

Destination St. Louis

Marketing Plan

**Prepared for Dr. Lindell Phillip Chew
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EXECUTIVE SUMMARY

The purpose of this marketing plan was to answer some of the questions companies have for their future. The Who, What, Where, and How of the company. I began my internship at Destination St. Louis in June of 2002. I worked with the Director of Sales and Marketing, Jill Metherd, closely each day. My role was to assist in new marketing techniques for the company and participate in on-site events when needed. I believe that repeat clients in this industry is essential to stay on top and to create loyalty and recognition. In acquiring this, clients need to know they are appreciated and to attract new business from the competition.

COMPANY INTRODUCTION

Since 1990, Destination St. Louis, Inc. has been providing customers with personal service. They are focused on building relationships and creating customer satisfaction that will leave all groups wanting to come back to St. Louis again and again.

As a full-service event planning and convention/meeting services company, their goal is to make any business's event or meeting a complete success! By providing new and unique ideas, they can help plan any detail of any groups' activities.

Destination St. Louis will customize tours and events to fit any organization's interests, schedule and budget. They can easily incorporate different attractions and entertainment to produce an exciting program for attendees. Here are some of the services Destination St. Louis provides:

- Special Event planning – themed receptions, entertainment, etc.
- VIP Services – golf tournaments, spa days, and customized tour planning
- Creative spouse and youth programs
- Airport transfers and meet/greet service
- Hospitality desk
- Supervised motorcoach shuttles

Julie Greenspoon-Kelly, founder and President of Destination St. Louis, Inc. is originally from the Washington, D.C. area. She graduated with a degree in economics from Washington University in St. Louis, and received her MBA from the University of Maryland. She owned and managed Guide Service of Washington, a travel company servicing the convention and tour markets in Washington, D.C. for six years prior to moving to St. Louis.

Julie is an active member of St. Louis' hospitality industry, volunteering time and effort toward the improvement of St. Louis' historical heritage. Over the past ten years she has served in many capacities; she was a long-standing member of the Board of Directors of the St. Louis Attractions Association serving that organization as Treasurer and President. Currently, Julie is Treasurer of the St. Louis Chapter of the Hospitality Sales and Marketing Association International. Committed to the historical preservation of downtown, she is thrilled to serve on the Campbell House Museum Board of Directors and, as Secretary, is a member of the Executive Committee. The house is in the process of a multimillion-dollar renovation project.

She is a member of the Board of Directors and is Immediate Past-President of the Contact DMC Group, a nationwide consortium of destination management companies for the year 2000-01.

In the past, she has served as a member of the Regional Arts Commission's Advisory Board and the St. Louis Convention and Visitors Commission Membership Advisory Board.

In 1999, the St. Louis Business Journal honored her as one of the "40 Under 40," an annual listing of "40 outstanding individuals under 40 years old." The St. Louis Small Business Monthly honored her in 2000 and 2001 as a leading female business owner. Most recently the St. Louis Journal honored her as one of St. Louis' Most Influential Businesswomen in 2001.

During 2000, Destination St. Louis was honored to be selected as the preferred supplier for both the Ritz-Carlton St. Louis and Maritz Travel Company, two of the most prestigious hospitality organizations. Destination St. Louis has been selected the destination management company by many of the largest conventions. According to the St. Louis Business Journal's List of the 25 Largest Conventions in 2001, Destination St. Louis was the destination management company of choice by the six largest conventions and 15 of the top 25. DSL worked with six of the top 10 conventions in 2000 and 11 of the top 25. During the 1999 Papal Visit, DSL was selected to be a member of the team of destination management companies charged with the task of coordinating the shuttles, which transported more than 110,000 persons to the TWA Dome and Kiel Center events. Also in 1999, DSL coordinated the transportation for the National Governors Association, the National Association of Secretaries of State and the International Botanical Congress, the first such meeting in the US in nearly 30 years.

During the summer of 2002, as I was an internship as Destination St. Louis, I helped coordinate and prepare for the PartyLite Convention 2002 and National Rural Electric Cooperative Association. Through the last 12 years, Destination St. Louis has expanded and has established an excellent track record in managing and servicing conventions, meetings and reunions of every size.

