporting assets, Visit El Paso has dedicated resources and marketing dollars to Sports & Tournament Development. The sales team identifies potential activity and the minimum requirements necessary to host the sporting event as well as secure it for future years.

## THE YEAR IN REVIEW & THE PLAN AHEAD

As part of the 2012 Quality of Life Bond Initiative the City of El Paso set out to construct two new aquatic centers each with a 50-meter, Olympic size competitive pool. This investment will allow Visit El Paso to begin prospecting and competing for state, regional and national meets and other various competitions.

The West Side Natatorium opened in May 2018 and offers 780 spectator seating, scoreboards, Wi-Fi, and an adjustable race starting platform allowing for the 50-meter pool to be converted into a 25-meter pool for youth competitions.

The second natatorium will be located within the Eastside Regional Park and once completed will boast 92-acres of recreational amenities to include four diamond fields, six flat fields, handball, volleyball, multi-use courts, a skate park and a BMX park. Although constructed in phases, the natatorium will be one of the first to be completed and open to the public in early 2020.

Last fiscal year, the department generated leads with over 20,000 total potential room nights and confirmed roughly 3,600 total room nights for future years.

With new assets breaking ground or coming online, the department will continue to seek out Events Rights Holders and reintroduce them to the city. The team will set out to confirm over 5,000 total room nights, a 39% increase over prior year, undertake more state and national sales initiatives and increase advertising spend and reach.

Our plan, included here, will outline our goals and initiatives for the coming year and detail the tactics by which we plan to achieve them.

### DEPARTMENT GOALS

- Prospect and confirm tournament activity with significant room night utilization for future years.
- Increase involvement and maximize exposure with Events Rights Holders to create top-of-mind awareness.
- Develop a new branding campaign for sports and tournament development.
- Market the destination with specific print and digital advertisements and promotional materials.



### DEPARTMENT METRICS

POTENTIAL  
ROOM NIGHTS



CONFIRMED  
ROOM NIGHTS



NUMBER OF  
DECISION MAKERS/  
PLANNERS HOSTED



SALES CALLS  
& INITIATIVES



NEW CREATIVE  
ASSETS



NEW VIDEO  
ASSETS



NUMBER OF  
DIGITAL  
IMPRESSIONS



EMAIL CLICK  
THROUGH  
RATE



## GOAL 1

Prospect and confirm tournament activity and confirm 5,000 room nights for future years.



### GOAL 1 STRATEGIES

- Identify, prospect and secure tournament activity that best fits the destinations inventory and assets.
- Continue to offer incentives and concessions based on minimum hotel room usage and/or food and beverage minimums.
- Leverage approximately \$150,000 via the Texas Events Trust Fund, local incentives and partnerships to attract and secure sporting events.

### GOAL 1 METRICS

POTENTIAL  
ROOM NIGHTS



10,000

CONFIRMED  
ROOM NIGHT  
IMPACT



5,000

## GOAL 2

Increase involvement and maximize exposure with Events Rights Holders to create top-of-mind awareness of the destination and its assets.

### GOAL 2 STRATEGIES

- Attend a minimum of 5 high-impact industry tradeshows to introduce the destination to sports and tournament planners and educate them on new investments made.
- Host Familiarization tours annually designed to re-introduce the community to sports and tournament planners.
- Host decision makers on individual site visits as needed.

### GOAL 2 METRICS

NUMBER OF  
DECISION MAKERS/PLANNERS  
HOSTED



10

SALES CALLS  
& INITIATIVES



8

## GOAL 3

Develop a new branding campaign for sports and tournament development to increase awareness of the destination's new hotels, sporting facilities and attractions.

### GOAL 3 STRATEGIES

- Conduct comprehensive research to understand new industry trends in sports marketing.
- Analyze and research data to ensure creative assets meet destination goals.
- Develop and design a new dynamic branding campaign to promote the destination in the sports market.
- Build inventory of fresh photography of new assets to showcase them in the branding campaign.
- Produce new marketing collateral, tradeshow assets and promotional items featuring new campaign.
- Finalize the creation of a new video elements to be used in bid presentations, in tradeshow booths and during attendance boosters.

### GOAL 3 METRICS

NEW CREATIVE  
ASSETS



5

NEW VIDEO  
ASSETS



2



## GOAL 4

Promote and market the destination to Events Rights Holders with specific print and digital advertisements and promotional materials.

### GOAL 4 STRATEGIES

- Place strategic print advertising in related publications highlighting El Paso's investments and year-round ideal weather.
- Shift advertising dollars to new forms of promotion specifically digital advertising, video, email and geofencing.

### GOAL 4 METRICS

NUMBER OF  
DIGITAL  
IMPRESSIONS



400,000

EMAIL CLICK  
THROUGH  
RATE



10%

## SPORTS ADVERTISING

### PRINT PUBLICATIONS - SPORTS

#### PUBLICATION

#### CIRCULATION

#### ISSUE

- | PUBLICATION                     | CIRCULATION | ISSUE                        |
|---------------------------------|-------------|------------------------------|
| • Connect Sports                | 6,000       | Apr., May, June              |
| • Sports Destination Management | 18,000      | Sept., Jan., Mar., May, July |
| • Sports Events Magazine        | 18,000      | Oct., Dec., Jan., Apr., July |
| • Texas Sports Facility Guide   | 6,000       | Oct.                         |





## INTERACTIVE PLACEMENT

### PUBLICATION

- Sports Destination Management
- E-Blast
- Web Banner

### CIRCULATION

28,500

### ISSUE

Nov., May  
Jan. through Aug.

## FY 2018/2019 SPORTS DEVELOPMENT DIGITAL PLAN

### EMAIL MARKETING

TOTAL EMAILS: 4

**GUARANTEED REACH:** 60,000+

**JULY 2018:** Sports Planners

**OCTOBER 2018:** TEAMS attendees/sports planners

**MAY 2019:** NASC Sports Planners

**MAY 2019:** Sports Planners



### GEO-FENCING

A geo-fence is a virtual perimeter for a dedicated geographic area. It is a predefined set of boundaries.

**TOTAL SHOWS:** 3 (TEAMS, National Association of Sports Commissions, US Sports Congress)

**GUARANTEED IMPRESSIONS:** 187,500+

## TRADESHOW/SALES INITIATIVE SCHEDULE

\* Tradeshow Schedules subject to change

### SPORTS & TOURNAMENT DEVELOPMENT

EVENT	LOCATION	DATE	CO-OP OPPORTUNITY
U.S. SPORTS CONGRESS	ST. LOUIS, MO	SEPT. 23-25, 2018	BY INVITATION ONLY
TEAMS	LOUISVILLE, KY	OCT. 1-4, 2018	CO-OP WITH LAS CRUCES
CONNECT TEXAS SPORTS SUMMIT	LUBBOCK, TX	NOV. 6-8, 2018	HOTEL PARTICIPATION WELCOMED
NASC	KNOXVILLE, TN	MAY 6-9, 2019	HOTEL PARTICIPATION WELCOMED
CONNECT MARKETPLACE	LOUISVILLE, KY	AUG. 26-28, 2019	HOTEL PARTICIPATION WELCOMED

# FILM COMMISSION

## DEPARTMENT OVERVIEW

The Film Commission is responsible for marketing El Paso and promoting the growth of our regional creative media industry. The commission acts as a liaison between the production industry, governmental offices and the community to facilitate production of motion pictures, television, commercials, corporate videos, music videos, documentaries and still photography by educating, informing, setting standards of professionalism, and serving as a primary provider of industry-specific production information.

