



Marketing Support Checklist



Greater Philadelphia Tourism Marketing Corporation
30 S. 17th Street, Suite 1710 • Philadelphia, PA 19103

BUCKS • CHESTER • DELAWARE • MONTGOMERY • PHILADELPHIA



Marketing Support Checklist

Greater Philadelphia Tourism Marketing Corporation (GPTMC) makes Philadelphia and The Countryside® a premier destination through marketing and image building that increases business and promotes the region's vitality. This mission is addressed through a strategic selection of advertising, communications, social media, visitor service, hotel, interactive and research initiatives.

Here are the many ways that GPTMC can provide you support:

Advertising

■ **ADVERTORIALS** When relevant, GPTMC can include your attractions and events in themed advertorial placements. Send us your press releases and newsletters (e.g., seasonal and event-related materials) six months out. Contact: Jim Werner, jim@gptmc.com

■ **AAA MARKETING** Our experienced marketing sales representative works with AAA clubs, CAA clubs in Canada and ATI (American Tours International, LLC) on national and international online distribution of regional hotel packages. Your attraction can be included in the package, or you can offer a discount through AAA's Show Your Card and Save program. Contact: Gigi Petticrew, gigiratesllc@aol.com

■ **COLLATERAL** GPTMC developed a regional collateral piece, *Philadelphia and The Countryside®: An Insider's Look*, for distribution at various events. You may request collateral, for the appropriate audience, for a minimal fee to cover the expense of shipping. Contact: Jim Werner, jim@gptmc.com

■ **PROMOTIONS/CONTEST PARTICIPATION** GPTMC often utilizes media promotions to enhance an advertising campaign. When appropriate, your organization can partner with us and gain media exposure by fulfilling the prize. Contact: Jim Werner, jim@gptmc.com

■ **JOINT MARKETING PARTNERSHIP COORDINATION** GPTMC helps coordinate and support exhibitions, such as Cleopatra: The Search for the Last Queen of Egypt, and attractions through matched media buys strategic planning and creative support. Contact: Jim Werner, jim@gptmc.com

Communications

- **PRESS MATERIALS** We write press releases about **Philadelphia and The Countryside**[®] attractions and events and circulate them to media via PR Newswire and other channels of distribution. Send your press releases and newsletters (e.g., seasonal and event-related releases) one month out for short lead and six months out for long lead. Or tell us your quirky stories so we can theme them together with other attractions and events. Contact: Cathy McVey, cathy@gptmc.com

 - **PHOTOGRAPHY AND VIDEO B-ROLL** GPTMC has a vast library of **Philadelphia and The Countryside**[®] images available to media and non-profit organizations for editorial use. Contact: Meredith Edlow, meredith@gptmc.com

 - **VISITING JOURNALIST PROGRAM** GPTMC hosts North American journalists and introduces them to **Philadelphia and The Countryside**[®] through an experiential visit. We can introduce your attraction or events to a visiting journalist when appropriate based on the trip's theme. Contact: Donna Schorr, donna@gptmc.com

 - **POWER PR** We convene this group of public relations professionals once per quarter to discuss upcoming events, new attractions, citywide initiatives and more that would benefit from collaboration. Members include representatives from the region's hospitality community, retail, restaurants, arts organizations, universities and government. Contact: Rachel Ferguson, rachel@gptmc.com

 - **SHOW & TELL** Every month, GPTMC schedules time for outside organizations to present to representatives from all departments. These "Show & Tell" sessions allow organizations to introduce or reacquaint themselves with us. The GPTMC representatives often generate new marketing ideas for the presenting organizations and keep them in mind for future initiatives. Contact: Andi Coyle, andi@gptmc.com

 - **CALENDAR OF EVENTS** We issue a press release that lists ongoing events for potential visitors. To qualify, events must be at least two days in duration. To accommodate long-lead magazine deadlines, send event details six months prior. Contact: Linda Huss, linda@gptmc.com

 - **HEARPHILLY** HearPhilly features GPTMC partners on an online broadcast station. The program is accessible through two well-established Web sites, visitphilly.com and kyw1060.com. Send your story ideas for consideration for online interviews. Contact: Jim Werner, jim@gptmc.com
-

Social Media

- **FACEBOOK** We connect with thousands of fans on three Facebook fan pages a few times a day. Share with us your event updates, tips on good deals and other insider Philadelphia information.
 - **facebook.com/visitphilly** Engages Philly fans by sharing upcoming events, posting fun facts, offering tips and more. Contact: Caroline Bean, caroline@gptmc.com
 - **facebook.com/visitgayphilly** Shares an eclectic mix of fun gay and lesbian happenings in **Philadelphia and The Countryside®**. Contact: Bruce Yelk, bruce@gptmc.com
 - **facebook.com/philly360** Gives fans an insider's view of Philadelphia's African-American culture, from history to hip-hop. Contact: Sarah Janiszewski, sarah@gptmc.com
-

