

# Cape Cod FY 18 Marketing Plan

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PRESENTATION TO MOTT 07/31/17




# Primary Targets

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Drive –time 3-5 hours:

- Leisure visitor
- Weddings
- Sports & Meetings
- Eastern Canada

Fly – Boston / NY ports of entry

- UK
  - Germany
  - France
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# Marketing Channels

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## Digital

- Website = matching \$/maintain #1 ranking in searches for Cape Cod
  - Search remarketing
  - SEO
  - Trip Advisor
  - Facebook
  - BostonMagazine.com
  - Bloggers / influencers
- Social Media
- Direct email newsletters

# Marketing Channels

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## Public Relations

- FAMS (international primary focus)
- Quahog Day (weather spoof)
- Blogs (guest writers)
- With the islands & Bill DeSousa-Mauk


## Traditional media

- TV
- Radio
- Billboard
- Cape Cod Travel Guide published & distributed

# Marketing Channels

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## Face to Face marketing

- International trade & consumer shows
  - International & domestic sales missions
  - Sports trade shows
  - Group trade conferences
  - Meeting planners
  - Wedding consumer shows
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# Key Collaborations

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Nantucket Island (domestic leisure & international)

Martha's Vineyard (as above)

16 RTCs (cultural bulletin)

MOTT & some RTCs (whale trail)

ArtWeek & some RTCs

Town of Barnstable (meetings)

MOTT (international FAMs, sales missions)

DNE (2018 Summit)


# Creative

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## With islands

- Beaches – water – relaxation – natural beauty


## Seasonal focus

- Fall
  - Holiday
  - SPRING – most critical
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COME SEA WHAT YOU'VE BEEN MISSING

# CAPE COD MARTHA'S VINEYARD NANTUCKET

If you're longing for escape, beauty, beaches and fun, then Cape Cod, Martha's Vineyard and Nantucket welcome you to come see what you are missing. For accommodations, upcoming events and hot deals, visit our websites.






Hot Deals / Vacation Packages / Events / Weddings / Meetings / Groups / Member/Services

**capecod**  
CHAMBER OF COMMERCE  
CONVENTION & VISITORS BUREAU

ARRIVE STAY DINE PLAY

Sails to Trails

Search

Select a Category - All

Select a Town - All

Leave blank for all. Otherwise, the first selected term will be the default instead of "Any".

SPECIALS

EVENTS & FESTIVALS



254+ PLACES TO STAY, PLAY, EAT AND SHOP

## CAPE COD TRAVEL GUIDE

Including Martha's Vineyard & Nantucket

21 LIGHTHOUSES & LANDMARKS

Best Sea-to-Shore DINING

Girlfriend GETAWAYS

PLUS ★

Chickadee Wildlife Sanctuary

For the World's Largest Seaside

Prepared for the National Geographic