## THE YEAR IN REVIEW & THE PLAN AHEAD

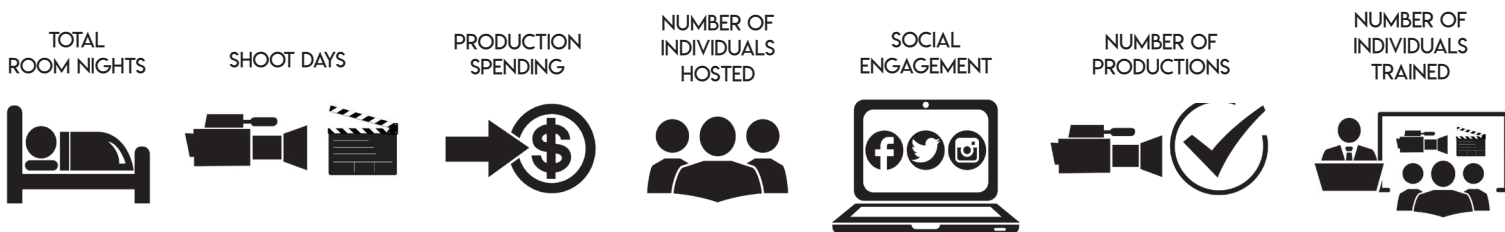
Fiscal Year 2017/2018 saw a strong year for film production, with \$2.7 million in direct economic impact, slightly lower than the previous 10-year average of \$2.8 million. Lower budgets account for most of this lower figure, with average cost per production coming in at just \$88,000, down from our previous 10-year average of \$108,000. Weakening Texas film incentives combined with the advent of lower-cost digital technology, smaller crew sizes and decreased overall spending budgets for key market segments such as commercials and independent features has accounted for this lower cost-per-project trend. The number of productions for fiscal year 2017/2018 was 31, higher than our previous 10-year average of 27 projects per year.

Goals for 2018/2019 include programs and advertising to increase direct economic impact, events and activities to generate leads and increased community engagement to advance and cultivate our local creative community.

## DEPARTMENT GOALS

- Increase the number of permitted productions with a goal of 360 shoot days, direct economic impact of \$2.8 million, and 2,160 total room nights.
- Market El Paso as an attractive, convenient, affordable and popular destination for all types of media production and post-production.
- Advance and cultivate local assets including production, post-production and creative resources.

## DEPARTMENT METRICS



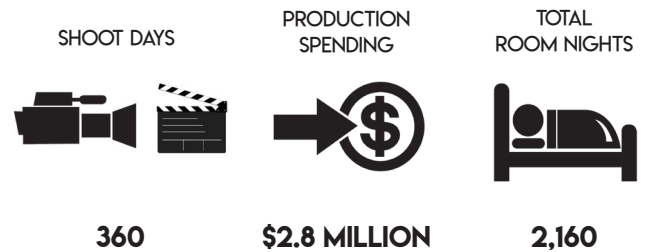
## GOAL 1

Increase the number of permitted productions with a goal of 360 shoot days, Direct Economic Impact of \$2.8 million and 2,160 Total Room Nights.

### GOAL 1 STRATEGIES

- Utilize film commission advertising and social media to raise awareness of El Paso.
- Revise film permitting procedure to allow shorter turnaround for departmental approvals.
- Utilize automated tracking system for productions, inquiries and scouts (CRM).

### GOAL 1 METRICS



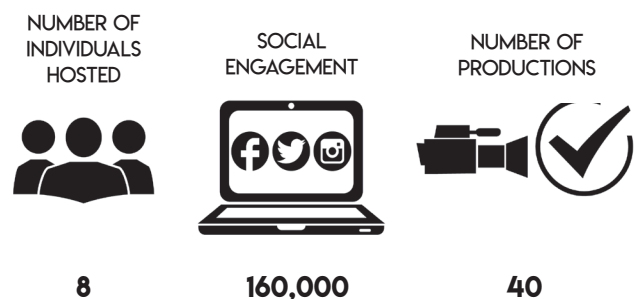
## GOAL 2

Market El Paso as an attractive, convenient, affordable and popular destination for all types of media production and post-production.

### GOAL 2 STRATEGIES

- Actively prospect location managers, producers, writers, and other decision-makers in major production markets.
- Co-sponsor networking and lead-generating events with state partners showcasing the destination.
- Promote the destination and surrounding area as accessible, economical, viable and distinctive, with advertisements, event sponsorships, and direct mail pieces.

### GOAL 2 METRICS





GOAL 3

Advance and cultivate local assets including production, post-production and creative resources.

GOAL 3 STRATEGIES

- Facilitate continuing education and workforce development with Texas Film Commission accreditation.
- Use special events such as the El Paso 2 Day Move Challenge and the SCREENER SERIES to improve awareness of mission and goals of the Film Commission.
- Identify, catalog and formalize city-owned visual assets.
- Redesign Film Commission website with “FILM EL PASO” brand.

GOAL 3 METRICS

NUMBER OF  
INDIVIDUALS  
HOSTED



12

SOCIAL  
ENGAGEMENT



7,500 LIKES/  
FOLLOWERS



TRADESHOW SCHEDULE

\* Tradeshow Schedules subject to change

FILM COMMISSION

EVENT	LOCATION	DATE
AFCI CINEPOSIUM CONFERENCE	LOS ANGELES, CA	SEPT. 20-22, 2018
AUSTIN FILM FEST/ FILMMAKERS BBQ	AUSTIN, TX	OCT. 25-NOV. 1, 2018
AMERICAN FILM MARKET	LOS ANGELES, CA	OCT. 31-NOV.7, 2018
SOUTH BY SOUTHWEST*	AUSTIN, TX	MAR. 8-17, 2019
AFCI INDUSTRY WEEK	LOS ANGELES, CA	APR. 2-5, 2019
FILM TEXAS INDUSTRY BRUNCH	LOS ANGELES, CA	JUN. 2019
NYC PRODUCERS RECEPTION	NEW YORK, NY	JUL. 2019



# TOURISM DEVELOPMENT

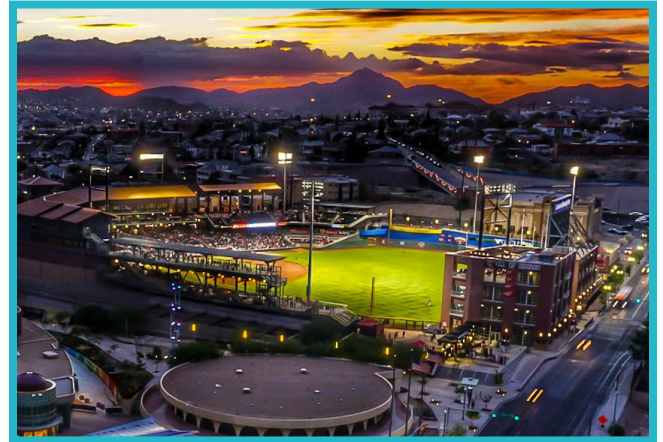
## DEPARTMENT OVERVIEW

The Tourism Development team promotes Destination El Paso to domestic and international markets and drives economic impact by positioning El Paso as a desirable destination.

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## THE YEAR IN REVIEW & THE PLAN AHEAD

Visit El Paso's marketing budget is still relatively small compared to many destinations in our competitive markets, however our staff has done an excellent job in managing our dollars and adjusting with the changing consumers habits. We have increased our strategies focusing primarily on digital platforms and targeting specific audiences. Our paid social media efforts continue to evolve and show excellent ROI. However, traditional media still plays a critical part of our marketing efforts, print, Out-of-Home, visitors guide, are important tools to continue promoting the destination.



In fiscal year 2017/2018 we exceeded our advertising impressions goal by 39% and surpassed our interaction with visitors' goal by 96%. Our efforts in hosting travel writers and social media influencers were extremely successful. Due to our efforts, El Paso was featured in major publications such as, Vogue MX, Texas Highways, Canadian Traveler and many more. Our social media efforts were also successful and included Huffington Post, Remezcla, Washington Post just to name a few. Mexico visitor numbers continued to show strong for our region. In the Mexico market, targeted programmatic campaigns reported strong results which represented over 18 million impressions, for 14,000 conversions. Expo Viaja and Expo Venta were two strong tourism shows for Visit El Paso. We were able to represent our destination to a little over 30,000 attendees.