- **TWITTER** GPTMC maintains four Twitter accounts that speak to distinct and ever-growing audiences. We keep our Twitter followers in the know about up-to-the-minute Philly tourism news, what to do, brag-worthy facts, hotel and restaurant deals, giveaways and promotions throughout the day. Let us know if you have ideas of things you'd like us to occasionally tweet on your behalf from one of these four accounts:
 - **twitter.com/visitphilly** Offers the scoop on general happenings, insights and travel promotions in **Philadelphia and The Countryside®**. Contact: Caroline Bean, caroline@gptmc.com
 - **twitter.com/phillyteama** Helps Twitter users feel the vibrant pulse of Latino Philadelphia. Contact: Veronica Wentz, veronica@gptmc.com
 - **twitter.com/philly360** Gives a 360° view of the city's African-American creative, historic and modern offerings. Contact: Rachel Ferguson, rachel@gptmc.com
 - **twitter.com/uwishunu** Keeps followers up to date with what's happening in Philly in connection with the insider blog uwishunu.com. Contact: Allison Stadd, allison@gptmc.com
-

- **WEB VIDEOS AND YOUTUBE.COM** GPTMC creates, hosts and shares plenty of free videos—Philly chefs, cool fashions, craft beers and more—on youtube.com/visitphilly and other video-sharing sites. We can work with your organization on a video, or you can request that we “favorite” your content from our youtube.com/visitphilly channel. Contact: Aaron Horton, aaron@gptmc.com
-

Visitor Services

- **TICKET PARTNER** The Independence Visitor Center sells tickets to dozens of major attractions and tours throughout **Philadelphia and The Countryside®**. With more than 2.7 million people stopping at the center each year, your organization can enjoy high visibility and greater access to visitors. Becoming a ticket partner opens many promotional opportunities, including:
 - Listing on independencevisitorcenter.com, complete with a link for your ticket sales
 - Weekly updated event listings on the LED screen inside the Independence Visitor Center
 - Inclusion in personalized trip-planning services by the center's concierge staff
 - Event listings and features in the Independence Visitor Center's monthly e-newslettersContact: Jennifer Nagle, jnagle@independencevisitorcenter.com
-

- **BROCHURE DISTRIBUTION** The Independence Visitor Center accepts most brochures and distributes them to visitors for free. Contact: Jennifer Nagle, jnagle@independencevisitorcenter.com
-

- **SPECIAL DISCOUNTS** Restaurants and hotels can place special coupons right at the Independence Visitor Center's front desk, where potentially hundreds of people stop every day. Contact: Jennifer Nagle, jnagle@independencevisitorcenter.com
-

- **PERSONALIZED ITINERARY PLANNING** When Independence Visitor Center concierges help travelers plan their trips to **Philadelphia and The Countryside®**, they can promote your organization or business and include it in their recommendations. Contact: Jennifer Nagle, jnagle@independencevisitorcenter.com
-

Hotel

- **HOTEL PACKAGING** GPTMC coordinates seasonal and event-related hotel packages to increase hotel occupancy and provide visitors with a fun, memorable and experiential visit. Contact: Erik Evjen, eevjen@gptmc.com
-

- **TRAVELOCITY PARTNERSHIP** GPTMC can provide hotel room booking capabilities, powered by Travelocity, for an organization or event, allowing visitors to choose rates, packages and hotels that fit their needs. Partners can also sell tickets to shows, activities and venues on the "Tickets & Attractions" tab of the widget. Contact information for all transactions is available for each venue. Contact: Erik Evjen, eevjen@gptmc.com
-

- **TOURISM TALK** *Tourism Talk* is a bimonthly e-newsletter geared toward hoteliers and front-line staff to keep them "in the know" about upcoming events, statistics and trends. Send your press releases and newsletters (e.g., seasonal and event-related material) two months out for consideration. Contact: Lauren Quick, lauren@gptmc.com
-

-
- **CONCIERGE EVENTS** The concierge community is a source of information to our guests. GPTMC can invite regional attractions and organizations to partner on concierge events to preview an exhibition, sample a menu or experience new happenings at your organization. Contact: Erik Evjen, eevjen@gptmc.com

Interactive

- **INTERACTIVE CALENDAR OF EVENTS** visitphilly.com partners with phillyfunguide.com to provide a comprehensive online events calendar. You can submit an event at visitphilly.com/eventscalendar. Contact: Aaron Horton, aaron@gptmc.com

