



Separator Sheet

File Contents: DFWATC Feb 03

Denton Convention and Visitor Bureau



Dallas/Fort Worth Area Tourism Council

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February 2003

Dear Marketing Partner:

Best wishes to you and your organization in 2003! This year, the Council will be celebrating its 25th Anniversary. Thank you for joining us in commemorating this milestone. We have many great activities and missions planned for our members not to mention the many promotional and marketing opportunities as well. We hope you will be able to participate in one of our many events this year.

Enclosed in this packet, you'll find:

- A copy of our *2003 Official Visitors Guide*
- A copy of our Program of Work for this year
- The February issue of our newsletter "*The Exchange*"

We hope you will continue to find there are many benefits to being a member of the D/FW Area Tourism Council. If you have any membership questions or need any additional information, please feel free to contact me at (817) 329-2438 or at <dfwadc@airmail.net> or you may check out our website at <www.visitdallas-fortworth.com> and our members only section.

Best wishes,

Traci Mayer
Executive Director

Enclosures

Dallas/Fort Worth Area Tourism Council



2003 Program of Work

The Dallas/Fort Worth Area Tourism Council's

Program of Work and Action Plan 2003

COUNCIL OFFICE

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COUNCIL STAFF

Traci Mayer, Executive Director

Sarah Kormondy, Executive Assistant

Executive Summary

Following is a brief summary of the Dallas/Fort Worth Area Tourism Council's administrative and publications work areas as well as the education, legislative, marketing, media, and member services committees. The Council continues to focus its efforts to help make the Council a stronger presence within the region.

Summary

Administration

The Executive Director and Board of Directors will continue to carry out the mission and objectives of the Council through its many programs and committee's work.

Education Committee

Because education and skills development is vital all members of the tourism industry, this new committee is charged with developing four quarterly meetings for 2003. They will also continue to build liaisons with other organizations and begin work on development of a Council Speakers Bureau.

Legislative Committee

Since 2003 is a legislative year for Texas, this committee will keep members aware of those issues affecting our industry by communicating them by fax, mail and newsletter articles. The committee will also continue to compile information on and seek to inform the general public and legislature about the economic impact tourism has in the D/FW area.

Marketing Committee

As one of our most active work areas, this committee continues to increase awareness and generate interest in the Dallas/Fort Worth area as a premier tourist destination within our region. This will be done through many different sales and marketing vehicles such as tour operator dinners, consumer shows, tour operator FAM tours, special events and missions as well as through targeted mailings and promotions.

Media Committee

The Media committee has been vital in garnering media exposure for the Dallas/Fort Worth area. The committee plans to continue their efforts in conducting at least two media missions, hosting a Fall Press Tour, producing and disseminating information through the Council's seasonal press releases and gathering new media contacts. This committee will also continue the efforts of promoting the importance of tourism by taking on the National Tourism Week efforts.

Member Services

Members are the greatest resource for any association. This committee will focus enhancing communications between members and the Council, assist with the retention and needs of our current members as well as continuing to help increase Council membership and awareness.

Publications

The Council's Official Visitors Guide is a premiere marketing piece. The Council and Public Relations and Marketing Associates will continue to work on ways to increase and diversify the distribution of the guides by continuing our partnerships, developing new ones and utilizing promotional tie-ins during sales missions and special events.

History of the Council

The Dallas/Fort Worth Area Tourism Council was formed in 1978 as the North Texas Tourism Council by the cities of Arlington, Dallas, Fort Worth and Irving. Within three years, they were joined by the cities of Grapevine and Grand Prairie. Today the Council has 37 city members with the addition of Addison, Athens, Bedford, Bonham, Carrollton, Cedar Hill, Corsicana, Denison, Denton, Duncanville, Ennis, Euless, Farmers Branch, Garland, Glen Rose, Granbury, Greenville, Lancaster, Lewisville, McKinney, Mesquite, Mineral Wells, North Richland Hills, Paris, Plano, Richardson, Sherman, Terrell, Waxahachie and Weatherford.

Formed to jointly market the entire Dallas/Fort Worth area as a single destination, the Council changed its name in the mid-eighties to the Dallas/Fort Worth Area Tourism Council to reflect its mission. A not-for-profit organization, the Council is directed by an Executive Committee and Board of Directors and governed by a constitution and bylaws. Banding together all segments of the tourism industry, the Council represents area communities, area hotels, major area attractions, museums, restaurants, shopping/retail establishments, transportation companies and support services to the industry.

During the early years, the Council primarily concentrated on the international market, an area not being addressed by individual members, as well as maintaining members in ABA, NTA and other similar organizations. In 1982, in response to membership requests it shifted direction to address a growing regional inbound market with heavy concentration on attracting visitors within a 300-500 mile radius of the DFW area. While addressing the regional market as a primary target market, the Council also addresses the domestic travel market and international market.

Working together cooperatively with its members, the Council is able to publish the Official Visitors Guide to the Dallas/Fort Worth Area, as well as lead extensive marketing and media efforts to showcase the area to travel consumers, tour and travel planners, and visitors both inbound and during their stay in the D/FW area in a variety of ways.

Notable among its strategy are the following:

- Council-sponsored familiarization tours into the area
- Cooperative advertising through electronic and print media
- Annual distribution of the 500,000 of the Official Visitors Guide
- Seasonal press releases to local media and travel centers
- Cooperative participation in travel/consumer shows
- Council sponsored events that reach specialized target market segments
- Individual member opportunities for exposure to the media

Additional member benefits:

- Social and membership sponsored events for networking
- Quarterly newsletter
- Annual Meeting
- Staffed office to assist members and travelers
- Member orientations as needed

Mission and Objectives

Mission Statement

The mission of the Dallas/Fort Worth Area Tourism Council is: to increase tourism revenue and visitors through cooperative public/private partnerships; to market the exciting Dallas/Fort Worth/North Texas area as a travel destination; to educate the public on the economic importance of tourism; and to provide support on tourism industry issues of concern to the Metroplex.