As we look ahead and prepare for El Paso's renaissance, we have engaged in developing a new branding campaign. Through comprehensive research we will develop messaging and creative assets to promote the destination in this ever-changing market. A new two-minute video and :30 second spot will be created along with multiple shorter videos to showcase throughout our digital and social channels. Another critical part of our marketing effort for the upcoming year is hosting travel writers from around the world. We will focus on top national and international publications as well as top social media writers and media influencers.

## DEPARTMENT GOALS

- Develop a new branding campaign for Visit El Paso.
- Develop and implement a new comprehensive advertising campaign targeting the travel 300, (drivable markets within a 300-mile radius from El Paso) and national audiences.
- Maintain involvement and maximize awareness of the destination to national and international tour operators.
- Generate awareness of the destination with positive media coverage.
- Increase visitor interactions through multiple channels.
- Develop and implement strategies to attract targeted niche markets to increase visitation to the destination.
- Enhance partnerships with strategic alliances in the tourism industry, business sector and government areas.

## DEPARTMENT METRICS



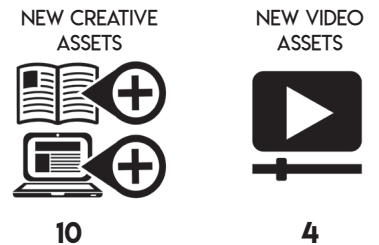
## GOAL 1

Develop a new branding campaign for Visit El Paso to increase awareness of the destination's new assets such as new hotels, attractions, arts, culture, culinary and downtown revitalization.

### GOAL 1 STRATEGIES

- Conduct comprehensive research to understand new industry trends in Tourism.
- Analyze and research data to ensure creative assets meet destination goals.
- Develop and design a new dynamic branding campaign to promote the destination in the leisure market.
- Continue to capture photography of new assets to showcase them in the new branding campaign.
- Finalize the creation of a new 30-second spot to be used during the national telecast of the 2018 Sun Bowl game.
- Create three action packed 15-second videos to engage audiences and showcase the destination.

### GOAL 1 METRICS



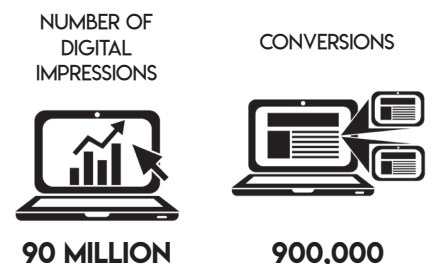
## GOAL 2

Develop and implement a new comprehensive advertising campaign targeting the Travel 300, (drivable markets within a 300-mile radius from El Paso) and national audiences. Generate 90 million impressions and 900,000 conversions in the US Markets.

### GOAL 2 STRATEGIES

- Utilize integrated efforts including advertising, publishing, innovative media placements, content and social media to elevate El Paso as a desirable destination.
- Increase targeted online digital advertising presence with video and native campaigns focusing on cities that provide non-stop service to and from El Paso to keep destination top-of-mind.
- Create digital campaigns for the Travel 300 marketing special events, attractions and annual events to increase weekend room nights in the destination.
- Continue to find key print publication opportunities to reach potential visitors.
- Create paid posts on social media outlets targeting consumers based on location & behavior to increase traffic to the destination.

### GOAL 2 METRICS





## PRINT PUBLICATIONS - TOURISM

PUBLICATION	CIRCULATION	ISSUE
• Authentic Texas	30,000	Sept., Dec., Mar., June
• Big Bend & Texas Mountain Trail Travel Guide	100,000	July
• Canadian Traveller	30,000	Nov., July
• Grand Canyon Journal	30,000	Nov.
• Group Travel Leader	15,000	Oct., Feb., May
• Group Tour Magazine	15,200	Nov., Feb.
• New Mexico Journal	126,000	Mar., July
• Texas Journey	1,050,000	Mar., May
• Texas Highways	180,000	Mar., June
• Texas Parks & Wildlife	159,720	Jan., Mar., Apr., May
• Texas State Travel Guide	902,240	Jan.
• True West	135,000	Dec., Apr., June
• USA Today Go-Escape	100,000	Sept.



## INTERACTIVE PLACEMENT

### PUBLICATION

- Canadian Traveller
- Go Texas/ Go New Mexico
- Grand Canyon Journal
- Group Travel Leader
- Shop Across Texas
- Texas Highways
- Tour Texas
- Tour Texas Hot & Happening

### CIRCULATION

50,000  
26,000  
100,000  
15,000  
5,876,285  
50,000  
86,663  
600,000

### ISSUE

Mar., Aug.  
April  
April  
Oct., Feb., May  
Monthly  
Feb., July  
March  
Nov., Jan., Apr., May,  
June, July, Aug.  
Mar., June  
April  
Apr., Aug.

**El Paso: A Brand-New El Paso**

Tired of the same ol' destinations? You'll be amazed by what El Paso has to offer. Thanks to a massive half-billion-dollar investment, Downtown El Paso's growing like never before! Ever spent the night in a 1920s art deco tower? How about a hotel with ties to the Mexican Revolution? Historic buildings like these and more are being renovated into top-of-the-line hotels so unique and comfortable you'll be requesting a late checkout. Soon, Downtown will have more than 1,200 state-of-the-art rooms within walking distance of new shops, clubs, bars, restaurants, and year-round festivals! Plan your trip at [visitelpaso.com](http://visitelpaso.com).



**TOUR TEXAS**

## BILLBOARDS

- Digital Outdoor - Albuquerque
- Outdoor - Deming

### IMPRESSIONS

5,930,248  
4,186,572

### DATE

Annual  
Annual



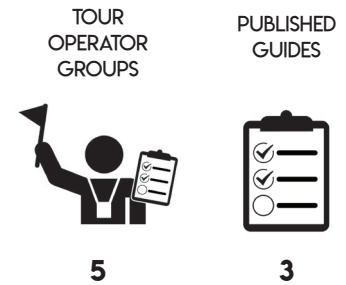
## GOAL 3

Maintain involvement and maximize awareness of the destination to national and international tour operators by securing a listing on three annual Tour Operators published guides and servicing five groups upon arrival to El Paso.

### GOAL 3 STRATEGIES

- Participate in tradeshow, sales missions and other activities that target tour operators.
- Create and maintain a database that will be utilized to distribute key information about the destination.
- Host Familiarization (FAM) tours annually designed to introduce the destination to tour operators, wholesalers and travel agents.
- Assist local and regional attractions in the development of new travel products to market to tour operators, group travel and wholesale travel operators.
- Facilitate receptive tour operator trainings for hoteliers to educate them on the advantages of working with operators.

### GOAL 3 METRICS



*#46 for Happiest Cities in America*

WALLETHUB, MARCH 2018



## GOAL 4

Generate \$1.4 million in editorial earned media that will create awareness and positive media coverage of the destination in domestic and international print, broadcast and social media outlets.

### GOAL 4 STRATEGIES

- Host 25 qualified journalists, travel writers, bloggers and social media influencers.
- Attend media travel shows to build relationships with journalists, travel writers, bloggers and social media influencers to introduce them to the destination.
- Follow media influencers' social media outlets and websites.
- Work with local attractions, organizations, and others to pitch stories to influencers, and travel writers.
- Become members of niche organizations that cater to travel writers and influencers.

