

# Marketing Communications Proposal

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City of Quito



Presented by:

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October 30, 2003



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# Principal Goal

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To create “brand awareness” for Quito and its diverse tourism product within the critical North American market and to position the city as one of the most fascinating and unique tourist destinations in the world – highlighting both its physical and cultural assets.



# Objectives

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- ◆ Support Plan Q initiative to increase tourism arrivals to Quito over the next six years to reach 400.000 in 2010.
- ◆ Enhance positive awareness of Quito and its many diverse tourism offerings.
- ◆ Heighten interest in the city and its surroundings within existing and new target audiences in North America.



# Strategies

## HOW DO WE ACHIEVE THESE OBJECTIVES?

### FIRST, WE PLAN...

- ◆ Conduct research to determine existing perceptions of Quito among key influencers: use findings to help develop action plan.
- ◆ Conduct preliminary strategy session with PPR team and key tourism officials to determine market strengths and weaknesses and establish basic action plan.
- ◆ Highlight distinct characteristics of Quito to formulate key messages.
- ◆ PPR will conduct semi-annual media audits and will use the results as a benchmark for PR efforts; refine strategies



# Strategies

## THEN WE ACT...

- ◆ Provide effective and consistent communications on all aspects of Quito's tourism to its target audiences.
- ◆ Develop programs to enhance travel agent and travel industry relations in North America.
- ◆ Increase awareness of the city of Quito and its tourism highlights through an aggressive media relations campaign.
- ◆ Develop high-visibility special events and promotions to create widespread attention for Quito throughout North America.



# Target Audiences

## ◆ United States & Canada

Tour operators/wholesalers  
Travel agents  
First time visitors  
Repeat vacationers

## ◆ Niche/Vertical Markets

Cultural/historical aficionados  
Eco-tourism/nature enthusiasts  
Adventure travelers  
Bridal/honeymoon  
Gourmet/"Foodies"

## ◆ Media

National, regional consumers  
Cable and network television/radio  
Top ADI newspapers  
Travel trades  
In-flight airline publications  
Travel guide books  
Internet sites



# Research

## FIRST WE PLAN...

### ◆ Market Research

Conduct research to determine existing perceptions of Quito

### ◆ Introductory Team Tour

Conduct in-depth site inspection and training session for account team

### ◆ Strategy Sessions

Hold sessions with PPR team and key tourism officials to determine market strengths/weaknesses

Develop action plan, creative promotions, media strategies, etc.

Clearly define and differentiate the city's attributes vs competing destinations

Develop message points for consistency in communications





# Tools

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- ◆ PPR's proprietary media database representing more than 3,000 travel journalists
- ◆ Editorial calendars and media lead newsletters, both electronic and print
- ◆ Creative communication and direct mail
- ◆ Aggressive Internet monitoring and research
- ◆ Long-standing industry partnerships, associations and relationships
- ◆ Photo Library
- ◆ Informative Press Kit
- ◆ News Bureau/Official Media Representative
- ◆ Press Clipping Service



# Media Campaign

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## THEN WE ACT...

- ◆ News Bureau
- ◆ Media Kit
- ◆ Press Trips
- ◆ Media Relations
- ◆ Media Roundtables
- ◆ On Location



# News Bureau

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- ◆ Accelerate media coverage
- ◆ Serve as clearinghouse for media information
- ◆ Ensure message consistency
- ◆ Provide bilingual information
- ◆ Track destination and industry news pertinent to Quito



# Media Kit

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- ◆ Create a comprehensive destination press kit for Quito
- ◆ Distribute news announcements monthly
- ◆ Heighten awareness among consumers
- ◆ Enhance Quito's image within the travel industry



# Media Relations

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- ◆ Constant Media Outreach
- ◆ Individual Site Reviews
- ◆ Develop standard trip itineraries
- ◆ Conduct aggressive follow-up to ensure coverage
- ◆ Update media on news as available



# Press Trips

- ◆ Quarterly press trips, including up to 10 journalists each, designed to generate coverage and interest in Quito as a unique and exciting vacation destination
- ◆ Trips themed to focus on Quito's key points of interest: culture, history(the Old City, Mitad del Mundo, Otavalo) eco-adventure (the Andean Rainforest, Volcano Cotopaxi and Haciendas) as well as the many diverse areas that make Quito "a destination for seven nights and more."
- ◆ Work with in-country hoteliers, international airlines, restaurants, etc.