General Objectives

D/FWATC is committed to the development and implementation of:

- Regional sales & marketing programs
- Community awareness programs
- Programs to address hospitality industry issues affecting the Dallas/Fort Worth area
- Educational programs of value to members of the area tourism industry

Tourism Facts

Tourism industry facts* about the Dallas/Fort Worth Area:

- The D/FW area is the #1 tourist destination in Texas
- The D/FW area provides a third of all tourist spending for the state
- Tourism provides over 160,000 jobs with an annual payroll of \$4.8 billion
- The D/FW area through tourism contributes \$887 million in both state and local taxes

Tourism industry facts* about Texas:

- Tourism is the 3rd largest industry in the State
- The State of Texas received \$40.5 billion in tourist spending
- Tourism directly supported over 485,000 jobs with an annual payroll of \$11.2 billion
- Total tax impact (local, state and federal) of visitor spending in Texas was \$5.9 billion. Without this revenue, each household in Texas would have to pay \$792 in additional taxes.

** Information was gathered from the research conducted by the State of Texas Department of Economic Development (2000* numbers).*

Administration

Background Information

It is the purpose of the Executive Director to facilitate and execute the objectives of the Council regarding programs and specific markets as directed by the D/FWATC Executive Committee and Board of Directors.

The Executive Director is also responsible for organizing and managing the activities of the Council, developing membership, facilitating the marketing and communications programs of the council, as well as overseeing the financial management of the organization.

Specific Action Items for 2003

- Continue to work with the Executive Committee and Board of Directors on developing the Council's Strategic Plan and the Alternative Funding committee on developing both short and long-term financial goals for the Council.
- Continue to work on new avenues of distribution within the regional market for the *Official Visitors Guide* with the Council's Publisher, Carmen Tidwell.
- Continue the further development and maintenance the council Web Site www.visitdallas-fortworth.com promoting the mission of the council and providing visitors with information on the Dallas/Fort Worth Area.
 - Work on adding new features to the visitor's side of the website geared toward developing repeat traffic and generating interest
 - Continue efforts to increase traffic to the Council's site by increased exposure via links and search engine rankings
 - Enhance the member's side of the site with more updated information
- Continue to keep the membership updated through communication vehicles (i.e., Newsletters, Web Site, Faxes, and Phone Calls, etc.).
- Print a Membership Directory for 2003 to be distributed to each member.
- Work with all Council committees and special projects that will continue to enhance the D/FW area as tourist destination as directed by the Board of Directors.
- Continue to represent the Council at designated events.

Education Committee

2003 Co-Chairs: *Dottie Stowe, CMP* – Embassy Suites Irving and
Dana Lodge – Trail Dust Steak House

Background Information

This committee was set up initially as a task force to discuss and explore ways the Council could become involved with education. Some of the items discussed were the possibilities of becoming a clearinghouse for Internship programs, providing speakers to various groups, having other groups speak to Council members and providing some sort of a scholarship program.

Education and training are a vital part of our industry especially if we are to have a strong and knowledgeable workforce for the future. Many of our members already have a vested interest in education, sit on advisory councils and boards, and are involved with speaking with and teaching students about the tourism industry. This is an area in which the Council can grow and make educational opportunities more readily available to our members as well as to those who have an interest in the industry.

Specific Action Items and Goals for 2003

- Hold four educational seminars for members and non-members on a variety of subjects throughout the year.
- Continue to form liaisons with other organizations educational programs that would benefit our members (i.e., HSMAI, TACVB, MPI, MIC, etc.)
- Develop a Speaker's Bureau of Council members who would be willing and share and present information on the tourism industry to interested organizations.

Legislative Committee

2003 Chair - Jeff Salmon, Fort Worth Convention & Visitors Bureau

Mission Statement and Committee Responsibilities

The primary mission of the Legislative Committee is to serve as an information vehicle and communication resource, allowing for the ongoing education of the D/FWATC membership of legislative issues with potential impact to the tourism and hospitality industry.

The committee will be responsible for alerting council membership of pertinent legislative issues, as well as to relay information specific to D/FW's tourism industry to other tourism-industry legislative committees and organizations. In this respect, the communication activities of the committee will be multi-faceted, requiring both the distribution of information directly to council membership, as well as to serve as a resource for information specific to the tourism industry in this region. Additionally, the committee is responsible for encouraging all Dallas/Fort Worth member organizations to assist in lobbying efforts pertaining to important legislative issues impacting the tourism industry in the Metroplex, and to provide the necessary information to aid in that lobbying effort.

2003 Goals for the Legislative Affairs Committee will be to:

- Expand Council membership participation in the Legislative Affairs committee; focusing upon an increase in diverse representation from each hospitality entity and an increase in present committee membership involvement.
- Further advance a strong organizational presence for D/FWATC at the 2003 Texas Travel Industry Association's Unity Dinner. Encourage members to attend "under the D/FWATC flag" to increase visibility of the committee at this annual legislative dinner.
- Continue to update and educate Council membership relative to the impact of tourism specific to the D/FW area.
- Continue to provide a legislative page within the D/FWATC web site that addresses important legislative information and legislative issues, as well as maintaining an online list of legislators for the DFWATC membership area.
- Continue to establish and expand relationships with existing legislative committees and action groups relative to our industry. Including those of the Texas Travel Industry Association, Texas Association of Convention and Visitors Bureaus, the Hospitality Sales and Marketing Association International, Meeting Professionals International, Texas Hotel and Motel Association, and other tourism and hospitality-related organizations that may provide resources of education and awareness to the committee, and who will benefit from the committee's ability to provide specific information about D/FWATC's industry and/or region.
- Continue to build the credibility of the committee within the membership of the Council and within the organizations detailed above. This credibility will be borne out of education, making D/FWATC members aware of the committee and goals. Also it will require educating other associations of the legislative committee's ability to serve as a resource for information specific to this industry and area.
- Because 2003 is a legislative year in Texas, the committee plans to play a significant role in keeping legislators aware of hospitality/tourism industry issues.

Marketing Committee

2003 Chair - Cyndi Golden, Embassy Suites Outdoor World

Background Information

The Marketing Committee provides individual members an opportunity to participate in cooperative marketing efforts to targeted areas through sales blitz's, consumer shows, and Visitor Center awareness programs, while promoting the D/FW area as a tourist destination in the regional marketplace.

