



2021 – 2022 Marketing Plan

This marketing plan document is intended as a guideline for tourism promotional efforts during the year. It was set based on current tourism trends, feedback from local tourism based businesses including lodging and recommendations from the Hastings Tourism Assessment Report.

Executive Summary:

Printing and Postage - \$6,500

- \$6500 is budgeted for printing and distribution the Hastings Official Visitor Guide. More than half of the visitor guides are mailed to highway information centers and tourism centers outside a 50 mile radius of Hastings. We also pay to be in high tourism traffic areas like the Mall of America. The rest are distributed to local tourism based businesses and mailed to visitors inquiring through the Visit Hastings MN website, AAA and Explore MN.

Ads & Advertising (Print and Online ads) - \$20,000

We will continue to promote vacation stays around seasonal activities and events. Our target market is multi-generational travel and we plan to promote more of our regional assets like access to the twin cities and Treasure Island. Bike trails is a big attraction for the active lifestyle market and will continue a mix of print and targeted online ads to promoting trails in Hastings. Our social media plan will be heavily geared towards promoting events that visitors can enjoy.

- **Minnesota Trails** 4 1/6 page ads (Spring/Summer/Fall/Winter)
- **Minnesota Bike and Hike Guide**
Two page spread with map of Hastings paved trails featuring the 10 mile loop, Mississippi River Trail, and Point Douglas Trail.
- **Summer, Fall and Spring AAA Living - #ONLYINMN** Bike Trails in MN.
Listings include a sponsored story with link to the Visit Hastings Website.
This publication circulates to over 1,030,000 readers in MN, WI, IA, ND & NE. It also produces leads through the AAA website.
- **St. Croix Valley Magazine**
2 page spread with editorial.
This is the only publication that has the rights to distribute in Highway Information Centers across Minnesota and Wisconsin.
- **Electronic billboard ad on Hwy 61 -**
Educating residents on the tourism assets Hastings has to offer was a recommendation in Hastings Tourism Assessment Report. The billboard ad is an effort to capture the attention of Hastings residents who bring visiting friends and family to town.
- **ECM online targeted ads –**

- Fall and summer focus on biking in Hastings. Winter will focus on proximity to two major ski hills.
- **Videos** – The tourism committee talked about seasonal videos as part of the 2020.21 budget. Unfortunately we did not have the funds to support it. We plan to form a committee that will be looking a grant opportunities presented through Explore MN.

Website - \$3000

- The VisitHastingsMN.org website host fee.

Management

- A monthly management fee of \$1,750.00 goes towards staff of the Hastings Tourism Bureau office. Staff responsibilities include:
 - Management of the visitors office - phone calls, ensure brochure racks are populated with relevant material, provide welcoming experience to visitors, fulfill publication requests, accounting
 - Attendance at tourism membership groups like Explore MN
 - Maintain the visithastingsmn.org website
 - Populate social media
 - Work with advertisers
 - Work with community partners to create and promote experiences for visitors
 - Submit tourist information on relevant websites and publications
 - Explore MN
 - Minnesota Monthly
 - Organize and maintain records of the Tourism Board of Advisors meetings
 - Maintain the tourism budget
 - Create, print & distribute the Historic Hastings Visitors Guide
 - Implement the programs suggested by the Tourism Board

25% or \$250.00 of the Chamber of Commerce and Tourism Bureau office rent is budgeted to maintain the highly visible location needed for visitors and \$100.00 a month is allocated for the phone bill.