INDUSTRY

Opportunities

St. Louis is an attractive city due to its central location and its wide variety of attractions. St. Louis Convention and Visitors Bureau is working hard to attract business into this city. Most of the large tourism leads comes through the St. Louis CVC. With the flexible America's Center convention complex offering 502,000 square feet of prime exhibit space, 83 meeting rooms and much more, there's no better place to bring business. New expansion into the St. Louis is making it easier to sell St. Louis and tourism. St. Louis' hotel package is putting on its best face this fall. The new Renaissance Grand convention headquarters hotel will debut early in 2003, joining hotels all across St. Louis that have opened, expanded and renovated. St. Louis will offer 33,000 area-wide hotel rooms and more than 7,400 rooms downtown near the America's Center convention complex by early 2003, and to accommodate one-hotel meetings, and now have 24 properties with more than 10,000 square feet of meeting space each.

Offsite venues put St. Louis ahead of the competition. You can put an event into orbit at the Science Center, plan a blues music bash in our historic districts or re-create the famous 1904 World's Fair on the original site. With more than a thousand one-of-a-kind restaurants, a great live music and nightlife scene and a wide variety of cultural, family and sports attractions, St. Louis is a destination that will keep attendees happy during the planning process, at the meeting and after hours.

Problems

Though St. Louis is not a large tourism city compared to New York, Chicago, Las Vegas or Washington DC, it does have a substantial amount of competition for the business that enters into St. Louis. Among the competition includes *MAC Meetings and More*, formerly *MC²*. Other competition includes the *Discover St. Louis*, which specializes in tour programs and the new DMC in town, *Direction*. Destination St. Louis must compete strategically to win the business and build trust and reputation that will be recognized in St. Louis.

OBJECTIVES

Mission Statement

Destination St. Louis's Mission is to create events that maximize impact and productivity for the clients we represent, by injecting pace and imagination into every program and event. We contribute ideas to increase attendance and improve employee and customer relations

Destination St. Louis strives to exceed our customers' expectation for services and encourages its associates' individual growth and development. This is achieved by the development in incentive opportunities and partnering with individuals who have an enthusiasm for a job well done.

We rise above our competitors to capture opportunities and challenges in a timely fashion with a positive, assertive attitude. With a strong commitment to high quality service and complete client satisfaction, our goal is to ensure that every element of a program is orchestrated flawlessly so that we make heroes of the clients we serve.

STRATEGIES

Plan

Increase sales/profit and increase clientele.

In carrying out the day-to-day business for Destination St. Louis, marketing is a huge aspect that must be taken seriously. A great portion of the business that enters in the company is due to marketing techniques. As I worked with Jill Metherd, I learned that detail and planning for the future are very important in getting clients. In this industry, present business along with future business is important. In my internship with Destination St. Louis I worked closely with Jill Metherd in improving the Web Page, coming up for ideas for the company Newsletter and other ways of networking in the field.

The benefits of advertising are to establish and maintain trust, maintain client loyalty and inform, educate and provide timely information. A break down of cost of advertising is found in Appendix A.

Web-Page

The web page was first created in 2001, but is being implemented with every new idea that comes up.

- I thought that improving the look of the website will attract more customers and give the clients ideas of the type of service we are able to provide.
- Jill and I also added a comment/request form so clients could give feedback.
- Another recommendation was to add some more photographs on the web-site of the conventions we have held and special events Destination St. Louis has planned.

APPENDIX B is a sample of a comment/request form.

Newsletter

St. Louis Happening is a publication of Destination St. Louis, which is released four times a year. The Newsletter is mailed to existing, past and future clients that have been entered in our database. The database holds all the information about all clients and all leads that are received from the St. Louis CVC. Once a lead is put into the database, a packet, which contains our mailings and brochures, is mailed and follow –up calls are made by the Sales Department.

The Newsletter is also found on the web page. The Newsletter gives clients new ideas, keeps schedule of events in St. Louis up to date and provides useful information about the company.