These Council sponsored programs help members to make personal contact with hundreds of potential clients and visitors, gain high visibility for their property, attraction or city, increase their market exposure, generate sales leads through travel agent and tour operator sales calls, and reap the benefits and inquiries long after shows are over.

2003 Goals for the Marketing committee will be to:

- Enhance our marketing efforts by expanding the target markets for the council based on our top 10 markets, increasing and better utilizing barter, utilizing direct mail, and combining the marketing missions with media blitz's in certain regions for a more effective presence. (see Appendix A)
- Develop more relationships in key markets for promotional opportunities with the Official Visitors Guide. (see Appendix B)
- Restructure the committee whereby it becomes more of a "Sales and Marketing Idea Exchange" so that each month a different sales/marketing topic is addressed in addition to the regular committee business discussion.
- Continue the efforts to:
 - Incorporate a more comprehensive program for each sales mission to attract more participants having specific goals for each sales mission
 - Provide varied levels of participation for more member involvement

Media Committee

2003 Chair – Sallie Andrews, Grapevine Convention & Visitors Bureau
Vice Chair – Cheri Staples Patillo, Grand Prairie Convention & Visitors Bureau

Background Information

The Dallas/Fort Worth Area Tourism Council's media committee's primary function is to garner media coverage on the Dallas/Fort Worth area and projects have varied from year to year. This has been accomplished in the past by hosting travel journalists on annual press tours of the Metroplex, sponsoring local media marketplace, participating in out-of-area media blitzes and producing promotional materials for the membership. The committee is comprised primarily of public relations and marketing personnel from membership organizations.

2003 Goals for the Media Committee will be to:

- Renew the Bacon's online media database consisting of up to date media contacts.
- Participate in at least two media missions to target on selected media contacts regionally.
- Compile Calendar of Events from members for seasonal press releases (see Appendix D)
- Host a Fall Press Tour for Travel Writers.
- Continue the efforts for garnering media exposure for the Tourism industry through the National Tourism Week promotion.
 - Unite as a community to emphasize the economic impact of tourism before an area-wide audience through activities and media exposure.
 - Highlight each of the Council's cities by having a Proclamation signed by each of their mayors to be used in all media efforts.
- Continue the further development and promotion of the Press Room on the D/FWATC web site and expand Internet presence.
- Support D/FWATC Marketing Committee with blitzes and projects by providing promotional support as needed.

Member Services Committee

2003 Chair - Christine Gossett, Denton Convention & Visitor Bureau

Background Information

This committee will focus their attention on Membership and Member Services. The committee will be responsible for the recruitment of new members, which will help to build and maintain a diverse membership of tourism industry professionals in D/FWATC. They will also be supportive in the retention of current members by encouraging participation and focusing on member's needs.

Members of the Council benefit from a variety of things including, but not limited to:

- Free listing in the council sponsored Official Visitors Guide with 500,000 copy distribution annually and the opportunity to advertise at the member rate
- Free participation in a direct mail program to over 50,000 prospective visitors requesting information about the Dallas/Fort Worth/North Texas area
- Free participation in a multi-state Guide distribution campaign targeting the individual consumer with opportunities to participate in special radio promotions.
- Free listing on the council's web site with hyperlinks back to your organization web site
- The Exchange - the Council's quarterly newsletter
- Networking opportunities with tourism and marketing partners
- Marketing opportunities through representation via the council's sponsored marketing programs and opportunity to participate in affordable co-operative advertising and sales programs designed for our regional market
- Public Relations opportunities such as Travel media exposure through the Council's Public Relations programming, FREE advertising of your Events through our seasonal press releases and use of the on-line Bacon's media database at a very low cost
- Opportunities to participate all Council activities which include, but are not limited to Committee Work, Media Press tours, Educational Seminars, Membership Mixers, Targeted Sales Missions and Consumer Shows, and special advertising and promotional efforts
- Access to Council Seminars; Council database; Council Area Tourism Research; and Member's Only section of the Web Site which includes on-line Membership Directory.

2003 Goals for the Member Services Committee will be to:

- Continue to increase Council membership by targeting potential members and informing them on how the Council and its programs can be of benefit to their organization.
- Focus on retention efforts by staying in contact with members throughout the year and ensuring that all levels of the organization understand the benefits of membership.
- Develop a Mentor program whereby new members or organization contacts to the Council will feel welcome and learn how they can become more involved if they so choose.
- Develop a phone tree system so members will receive reminders about monthly committee meetings, educational seminars and events of interest.

Publications

Publisher – Carmen Tidwell, Public Relations & Marketing Associates

Background Information

The Official Visitors Guide to the Dallas/Fort Worth Area began as a service of the Dallas/Fort Worth Area Tourism Council in 1987 and continues to be sponsored and produced annually by that organization. Council members receive a complimentary listing and the opportunity to purchase display advertising at a member discounted rate.

Currently, the Guide contains:

- 100 page full color magazine
- Attractions Section
- Shopping Section
- Visitor Information/Assistance/
Transportation Section
- City Sections
- Special member sections
- Two color maps (an official Mapsco map of major highways and the other a fun pictorial rendition of the area)
- Annual calendar of events
- Discount Coupons

Current Distribution

- 500,000 copies, more than any other local tourist piece, are distributed annually
- The GUIDE is the only piece of its kind distributed throughout the DFW International Airport and at Dallas Love Field
- Over 100,000 are distributed through all the Texas Highways Information Center each year
- The Dallas and Fort Worth Convention and Visitors Bureaus distribute over 75,000 copies each of the GUIDE each year through their information centers.
- Other distribution centers include: all D/FWATC city member visitor centers (over 30 locally), international travel offices, regional military bases, AAA office nationally, and travel agents nationally.
- It reaches approximately 70,000 potential visitors annually who are interested in the DFW area BEFORE THEY ARRIVE through advertising generated leads through either special ad campaigns and/or the State of Texas advertising programs and 30,000+ visitors through special promotions, direct mail programs, and radio campaigns.
- The GUIDE is incorporated into all of the D/FWATC marketing and media activities, trade shows and sales blitz's, radio promotions, and is mailed to travel trade representatives and media nationwide.