**Just a note to tell you how much I enjoyed El Paso and the wonderful itinerary you had planned for us. Everything was well thought out and gave me a great peek at all the fabulous things that El Paso offers visitors. Thanks also for all those extra touches that made the trip so special. I look forward to sharing El Paso with my readers.**

**Mira Temkin**  
TRAVEL WRITER

### GOAL 4 METRICS

MEDIA VALUE

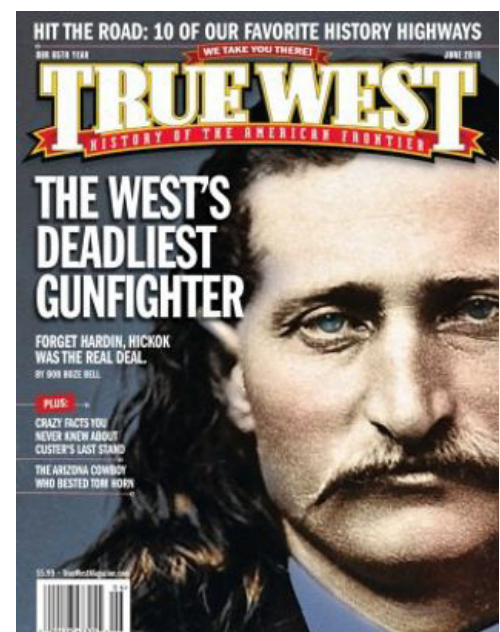
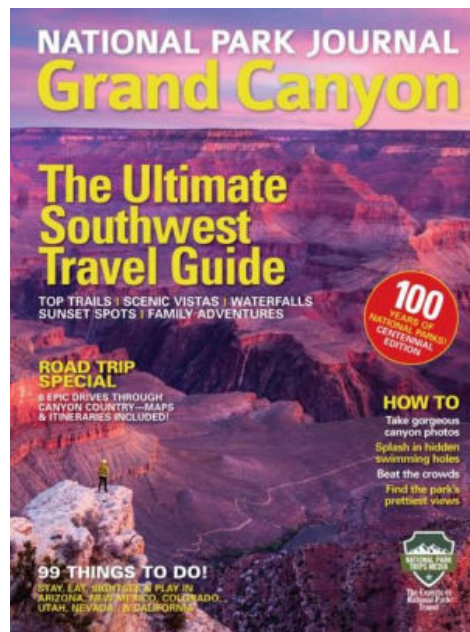


**\$1.4 MILLION**

NUMBER OF  
INDIVIDUALS  
HOSTED



**25**



## GOAL 5

Increase visitor interactions across multiple channels to 1.9 million, an increase of 35% over previous year.

### GOAL 5 STRATEGIES

- Create new website content that will drive online engagement.
- Utilize social media to drive traffic to Visitor Information Centers (VIC).
- Increase downloads and usage of the Visit El Paso App.
- Increase VIC awareness by hosting pop up galleries and monthly events to increase visitations.
- Bring retail opportunities to the VIC and partner with local retailers to showcase their goods.
- Partner with Texas Visitor Centers to promote visitation to El Paso's visitor centers.
- Produce and distribute the Official El Paso Visitors Guide.
- Educate the tourism industry and the local community by maintaining and facilitating the El Paso Ambassador Program.
- Maintain brochure inventory for all partners in the city, region and state.
- Market and secure Amigo Man appearances and continue to develop brand awareness.

### GOAL 5 METRICS

NUMBER OF  
VISITOR  
INTERACTIONS

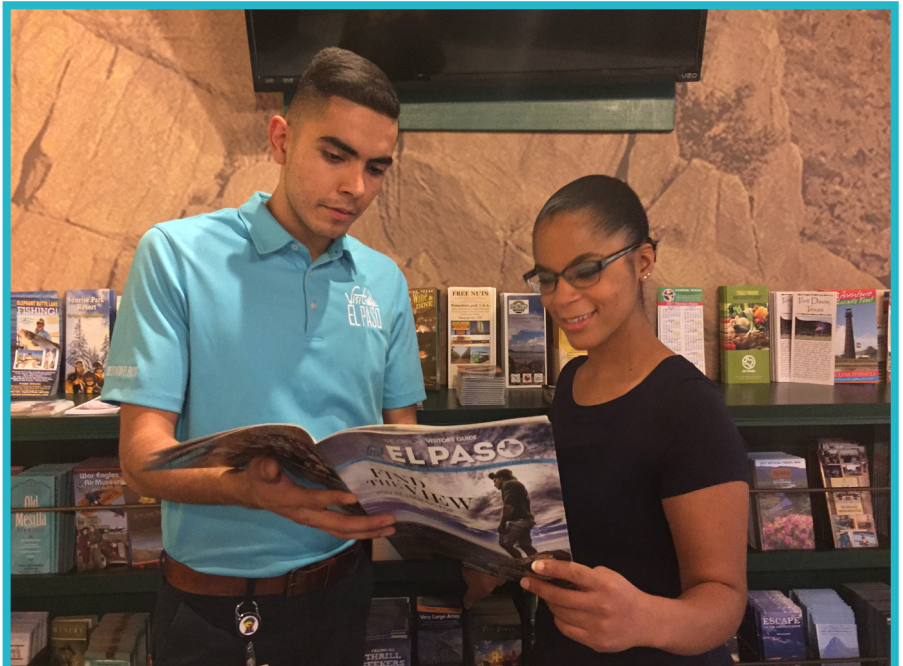


1.9 MILLION



# DOWNLOAD THE OFFICIAL VISIT EL PASO APP!

*Find us in your App Store.*





## GOAL 6

Develop and implement strategies to attract targeted niche markets to increase visitation to the destination to include Eco Tourism, Heritage, LGBTQ, Families, Millennials, and Big Bend Travelers.

### GOAL 6 METRICS

NICHE  
MARKETS



6

### GOAL 6 STRATEGIES

- Leverage digital, social and SEO advertising to increase visitation from key segments.
- Develop strong relationships and partner with organizations to assist in the development of their offerings.
- Create itineraries that are specific to segment interests.
- Utilize print publications to promote the destination to targeted niche markets.
- Secure sponsorships and participate in key local events that will drive awareness to the key segments.
- Host qualified journalists, travel writers, bloggers and social media influencers to talk/write about the destination.
- Identify local and regional groups for collaboration.
- Continue to develop content to be utilized in the Visit El Paso App and website.



## GOAL 7

Enhance partnerships with strategic alliances in the tourism industry, business sector and government areas to become a stronger and more economically viable region.

### GOAL 7 STRATEGIES

- Work with local, regional and national organizations to define common interests and develop co-marketing opportunities that will showcase the destination.
- Partner with Economic Development, local Chambers of Commerce, Borderplex and other government entities to strengthen our local economy and grow tourism.
- Position El Paso as the gateway to the region by partnering with regional organizations.
- Develop partnership to showcase the city and regional assets in key events on national and international platforms.

### GOAL 7 METRICS

CO-OPS



3



# SALES INITIATIVE SCHEDULE

\* Tradeshow Schedules subject to change

## TOURISM DEVELOPMENT DOMESTIC TRAVEL

EVENT	LOCATION	DATE
NTA TRAVEL EXCHANGE	MILWAUKEE, WI	NOV. 4-8, 2018
USTOA ANNUAL CONFERENCE & MARKETPLACE	PHOENIX, AZ	NOV. 26-30, 2018
ABA ANNUAL MEETING & MARKETPLACE	LOUISVILLE, KY	JAN. 25-29, 2019
CONNECT TRAVEL MARKETPLACE	KISSIMMEE, FL	FEB. 20-22, 2019
GO WEST SUMMIT	BOISE, ID	FEB. 25-28, 2019
NORTH AMERICAN TRAVEL JOURNALISTS ASSOCIATION (NATJA)	SYRACUSE, NY	MAY 14-17, 2019
IPW	ANAHEIM, CA	JUN. 1-6, 2019
TAP DANCE	CHEYENNE, WY	JUN. 9-13, 2019
INTERNATIONAL MARKETPLACE	NEW YORK CITY, NY	JAN. 24, 2019
NEW YORK TIMES TRAVEL SHOW	NEW YORK CITY, NY	JAN. 25-27, 2019



# MEXICO MARKETING & ADVERTISING

Visitation from Mexico continues to be a viable contributor to weekend stays in El Paso. Visit El Paso is focusing its marketing and advertising efforts on visitors from the city and state of Chihuahua as well as other areas bordering the state such as Durango and Torreon.