# Media Roundtables

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- ◆ Coordinate a series of roundtable discussions with key tourism officials from Ecuador in primary market cities in the U.S. and Canada
- ◆ Use these roundtables as components of the travel industry road shows
- ◆ Invite select editors of major travel trades and consumer travel media to discuss the developments in Quito



# On Location

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PPR will encourage and solicit filming in Quito, with such opportunities as:

- ◆ National news shows
- ◆ Reality TV shows
- ◆ Talk shows
- ◆ Movies
- ◆ Magazine photo shoots
- ◆ Celebrity events





# Promotions

PPR Communications has relationships with a number of major U.S. corporate and media partners, including:

- ◆ Conde Nast Publications
- ◆ Sony Latin America
- ◆ National Geographic
- ◆ Carnival Cruise Lines
- ◆ Anheuser-Busch
- ◆ Adelphia Cable
- ◆ Healthy Choice Foods

And we will expand this program by forming relationships with new corporate sponsors, such as:

- ◆ American Airlines
- ◆ American Express/Visa/Mastercard



# Promotions

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We will also proactively seek out media promotions, such as:

- ◆ Travel Channel
- ◆ MTV Latino
- ◆ Conde Nast Publications
- ◆ Adelphia Cable and other national/regional cable networks
- ◆ National radio network promotions, such as ESPN and NPR



# Travel Agent/Industry Relations

## Trade Show Management

- ◆ Create an annual calendar of key industry shows
- ◆ Develop core program to maximize exposure
- ◆ Research Participation opportunities
  - Speaker/panel member
  - Session sponsor
  - Event participation
- ◆ Pre-arrange media interviews
- ◆ Conduct post-show media follow-up
- ◆ Attend shows, coordinate receptions, encourage media interaction



# Travel Agent/Industry Relations

## Travel Agent Presentation – CD Rom

- ◆ Updated bi-annually and distributed to North American sales representatives; key industry contacts and tourism offices
- ◆ Provide news and information on Quito

Hotels – new openings, renovations, changes  
Cultural events/developments  
Business developments  
Government updates  
Special incentives



# Travel Agent/Industry Relations

## Quito On the Road – Travel Industry Road Shows

We will work with Quito's tourism management to create a calendar of travel industry shows in key market cities across the United States. The purpose of these shows will be to enhance Quito's brand awareness and launch its current tourism product to:

- ◆ Industry partners
- ◆ Travel Agents and wholesalers
- ◆ Media

We will use an internationally recognized firm that creates events for the travel industry. Current clients include:

- ◆ American Airlines Vacations
- ◆ Delta Vacations
- ◆ Continental Airlines Vacations
- ◆ Hawaii Visitor & Convention Bureau



# Travel Agent/Industry Relations

## Quito on the Road

PPR suggests the following cities as appropriate venues for **Quito on the Road**:

- ◆ New York
- ◆ Miami
- ◆ Washington DC
- ◆ San Francisco
- ◆ Los Angeles
- ◆ Dallas
- ◆ Chicago
- ◆ Portland/Seattle



# Additional Activities

PPR Communications is a full-service integrated marketing communications company. You may solicit additional services on an ad hoc basis. Highlights include:

- ◆ Advertising
- ◆ Collateral materials
- ◆ VNR/B-roll Video
- ◆ Media Training
- ◆ Crisis Communication



# Preliminary Budget

We believe that Quito should be prepared to budget approximately \$250,000 for public relations fees and expenses in Year One.

- ◆ Retainer fee estimated at \$15,000 per month
- ◆ Airline tickets for media: \$27,300 (est.)
  - \$650 average ticket price
  - Quarterly press trips
  - Individual media visits
  
- ◆ Additional expenses, such as travel industry road shows, to be budgeted separately
  
- ◆ Final budget to be determined during strategy sessions at onset of program





# Thank You!

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City of Quito



Gracias!