Avenues for Distribution in 2003:

- Distribution of Guides through current and new marketing partnerships (see Appendix B)
- Regional radio promotions utilizing the Guide at remotes with on-air giveaways to D/FW area and as tie-ins with Council sponsored Sales missions and trade shows to increase traffic at booth
- Increase outlets of distribution for Guides including (but not limited to):
 - Guide order form available on the D/FWATC web site
 - Participation once again in the 2003 TTIA File Folder Program
 - Guide placed in Outlet Malls and airports
- Increase the sales of the Guide to corporations that are non-tourism related such as relocation specialists.

Deadline information for the 2004 Guide:

Space reservation is October 1, 2003

Art deadline is October 15, 2003

For more information, contact P.R. & Marketing Associates at 972-234-4461

Appendices

Appendix A: 2003 Proposed Sales Missions and Events

Date	Location	Type of Show or Sales Mission or Event
January 23-26	D/FW	<p>Tour Operator FAM and Marketplace</p> <ul style="list-style-type: none"> ▪ Host a FAM tour of the area to showcase what we can offer to tour operators. ▪ Host a Marketplace in conjunction with the FAM so members can attend, showcase their organization and visit one on one with each of the tour operators.
February 7-9	Houston	<p>Vacation, Leisure and Outdoor Show</p> <ul style="list-style-type: none"> ▪ Participate in the Vacation, Leisure and Outdoor Show and hand out Guides and brochures
February 19-23	Wichita, KS	<p>Kansas, Sports, Boat and Travel Show</p> <ul style="list-style-type: none"> ▪ Participate in the Sports, Boat and Travel Show and hand out Guides and brochures ▪ Make sales calls on targeted Tour Operators and AAA offices as well as media calls to the newspapers in the Wichita, Kansas area
February TBD	Fort Hood, TX	<p>Military Travel Show</p> <ul style="list-style-type: none"> ▪ Participate in the military travel show by handing out guides and information and encourage weekend trips to the area.
March 13- 16	D/FW	<p>Group Leader FAM and Marketplace</p> <ul style="list-style-type: none"> ▪ Host a FAM tour of the area to showcase what we can offer to the regional group leader market. ▪ Host a Marketplace in conjunction with the FAM so members can attend, showcase their organization and visit one on one with each of the group leaders.
March TBD	Fort Sill, OK	<p>Military Travel Show</p> <ul style="list-style-type: none"> ▪ Participate in the military travel show by handing out guides and information and encourage weekend trips to the area.

April TBD	Little Rock, AR	<p>Hosted Dinner and Mall Show</p> <ul style="list-style-type: none"> ▪ Held in conjunction with the Media committee for a combined sales/media mission and blitz ▪ Hosted dinner for targeted to AAA offices, tour operators, bank travel and group leaders and selected travel agencies. ▪ Make sales calls on targeted Tour Operators and AAA offices as well as media calls to the newspapers in the Little Rock area ▪ Host a mall show to hand out Guides and brochures to be held in with a radio promotion.
April TBD	Shreveport-Bossier City, LA	<p>Barksdale Air Force Base Air Show <u>or</u> the KTBS Home Show</p> <ul style="list-style-type: none"> ▪ Hand out Guides and material at show ▪ Tie in media opportunities with this mission.
May	Colorado & New Mexico	<p>Self-Mailer Program</p> <ul style="list-style-type: none"> ▪ As part of the targeting to the top 10 markets, a mail piece will be developed to solicit the tour operators, AAA offices, and other group leaders to see if there is interest in a FAM or sales calls from the marketing committee.
August 8-10	Oklahoma City, OK	<p>Balloon Fest</p> <ul style="list-style-type: none"> ▪ Have presence at the sponsoring Radio Station booth to hand out guides and promote seasonal items such as Tax-free shopping and fall and Holiday packages ▪ Host dinner for AAA offices, tour operators, bank travel and group leaders and selected travel agencies at the August event.
August 22-24	San Antonio, TX	<p>Vacation, Leisure and Outdoor Show</p> <ul style="list-style-type: none"> ▪ Participate in the Vacation, Leisure and Outdoor Show and hand out Guides and brochures
October TBD	D/FW	<p>AAA FAM and Marketplace</p> <ul style="list-style-type: none"> ▪ Host a FAM tour of the area to showcase what we can offer to the regional AAA travel consultants. ▪ Host a Marketplace in conjunction with the FAM so members can attend, showcase their organization and visit one on one with each of the group leaders.
October TBD	North Texas	<p>Visitor Center Blitz</p> <ul style="list-style-type: none"> ▪ Visit the five primary Texas Visitor Centers in our area Wichita Falls, Gainesville, Sherman, Texarkana and Waskom

Appendix B: 2003 Proposed Guide Promotions

Location	Guides to Be Distributed and Coverage
Oklahoma	<ul style="list-style-type: none"> ▪ 30,000 guides to be distributed in IGA Foodstores throughout Oklahoma ▪ Radio promotions throughout the year with KOMA Radio and Guides handed out at remotes ▪ Promotional sponsorship at selected Festivals in Oklahoma City ▪ Focus on the Summer Vacation Season and Winter Shopping Season
Arkansas, Louisiana and New Mexico	<ul style="list-style-type: none"> ▪ Guides to be distributed throughout these three states through customized promotions (Estimated distribution 40,000 Guides) ▪ Focus on the Summer Vacation Season and Winter Shopping Season
Texas	<ul style="list-style-type: none"> ▪ Guides will also be put together with Radio Campaigns in regional feeder cities ▪ Focus on Spring Break, Summer Vacations, and Winter Shopping Season
Regional Efforts	<ul style="list-style-type: none"> ▪ Up to 70,000 Guides will be used as a fulfillment piece with advertising and promotional generated leads through the State of Texas and other advertising programs.

