

## **TMD Kick off Meeting with Focuscom and deipi.com. April 1, 2014**

Attendance: Grace Lee, Luis Matus, Mike Patel, Sunny Patel, Ramesh Patel, Rosa Ochoa, Eric Loft, Susana Villegas, Taide,

- 15%-30% for booking sites. Thus, better to use our website as booking site
- First Step, fix websites (avoid 4 clicks before you get to hotel websites), rich SEO content for google search.
- Goal: Get on first page of google search. Use
  - Blogs
  - Rich content
  - Integrate social media with SEO with website with blogs with ads
- Focus on targeted markets since we have a limited budget. Ex. Business travels.
- Send key word searches to jacqueline, she will then send in one file to Taide
- All hotel posts shall be integrated to visit national city campaign
- Land key words for San Diego, South Bay, "San Diego",
- Relationship building with San Diego convention center, San Diego tourism authority, San Diego sports commission, SMURF travelers, churches, navy, car clubs, to be able to target those budget conscious travelers more specifically.
- Contractor to understand each hotel and National City
- how do we stay in touch with visitors , ex. Loyalty program
- hotel bookings - naturally June, July, last 2 weeks in august, Look for: conferences / conventions with over 6,000 or more that will have spill over effects in national city, ex. Military conferences, Jehovah witness Religious conventions,
- get on hotel search apps ex. AAA
- app for National City, price approx. \$1500, and we need to market to nc locals, or when someone stays in nc hotel, they can download.
- we remember national city facebook group.
- International travelers: China, Mexico, Canada between 20 - 30% (reasons for traveling: Medical and dental needs, leisure, work training)
- SWOT analysis, each hotel to fill out and submit back to focuscom, chamber to submit SWOT analysis for city of national city. Obtain electronic form from contractor.
- use promo codes to track campaigns. Ex. visit nc
- immediate need, complete community map and send to print within 4 weeks
- measure of success:
  - tot in national city vs. San Diego tourism authority
  - smith travel research
  - SEO ranking increase
  - return customers
  - campaign marketing
  - media campaigns
- tot stats to consultant team for 2012 and 2013