

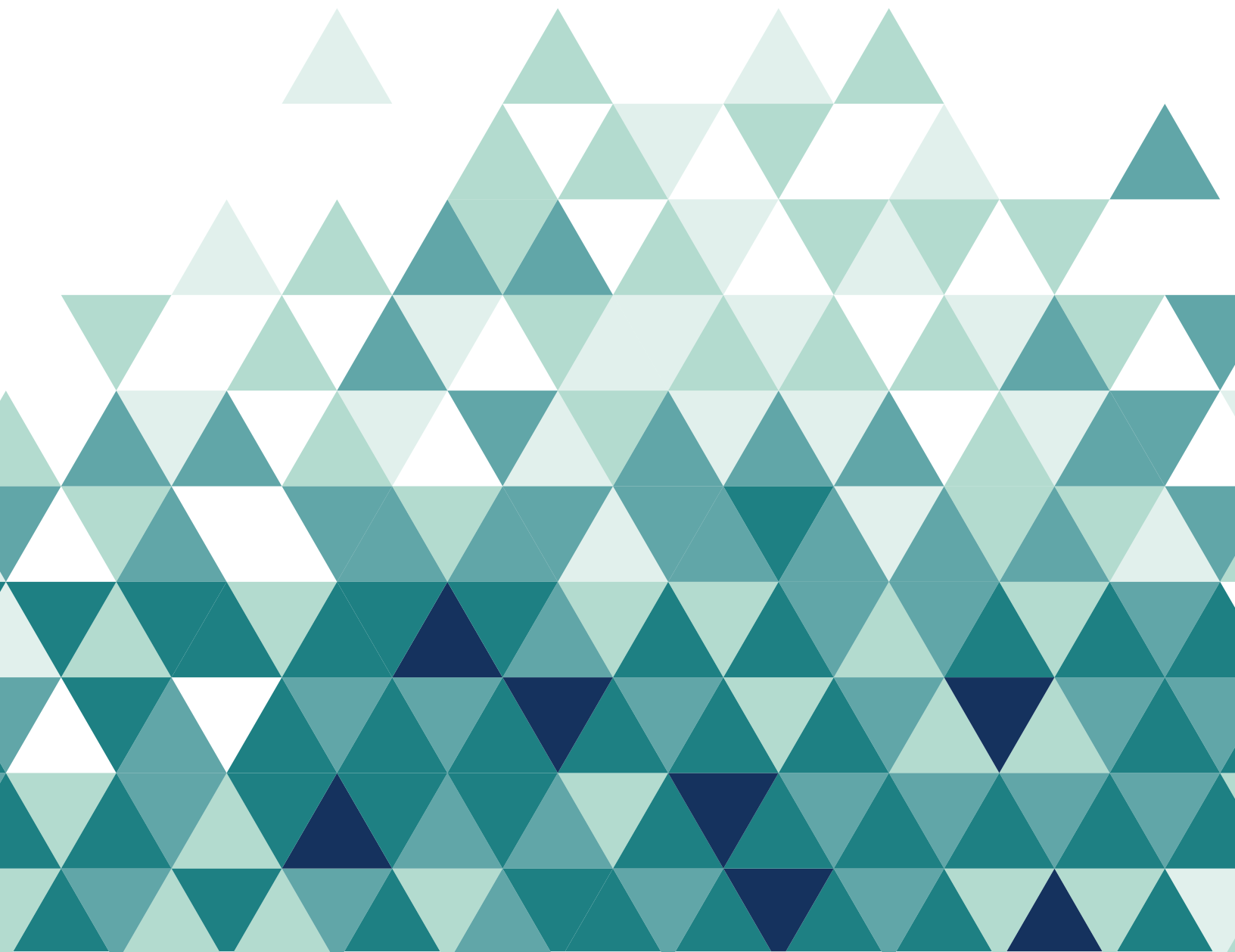


HOT SPRINGS  
ASSOCIATION

COLLABORATIVE MARKETING

# TOOLKIT

*Creating a Loop or Trail*



# Benefits of Collaborative Marketing

## MAXIMIZES BUDGETS

By pooling resources and leveraging grants you can find yourself turning a \$5,000 budget into a \$50,000 budget or a \$2,500 budget into a \$60,000 budget.