Appendix C: 2003 Proposed Media Missions and Events

Date	Location	Media Mission Activities and Events
Spring 2003	Oklahoma	<p>Tulsa and Oklahoma City</p> <ul style="list-style-type: none"> ▪ This mission will be targeting our #1 feeder state prior to the Summer Vacation season. ▪ Targeted calls will be made to both print and broadcast media. ▪ Phyllis Hammond, Dallas CVB and Cheri Staples, Grand Prairie CVB – Mission Co-Chairs
Spring 2003 March/April	Louisiana	<p>Shreveport/Bossier City</p> <ul style="list-style-type: none"> ▪ This will be a mini-mission held in conjunction with a pre-existing marketing mission.
May 2003	D/FW	<p>National Tourism Week</p> <ul style="list-style-type: none"> ▪ The Media Committee has some very special plans formed for this special week that highlights the importance of Tourism.
Fall 2003	Arkansas	<p>Little Rock and Fort Smith</p> <ul style="list-style-type: none"> ▪ This mission will be targeting one of our top 10 market prior to the holiday shopping season. ▪ Targeted calls will be made to both print and broadcast media contacts.
Fall 2003	D/FW	<p>Have it Your Way Press Tour</p> <ul style="list-style-type: none"> ▪ Host a Press Tour for travel writers to garner printed articles on our area and what we can offer to visitors. ▪ Host a reception in conjunction with the tour so members can attend and meet these travel writers from around the country.

Appendix B: 2003 Press Release Schedule

Release Topic	Information Deadline	Submit via e-mail to:
Spring Events (March, April, May 2003)	January 10	Christine Gossett, Denton CVB cvb@discoverdenton.com
New Attractions and Events (for entire year)	February 7	Diane Brandon, Arlington CVB diane@acvb.org
Summer Events (June, July, August 2003)	April 11	Cheri Staples Patillo, Grand Prairie CVB cheri@gptexas.com
Summer Family Fun (Children/Family Events for summer)	May 2	Ellen Villeneuve, Dallas Zoo dallaszoo@airmail.net
Fall Festivals (Sept., Oct., Nov. 2003)	July 11	Phyllis Hammond, Dallas CVB phammond@dallascvb.com
Family Fun in the Fall (Children/Family Events for Fall)	August 8	Sallie Andrews, Grapevine CVB sandrews@ci.grapevine.tx.us
Holiday Happenings (November - December 2003)	September 12	Greg Staley, Fort Worth CVB gregstaley@fortworth.com

Appendix E: Council Forms

The following forms are included for your convenience. Please contact the Council office if you would like to receive more copies of these forms.

- **Benefits of Membership**
- **Membership Application**
- **Committee Participation Form**
- **General Donation Forms (Trade/Consumer Show, National Tourism Week, Regional Radio Promotions)**



Dallas/Fort Worth Area Tourism Council

BENEFITS AND SERVICES

As a D/FWATC member, you receive:

- **FREE listing** in the council sponsored Dallas/Fort Worth Area Official Visitors Guide with a 500,000 copy distribution annually
- **FREE participation** in a direct mail program to over 50,000 prospective visitors requesting information about the Dallas/Fort Worth/North Texas area
- **FREE participation** in a multi-state Guide distribution campaign targeting the individual consumer with opportunities to participate in special radio promotions.
- **FREE listing** on the Council's website www.visitdallas-fortworth.com with a link to your own organization website
- **The Exchange** - the Council's quarterly newsletter which features information on the Council's activities, articles of interest, news about members and much more.
- **Networking and educational opportunities** with tourism and marketing partners in the D/FW and North Texas area through:
 - Participation in various D/FWATC special events, activities and educational seminars at the member rate
 - Participation through serving on committees of interest
- **Marketing opportunities** through:
 - Advertising in the Dallas/Fort Worth Area Official Visitors Guide at the discounted member rate and receiving special promotional opportunities on the website for Guide advertisers
 - Advertising on the Council's "What's Hot" section of the web site
 - Representation through the council's sponsored marketing programs
 - Exhibiting at D/FWATC special events at the member rate
 - Opportunity of participating in affordable co-operative advertising and sales programs designed for our regional market
 - Opportunity of participating in core market promotional campaigns
- **Public Relations opportunities** through:
 - Travel media exposure through the Council's Public Relations programming
 - FREE advertising for your events through the Council's seasonal press release program
 - Discounted rates for the Bacon's On-Line Media Directory
- **Access to the members only section of the website** which features
 - On-line and searchable membership directory and with Organization and Member Name versions that can be downloaded.
 - Industry Meetings Calendar and DFWATC committee meeting calendar
 - Legislative section featuring issues of interest to the tourism industry and contact information on the legislators

Membership and Dues Structure:

Membership in DFWATC is available with annual membership dues payable per calendar year. One membership entitles a company to three representatives from that company to receive mailings. However, membership is by company only. If one of the representatives leaves the company, membership does not transfer with the person, but can be changed to a new representative within the company.

Council membership is divided into categories: Accommodations, Attractions, Cities, Restaurants, Shopping, Support Services and Transportation.

DUES:

Accommodations (Based on number of rooms):

Up to 400 rooms	\$200
Over 400 rooms	\$250

Attractions (Based on attendance):

0-100,000 and Non-Profit/ Free Admission	\$200
100,000-250,000	\$275
250,000-500,000	\$350
500,000-1,000,000	\$500
Over 1,000,000	\$750

Cities (Based on operating Budgets):

Below 100,000	\$500
100,000-500,000	\$750
500,000-1,000,000	\$1000
1,000,000-1,500,000	\$1250
1,500,000-2,000,000	\$1500
Over 2,000,000	\$1750
Restaurant	\$200
Shopping Center/Retail Outlet	\$250
Support Services	\$200
Transportation Companies	\$250

The Official Visitors Guide to the Dallas Fort Worth Area -

Is sponsored and produced annually by the Council. Members receive a complimentary listing with the opportunity to advertise. The Guide is featured predominantly as a fulfillment piece at all DFWATC events, including: Trade/Consumer Shows, FAMS, Sales Blitz/Mall Shows, Media/Marketing Events, and Direct Mail Campaigns.