## THE YEAR IN REVIEW & THE PLAN AHEAD

While border walls, immigration issues and travel bans have been the focus of the national media regarding the border, we can confidently say that it has not stopped our visitors from visiting. We have extended our marketing efforts to include the state of Chihuahua, Torreon, Durango and Mexico City, in efforts to increase our international visitations. Our marketing efforts include, traditional media, i.e. print, radio, television and non-traditional media including digital and social media channels.

Our focus for fiscal year 2018/2019 is to open our visitor information kiosk in Chihuahua City. The kiosk will be located inside Fashion Mall where thousands of locals visit on a weekly basis. The kiosk will serve as an information center but will also have the ability to sell ticket to events and attractions in El Paso and make reservations for hotels through a new booking system. We will work with Mexican partners to conduct sales missions to Torreon, Durango and Mexico City promoting the destination.

## MEXICO MARKETING & ADVERTISING GOALS

- Develop and implement a comprehensive advertising campaign for Mexican nationals by targeting key markets in Mexico.
- Maintain involvement and maximize awareness of the destination to Mexican tour operators, wholesalers and travel agents.
- Leverage and enhance opportunities by collaborating with government agencies, economic development agencies and community leaders in the state of Chihuahua, Torreon, Durango and Mexico City.
- Operate a visitor information kiosk in Chihuahua City that will help market El Paso and increase visitation to the destination.

*El Paso* es tuyo!  
**¡Enamórate!**

-EVENTOS-



Disney presents  
**THE LION KING**  
THE WORLD'S #1 MUSICAL

Disney's The Lion King / The Plaza Theatre

MAY  
30  
JUN  
10  
2018

Para más información consulta: [www.elpasolive.com](http://www.elpasolive.com)

@VisitElPasoTX visitelpaso visitelpaso.com

Visit  
EL PASO  
DESCARGA  
NUESTRA APP

## PRINT MARKETING SCHEDULE

### NEWSPAPER

- El Herald de Chihuahua
- El Regional
- El Siglo de Torreon
- El Sol de Durango

### CIRCULATION

2,660,400

1,776,000

11,424,000

4,440,000

### ISSUE

Oct., Nov., Dec., Mar., Apr., May, June, July, Aug.

Oct., Nov., Dec., Mar., Apr., May, June, July, Aug.

Oct., Nov., Dec., Mar., Apr., June, July

Oct., Nov., Dec., Mar., Apr., June, July

## ADVERTISING SCHEDULE

### RADIO

- Exa FM
- Radio Formula
- Grupo Audiorama

### CIRCULATION

120 mentions

60 mentions

60 mentions

### ISSUE

Nov., Dec., Mar., Apr., June, July

Nov., Dec., Mar., Apr., June, July

Nov., Dec., Mar., Apr., June, July

### TELEVISION

- Televisa Chihuahua Canal
- Galavision

### CIRCULATION

219 spots

12 interviews

### ISSUE

Nov., Dec., Mar., Apr., June, July

Nov., Dec., Mar., Apr., June, July

## GOAL 1

Develop and implement a comprehensive advertising campaign for Mexican nationals by targeting key markets in Mexico generating 20 million impressions, an increase of 8% over previous year, and 200,000 conversions.

### GOAL 1 STRATEGIES

- Create digital campaigns for marketing special events, attractions and annual events to increase weekend room nights to destination.
- Placement of TV/Cable ads to promote the destination.
- Launch digital advertising campaigns that focus on summer, winter and holiday visitation.
- Continue to find key print publication opportunities to reach new and repeat visitors.
- Create paid posts on social media outlets targeting consumers based on location and behavior to increase traffic to the destination.
- Create action packed 15-second videos to engage audiences and showcase the destination.

### GOAL 1 METRICS

NUMBER OF  
DIGITAL  
IMPRESSIONS



20 MILLION

CONVERSIONS



200,000





**¡Ven y Disfruta!**

El Paso, Tx. Terminar el año juntos

18 Nov - 6 Ene

Fountains at Farah Winter Fest Cielo Vista Mall

@VisitElPasoTX visitelpaso visitelpaso.com

## GOAL 2

Maintain involvement and maximize awareness of the destination to Mexican tour operators, wholesalers and travel agents by participating or hosting four shows annually.

### GOAL 2 STRATEGIES

- Participate in sales missions and other activities that target tour operators, wholesalers or travel agents.
- Create and maintain a database that will be utilized to distribute key information about the destination.
- Host Familiarization (FAM) tours annually designed to introduce the destination to tour operators, wholesalers and travel agents.
- Assist local and regional attractions in the development of new travel offerings to market to tour operators, group travel and wholesale travel operators.

SALES  
INITIATIVES



4





### GOAL 3

Leverage and enhance opportunities by collaborating with government agencies, economic development agencies and community leaders in the state of Chihuahua, Torreon, Durango and Mexico City.

#### GOAL 3 STRATEGIES

- Participate in key events, chamber meetings, tourism meetings, event sponsorships, etc. to create strong relationships.
- Build relationships with state and city government tourism offices to create reciprocity agreements.
- Attend key tradeshows with regional partners to promote the destination.
- Extend invitations to key leaders in the targeted communities to experience the destination.

#### GOAL 3 METRICS

CO-OPS



4



## GOAL 4

Operate a visitor information kiosk in Chihuahua City that will help market El Paso and increase visitation to the destination by interacting with 50,000 potential visitors annually.

### GOAL 4 STRATEGIES

- Hire and retain professionals to work at the visitor center during set operating hours.
- Manage in house reservation system to allow visitors to book hotels and purchase tickets to attractions or special events.
- Offer the consumer incentives to utilize the in-house reservation system.
- Conduct visitor surveys to measure interest in the destination.
- Invite tourism partners to participate in sponsorship opportunities throughout the year.
- Create a mobile visitor information kiosk that will participate in key events around the city to promote destination and visitor information kiosk.

### GOAL 4 METRICS

NUMBER OF  
VISITORS  
INTERACTIONS



50,000

### KIOSK RENDERINGS





# TRADESHOW/SALES INITIATIVE SCHEDULE

\* Tradeshow Schedules subject to change

## TOURISM DEVELOPMENT INTERNATIONAL TRAVEL

EVENT	LOCATION	DATE	CO-OP OPPORTUNITY
CHIHUAHUA SALES MISSION	CHIHUAHUA CITY	FEB. 26-28, 2019	HOTEL PARTICIPATION WELCOMED
MEXICO SALES AND MEDIA MISSION	MEXICO CITY, LEON, PUEBLA	FEB. 10-15, 2019	CO-OP WITH TEXAS TOURISM OFFICE
TIANGUIS DE MEXICO	ACAPULCO	APR. 7-10, 2019	CO-OP WITH CHIHUAHUA STATE, HOTEL PARTICIPATION WELCOMED
ARLAG - ASOCIADOS DE LINEAS AREAS	GUADALAJARA	MAY 14-17, 2019	CO-OP WITH TEXAS TOURISM OFFICE
EXPO VIAJA 2019	CHIHUAHUA CITY	MAY 2019	HOTEL PARTICIPATION WELCOMED
TAR SALES MISSION	TORREON, PARRAL, DURANGO, MEXICO	TBD	HOTEL PARTICIPATION WELCOMED
CHIHUAHUA SALES MISSION	CHIHUAHUA CITY	AUG. 2019	HOTEL PARTICIPATION WELCOMED



# ABOUT EL PASO LIVE

The El Paso Live division of Destination El Paso provides venue management and event development services to patrons, event organizers and the greater El Paso community for the enjoyment of entertainment and events that enhance the quality of life for patrons in facilities that exceed expectations.

The focus of El Paso Live is to provide memorable experiences while increasing revenue growth through event attendance. Opportunities for expansion include:

- Increased show bookings
- Increased food and beverage services
- Increase in community involvement
- Implementation of comprehensive marketing strategies

## VENUE OPERATIONS

### DEPARTMENT OVERVIEW

El Paso Live delivers quality and diverse entertainment at the Plaza Theatre, Abraham Chavez Theatre, McKelligon Canyon Amphitheatre and the Philanthropy Theatre.

