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The mission of the Visit Annapolis and Anne Arundel County is to plan, produce and promote programs designed to increase the volume of leisure and business visitors to Annapolis and Anne Arundel County, while preserving the community and managing the travel and tourism industry.
APPOINTED MEMBERS
City of Annapolis Representative
Felicia Nolan

Anne Arundel Economic Development Corp Representative
Bob Hannon, President & CEO

BWI Partnership Representative
Greg Pecoraro, Executive Director

AT LARGE MEMBERS
Sally Comport, Principal, Art at Large, Inc.

Michael Hughes, Vice President/General Manager, Empire Broadcasting System/WRNR Radio

Jim Piccoli, General Manager, The Westin Annapolis

Brian Riddle, President, Homestead Gardens

Lauren Russell, President & Creative Director, Maine Cottage

CMRD. John Schofield, USNA Public Affairs Officer

Doug Shipley, Executive Vice President/General Manager, Maryland Live!

CHAIRMAN'S ADVISORY COMMITTEE
Ann Berger, Innkeeper & Owner, Georgian House Bed & Breakfast

Gavin Buckley, Owner, Metropolitan Kitchen & Lounge

Gene Condon, Vice President/General Manager, Arundel Mills Mall

Mary Derin, Executive Director, Greater Crofton Chamber

Joe Kemp, Regional Manager, Strategic Partners & Media

Brian Gallagher, Esquire, Council, Baradel, Kosmerl & Nolan, PA

Dale Hilliard, Chief of Staff, Maryland Aviation Administration

Howard Holt, President, North Arundel Contracting

Julia Howes, Executive Director, Southern Anne Arundel Chamber of Commerce

Gary Jobson, President, National Sailing Hall of Fame

April Nyman, Executive Director, Arts Council of Anne Arundel County

Sean O'Neill, President, Annapolis Business Association

Joe Rubino, CFO/Deputy Superintendent for Finance, USNA

Fran Schmidt, CEO, Northern Anne Arundel County Chamber of Commerce

Sushant Sidh, Principal, Capitol-Strategies

Elly Tierney, President, Ward One Residents Association

Linda Zahn, CEO, Grater Severna Park and Arnold Chamber of Commerce

Susan Zellers, Executive Director, Marine Trades Association of Maryland
VAAAC VISITOR INDUSTRY
ECONOMIC IMPACT
*BASED ON TOURISM ECONOMICS LATEST (2014)

PEOPLE

6.73 MILLION
Visitors to Anne Arundel County

= 

17,452
Number of Visitors in Anne Arundel County on an Average Day in 2014

DOLLARS

$3.55 BILLION
Total Direct Visitor Spending in Anne Arundel County in 2014

$2.79 MILLION
Spending by Visitors on Lodging in Anne Arundel County in 2014

$3.01 MILLION
Spending by Visitors on Retail in Anne Arundel County in 2014

$408 MILLION
Spending by Visitors in Restaurants in Anne Arundel County in 2014

JOBS

29,809
Total Jobs

$1,639.2 MILLION
Total Payroll

TAXES

$348 MILLION
State & Local Taxes Generated by Anne Arundel County Visitor Industry in 2014
Dear Partner:

As a destination marketing organization (DMO) our goal is to position the county as the ideal leisure travel and meeting destination. Within our core market we encourage regular visitation for longer periods, while identifying new geographic markets to open as source visitor markets.

We’ve researched who travels, and what they do. That knowledge has been the driving force for our new DMO model of marketing. Our county provides the exact feature travelers are searching for, an “authentic experience”. We will leverage that experience and encourage visitation through persona-based strategic marketing campaigns.

In Fiscal Year 2016-2017 we’ve created a persona-based strategy with an overall branding message for the: EXPLORER | FOODIE | HISTORIAN.