Guide Readers:

Statistics from readers show:

- ★ 57.9% had visited the DFW area before.
- ★ 63% used the Guide to plan their trip.
- ★ 60% said information in the Guide was the determining factor in their decision to visit the DFW area.
- ★ The highest percentage of readers had income in the \$30,000-\$40,000 range; many were in the \$60,000 or above category.

Distribution:

With a distribution of 500,000 the Guide is able to reach more prospective visitors to the Dallas/Fort Worth Area than any other area visitors guide.

The Guide is the **ONLY** visitor publication authorized for distribution at all DFW International Airport Visitors Centers. In addition, the Guide is distributed to:

- ★ All Texas Department of Highway Visitor Centers
- ★ All DFWATC city member visitor centers
- ★ AAA offices across the U.S.
- ★ Travel agents across the U.S.
- ★ Regional military installations
- ★ Love Field Airport
- ★ International Travel Offices
- ★ Over 50,000 direct mail visitor inquiries

For rate sheet or advertising information, please contact P.R. & Marketing Associates, the Council Publisher at (972) 234-4448.



**DALLAS/FORT WORTH AREA
TOURISM COUNCIL**

MEMBERSHIP BROCHURE

**701 South Main Street
Grapevine, TX 76051**
Phone: (817) 329-2438
Fax: (817) 251-4329
E-mail: dfwatc@airmail.net
www.visitdallas-fortworth.com

**DALLAS/FORT WORTH AREA TOURISM COUNCIL
COMMITTEE PARTICIPATION FORM**



Members are encouraged to join the Council's standing committees listed below. The Marketing and Media Committees have regularly scheduled meetings. Other committees, standing and ad hoc, will be called as needed by the committee chair.

YES. I would like to participate on the committee(s) checked below. I understand that I will be notified by fax of upcoming meeting times and the specific agenda.

Name _____

Organization _____

Address _____

Phone _____ Fax _____

Email: _____

- Education Committee – meets periodically
- Legislative Affairs Committee – meets periodically
- Marketing Committee – meets monthly
- Media Committee – meets monthly
- Member Services Committee – meets periodically

Each committee serves advisory to the Board, recommending strategy, as well as planning, implementing and participating in Council programs specific to the committee.

Please return to the Council office by mail or fax. Thank you.

Committee Overviews

Education Committee

This committee will focus its efforts in developing and producing four quarterly meetings for members and non-members that focus on issues of interest to the tourism industry. It will provide an excellent educational forum for those interested in honing their skills or enhancing their knowledge base.

Legislative Affairs Committee

Many things on a legislative level impact the tourism industry. This committee is tasked with keeping DFWATC members aware of those issues by communicating them by fax, mail and through newsletter articles. This committee will also compile information on and seek to inform the general public and legislature about tourism's economic impact for the D/FW area.

Marketing Committee

This committee continues to increase awareness of the Dallas/Fort Worth area as a tourist destination by having members meet people face to face and share what this area has to offer. It will continue to be an integral part of our council by encouraging participation of all our members and concentrating efforts in marketing to some of the larger feeder markets within the region.

Media Committee

Thousands of dollars in media coverage is achieved as a direct result of this D/FWATC committee's efforts. This committee conducts media missions that target local, regional and national media, hosts press tours, prepares and sends seasonal press releases to local and selected media sources, and also will oversee the National Tourism Week efforts by communicating with the DFWATC city officials, research tourism facts and inform all local media about the impact that tourism has on our communities.

Member Services Committee

Members are our greatest assets and this committee will focus on their efforts on meeting the needs of members by enhancing current services and retention of members. This committee will also encourage new organizations to join by targeting specific industry areas that will enhance the Council's membership.

2003 DFWATC
Regional Radio Promotions

Participation Form

Barter is an important component for many of the Council promotions. The donations from our members provide the Council with items that can be given away on-air with radio stations in our region, and during sales/media missions in certain key cities.

Barter Description	Number	Dollar Amount
Attraction Tickets		
Restaurant Vouchers		
Hotel Packages		
Hotel Rooms		
Shopping Spree		
Airline Tickets		
Transportation		
Other		

Participants must provide actual tickets, letters or certificates for prizes that can be tendered for service when returning this form.

Name: _____

Organization: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Please return to the Council Office by January 31, 2003. Thank you.

DFWATC
701 S. Main St. • Grapevine, TX 76051
Phone (817) 329-2438 • Fax: (817) 251-4329

2003 DFWATC
Trade/Consumer Show Promotions

Participation Form

Barter is an important component for many of the Council promotions. The donations from our members provide the Council with items that can be used in conjunction with other things given to put together great packages that are used for grand prize giveaways at various trade/consumer shows in which the Council participates.

Barter Description	Number	Dollar Amount
Attraction Tickets		
Restaurant Vouchers		
Hotel Packages		
Hotel Rooms		
Shopping Spree		
Airline Tickets		
Transportation		
Other		

Participants must provide actual tickets, letters or certificates for prizes that can be tendered for service when returning this form.

Name: _____

Organization: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Please return to the Council Office by January 31, 2003. Thank you.

DFWATC
701 S. Main St. • Grapevine, TX 76051
Phone (817) 329-2438 • Fax: (817) 251-4329

2003 DFWATC
National Tourism Week Promotions

Participation Form

Barter is an important component for many of the Council promotions. The donations from our members used during the 2002 National Tourism Week promotion were extremely well received in both the on-air giveaway's run on several local radio shows and for the Council's National Tourism Week reception.

Barter Description	Number	Dollar Amount
Attraction Tickets		
Restaurant Vouchers		
Hotel Packages		
Hotel Rooms		
Shopping Spree		
Airline Tickets		
Transportation		
Other		

Participants must provide actual tickets, letters or certificates for prizes that can be tendered for service when returning this form.

Name: _____

Organization: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Please return to the Council Office by January 31, 2003. Thank you.

