

Attachment 1



Fiscal Year 2013/14
Scope of Work – Additional Funding Request
January 27, 2014



CONFERENCE &
VISITORS BUREAU

Agenda

- Local Marketing/Drive Market Proposal
- China General Manager Sales Mission



CONFERENCE &
VISITORS BUREAU

Beverly Hills Hotel Revenue Performance

According to Smith Travel Research, a leading hotel research firm, 2013 revenue at Beverly Hills hotels has grown more than 10% over the prior year.

This growth beats all local competitors including West Hollywood, Santa Monica and Downtown LA.



CONFERENCE &
VISITORS BUREAU

Local Marketing/ Drive Market Proposal



CONFERENCE &
VISITORS BUREAU

BHCVB Local Marketing/Drive Market Proposal

- Local and Drive Market – Beverly Hills has an opportunity to reinforce key messaging to shift local behaviors by promoting competitive advantages over other shopping and dining destinations. These messages include:
 - ❖ In Beverly Hills everyone is made to feel like a VIP
 - ❖ Free Parking in more than 15 structures
 - ❖ Village atmosphere – hotels, shops and restaurants are mere steps away from each other
 - ❖ You never know who you will run into (celebrity factor)
 - ❖ Customizable luxury – something for everyone from boutique hotels to five-star five-diamond, from celebrity chef restaurants to al fresco dining
 - ❖ So many new places to shop and dine
 - ❖ Open air and hassle free unlike going to the mall



CONFERENCE &
VISITORS BUREAU

Return on Investment

- Reinforce key market messaging to drive traffic and revenue to the city by capturing market share from competitors like Westfield Century City, South Coast Plaza, Beverly Center, Melrose, and the destinations of Santa Monica and West Hollywood.
- Strengthen the brand in all key target markets, including those close-in.
- Increased revenues for the City and local businesses.
- “Fish where the fish are.”



CONFERENCE &
VISITORS BUREAU

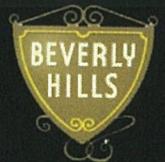
Drive Market Proposal – Media Plan

Local Marketing Outline and Budget

Media Type	Location	Publication Details	Ad Unit	Insertion Rate	# Insertions	Total Cost
Print	Orange County	Orange County Register	3x10.5 4C	\$5,294	7x	\$37,059
	San Diego	San Diego Tribune	3x10.5 4C	\$5,695	6x	\$34,167
		San Diego Magazine	4C FP	\$5,666	1x	\$5,666
	Santa Barbara	Santa Barbara Independent	1/2 P 4C	\$1,541	5x	\$7,706
		Santa Barbara News-Press	3x10.5 4C	\$1,372	7x	\$9,604
BH/LA County	LA Times/Courier/The Weekly** LA Times 3x10 BH Courier Full Page BH Weekly Full Page	Final pricing and units still TBD	\$3,700 \$3,000 \$1,600	60% LA Times 40% Beverly Hills publications	\$99,649	
Radio	BH/LA County	KCRW	:30 sec	\$2,275	36/6wk	\$13,650
		KPCC	:30 sec	\$2,500	28/4wk	\$10,000
eMail	SoCal	Wealth Management List				\$15,000
Creative		Concept and Design print File prep and layout print				\$4,500 \$4,000 - \$4,500
		Production radio/digital				\$3,000 - \$3,500
TOTAL						\$250,000

Advertising Sample Creative

- The following two slides represent two creative approaches to how the messaging might be conveyed.
- They are two entirely separate examples of how we can utilize words and/or photography to build a visual that will make our messaging stand out among the clutter of ads in the paper.
- Other opportunities for differentiation include selecting the ideal target audience as demonstrated in the media plan, and placement within the publication. Wherever possible, BHCVB will seek premium placement among other luxury advertisers.
- The ads are meant to be placed in a series – in most every publication we will appear multiple times. The idea is to use one message per insertion over a period of 6-7 weeks.



CONFERENCE &
VISITORS BUREAU

Advertising Sample Creative

- The stay message in creative example one will only be used in locations outside of LA County where staying overnight will make the shopping and dining experience more rewarding.
- Photos used in the first example are for position only. If this creative is selected, we will work with partners to obtain appropriate imagery.
- If chosen, text size in example two will be increased for legibility.



CONFERENCE &
VISITORS BUREAU

Creative Option One – Photography



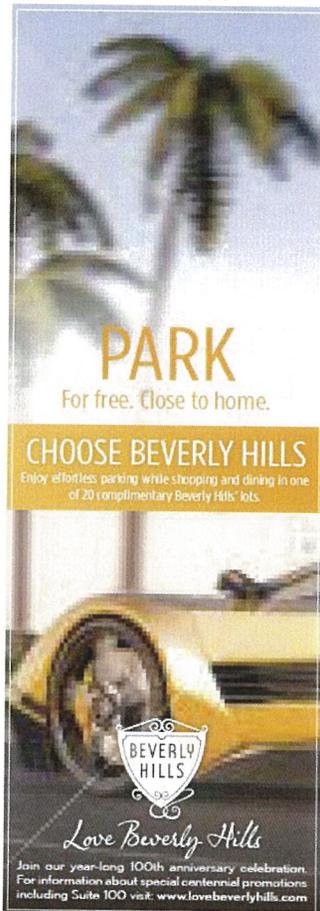
STAY
Luxury. Close to home.

CHOOSE BEVERLY HILLS
Indulge in a luxury get away with a weekend at one of Beverly Hills' 4 iconic five-star hotels.