The message invites visitors to come relax, explore our history and outdoors, and enjoy our new restaurant explosion. In other words, create Your Moment! (2016 visitor survey rated these three experiences as having met or exceeded their pre-visit expectations)

Our goal is to target visitors that are looking for authentic experiences, have discretionary income and the available time to travel. Based on these attributes our target audience segments will include:

**Millennials (Born 1980s to 2000s)**

The Millennial generation is one of the fastest growing segments and one that greatly supports the travel industry. PhoCusWright stated that more than 70% of Millennials took at least one leisure trip in 2013 and 66% of Millennials consider travel a very important part of their life. Another interesting fact is that 71% of Millennials took short getaways of three nights or less, which makes them a perfect target for our destination.

**Boomers (Born 1946 to 1964)**

The Boomer generation continues to be a focus for the travel industry, based on the pure size of the audience but also their passion for travel. AAARP report in 2015 indicated that 97% of Boomers anticipate taking at least one domestic trip in 2015, with the main types of travel included multi-generational trips, summer vacation, and weekend getaways.

While these two audiences are different in some aspects, they do share similar characteristics, which is why we have targeted them as our core audience in FY17.

- **Pure size of the audience** (estimated 76.4 million baby boomers and 80 million millennials).
- **Interest in authentic experiences**. These audiences are looking for unique experience, not just shopping the best deal.
- **They have a desire to customize their experiences and create their own personal connections when traveling.**
- **Both have discretionary income and the propensity to spend on travel** (according to MMGY, Boomers spent on average $3,381 while Millennials spent an average of $3,217).
- **Both have time and are open to last minute weekend getaways or short haul trips.**

From,
**Your Destination Marketing Team**

Creating Moments
MEASURING SUCCESS

The Visit Annapolis and Anne Arundel County DMO tracks and communicates the results of its efforts on the basis of the following:

PERFORMANCE INDICATORS

- Economic Impact of Tourism
- Market Occupancy
- Hotel Tax Collections
- County Hotels’ Average Daily Rate (ADR)
- Anne Arundel County Hotels’ Revenue per Available Room (RevPAR)

PERFORMANCE MEASURES

- Return on Investment (ROI)
- VAAAC DMO-booked Room Nights
- Media Visits/Media Value/Social Media Analytics
- Advertising Inquiries Generated
- Total Lead Generation via Advertising, Social, Sales, and Communications
Tourism dollars often start in the usual places, like a hotel or restaurant, but they don’t stay there.

And then the gardener buys a bushel of crabs to steam at Chesapeake Seafood.

Say a hotel guest walks to City Dock and catches a water taxi to Eastport for a view of the Annapolis skyline.

The following day, a ballerina visits a plant sale at the Historic London Town and Gardens to spruce up her apartment.

Then the water taxi driver heads downtown to Iron Rooster for his lunch break, making sure to tip his favorite waiter.

After work, the soccer coach heads to Maryland Hall for the Creative Arts to see the performance of Cinderella by the Ballet Theatre of Maryland.

The waiter stops at the Annapolis Book Store after his shift to pick up a gift for his Dad’s birthday.

On his way home from work, the Optometrist picks up his children from soccer practice and pays for their next enrollment.

The book store owner has to take the afternoon off for her yearly checkup appointment at the Anne Arundel Eye Center.
DESTINATION ANALYSIS

The result of legislation introduced in 2009 by members of the Anne Arundel County Legislative Delegation, was that the Anne Arundel County Tourism Promotion Act was signed into law by the governor, providing that a percentage of the overall county tax collection be dedicated to the VAAAC. That percentage is now 17%. The increased funding has meant a considerable increase in the VAA performance metrics, and an increase in visitor volume to the destination.