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The Exchange

A Publication of the Dallas/Fort Worth Area Tourism Council



February 2003

Volume 5, Issue 1

Arlington • Dallas •
Fort Worth • Grand
Prairie •
Grapevine • Irving •
Addison • Athens •
Bedford •
Bonham •
Carrollton • Cedar
Hill • Corsicana •
Denison • Denton •
Duncanville •
Ennis • Farmers
Branch • Gaines-
ville • Garland •
Glen Rose •
Granbury •
Greenville •
Lancaster •
Lewisville •
McKinney •
Mesquite • Mineral
Wells • North
Richland Hills •
Paris • Plano •
Richardson •
Sherman • Terrell •
Waxahachie •
Weatherford •
Arlington • Dallas •
Fort Worth • Grand
Prairie •
Grapevine • Irving •
Addison • Athens •
Bedford • Bonham •
Carrollton • Cedar
Hill • Corsicana •
Denison • Denton •
Duncanville •
Ennis • Farmers

Letter from the Chair

In 2003 the Council will be celebrating a milestone—our 25th anniversary. This is quite an achievement for a regional organization and one that we should be very proud of promoting.

There are many areas on an administrative level that the Council will be focusing on this year. First, will be to move into the second phase of the development of the Strategic Plan with secured funding through the Texas Worksource Commission. This will help our Council and members to be able to define what our future holds and focus on those goals.

Other administrative areas that will be important this year are the continued work on development of alternative funding and the streamlining the Council's Bylaws.

We will also be highlighting the Council's 25th Anniversary with a celebration scheduled to take place May 8th.

In addition to these administrative issues, the council also has taken on an ambitious agenda with regards to our committee's efforts for the year. The Education committee has been revitalized and will be planning to hold four educational meetings this year.

Our Media and Marketing committees will be taking on many missions to highlight and promote our area to our regional market.

The Legislative committee will have their hands full watching and informing us on the many issues that could dramatically impact our industry in the 78th Legislative Session.

To all of our members, I wish you a wonderful 2003—

*- Mark Thompson, Plano CVB
2003 Chair*



In this Issue . . .

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Marketing Opportunities	3
25th Anniversary Date Information	3
Tourism Article from Tourism Tidbits	4
Calendar of Events	6

Committee News cont. *continued from page 2*

Upcoming Sales & Marketing Exchange Dates:

March 4	November 6
April 1	September 4
June 3	October 7
July 1	November 6

We hope you will join us for one of our Exchanges!

GENERAL INFORMATION

Please remember—you do not have to be a committee member in order to attend a meeting. These are open to all DFWATC members so you can attend whenever your schedule allows. We hope you will make plans to join us.

News about Members**Welcome Aboard . . .****- New Members for 2003 -**

Josie Eisenberg—*Eisenbergs Skate Park*

Karen Wilson—*Gaylor Opryland Texas*

Anthony Brinkley—*Gondola Adventures*

Melody Kamp—*North Park Center*

Norma Ventrca—*Radisson Hotel DFW South*

Geoff Fairchild & Sandra Risk—*Wildflower! Arts and Music Festival*

Laura Daly—*The Women's Museum*

Other News . . .

Kim Dillon will be leaving as the Director of the *Lewisville Visitors Bureau* to become the new Vice President of the *Denton Convention & Visitors Bureau* beginning on February 17th.

In the News . . .

Traders Village was just featured in January on the Travel Channel's "Worlds Best Eating Contests". They came in at #5 with their famous—World Championship Pickled Quail Egg Eating contest. Congratulations!

If you have a news item you would like posted in *The Exchange*— please send those to the DFWATC office by fax (817) 251-4329, by mail to 701 S. Main Street Grapevine, TX 76051 or via email: info@visitdallas-fortworth.com.

MARKETING OPPORTUNITIES

Enclosed with this newsletter are participation forms for three of our upcoming events—

- Wichita, Kansas (consumer show)
- Fort Hood, Texas (military show)
- Shreveport-Bossier City, Louisiana (consumer show)

These are a great way to either participate or get your literature in front of these very important target markets. All of these locations are an easy drive into our area and we want to make sure they know that the Dallas/Fort Worth area is a premiere destination.

Please let us know if you are interested in participating!

Be looking for information on other exciting marketing and media opportunities throughout the year.

Save the date—

May 8, 2003

D/FWATC's 25th Anniversary Celebration



This will be a fantastic event so be sure to mark your calendars and save May 8th for a 25th anniversary celebration!

More details to follow soon!

D/FWATC—SALES MISSION

Wichita, Kansas

PARTICIPATION FORM

Any D/FWATC member in good standing is eligible to participate in this sales mission.

Kansas—especially Wichita, is one of the top feeder markets for the D/FW area especially for the drive market. This is due to easy access via I-35 and it's only a short 5 hour drive.

This is primarily a consumer market but there is increasing interest in the group side from Bank Travel Leaders and other Group Leaders in the area. This area also has a large aviation industry and medical community. There are many tour operators in Kansas that book specialty trips, tours, vacations, packages, and sightseeing trips. This sales mission would be the ideal way to reach this very important and increasing market for your product.

As with many tourists, shopping continues to be high on everyone's list and with all the major attractions and sports teams, the D/FW area offers the perfect place for a cost-effective family vacation.

SALES CALLS on targeted Tour Operators, Bank Club Leaders and Travel Agencies

Date: Thursday—February 20 and Friday—February 21

Dress: Business Attire

SHOW OPPORTUNITY—49TH KANSAS SPORTS, BOAT AND TRAVEL SHOW

Dates: Wednesday—February 19; Thursday—February 20; Friday—February 21; Saturday—February 22; and Sunday—February 23.

Dress: Casual Attire for Show (D/FWATC T-Shirts or collared polo shirts)

Hotel: Room block information coming soon

Sales Mission Contact: Javier Rodriguez, Grapevine CVB (817) 410-3185
jrodriguez@ci.grapevine.tx.us

DEADLINE TO PARTICIPATE: Friday, February 14th

Please fax this form to the Council office fax (817) 251-4329 by Friday, February 14th. Thank you.