### DEPARTMENT GOALS

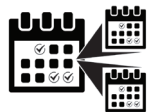
- Bring new shows to the Plaza Theatre with multiple performances by increasing attendance to the Broadway in El Paso series.
- Grow relationships with promoters and agents to secure quality programs and performances that maximize theatre attendance.

### DEPARTMENT METRICS

SEASON  
TICKET  
HOLDERS



EVENTS  
BOOKED



## Disney's The Lion King Breaks Plaza Theatre Box Office Records

- ENTERTAINED 30,000+ PATRONS DURING 16 PERFORMANCES OF ITS 2-WEEK ENGAGEMENT
- GROSSED OVER \$2.6 MILLION AT THE BOX OFFICE
- ESTIMATED \$9 MILLION ECONOMIC BENEFIT TO THE CITY



## GOAL 1

Continue to grow the Broadway in El Paso series by increasing season ticket holders.

### GOAL 1 STRATEGIES

- Offer season ticket sales to the public prior to the start of the Broadway season both online and with direct mail.
- Implement an “El Paso Experience” package (dining, hotel and show) to tour operators in Juarez and Chihuahua.
- Secure Spanish language print and digital advertisements in Juarez.
- Host special events and sponsor nights with cast members for season ticket holders.
- Host media events and press conferences.

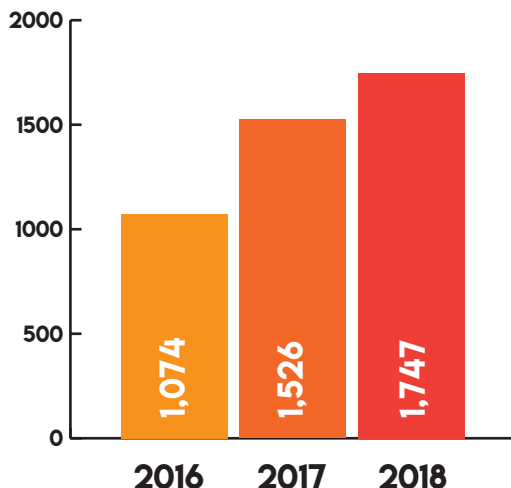
### GOAL 1 METRICS

SEASON  
TICKET  
HOLDERS



1,650

### BROADWAY SEASON TICKET HOLDERS



*Plaza Theatre ranked in  
the Top 100 Theatres*

POLLSTAR, MID-YEAR CHART

*Abraham Chavez Theatre  
ranked in the  
Top 200 Theatres*

POLLSTAR, MID-YEAR CHART

### GOAL 2 STRATEGIES

- Host promoters to educate them about the destinations venues and marketing infrastructure.
- Partner with promoters for a stake in the rewards of specific theatrical and concert venue programming.
- Strengthen relationships with agents and promoters by attending international, national and corporate conferences.
- Work with promoters to create comprehensive marketing plans that include media buys and value-added opportunities.
- Track monetary value of promotional campaigns by sharing media efforts with agents and promoters.

### GOAL 2 METRICS

EVENTS  
BOOKED



248

# SPECIAL EVENTS & FESTIVALS

## DEPARTMENT OVERVIEW

El Paso Live Special Events and Festivals department generates excitement and improves the quality of life for the El Paso community and surrounding areas by growing established events and festivals and continuously seeking new opportunities.

### DEPARTMENT GOALS

- Create quality events that engage the community and impact the city's economy.
- Increase event sponsorships and continue to create fully-integrated marketing campaigns that showcase sponsor brands.
- Increase awareness and annual attendance of events while maintaining a highly-valuable experience for guests.

### DEPARTMENT METRICS

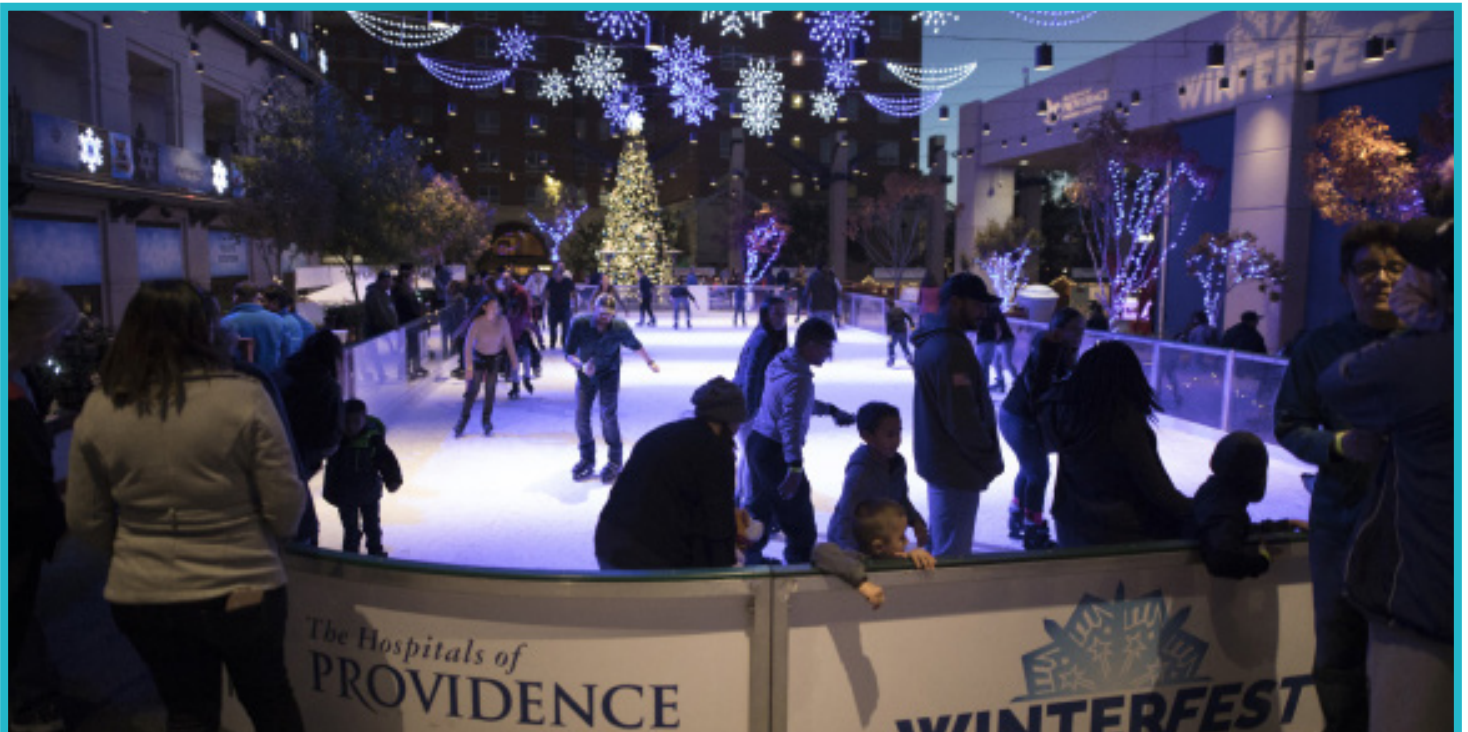
ATTENDANCE



SPONSORS/  
VENDORS



MEDIA  
PARTNERSHIPS





## GOAL 1

Create quality events that engage the community and impact the city's economy.

### GOAL 1 STRATEGIES

- Seek trendy events matching our markets culture and desires by researching national markets.
- Host strategic planning meetings with marketing, operations, production and finance teams to ensure event execution meets or exceeds expectations.
- Coordinate with surrounding businesses and organizations to partner and/or cross-promote events with nearby events or promotions.