IMPACT PERSPECTIVE

▲ Anne Arundel County tourism wages total $932.3 million.
▲ 17% of private sector jobs in Anne Arundel County are tourism jobs.
▲ Tourism’s income tax and hotel property tax contributes over $22.8 million to AAC’s public education system.
▲ Tourism is the 4th largest industry in Anne Arundel County
▲ Each visitor generated $116 in tax receipts, $68 of which went to state and local authorities
▲ Looking at all tourism tax revenues and their impact on AAC, $87 million, each AAC taxpayer saves $405 a year in taxes.
▲ Anne Arundel County was able to retain 70 cents of every $1.00 spent by travelers

KEY ASSETS

Historic Annapolis | United States Naval Academy | pristine shoreline communities | rural attractions | maritime heritage and industry | unique meeting space | burgeoning shopping districts | new dining experiences | BWI Thurgood Marshall Airport | Arundel Mills Mall (largest attraction in Maryland) | Maryland Live! Casino

Domestic Feeder Markets:
Maryland, Virginia, District of Columbia, Pennsylvania, Ohio, New Jersey, New York
KEY MANAGEMENT GOALS OVERVIEW

- Increase unique visits, page views, and time spent on all DMO websites and Apps
- Leverage advertising/marketing/communications dollars by participating in cooperative projects with Maryland Office of Tourism Development (OTD), Capital Region USA (CRUSA), and TEAM Maryland
- Generate overnight group business via trade shows, sales missions, sales events and sales calls
- Increase visitation and overnight bookings through our sales activities with Discover Newport DMO
- Increase visitation and overnight bookings overall
- Utilize public relations and social media initiatives to generate positive destination coverage to increase awareness of AAC, and to further extend the reach of traditional advertising
- Utilize public relations and social media initiatives to generate positive Organization coverage to increase awareness of the successful activities of the DMO
- Continue to expand ways the DMO and Anne Arundel Economic Development Corporation (AAEDC) can market together for increased tourism volume, relocation, and business development
- Use AAC area events and assets to showcase the county in a variety of targeted familiarization tours, and promotional opportunities
- Increase cooperative marketing activities with our DMO Partners
- Increase Partner referrals generated by visitors center personnel
- Increase partner referrals from DMO websites
- Increase revenues for our partners
- Enhance the skills set of DMO staff through continuing Professional Development
- Continue to educate our public officials and partners on the ROI of marketing the destination
- Increase DMO productivity and metrics year over year
- Begin on going staff training by the office of Emergency Management
- Continue an enhanced effort to educate the non-traditional tourism community on our program of work
Over the last 3 years we have targeted the Mid-Atlantic and Southern Pennsylvania areas with the expectation of attracting potential visitors within a two to five hour drive of Anne Arundel County. With our redesigned website in place for fiscal 2016-17, and our "Create Your Moment" campaign, we will continue targeting these markets via print, digital, social and broadcast building on the past successes.

We will also continue to work directly with our partners to promote their annual events to the Maryland, DC, Northern Virginia markets and, when appropriate, throughout the Mid-Atlantic region and internationally. This "event" marketing will assist in branding the diversity visitors can discover in the area throughout the year.

With TheHotelsAtBWI.com gaining momentum following its first year on-line, we will continue to promote the region as a convenient option for travelers to the Baltimore, Annapolis and Washington area, and as a unique resource for the Sales Department to present the overall County.

Another fresh look and design will be in place for 2016-17 for our Sales Department’s MeetInAnnapolis.com site. This new design will concentrate on the Annapolis and South County region and be supported with ad placements.

WeddingsInAnnapolis.com will continue to be an additional resource to promote destination Weddings in downtown Annapolis and the South County Countryside. We will continue strategic placements in Mid Atlantic wedding publications and retargeted digital placements.

With the release of our redesigned VisitAnnapolis.org website, we will slowly phase out the NaptownLocals.com blog site. Our bloggers will be repositioned as part of the content on the redesigned Visit Annapolis site.

We will attempt to use the AnnapolisNOW App more efficiently with more real time updates and accessible options to download our new AnnapolisNOW Radio stream.
OBJECTIVES

- Roll out our “niche” Visit Annapolis branding and marketing initiatives to continue the current momentum we have established for more awareness of the destination. Continue our current marketing strategies for the additional Anne Arundel County options with our various websites for leisure, weddings, corporate and sport event destination resources.
- Continue to leverage the Matching Funds Grants Program established by the Maryland Office of Tourism Development (OTD) for leisure advertising.
- Reinforce the Brand in previous target markets through advertising.

