



Market  
ILLINOIS

---

## FY20 NICHE PLAN

### **MARKET ILLINOIS LEADERSHIP TEAM**

**Chair**—Cara Allen, Peoria Area Convention & Visitors Bureau

**Board Liason**—Brett Stawar, All Around Alton

### **NICHE OVERVIEW**

Market Illinois is a Niche Committee of the Illinois Council of Convention and Visitor Bureaus (ICCVB) developed to strengthen the relationships between the communications, public relations and marketing professionals statewide.

Recognizing that destination marketing is a specific and unique type of marketing in which limited expertise can be found in each of the CVBs own individual communities, the opportunity to meet in person three times a year and discuss best practices in travel and tourism promotion is extremely valuable to each committee member.

### **FY18 BUDGET & GOALS**

As in FY19, Market Illinois will not be pursuing grant funds and requires no state support in FY20.

Market Illinois will continue to be an education-focused group, looking to strengthen our individual marketing plans through collaborative discussion, education and promotions that further benefit the State of Illinois as a whole.

Through regular gatherings at the ICCVB Fall, Winter and Spring meetings, Market Illinois will invite relevant speakers to educate our attendees on new technologies, marketing best-practices and applicable services that further promote our destinations.

Additionally, Market Illinois will hold collaborative discussions pertaining to:

---

**PRINT PUBLICATIONS**— (Visitors guide, maps, niche brochures, etc.) Relevancy, with or without advertising, distribution, content, integration with electronic media, audience.

**ADVOCACY**— Telling our way and explaining our message to our constituents and stakeholders.

**WEBSITES**—Content, CMS options, publishing platforms, reporting, integration with video, social media, blogs, hotel and restaurant reservation systems, photography, video. Important elements of a successful CVB website.

**MARKETING PLANS**—Describe the components of a strategic marketing plan incorporating digital and non-digital components. Identifying necessary research tasks necessary for a successful marketing plan.

**PUBLIC RELATIONS**—Media Relations, travel writers – print, blogs, digital publications, public relations distribution services, clipping services, Google alerts, digital media listings and content upload options. Media FAM trips and other like events. Pitching stories by interest beyond travel.

**SOCIAL MEDIA**—CVB resources devoted to social media, channels employed, best practices in posting and advertising content, keeping pace of changes in social media channels, tracking and quantifying results of social media campaigns, integration of photography and video, partnering with local media to expand social media reach, engaging members/area partners in social media campaigns, value of social media contests. Exchanging information on new social media channels and the impact on resources in terms of personnel and finances on CVBs.

**BRANDING**—Determining best practices in branding your CVB and how to incorporate it into all of the CVB messaging. Outreach of branding to members/ area partners and other civic organizations in CVB service area. How branding is carried through all elements of CVB marketing and administrative activities and how branding relates to theme development and advertising.

**MEMBERSHIP/AREA PARTNERS AND STAKEHOLDERS**—Best practices in engaging local stakeholders to be a part of marketing campaigns to elevate their success and achieve a high level of community by-in.

Additionally, Market Illinois will explore ways for our bureaus to enhance exposure through partnering to allow for greater Travel Writer and Tour Group exposure. Market Illinois will also be available to coordinate with other niche groups to assist with promotions and invitations for tradeshow and any other possible initiatives.