Love Beverly Hills

Join our year-long 100th anniversary celebration. For information about special centennial promotions including Suite 100 visit: www.lovebeverlyhills.com



PARK
For free. Close to home.

CHOOSE BEVERLY HILLS
Enjoy effortless parking while shopping and dining in one of 20 complimentary Beverly Hills' lots.



Love Beverly Hills

Join our year-long 100th anniversary celebration. For information about special centennial promotions including Suite 100 visit: www.lovebeverlyhills.com



DINE
In style. Close to home.

CHOOSE BEVERLY HILLS
From celebrity chef hot-spots to intimate al fresco cafés, dine in style at one of over 200 restaurants.



Love Beverly Hills

Join our year-long 100th anniversary celebration. For information about special centennial promotions including Suite 100 visit: www.lovebeverlyhills.com



SHOP
Fashion. Close to home.

CHOOSE BEVERLY HILLS
Browse flagship couture, popular brand stores and over 500 one-of-a-kind boutiques amid a world class stroll.



Love Beverly Hills

Join our year-long 100th anniversary celebration. For information about special centennial promotions including Suite 100 visit: www.lovebeverlyhills.com

Creative Option Two – Text Only

CROWDED MALL

In Beverly Hills, world-class shopping, dining and entertainment are around every corner, mere steps from 20 parking lots offering complimentary parking daily.

OR

You could slug it out at the malls, or shop and then enjoy happy hour or dine at one of more than 200 restaurants. You may even make it a staycation at one of Beverly Hills' iconic luxury hotels.

A WORLD CLASS STROLL?

Close to home.
Choose Beverly Hills



Love Beverly Hills

Join our year-long 100th anniversary celebration. For information about special centennial promotions including Suite 100 visit: www.lovebeverlyhills.com

RUSH HOUR ON THE FREEWAY

Why sit in bumper-to-bumper traffic when you can shop and dine in one of the world's most coveted locales? From flagship couture to popular brand stores to more than 500 one-of-a-kind boutiques, 200 restaurants and ample, complimentary parking, Beverly Hills wins.

OR

Hop off the freeway and into every day luxury.

WORLD RENOWNED SHOPPING & DINING?

Close to home.
Choose Beverly Hills



Love Beverly Hills

Join our year-long 100th anniversary celebration. For information about special centennial promotions including Suite 100 visit: www.lovebeverlyhills.com

STRUGGLING FOR A PAID SPOT

Why spend a half hour jockeying to pay for the nearest space when you can enjoy abundant free parking in one of twenty Beverly Hills lots...

OR

All located in the heart of iconic, world-class shopping and dining?

EFFORTLESS PARKING AT NO COST?

Close to home.
Choose Beverly Hills



Love Beverly Hills

Join our year-long 100th anniversary celebration. For information about special centennial promotions including Suite 100 visit: www.lovebeverlyhills.com



CONFERENCE & VISITORS BUREAU

Beverly Hills China Sales Mission



CONFERENCE &
VISITORS BUREAU

China Sales Mission Proposal

- China Independent Travelers and Incentive Groups
 - ❖ The number of Chinese who travel internationally continues to grow. In 2012 out of the more than 38,000,000 Chinese who traveled internationally, only 1,300,000 came to the United states.
 - ❖ For those who come to the United States, California continues to be the number one destination for Chinese travelers.
 - ❖ Improved visa processing has contributed to market growth with wait times shrinking from 6-8 months to 2 weeks maximum.
 - ❖ As the stay decision is owned by the travel planner instead of the individual, groups do not traditionally stay in Beverly Hills but they do shop here.



CONFERENCE &
VISITORS BUREAU

China Sales Mission Proposal

- ❖ Shopping is one of the top activities that Chinese travelers are seeking during their experience.
- ❖ Currently some retailers are reporting to BHCVB as much as 80% of their business coming from this market.
- ❖ Travel industry experts agree that based on growth patterns of more mature markets like Europe and Australia, the biggest area of opportunity for markets like Beverly Hills are leisure independent travelers who will be able to choose our hotels.
- ❖ BHCVB seeks to not only maintain retail momentum, but be poised to capture market share of hotel stays as more Chinese travel to the United States.



CONFERENCE &
VISITORS BUREAU

China Sales Mission Proposal

- China is a relationship based market. The objective is to provide the General Managers with an opportunity to develop these relationships (similar to our New York Sales Mission).
- The mission will include:
 - ❖ Access to the Beverly Hills booth and meetings at ILTM Asia, the premier luxury travel show in Shanghai
 - ❖ Meetings with government and business leaders
 - ❖ Media salon providing opportunities for one-on-one interviews with important members of the press
 - ❖ Destination sponsored private gala for press, ILTM attendees (travel agents, meeting and incentive planners) and important business leaders
 - ❖ Private dinner reception with business leaders and government officials
- Total budget \$100,000



CONFERENCE &
VISITORS BUREAU

China Sales Mission Proposal Budget

● Media Salon:	\$10,000
● Tastemaker and Influencer Gala:	\$50,000
● Gifts for all events*:	\$10,000
● Private VIP/Government Official Dinner:	\$10,000
● Invitations:	\$5,000
● Agency fees for trade and PR:	\$15,000
● TOTAL:	\$100,000



CONFERENCE &
VISITORS BUREAU

Return on Investment

- Develop relationships with key travel influencers in China
- Position Beverly Hills as an easy place to travel – China ready services and amenities
- Increased revenues for the City, hotels and the local businesses
- “Fish where the fish are”



CONFERENCE &
VISITORS BUREAU