Yes, our organization will be participating in the Kansas Sales Mission

- | | | |
|--------------------------|--|----------|
| <input type="checkbox"/> | Show Opportunity and Sales Calls
- participate in the sales calls and work at least one shift of the show | \$200.00 |
| <input type="checkbox"/> | Sending Material for Show Only
- you will be responsible for shipping materials directly to show | \$200.00 |
| <input type="checkbox"/> | Contact List
- you will receive the list of names from the show and from the sales calls | \$100.00 |

Name(s): _____

Organization: _____

Phone: _____ **Fax:** _____ **Email:** _____



Dallas/Fort Worth Area
Tourism Council

Attention: D/FWATC Members

Fort Hood Annual Travel Expo

Saturday, February 22, 2002

10:00 am – 3:00 pm

About the Show: This event is traditionally one of the best military shows in Texas with a projected attendance of 5000. This includes a large number of soldiers, prospective government, civilian, retirees and local clients. Fort Hood sends many visitors to our area every year. The event will be advertised and promoted by direct mail, radio, TV, newspapers and flyers to all base buildings.

Hotel Information: La Quinta in Killeen, TX \$49.00 per night

Doris with Fort Hood will be making the block reservations. There will also be a reception on Friday night for all the vendors to visit with one another. If you plan on driving the day of the show, it is about a 2 ½ hour drive from the metroplex. Please allow extra time for set up and security on to the base.

.....

Participation Information:

- Yes – I will participate by attending the show and working one shift. My participation cost will be \$20.00
- Yes – I will participate by sending brochures only (please send to the DFWATC office). I will send 300 brochures to be included the DFWATC booth. My participation cost will be \$30.00.
- If you are interested in having your own table (\$79.00 per table), and would like to be grouped together, please contact Doris at (254-532-5292 or 254-287-7310).

Name: _____

Organization: _____

Phone: _____ Fax: _____ Email: _____

Number of rooms needed: _____ smoking/non-smoking

Please fax your response to (817) 329-2438 by February 17th. Thank you.



**Dallas/Fort Worth Area
Tourism Council**

Shreveport – Bossier City, Louisiana Sales/Media Mission 2003

Overview: Northern Louisiana is a great leisure and drive market for North Texas and ranks second behind Oklahoma in the number of visitors to our area.

This was one of the markets identified by the Marketing Committee that Council members wanted to target with another sales mission. The Council received a lot of interest at this Show last year so we expect even higher interest this year.

Media Mission (March 20-21, 2003)

- Participants will have the opportunity to help promote the Dallas/Fort Worth Area through on-air promotions and scheduled appointments with media contacts. This is a great way to meet media contacts in these two cities as well as let them know more about your city or organization.
- On-air promotion will focus on D/FWATC's presence at the KTBS-TV Home & Garden Show at the South Park Mall in Shreveport, LA, the DFWATC Official Visitors Guide and the D/FW area as a tourism destination for listeners especially on the upcoming spring break and summer holidays. Vacation get-a-way packages will also be given away on-air. Appointments will focus on the services D/FWATC can provide for the media.
- This is a great way to acquaint the media with the presence of D/FWATC and the services the Council can offer the media, as well as to generate free press coverage and interest for our tourism partners in the Dallas/Fort Worth Area.

Sales Mission (March 21 –23, 2003)

- The Council will have a booth at the KTBS-TV Home & Garden Show at the South Park Mall in Shreveport. As part of our booth space, the Council will have a live commercial spot on KTBS – Channel 3 (ABC affiliate).
- We will be collecting names as with our other shows and then drawing a name for a vacation getaway.
- This consumer market comes to our area - so this is a great way to let them know about your organization and what you can offer them on their next visit and stay in our area.

Listening and Talking Skills Article continued from page 4

... Make a list of poor communications skills and practice avoiding them. For example, never interrupt an angry customer, instead let the person speak until he/she has finished and has had a chance to vent. Other things to avoid include:

- responding too soon,
- jumping to conclusions,
- judging the guest,
- attempting to solve the problem before you know what it is that the customer wants,
- entering into a tit-for-tat with the customer.

... Always call someone back. If you promise a customer that you will call him back, be sure to do so. If you promise that you will make a special call for him/her, indicate when you will make the call and when the person will know the results of your call. The same is true for emails. If you advertise that people can email you with questions, then it is essential that you answer the question no matter how supercilious it may be. The credibility of your office depends on your ability to carry through with what you promise.

... Do your best to avoid putting callers on hold. In the tourism industry many of our calls are long distance calls. Placing a caller on hold at his/her expense only means possible loss of business or that angry visitors are now even angrier. It is a lot better to take the person's name and call back or email the information to him/her at a later moment.

... Always be courteous when both listening and speaking. It does not matter what you think of the guest, do not react. Just because you may find the other person to be distasteful, stupid, arrogant, or obnoxious does not give you the right to come down to his/her level. Instead practice the art of "verbal judo." Learn how to reflect your feelings rather than reacting to them. There is no reason for you to be verbally assaulted, but as a professional, it is your duty to defend your own dignity in a polite and courteous manner.

... Make an inventory of your communications skills. Which ones do you do best, which ones do you need to improve, what office policies are not customer-friendly, how can you change your style to enhance the travel experience rather than to diminish it. Then ask yourself what each person in your office can do to improve his/her listening and speaking skills.

... Never forget that travel and tourism is a service industry. Leave your own problems at home, and see your time at work as a vacation from life's daily stresses. If you enjoy your job, you'll communicate well, if your job is only a job rather than a challenging opportunity than your customers will note that too. Never forget that it is our job but our customer's precious vacation time.

###

**TTIA Unity Dinner—Austin, TX
February 26, 2003**

The Council has purchased two tables for this year's Unity Dinner.

We only have a couple of spots left so if you have not bought your ticket for Unity and would like to attend, contact Traci at the Council at 817-329-2438 as soon as possible.

**Upcoming Press Release
Due Dates & Contact Names**

April 11

Summer Events

Cheri Staples Pattillo (cheri@gptexas.com)

May 2

National Tourism Week Industry Highlights

Traci Mayer (dfwatc@airmail.net)

July 11

Fall Festivals

Phyllis Hammond (phammond@dallascvb.com)

For more information, contact Sallie Andrews at 817-410-3185 or at sandrews@ci.grapevine.tx.us.

D/FW Area Tourism Council

Celebrating 25 years of promoting the D/FW Area as a Premiere Vacation Destination!