STRATEGIES

- Leverage our marketing and advertising budget to increase brand awareness with all four platforms.
- Continue our current Google/Facebook/Twitter/Instagram/YouTube marketing strategies and create new options to continue our current engagement.
- Cross our social media engagement with interactive options with our partners, members and corporate clients along with cross promoting VisitAnnapolis.org.
- Target domestic and international markets with the emphasis of our funding dedicated to the local and regional aspects of Maryland, Pennsylvania/New Jersey, Virginia and Northern Virginia/D.C.
- Renew our current CVent platform.
- Continue to expand the VAAAC’s electronic outreach and email marketing capabilities.
- Continue to build the bureau’s proprietary database of opt-in contacts, and create a new look for consumer distribution of E-newsletters in conjunction with our new design.
Commit added emphasis and budget to our search engine optimization (SEO) to increase traffic to our websites.

Utilize research commissioned by the VAAAC and research purchased as a partnership with the OTD to identify economic impact, traveler profiles, and tax revenue value.

Review our current marketing collateral in printed and digital formats including visitors guides, meeting planner guides and sports market collateral.

Create additional education, online training support and attendance at education conferences with our members and partners.

Identify, theme, manage, and promote VAAAC events to include National Tourism Week and various Partnership events.

Continue contract with our agency, Symmetry

Create and advertise sweepstakes and promotions of key events such as Military Bowl, U.S. Boat Shows, Irish Week, Annapolis Film Festival, and a list of others to generate a spike in queries and visitors during each month.
COMMUNICATIONS & PUBLIC RELATIONS

OBJECTIVES

- Initiate/enhance relationships with journalists at significant media outlets in key CVB feeder markets
- Boost the use and frequency of digital and traditional mediums to maximize the reach of the VAAAC’s public, media and internal relations efforts
- Continue with ongoing efforts to establish the VAAAC as the definitive go-to resource for residents, visitors and journalists seeking information about Annapolis and the Chesapeake Bay
- Continue coordinating public relations efforts internally to ensure dissemination of a unified organizational message
- Continue to identify and expand outreach into new and developing domestic and international media markets that will yield the greatest return on human and capital investment
- Enhance efforts to build strong support for the VAAAC, its initiatives and accomplishments among key stakeholders, including partners, board members, business associations, elected officials and area residents

Radio Nova, France, Interviewing Ted Levitt of Chick and Ruth’s
COMMUNICATIONS & PUBLIC RELATIONS CONTINUED

STRATEGIES

▲ Continue to investigate and promote the destination’s new, emerging and existing tourism products to members of the news media

▲ Anticipate and satisfy the media’s ever-evolving requirements for image quality and variety

▲ Utilize key annual events as vehicles for enhancing the destination’s exposure with the news media

▲ Grow the VAAAC’s ongoing partnership with the Maryland Office of Tourism Development and Capital Region USA

▲ Continue identifying and utilizing methods to maximize the efficiency of VAAAC-sponsored press trips

▲ Expand VAAAC’s outreach to domestic and international journalists and media outlets through participation in additional media trade shows and events

▲ Continue involvement with the Mid-Atlantic Tourism Public Relations Alliance (MATPRA) and Public Relations Society of America (PRSA) to identify and capitalize on new outreach opportunities

▲ Attend conferences/events that provide information on new and emerging public relations and media trends

▲ Evaluate the Maryland Office of Tourism Development’s new Maryland Media Measurement (M3) metrics tool with an eye toward adopting it as means of more accurately calculating the scope and value of VAAAC’s media outreach efforts

▲ Continue to serve as an informational resource to members/partners seeking guidance and direction in the media, promotions’ and public relations’ arenas
COMMUNICATIONS & PUBLIC RELATIONS CONTINUED