### GOAL 1 METRICS

ATTENDANCE



88,000



*Popularity of Sun City Craft Beer Festival creates the expansion of the event to a two-day festival in 2018*

- **POURED 150+ CRAFT BEERS**
- **50+ REGIONAL BREWERIES**

## GOAL 2

Increase event sponsorships and continue to create fully-integrated marketing campaigns that showcase sponsor brands.

### GOAL 2 STRATEGIES

- Gain insight on client marketing needs and collaborate customizable opportunities that reach targeted demographics and specific marketing goals.
- Present comprehensive sponsorship packages targeting prospective businesses.
- Present sponsorship recaps following events with an assessment of achieved goals and fulfilled expectations and results.

### GOAL 2 METRICS

SPONSORS/  
VENDORS



279







### GOAL 3

Increase awareness of annual special events.

#### GOAL 3 STRATEGIES

- Solidify media partners to help market and through various media channels to include trade, giveaways, contests, publicity and promotions for Special Events.
- Partner with regional and international media outlets to market in the "Travel 300" which includes northern New Mexico, West Texas and Chihuahua, Mexico, to increase overnight visitation.

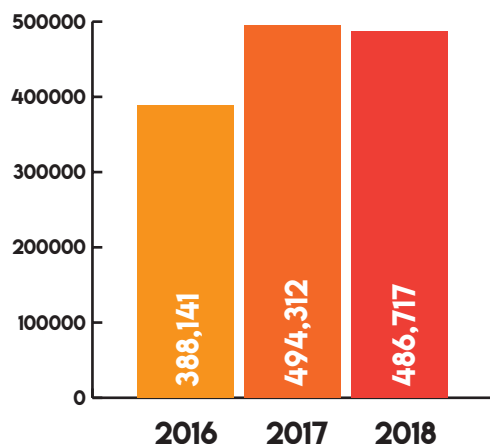
#### GOAL 3 METRICS

MEDIA  
PARTNERSHIPS

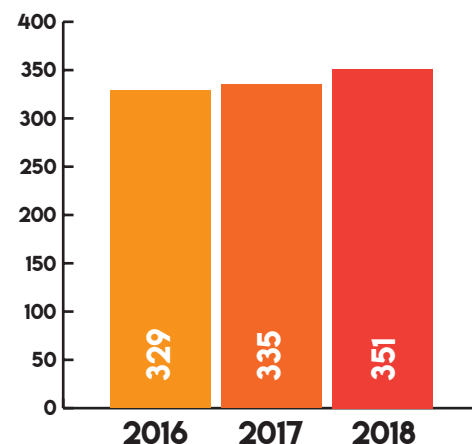
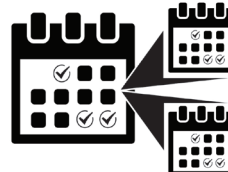


9

#### TOTAL ATTENDANCE



#### EVENTS BOOKED



# FOOD & BEVERAGE

## DEPARTMENT OVERVIEW

The El Paso Live Food and Beverage Department provides catering and concession services to clients, customers and guests for all El Paso Live venues.

## DEPARTMENT GOALS

- Drive catering and concession sales through new and innovative menu items.
- Enhance customer experience and satisfaction focusing on local/regional offerings.

## DEPARTMENT METRICS

NEW  
FOOD/BAR MENU  
ITEMS



CLIENT  
SATISFACTION



## GOAL 1

Drive catering and concession sales through new and innovative menu items.

## GOAL 1 STRATEGIES

- Develop 15 new catering and 10 new concession food menu items.
- Develop expo booth menu to drive catering sales during conventions and expos.

## GOAL 1 METRICS

NEW  
FOOD ITEMS



25



## GOAL 2

Enhance customer experience and satisfaction focusing on local/regional offerings.

### GOAL 2 METRICS

CLIENT  
SATISFACTION



4+ SCORE

NEW  
BAR MENU ITEMS



15

### GOAL 2 STRATEGIES

- Re-brand concession areas in all venues to be more appealing to customers.
- Score above 4 in a 1-5 scale with 5 being excellent in concession & catering customer satisfaction surveys.
- Enhance liquor offerings by introducing 15 new and innovative bar menu items.

## EVENT MARKETING

### DEPARTMENT OVERVIEW

The El Paso Live Marketing Department focuses on reaching consumers through targeted and measurable advertising campaigns, social media campaigns, digital strategies, direct mail and web.

### DEPARTMENT GOALS

- Create interactive and engaging social media campaigns.
- Build on established digital marketing efforts and integrate new targeted campaign to promote ease of ticket purchasing.
- Utilize direct mail and e-newsletters to distribute discounts to select businesses and organizations.
- Maintain the El Paso Live website to promote a user-friendly consumer experience.

### DEPARTMENT METRICS

SOCIAL  
ENGAGEMENT



SOCIAL  
IMPRESSIONS



CONVERSIONS



NUMBER OF  
DIGITAL  
IMPRESSIONS



EMAIL  
SIGN-UPS



UNIQUE  
PAGE VIEWS



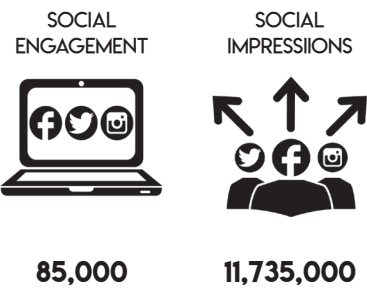


**GOAL 1**  
Create interactive and engaging social media campaigns.

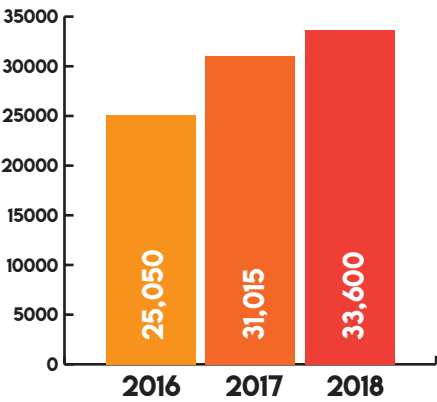
**GOAL 1 STRATEGIES**

- Create social awareness of the brand and increase engagement with ticket giveaways and contests.
- Obtain high resolution digital content for use on social channels.
- Gain followers and interaction through livestreaming of events and festivals.
- Engage with social media influencers to increase reach and engagement of the brand and events.
- Research ticket pricing of regional events to determine best ticket price and value for our market.

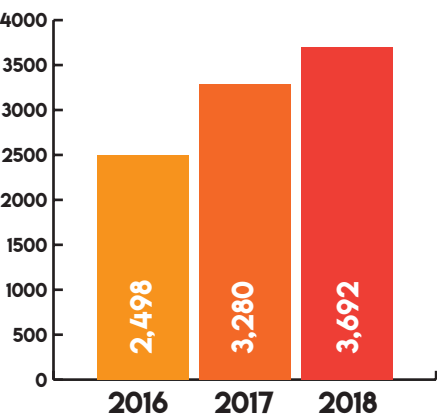
**GOAL 1 METRICS**



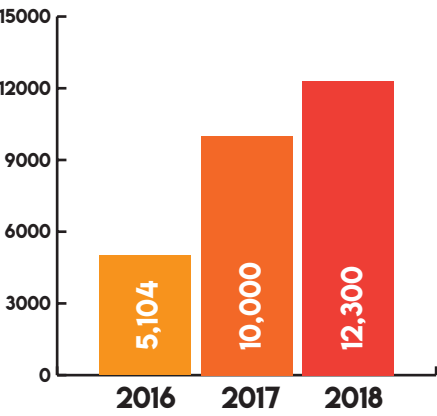
**EL PASO LIVE  
FACEBOOK**



**EL PASO LIVE  
TWITTER**



**EL PASO LIVE  
INSTAGRAM**



## GOAL 2

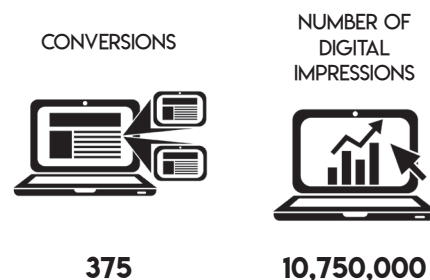
Build on established digital marketing efforts and integrate new targeted campaign to promote ease of ticket purchasing.