APPENDIX C is a sample of the July/August 2002 newsletter

Additional Marketing Efforts

It's important to advertise where it will be useful the most. Destination St. Louis' only advertisement is found in the St. Louis CVC Directory Book under Destination Management. A half-page ad with a logo, phone number and info is bought every year to attract St. Louis tourism. This is good technique because it doesn't cost a lot and can attract on-the-spot customers seeking an event planner in the St. Louis area. I think innovative advertising for trade publications would be an excellent way of profiting. Advertising in *STL Today* or placing brochures in citywide hotels which accommodate large conventions yearly can be a good technique. Hotels such as Millennium Hotel, Adam's Mark, Marriott Pavilion and Hyatt Regency are among the top hotels in downtown St. Louis. Above all it's important to keep in contact with past clients because continuing networking can increase business and repeat clients.

BUDGET/ SALES & PROFITS

Sales in any business are substantial in staying leading the business. Destination St. Louis' sales team includes the President, the Director of Sales/Marketing and the Sales Manager. The sales team work together to get as much business as they can by making calls to area leads and keeping in contact with past clients. Attending meetings and functions/seminars are just a few extra actions a sales team needs to do to keep their reputation standing. Its important to set sales goals and to make sure the future of the company is not overlooked.

Jill Metherd and I created a sales plan that will be helpful to follow by the team:

- Increase sales by 15% through using trade publications, meeting with hotels, following St. Louis CVC and Contacts leads. Look online for new leads and updates.
- Delegating small business to the Operations Departmetn and leaving herself more available in bringing more business in.
- Keep good contact with The Ritz Carlton and Maritz Travel Company, two of the top clients.
- Improve the database to include new updates and all leads.

A breakdown of sales from past years can be found in APPENDIX D. A breakdown of Jill Metherd's sales for the first part of 2002 can be found in APPENDIX E.

OVERVIEW

Keeping in control and maintaining organization are the key factors in increasing sales. The Sales Department must work as a team and all corners need to be looked. My experience as an intern at Destination St. Louis gave me a better understanding, and a lot of insight in the field of marketing. I would like to thank Jill Metherd for her time and dedication in providing me with so much input. A great thank you to Julie Greenspoon-Kelly for allowing me to participate in their team. Destination St. Louis is great small company with great goals and potential to succeed. I wish good luck to the future of the company.

APPENDIX A

COST OF ADVERTISING

WEB:	\$2000 Initial fixed cost of creating web-site.					
	\$200-\$1200 Variable cost of updating and implementing web-site.					
NEWSLETTER:	\$180 Full day of writing and creating layout					
	\$450-\$600 Printing of Newsletters, includes envelopes					
	\$185-\$220 Cost of Postage					
ST. LOUIS CVC AD:	\$200 Annual renewal cost of 1/2 page ad					
BROCHURES:	\$0.17 per small brochure					
	\$0.22 per large brochure					

APPENDIX B

DESTINATION ST. LOUIS

Group Information

Contact Name:

Title:

Group or Company name:

Type of group:

Address:

City:

State:

CHOOSE

Zip:

Country:

CHOOSE

Phone:

Fax:

Email:

Event Information

Date (MM/DD/YYYY):

Number in your group: CHOOSE

Age/Gender:

Check box for needed services:

- Transportation
- Evening Event
- Evening Event with Meal
- Meet and Greet:
- Tours
- Tours with Meal

Needs or services:

Your Group

What activities have you done in the past?:

Would you like us to handle the tour registration?:

Yes No

Or Create a tour flyer or Tickets?

Yes No

Have you had an event before?

Yes No

What did they like and dislike?:

Anticipated Budget:

CHOOSE

How much did you spend last event?:

\$ /per person

When would you like this information?

Date (MM/DD/YYYY):

When will you make the final decision?

Date (MM/DD/YYYY):

Additional Comments or instructions:

All information will be returned you via email unless otherwise specified.

Submit

APPENDIX C

St. Louis Happenings

Vol. 13 No. 4

A Publication of Destination St. Louis, Inc.

July/August 2002



Seasonal Tours

If you are planning to visit St. Louis the last quarter of this year, you may want to consider either a Fall Foliage Tour or a Holiday Tour.

From Mid to late October, fall colors are at their peak. Taking a Winery Tour assures that your group will see the natural beauty of the rural countryside of Augusta, Missouri when fall colors are the most vibrant. During the one-hour ride to Augusta, your group can learn the history of Missouri wine making while taking in breath-taking views of the rolling hills, painted in hues of reds and browns. Upon arrival, your guests can sample wine at several different wineries and maybe even enjoy lunch in a quaint country church.