- Invite qualified journalists to participate in a CVB-sponsored media press trip
- Plan and execute face-to-face meetings with news media representatives in two of VAAAC’s major target markets
- Continue to mine Cision’s media database to identify and reach new media outlets in key VAAAC markets
- Continue regularly contacting and visiting representatives of area businesses and associations to identify and develop story ideas for distribution to the news media
- Continue meeting with Annapolis and Anne Arundel County business representatives to help them identify, develop and package their tourism product.
- Continue hosting monthly “All Around Annapolis” television shows and participating in weekly WNAV Radio interviews as a means of building goodwill with VAAAC members and the local community
- Strengthen and enhance relationships with the local business community through participation in weekly Rotary meetings and events
- Continue assisting the Maryland Office of Tourism Development and Capital Region USA with domestic and international press trips
- Continue collaborating with marketing department to ensure a unified message across all communications platforms
- Continue providing prompt, comprehensive assistance to media representatives in search of information, contacts, images and b-roll
- Enhance the usefulness of VAAAC’s bi-weekly E-blasts by continuing to provide timely information and by introducing new categories designed to turn the E-blasts into essential reading material for VAAAC partners and members of the local news media
DESTINATION SALES

OBJECTIVES

- Educate customers on the proximity of BWI Marshall Airport, Amtrak, and Washington Metro Area
- Book group business in all markets for Anne Arundel County
- Retain and expand existing sporting events
- Implement direct sales and marketing strategies promoting county assets
- Execute additional meeting planner events with Alexandria DMO using Annapolis/Newport model
- Integrate sales strategies with other VAAAC departments to execute marketing plan and maximize group bookings
- Input and analyze group booking data using Economic Impact Calculator
DESTINATION SALES
CONTINUED

STRATEGIES

- Attend trade shows relevant to market segmentation
- Join appropriate sales industry associations to develop leads and to network with planners
- Work closely with hotels to focus on mid-week business for Annapolis weekend business for BWI hotels, and Sunday night business for all.
- Convert business from face-to-face and lunch-and-learn sales calls and events
- Promote MeetInAnnapolis.com and HotelsatBWI.com website addresses
- Host Wednesday Night Sailboat Races targeting Philadelphia, Washington, DC and Virginia, and New York/New Jersey meeting planners
- Host Sports Night Event with sports industry partners and sports planners
- Act as housing agent for the December Military Bowl
- Work closely with Anne Arundel County operation and facility managers of sports venues, fields and complexes
- Plan and execute Maryland Live! Casino and Arundel Mills/BWI Marshall Meeting Planner Event
STRATEGIES

- Increase sales calls and sales missions to Washington, Metro area and known feeder markets.
- Host destination customer events capitalizing on significant in-market events such as the Military Bowl, Navy Football.
- Encourage VAAAC partners to take advantage of new and existing DMO website features.
- Utilize available technology to track economic impact.
- Attend industry association meeting planner networking events in feeder markets.
- Attend advanced level professional development conferences and educational programs.
- Collaborate within VAAAC advertising department for group sales ad placement.
- Communicate regularly with VAAAC partners, key city, county and state partners.
- Continue monthly sales meetings for all VAAAC partners.
- Increase total room night bookings by 2%.
- Continue to offer the booking incentive program to best meet the needs of AAC hotels and customers.
### TRADESHOWS AND SALES ACTIVITIES

