



Situation

As the tourism industry continues to experience changes in traveler habits, interests, planning styles and preferences, it is more important than ever for communities to effectively target, attract and retain visitors. While this is certainly true for established destination marketing organizations, it is even more critical for a newly established visitors bureau.

Strategy

When Franklin County, Pennsylvania launched a new visitors bureau and hired its first full-time director, the bureau retained the services of Wendt Partners to assist in marketing and strategic planning. The firm and its president, Douglas Wendt, himself a former tourism bureau director, provided a well-rounded perspective on local, regional and state tourism strategies. Wendt Partners assisted the bureau by acquiring and compiling key information about the meetings market for use in the agency's 3-year marketing plan; offering information and recommendations about key state and regional publications to target for initial advertising and marketing of the bureau's new brand; and sharing tourism strategies with the bureau's advisory board leadership.



strategic consulting

branding & messaging

organizational development

integrated communications



advise

design

engage

deliver

“Not only does Wendt Partners understand tourism, it also has a strong grasp of the integration of public-private partnerships, non-profit structure and leadership, and the essential role of public relations and marketing in a successful endeavor.”

■ **Janet Pollard**

Executive Director
Franklin County Visitors Bureau

Solution

In addition to its strategic advisory services, Wendt Partners provided design for advertisements, billboards and the bureau's first visitors guide, the *Franklin County Events & Experiences Guide*. Wendt Partners also consulted with the bureau on the initial distribution plan for the Guide and provided research and data verification support to ensure the accuracy of destination information. Working with Wendt Partners provided the visitors bureau with a sounding board for ideas and strategies, and was key to the bureau's launch of a solid initial phase of tourism marketing in Franklin County. "My work with Wendt Partners allowed me a fast-track to information and manpower," says Janet Pollard, Executive Director of the Franklin County Visitors Bureau. "Without the expertise and knowledge that Wendt Partners provided, it would have taken twice as long for me to assimilate the state's initiatives and to effectively launch the first efforts of the Franklin County Visitors Bureau. Not only does Wendt Partners understand tourism, it also has a strong grasp of the integration of public-private partnerships, non-profit structure and leadership, and the essential role of public relations and marketing in a successful endeavor."

Sectors

Tourism

Services

Strategic Consulting, Branding & Messaging, Organizational Development, Integrated Communications

wendt Partners

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