If your next visit to St. Louis is in late November/December, you may consider a Holiday Tour, featuring many attractions decked out for the season with lights and creative displays. Groups can tour the Missouri Botanical Garden's Holiday Flower Show, where they can view an incredible display of customary holiday flowers including poinsettias or even view magnificently decorated Christmas Trees.

While at the Garden, they may also visit the Tower Grove House. To mark the holiday season, the house is lavishly decorated with live greenery and flowers.

Your guests will enjoy the festive spirit when viewing several popular St. Louis sites lit up for the holidays. Drive by the magnificent displays at the Anheuser-Busch Brewery, Union Station, and Tilles Park. Or drive to Our Lady of the Snows Shrine to view the display of "Christmas Trees Across America," featuring a variety of trees and traditions celebrated across our country. Afterwards they may stroll through the Christmas Village where they will be entertained by a holiday choir.

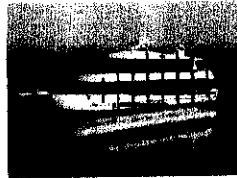
If your looking for a unique venue to

celebrate the holidays in style, St. Louis has plenty to offer. From the upscale *Vault* (off of Washington Avenue) to the Old Courthouse, to the Saint Louis Zoo, you are sure to find the perfect place to celebrate. Give us a call at 314-727-2400 for more information about seasonal tours and special events.

Take a Princess Cruise!

No, you won't find Doc or Gopher on this cruise! The new St. Charles Princess is great for groups of less than 150. On board,

your group will enjoy all the conveniences of yachting, including a gourmet meal and outstanding views of St. Charles. If your group exceeds 150, then a dockside party may be just the thing for you. This outdoor party is ideal for large groups who want to enjoy fresh air, local colors, sights and wildlife, found along the Missouri River. The dockside party even includes short sightseeing excursions for those who want to take a cruise!



Arts & Entertainment

The 2002-2003 Concert series for both the St. Louis Symphony Orchestra and The Sheldon Concert Halls have been released. The St. Louis Symphony will feature *The Beethoven Symphonies*, and the Sheldon will continue to provide excellent Jazz, Folk and Classics (both seasons begin in October). Grand Center is hosting a free outdoor artist market featuring works for sale by local and regional artists, children's creative activities, musical performances and food and drinks the first Saturday of the month. Call Destination St. Louis at 314-727-2400 for more details.



NEWS

DESTINATION ST. LOUIS

We can take the heat... Our Preferred status at the Ritz-Carlton St. Louis has given summer a HOT start with Jaguar, McVeigh Associates, Smithsonian Institution, US Motivation, and Novartis, just to name a few! We also helped the Renaissance Grand Hotel with a whirlwind FAM tour. *Around the office...* Jill Metherd has been named the VP of Finance and will serve on the Board of the ISES MO Chapter. She will also be heading to the Contact DMC Group meeting in conjunction with MPI in Toronto this July. Angie Emerson and Jill Hoven will be heading to Miami to Event Solutions this August to gather new ideas and learn the newest trends in event design. *Meet the Intern...* Jenelle Ehlers joins our staff to learn the ins and outs of shuttle transportation during the PartyLite shuttle for 10,000+ participants this July!



You have 1 new message!

Thanks to everyone who has signed up to receive their edition of *St. Louis Happenings* via E-mail! If you would like to join the ever-growing list, just e-mail info@destinationstlouis.com and let us add you to our database!



Destination Cure! Team DSL participated in the Susan G. Korman Race for the Cure in downtown St. Louis in June. Our team had a total of 25 members!

For more information about tours, attractions, transportation & special events, contact:

Destination St. Louis, Inc.