#### Trade Shows FY17

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<tr>
<th>Trade Shows FY17</th>
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<tr>
<td>Luxury Meetings Summit</td>
<td>July 25, 2016</td>
<td>Charlotte, NC</td>
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<tr>
<td>Luxury Meetings Summit</td>
<td>July 26, 2016</td>
<td>Raleigh/Durham</td>
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<tr>
<td>ASAE Annual Meeting &amp; Exposition</td>
<td>August 13 - 16, 2016</td>
<td>Salt Lake City, UT</td>
</tr>
<tr>
<td>Connect Marketplace (assn/corporate/sports)</td>
<td>August 25 - 28, 2016</td>
<td>Grapevine, TX</td>
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<tr>
<td>MEET National</td>
<td>September 9 - 10, 2015</td>
<td>Washington, DC</td>
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<tr>
<td>Reunion Friendly Network Northeast Regional Roundtable</td>
<td>September 25 - 27, 2016</td>
<td>Harrisburg, PA</td>
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<tr>
<td>TEAMS Conf &amp; Expo</td>
<td>September 26 - 29, 2016</td>
<td>Atlantic City, NJ</td>
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<tr>
<td>Connect Faith</td>
<td>October 25 - 27, 2016</td>
<td>Orlando, FL</td>
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<tr>
<td>Your Military Reunion Connection</td>
<td>November 9 - 11, 2016</td>
<td>Newport News, VA</td>
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<tr>
<td>MASAE Annual Conference</td>
<td>December 14 – 15, 2016</td>
<td>Atlantic City, NJ</td>
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<tr>
<td>Religious Conference Association Emerge Conference</td>
<td>February 7 – 9, 2017</td>
<td>Chicago, IL</td>
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<tr>
<td>DMAI Destination Showcase</td>
<td>March 2017 TBA</td>
<td>Washington, DC</td>
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<tr>
<td>National Association of Sports Commission</td>
<td>March 26 - 30 2017</td>
<td>Sacramento, CA</td>
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<tr>
<td>ASAE Springtime</td>
<td>April 2017 TBA</td>
<td>Washington, DC</td>
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#### Sales Activities FY17

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<tr>
<th>Sales Activities FY17</th>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>Wednesday Night Sailboat Races</td>
<td>July/August 2016</td>
<td>Annapolis, MD</td>
</tr>
<tr>
<td>Philadelphia Sales Mission</td>
<td>July 2016 TBA</td>
<td>Philadelphia, PA</td>
</tr>
<tr>
<td>New York City Meeting Planner Event</td>
<td>July 2016 TBA</td>
<td>New York, NY</td>
</tr>
<tr>
<td>USNA - Ravens Practice Meeting Planner Event</td>
<td>August 2016 TBA</td>
<td>USNA</td>
</tr>
<tr>
<td>Chicago Sales Blitz</td>
<td>Fall 2017 TBA</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>Annapolis/Alexandria Meeting Planner Luncheon</td>
<td>Fall 2017 TBA</td>
<td>Alexandria, VA</td>
</tr>
<tr>
<td>Unique Venue - Crab Feast</td>
<td>September 2016 TBA</td>
<td>Annapolis, MD</td>
</tr>
<tr>
<td>BWI / Maryland Live FAM</td>
<td>September 2016 TBA</td>
<td>BWI/Arundel Mills</td>
</tr>
<tr>
<td>Military Bowl Client Appreciation Event (sports)</td>
<td>December 2017 TBA</td>
<td>USNA</td>
</tr>
<tr>
<td>4th Annual CVB Sports Night</td>
<td>February 18, 2016</td>
<td>Annapolis, MD</td>
</tr>
<tr>
<td>Annapolis/Newport Meeting Planner Luncheons</td>
<td>February/March 2017 TBA</td>
<td>DC /VA</td>
</tr>
<tr>
<td>Annapolis Historic FAM</td>
<td>April 2017 TBA</td>
<td>Annapolis, MD</td>
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VISITOR SERVICES

OBJECTIVES

- Establish feasibility and potential for increased Visitor Service capabilities in physical satellite locations or by utilizing Ambassador model
- Increase skill sets related to Visitor Center, staff and volunteer management
- Expand recruiting efforts to maintain current high quality of active volunteers
- Increase visibility of ambassador program to include targeted Anne Arundel County festivals and events
- Establish additional volunteer/ambassador training and community service project participation and opportunities
- Determine best practices and appropriate incentives to reinvigorate the commitment and enthusiasm of veteran volunteers
- Maintain a safe, friendly and updated environment in the visitors center and information booth