- **VIRTUAL BROCHURES** You can add your attraction and event brochures and travel guides to the visitphilly.com virtual brochure rack, which saves dramatically on postage and printing expenses. Contact: Melissa Logan, melissa@gptmc.com

- **MONTHLY CONSUMER E-MAIL NEWSLETTERS** Each month, more than 100,000 opt-in e-mail subscribers receive messages from GPTMC that include regional events, attractions and hotel packages. When relevant, we may include your organization and events. Send us your press releases and newsletters (e.g., seasonal and event-related material) two months out. Contact: Erik Berger, eberger@gptmc.com

- **RESTAURANTS, SHOPS AND ATTRACTIONS** visitphilly.com promotes a curated selection of the region's dining, shopping and cultural offerings through attraction listings, itineraries and "Top Picks" articles. For possible inclusion on the Web site, send a 100- to 200-word description and high-resolution images of your attraction. Contact: Melissa Logan, melissa@gptmc.com

- **UWISHUNU® ("YOU WISH YOU KNEW")** With content provided by freelance writers and GPTMC staffers, uwishunu.com is a blog where in-the-know and Philly-wise residents spread the word about events, sites, restaurants or Philly secrets through blog posts, images and videos. When appropriate, we can include your content on uwishunu.com. In addition, we can share videos for use on partner Web sites or public display. Contact: Allison Stadd, allison@gptmc.com

- **CONTENT SHARING** visitphilly.com keeps thousands of pages updated with vibrant photography, lively descriptions and important information, making it easy for your organization to add our content to the visitor section of your site. Contact: Veronica Wentz, veronica@gptmc.com

Research

- **RESEARCH RESOURCE** GPTMC publishes research based on consumer surveys, focus groups and visitor profiles. We are committed to sharing and collaborating on research projects and can provide information on visitors, hotel statistics, economic impact and more. Our reports are available for free at visitphilly.com/research. Contact: Ethan Conner-Ross, ethan@gptmc.com
-

- **MONTHLY TOURISM HOSPITALITY SNAPSHOT** GPTMC, the Philadelphia Convention & Visitors Bureau and the Greater Philadelphia Hotel Association issue monthly reports through Peter Tyson of PKF Consulting that summarize the hospitality environment for the entire region. Contact: Ethan Conner-Ross, ethan@gptmc.com

Love Us Back

We'd like your assistance in promoting our great region to all who live, work, play or visit here. In return for GPTMC's in-kind marketing support, we ask that your organization consider the following:

- Add a link to our Web sites: visitphilly.com, the official visitor site for the region, and uwishunu.com, an insider's guide to Philadelphia. GPTMC will provide a logo and brief copy for inclusion on your site. Contact: Veronica Wentz, veronica@gptmc.com
 - If you're interested in promoting your organization or event on uwishunu.com, we'd like your help blogging about it. Contact: Melissa Logan, melissa@gptmc.com
 - Add the visitphilly.com hotel widget to your Web site so online visitors can book hotel accommodations and packages. Or simply link to visitphilly.com/hotels. Contact: Erik Evjen, eevjen@gptmc.com
 - Feature GPTMC ad campaigns and commercials on your Web site and in your membership or constituent messages. We can provide you with our commercials and advertisements in several compatible formats. Contact: Kristen Kondor, kkondor@gptmc.com
 - Spread the love by ordering **With Love, Philadelphia XOXO™** gear on visitphilly.com/withlove. T-shirts, sneakers, ties and other love-wear make perfect gifts for Philly fans, while notepads, sticky notes, pens and other office supplies fill the workplace with Philadelphia love. Contact: Kristen Kondor, kkondor@gptmc.com
 - Follow any of our four Twitter accounts, or fan our three Facebook pages, where you can share your best Philly photos, leave a comment, connect with fellow Philly lovers and show your city pride. You can also subscribe to our youtube.com/visitphilly channel to watch videos, embed them on your Web sites or forward them to your friends. Contact: Caroline Bean, caroline@gptmc.com
-

DEAR VIP
(VERY IMPORTANT PARTNER),

PHILLY HERE. YOU MAKE ME ONE FAB,
FUN CITY. AND WITH ALL THE TOURISM
PROS LIKE YOU WORKING TOGETHER,
I'VE BECOME A TOP-NOTCH VACATION
DESTINATION. DON'T WORRY, IT'S NOT
LONELY AT THE TOP - 36 MILLION
FRIENDS VISITED ME LAST YEAR. SO
THANKS! AND KEEP UP THE GOOD WORK.

P.S. USE THIS BOOK
TO GET YOUR SHARE
OF THAT 36 MIL.

WITH LOVE,
PHILADELPHIA 
XOXO