**EXAMPLES** When the Colorado Historic Hot Springs Loop was first formed it included five destinations who each contributed \$5,000. The Colorado Tourism Office matched their \$25,000 contribution for a total budget of \$50,000.

In 2022 additional grant funds were available and the loop added an additional three destinations. All eight destinations contributed \$2,500 each and received \$40,000 in grant funds for a total budget of \$60,000!

## LEVERAGES EXISTING CAMPAIGNS

Your state's tourism office has already put a lot of time, effort and dollars into developing campaigns and growing audiences. This means you don't have to start from scratch. You can leverage their messaging and audience in your own marketing campaign by working together.

Think of it as putting your existing marketing efforts on steroids. You and your partners can now strengthen your current campaigns by appealing to a shared audience.

**EXAMPLES** "hot springs" is consistently one of the top search terms on Colorado.com

The Colorado Historic Hot Springs Loop received 20,083 page views on Colorado.com in the first year and grew to over 35,000 views in 2019.

## STRENGTHENS YOUR MESSAGE AND BRAND

Being in the same line of business means you have a shared desire to promote a positive image to the world about the many benefits hot springs offer. Collaborative marketing means you don't have to get that message out alone. Creating a unified message builds trust in your audience and multiple communication channels amplify the message.

## PILGRIMAGE

*A pilgrimage is a journey, often into an unknown or foreign place, where a person goes in search of new or expanded meaning about their self, others, nature, or a higher good, through the experience. It can lead to a personal transformation, after which the pilgrim returns to their daily life.*

# Steps to Take

- Gather initial interest and commitment from a variety of destinations
  - Work with destination marketing organizations that are already actively marketing their hot springs as primary attractions.
- Research available grants
- Brainstorm what tools, resources, and manpower you will need to make this collaboration work
- Establish a dedicated point-person
- Establish goals
- Apply for grant
- Be sure to follow all grant requirements and establish a strong working relationship with the grant organization
- Apply for awards

## DESTINATIONS TO INCLUDE

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## POSSIBLE POINT-PERSON

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# Set Your Goals

## FIRST YEAR GOALS

 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## SECOND YEAR GOALS

 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## THIRD YEAR GOALS

 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## WHAT IS YOUR FIVE YEAR VISION

## WHAT IS YOUR TEN YEAR VISION

### Tip

Pay close attention to what is an eligible and not eligible use of funds.

i.e. advertising may qualify but costs for signage or travel expenses may not.



### Ideas

- Establish your branding and develop visuals (logo, fonts, color palette)
- Create collateral needed for marketing your project
  - Maps
  - Brochures
  - Ad creation and ad buys
- Collect assets to be used in marketing and collateral
  - photos
  - video
- PR campaigns (press releases, news items, blogs, photo library, story pitches, media fam tours and site visits)
- Develop a website
- Trade shows
- Social media campaigns
- Create themed itineraries (pair with skiing, rafting, beer or wine tours, scenic byways)



### Note

Don't wait for everyone to get on board in order to start but do consider how adding destinations and resorts will affect the evergreen content you have established. Creating recognition for the project and it's brand is the first hurdle.

## JOURNEY

*To finish the moment, to find the journey's end in every step of the road, to live the greatest number of good hours, is wisdom.*

*— Ralph Waldo Emerson*

# Securing a Grant

## Tip

Check the opportunities listed on your state's tourism website frequently for new grants and new guidelines.



## Things to consider

Tourism offices will be looking for initiatives that promote their state's missions and brand. When applying for a grant include how your collaborative project will strengthen your state's objectives.