STRATEGIES

- Regularly attend and participate in meetings with Community Associations/Organizations/Heritage Area
- Expand Visitor Services to include the use of Ambassadors in high impact locations on daily/weekly/weekend basis as determined by demand
- Continue upgrade of procedures and operational practices, utilizing available technologies to increase effectiveness of administrative tasks, volunteer scheduling and information dissemination
- Establish "Partner of the Month" meet & greet opportunities at the Visitors Center. Schedule 16 hrs./two 8-hour weekday shifts to be covered by Supervisor to allow more off-site scheduling availability for Director
- Create opportunities for partner involvement in advanced volunteer training
2016 VISITORS SURVEY
EXECUTIVE BRIEF
MARCH 10TH, 2016
Visit Annapolis and Anne Arundel County (VAAAC) conducted research to determine the profile of visitors. Symmetry worked with the internal team to conduct an online survey throughout the month of February (2016). The team referenced the Visitor Survey produced in 2004 in order to assess visitor profiles between 2004 and 2016.

This document presents key findings, please reference the full survey report for detailed responses to each question.
• The survey received a total of 4,700 responses.

• The responses were collected through different channels organized into two specific groups:
  – "Fans" of Annapolis (1,798 responses)
    • Which constituted Opt in Email Subscribers, Fans on Facebook, and Mobile App Users.
  – Non Affiliated Visitors (2,902 Responses)
    • Responses were collected through ad placement within Google and Facebook ad networks.
RESPONDENT DEMOGRAPHICS

- **Past Visitor:**
  - 90% of the respondents had visited in the last three years.
  - More than 50% in the last year.

- **Gender**
  - 74% of the respondents were female.

- **Age Range**
  - 62.48% of the respondents were between 45-64.
  - (27% between 45-54 and 34% between 55-64)

- **Household Income**
  - 65.79% of the respondents indicated between $51-$150k HHI.
  - (23% between $51-$75K and 42% between $76-$150k)

- **Group Make Up**
  - 63.04% of the respondents indicated they traveled with family to Annapolis.
Respondent Locations

90% of Total Respondents:
- Delaware: 42.98%
- Virginia: 29.82%
- Pennsylvania: 17.50%
- Maryland: 9.69%

10% of Total Respondents:
- All Others: 17.16%
- West Virginia: 18.63%
- Texas: 10.78%
- Florida: 7.84%
- New York: 7.35%
- North Carolina: 5.88%
- Ohio: 4.90%
- Florida: 7.35%
- New York: 5.88%
- North Carolina: 4.90%
- Ohio: 7.35%
- Texas: 10.78%
- West Virginia: 18.63%
- All Others: 17.16%

90% of Total Respondents: Delaware, Virginia, Pennsylvania, Maryland
10% of Total Respondents: All Others, West Virginia, Texas, Florida, New York, North Carolina, Ohio
53% of the respondents visited in the past year.
What most inspired you to visit Annapolis?

40% A FRIEND'S RECOMMENDATION

47% TO ATTEND AN EVENT
% of Respondents Interested In Specific Experiences Compared To Their Satisfaction With Those Experiences

- Tours
- Museums
- Art Galleries
- Maryland State House
- Live Music
- On the Water Activities
- Romantic Getaway
- Naval Academy
- History
- Shopping
- Restaurants

Interest in Experiencing while in Annapolis. Met or Exceeded Expectations during visit.
When planning a trip, do you gather information about the destination before leaving?

- 64% Always
- 32% Sometimes
- 3% Rarely
- 1% Never

Where do you turn to for your destination information? Please select all that apply.

- 47% Internet
- 26% Travel Agents
- 12% Magazine
- 4% Television
- 4% Books
- 5% Newspaper
77% of Respondents Used a VAAAC Resource to Plan Their Trip
47% of the Respondent Spent the Night While in Annapolis, of which 65% Spent More Than One Night.
OVERNIGHT VISITOR SPEND

Total Spend During Overnight Stay

Accommodations: $359
Dining: $284
Entertainment: $202
Total Spend During Day Trip

- Dining: $118
- Entertainment: $102
FANS OF ANNAPOLIS

78%

WOULD RECOMMEND ANNAPOLIS TO A FRIEND
THANK YOU!