7710 Big Bend Blvd., St. Louis, MO 63119

Phone: (314) 727-2400

Fax: (314) 727-2227

www.destinationstlouis.com

E-mail us: info@destinationstlouis.com

July—September 2002 Calendar

Through August 25	<i>Can You Tell Me How to Get to Sesame Street</i>	Missouri History Museum
Through September 2	<i>Adventures in Wild California</i>	Omnimax at the Science Center
Through September 2	<i>Puzzles</i>	Exploradome at the Science Center
Through September 3	<i>Image and Artifact: Advertising Photographs of the 1930-1960's</i>	The Sheldon Art Galleries
Through January 31, '03	<i>Lindbergh</i>	Missouri History Museum
July 4, 6, 7	Fair St. Louis	St. Louis Riverfront
July 8-14	<i>How to Succeed in Business Without Really Trying</i>	The Muny at Forest Park
July 15-21	<i>Peter Pan</i>	The Muny at Forest Park
July 22-28	<i>The Fantasticks</i>	The Muny at Forest Park
July 29-August 4	<i>Camelot</i>	The Muny at Forest Park
August 2	Rush	UMB Bank Pavilion
August 5-11	<i>Joseph and the Amazing Technicolor Dreamcoat</i>	The Muny at Forest Park
August 6-25	<i>Momma Mia!</i>	The Fox Theatre
August 7 (new date)	Lenny Kravitz	UMB Bank Pavilion
August 21	Alicia Keys	UMB Bank Pavilion
Aug. 30-Sept. 2	St. Louis County Fair and Air Show	Spirit of St. Louis Airport
Aug. 31-Sept 2	26th Annual Japanese Festival	Missouri Botanical Garden
Sept. 11-Oct. 11	<i>A Flea in Her Ear</i>	The Repertory Theatre of St. Louis
September 15	St. Louis Rams vs. the New York Giants	Edward Jones Dome
September 17-29	<i>The Tale of the Allergist's Wife</i>	The Fox Theatre
September 20-21	Great Forest Park Balloon Race	Central Field in Forest Park

St. Louis Sports Home Schedule

St. Louis Cardinals Home Schedule

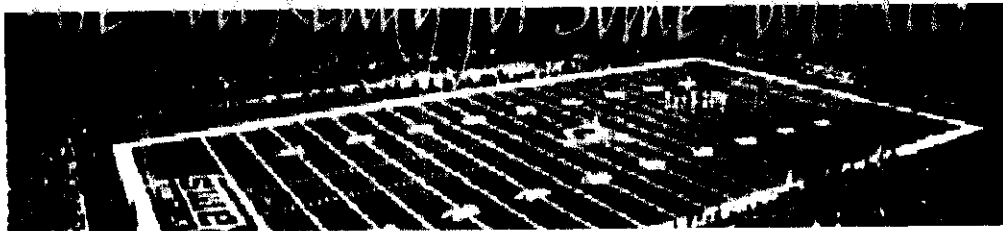
July 17-18	vs. San Francisco
July 26-28	vs. Chicago
Aug. 6-8	vs. Montreal
Aug. 9-11	vs. New York
Aug. 19-22	vs. Pittsburgh
Aug. 23-25	vs. Philadelphia
Sept. 2-4	vs. Cincinnati
Sept. 6-8	vs. Chicago
Sept. 20-22	vs. Houston
Sept. 23-25	vs. Arizona
Sept. 26-29	vs. Milwaukee

St. Louis Rams Home Schedule

<i>2002 Preseason</i>	
Fri., Aug. 16	vs. Chicago
Thurs., Aug. 22	vs. San Diego
<i>2002 Regular Season</i>	
Sun., Sept. 15	vs. New York
Sun., Sept 29	vs. Dallas
Sun., Oct. 13	vs. Oakland
Sun., Oct. 20	vs. Seattle
Sun., Nov. 10	vs. San Diego
Mon., Nov 18	vs. Chicago
Sun., Dec. 15	vs. Arizona
Mon., Dec. 30	vs. San Francisco

St. Louis Blues Home Schedule

<i>2002 Preseason</i>	
Fri., Sept. 25	vs. Nashville
Sat., Sept. 28	vs. Minnesota
Fri., Oct. 4	vs. Chicago
<i>2002 Regular Season</i>	
Thurs., Oct. 10	vs. Anaheim
Sat., Oct. 12	vs. Minnesota
Tues., Oct. 15	vs. Carolina
Thurs., Oct. 17	vs. Columbus
Sat., Oct. 19	vs. Dallas
Wed., Oct. 30	vs. Nashville
Thurs., Nov. 7	vs. Columbus
Sat., Nov. 9	vs. Toronto
Thurs., Nov. 21	vs. Los Angeles
Sat., Nov. 23	vs. Colorado
Mon., Nov. 25	vs. San Jose
Fri., Nov. 29	vs. Calgary
Sat., Nov. 30	vs. New Jersey
Thurs., Dec. 5	vs. Ottawa
Sat., Dec. 14	vs. Atlanta
Mon., Dec. 23	vs. Los Angeles
Thurs., Dec. 26	vs. Colorado