They will also be interested in how the project benefits multiple destinations resulting in increased visitor spending.

Include why your project creates a competitive edge for your state and aligns with current marketing efforts.

Review projects from previous grant recipients.

## TOURISM GRANTS

### Alaska

<https://www.alaskatia.org/alaska-co-op-marketing-programs>

### Arizona

<https://tourism.az.gov/grants/>

### California

<https://industry.visitcalifornia.com/partner-opportunities/programs>

### Colorado

<https://oedit.colorado.gov/>

### Florida

<https://www.visitflorida.org/grants>

### Idaho

<https://commerce.idaho.gov/tourism-resources/itc-grant-program/co-operative-advertising-opportunities/>

### Montana

<https://marketmt.com/Programs/Industry-Services-and-Outreach/Tourism-Grant-Program>

### Nevada

<https://travelnevada.biz/about-grants/>

### New Mexico

<https://www.newmexico.org/industry/work-together/grants/>

### New York

<https://esd.ny.gov/market-new-york-tourism-grant-program>

### Oregon

<https://industry.traveloregon.com/opportunities/grants/>

### South Dakota

<https://sdvisit.com/marketing-programs/marketing%20overview>

### Texas

<https://gov.texas.gov/travel-texas>

### Utah

<https://travel.utah.gov/opportunities>

### Virginia

<https://www.vatc.org/grants/>

### West Virginia

<https://westvirginia.gov/tourism-development-act/>

# 5 Tips for Working With DMOs

A DMO or destination marketing organization is an organization which promotes a location as an attractive travel destination.

Also known as DMMO or Destination Marketing and Management Organization.

1. establish a strong relationship with your community's tourism marketing director; be easy to work with
2. offer to provide complimentary visits for media and influencers as well as tour operators; domestic and international
3. provide DMO with high-quality images and videos of your property, along with good stock copy and content
4. stay familiar with your DMO's marketing plan and participate whenever possible
5. your DMO typically works closely with your state's tourism office; stay informed on grant opportunities and possible collaborations - make sure the state tourism office staff knows who you are and what you have to offer



# CIRCUIT

## *noun*

1. a roughly circular line, route, or movement that starts and finishes at the same place.

Similar: lap, turn, tour, round, circle, orbit, revolution, loop

2. an established itinerary of events or venues used for a particular activity, typically involving public performance.

“the alternative cabaret circuit”

## *verb*

move all the way around (a place or thing)

# Be Creative

This toolkit is primarily focused on establishing a marketing campaign by utilizing tourism office grants that support multiple destinations throughout a state. This is just one approach to establishing a collaborative marketing campaign. A variety of options are listed below.

1. Partner with another agency with complementary marketing goals (i.e. travel agencies, business associations, existing marketing trails)
2. Create a digital passport program
3. No grant, no problem. If you have businesses on board willing to contribute determine what resources you do have to start with and start small. Prioritize how your interests will be organized so it can be sustainable going forward.

# Examples of Existing Campaigns



[CoHotSpringsLoop.com](http://CoHotSpringsLoop.com)



[vtic.com.au/public/123/files/The-Great-VIC-Bathing-\\_Final.pdf](http://vtic.com.au/public/123/files/The-Great-VIC-Bathing-_Final.pdf)



[HelloBC.com/road-trips/hot-springs-circle-route](http://HelloBC.com/road-trips/hot-springs-circle-route)



[SouthEastMontana.com/burgertrail](http://SouthEastMontana.com/burgertrail)



[PlacerWine.com](http://PlacerWine.com)



[WilmingtonAleTrail.com](http://WilmingtonAleTrail.com)



[ColoradoCreativeCorridor.com](http://ColoradoCreativeCorridor.com)



[TravelOregon.com/things-to-do/eat-drink/oregon-food-trails](http://TravelOregon.com/things-to-do/eat-drink/oregon-food-trails)