### GOAL 2 STRATEGIES

- Utilize third party digital services.
- Pre-plan digital campaigns for all events and festivals.
- Add search engine marketing campaigns to select events and festivals.
- Integrate paid social ads into digital campaigns.



### GOAL 2 METRICS



## GOAL 3

Utilize direct mail and e-newsletters to distribute discounts to select businesses and organizations.

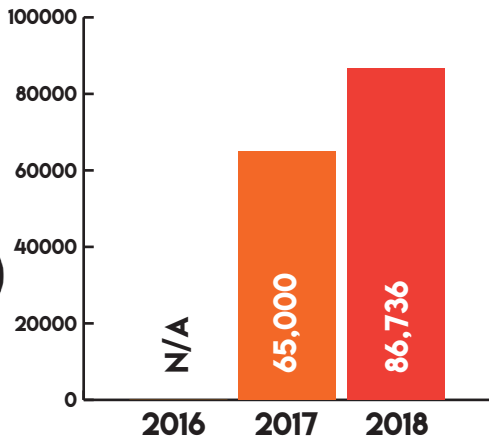
### GOAL 3 STRATEGIES

- Utilize an iPad in theatre lobbies to encourage patrons to sign up for the El Paso Live e-newsletter to receive special incentives.
- Expand business, partner, sponsor and community organization e-newsletter database to provide them with special incentives.

### GOAL 3 METRICS



## NEWSLETTER SIGN-UPS



**EL PASO LIVE**.COM

Important Information for Disney's The Lion King

*The Electric Company* PRESENTS

**BROADWAY** IN EL PASO

Disney PRESENTS **THE LION KING**

THE WORLD'S #1 MUSICAL

MAY 30 - JUNE 10, 2018 | THE PLAZA THEATRE

ELPASOLIVE.COM/BROADWAY

We at El Paso Live want to ensure you have a great time at your upcoming Disney's The Lion King performance.

### Please note the following:

**Traffic:** High traffic volume is anticipated downtown, please allow for extra time for travel and parking.

**Safety:** Security Screenings will be in place to ensure guest safety. See our list of prohibited items at [elpasolive.com/guestsafety](http://elpasolive.com/guestsafety) and leave these items at home. Guests are encouraged to arrive at the theatre at least 30 minutes prior to the show start time.

**Show Start Time:** Check your tickets and know your show start time. Plan to arrive at the theatre at least 30 minutes prior to the show start time on your ticket. The show will start on time and we don't want you to miss it!

**Late Seating:** Patrons arriving after the start of the performance will not be allowed into the seating area until later in the performance at the discretion of management.

**Will Call:** It is recommended that will call tickets are picked up 1 hour prior to showtime. Must show matching ID for ticket pickup.

**Intermission:** There will be one intermission during the performance that will last 15 minutes.

**Parking:** Convention Center Parking garage and the Union Plaza Transit Terminal garage are a short walking distance to the theater. Additional parking is available at the Mills Parking Garage. Please be aware that traffic will be heavy prior to showtime and other events may also be taking place near the theatre.

**OFFICIAL EVENT PARKING**

CONVENTION CENTER PARKING GARAGE

UNION PLAZA TRANSIT TERMINAL

Click here for directions

PRINT OR SHOW THIS EMAIL ON PHONE

**EL PASO LIVE**.COM

UPCOMING EVENT

**EL PASO'S BIGGEST CRAFT BEER FESTIVAL**

JUST GOT TWICE AS GOOD!

**SUN CITY CRAFT BEER FESTIVAL** 2018

iHeartMEDIA

**NOW 2 DAYS!**

**APRIL 21**  
1 P.M. - 8 P.M.  
(early access at Noon for V.I.P.)

**APRIL 22**  
Noon - 6 P.M.  
(early access at 11 A.M. for V.I.P.)

**DOWNTOWN CONVENTION CENTER PLAZA**

**21 AND OVER ONLY**

**FEATURING:**

- BEER GARDENS**  
150+ NATIONAL, REGIONAL, LOCAL, AND NEWLY RELEASED BEERS
- CIDERS, WINE & MIXED DRINKS AVAILABLE**
- GAME ZONE**
- FOOD TRUCKS & VENDOR BOOTHS**
- LIQUOR LOUNGE**
- LIVE BANDS & DJs**

**UPGRADED V.I.P. EXPERIENCE!**

**BUY EARLY BIRD G.A. TICKETS NOW!**

**\$20 FOR 1-DAY • \$35 FOR 2-DAYS**

LIMITED AVAILABLE  
PRICE WILL JUMP!

**V.I.P. TICKETS AVAILABLE**

**- FIND WHAT'S INCLUDED IN YOUR TICKET & FESTIVAL DETAILS @ [SUNCITYCRAFTBEERFEST.COM](http://SUNCITYCRAFTBEERFEST.COM)**



## GOAL 4

Maintain the El Paso Live website to promote a user-friendly consumer experience.

## GOAL 4 METRICS

UNIQUE  
PAGE VIEWS

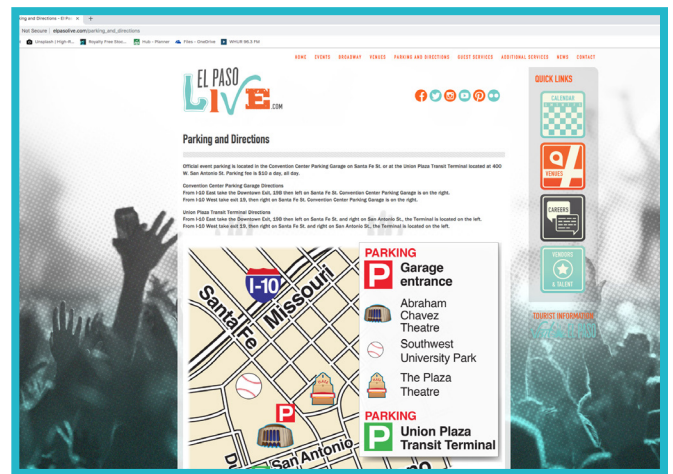
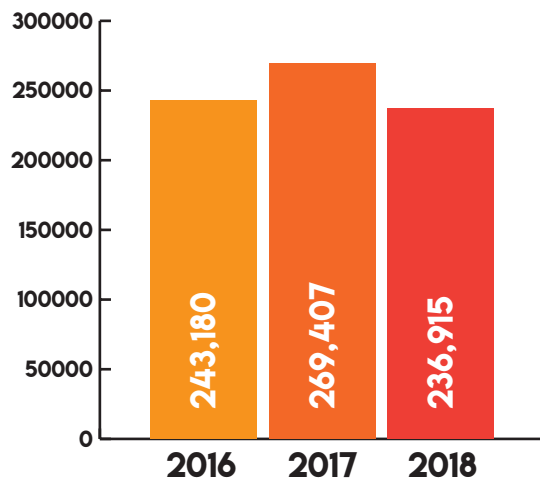


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### GOAL 4 STRATEGIES

- Enhance and maintain website design, content, images and video.
- Add an "A to Z Guide" with a dropdown feature that lists venue and event information.
- Refresh website calendar to feature a more user-friendly view.

### WEB VISITATION





# DESTINATION MARKETING

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## VENUE & EVENT MANAGEMENT

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EL PASO CONVENTION CENTER

PLAZA THEATRE PERFORMING ARTS CENTRE

ABRAHAM CHAVEZ THEATRE

MCKELLIGON CANYON AMPHITHEATRE AND PAVILION

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ONE CIVIC CENTER PLAZA  
EL PASO, TX 79901

[VISITELPASO.COM](http://VISITELPASO.COM) | [ELPASOLIVE.COM](http://ELPASOLIVE.COM)



PROUDLY SERVING EL PASO