APPENDIX D

Sales for Jill Metherd

	1999	2000	2001	2002
January	\$ -	\$ 2,679.26	\$ 3,472.70	\$ 7,806.10
February	\$ -	\$ 906.00	\$ 43,439.64	\$ 35,551.45
March	\$ -	\$ 10,015.66	#####	\$ 28,857.00
April	\$ -	\$ 3,725.50	\$ 17,024.77	\$ 41,900.50
May	\$ 12,000.00	\$ 59,827.75	\$ 38,127.49	\$ 33,428.50
June	\$1,547.57	\$ 4,882.00	\$ 44,304.25	\$ 65,809.86
July	\$18,072.34	\$ 36,152.33	\$ 36,473.62	\$ 22,045.96
August	\$1,616.00	\$ 78,663.75	\$ 73,985.19	\$ 54,482.17
September	\$42,256.47	\$ 14,784.93	\$ 11,984.00	\$ 18,845.00
October	\$ 76,608.36	\$ 38,902.45	\$ 44,689.64	\$ 61,000.00
November	\$20,923.00	\$ 17,844.13	\$ 24,450.55	
December	\$800.00	\$ 3,797.09	\$ 15,086.00	
yearly totals	\$173,823.74	\$ 272,180.85	#####	\$ 369,726.54
groups/yr	21	69	59	58
avg rev/group	\$8,277.32	\$3,944.65	\$8,747.61	\$6,374.60
total DSL revenue		#####		
avg/yr	\$332,959.97			

APPENDIX E

2002		
YTD Total =	\$369,726.54	
iii Metherd per month		
Client	Dollar Total	# of Groups
January	\$7,806.10	4
Ritz Carlton	\$1,075.00	
Nestle Purina	\$351.75	
Ranken Jordan	\$5,250.00	
AstraZeneca	\$1,129.35	
February	\$35,551.45	7
Duke	\$1,610.00	
Ritz Carlton	\$270.00	
MasterCard	\$23,671.45	
Solomon Smith Barney	\$405.00	
Dairy Farmers	\$600.00	
Ritz Carlton	\$3,245.00	
May Co.	\$5,750.00	
March	\$28,857.00	6
Renaissance	\$400.00	
St. Louis CVC	\$304.00	
OERF	\$110.00	
Holy Cross	\$1,898.00	
Discovery International	\$19,145.00	
MasterCard Global	\$7,000.00	
April	\$41,900.50	5
YMCA	\$264.00	
NAYDO	\$19,901.75	
ADP	\$7,378.30	
MasterCard- Petra	\$2,728.87	
MasterCard - Maestro	\$11,627.58	
May	\$33,428.50	6
IECA	\$18,170.00	
Ralston Foods	\$1,175.50	
HP ETS Site	\$3,390.00	
Nestle Purina	\$4,715.00	
Veteran's Canteen	\$1,160.00	
Xiotech	\$4,818.00	
June	\$65,809.86	9
Astra Zeneca	\$29,874.08	
US Motivation	\$11,909.40	
Marianists	\$11,855.70	
Nestle Purina	\$8,669.68	
Solomon Smith Barney	\$1,433.00	
Liberty Fund	\$648.00	
NRPA	\$250.00	
Met Life	\$680.00	
Hardees	\$490.00	
July	\$22,045.96	10
NRECA	\$983.00	
Cooley Reunion	\$680.00	

Mead Johnson Nut	\$2,773.80		
MMSC	\$1,956.80		
NASMM	\$1,774.00		
Harley Davidson	\$1,900.00		
Elan	\$4,190.36		
Aventis	\$770.00		
Maritz HP Site	\$2,728.00		
Farmers Ins.	\$4,290.00		
August		\$54,482.17	5
US LST	\$40,435.00		
Merck	\$1,500.00		
VHA	\$11,084.00		
Busch Entertainment	\$868.17		
Bond Market	\$595.00		