



**T O U R**  
**SUMMER 2020**



**40 Days**

**40 Cities**

**40 Vacation-Package  
Giveaways**



### **MISSION:**

To drive an RV across the United States to promote the importance of the tourism and hospitality industries, while promoting travel as soon as it is deemed safe. The tour will consist of five-to-six staff members who will cover the tour live on social media, promote the communities and support associations and sponsors.



A comprehensive social media and PR campaign with strategic partners and local and national media, will maximize community engagement, inspire national conversation and produce organic social impressions.



Meet, Play, Love to Travel will message and publicize the importance of the tourism and hospitality community coming together to save the industry.



# MANAGEMENT COMPANY



Over 100 years of event, hospitality and tourism experience





## MARKETING AND SOCIAL MEDIA

40 vacation giveaways in 40 days to promote the importance of tourism and hospitality and the economic impact COVID-19 has had on the industry. Dedicated website and social media channels.





## MESSAGING

Each participating city will have control over messaging at its stop, to ensure that it is appropriate and on brand.





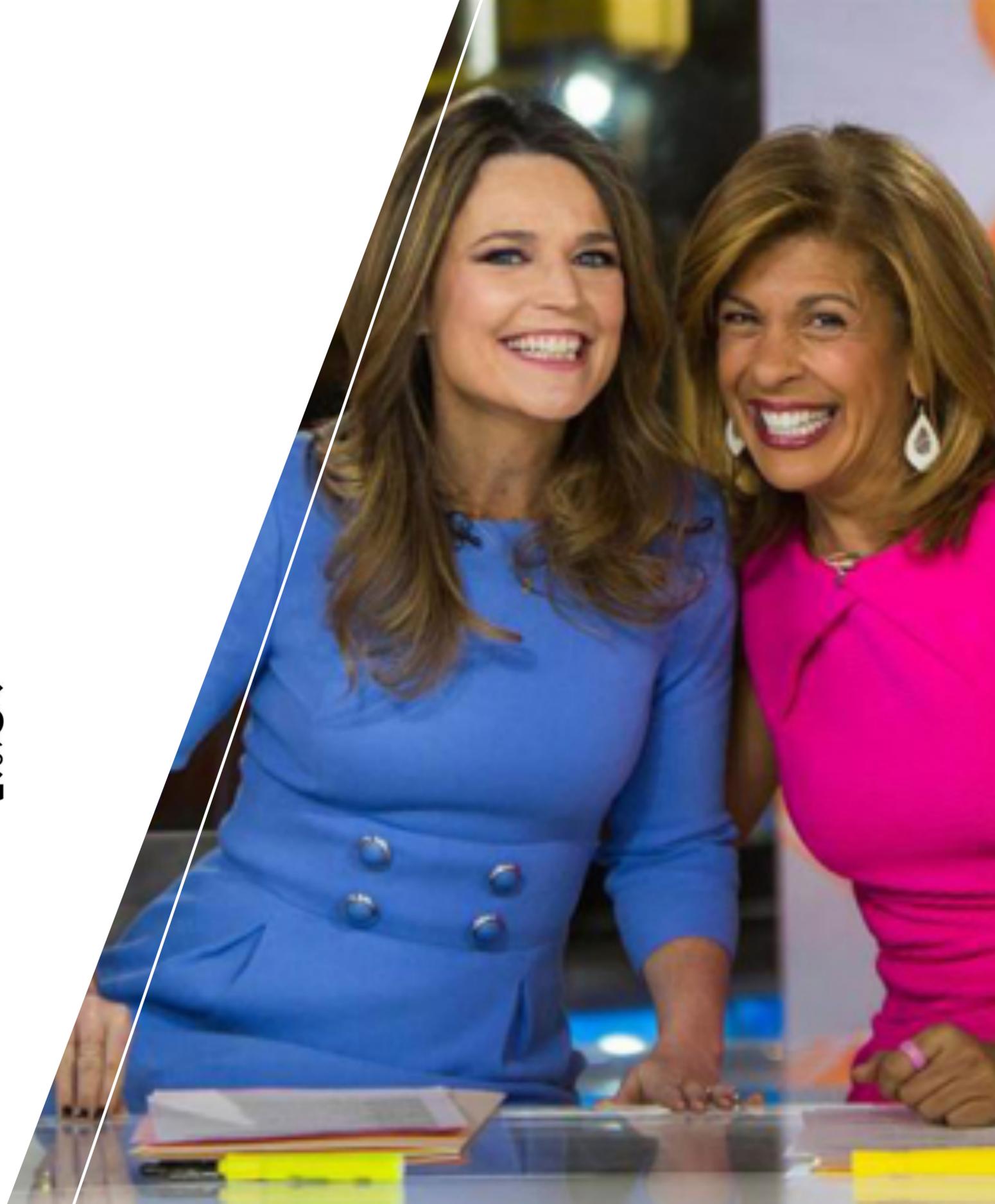
# MARKETING AND SOCIAL MEDIA

National Media Pitch:



*The New York Times*

*Los Angeles Times*





## PROJECTED SOCIAL MEDIA REACH

**Over 23,000,000  
Impressions**

Based on projected 40-  
city tour and social media  
followings



Meet Play Travel



@meetplaytravel



@meetplaytravel



@meetplaytravel





# MARKETING AND SOCIAL MEDIA

## National Travel Media Pitch:

Industry magazines, websites, digital media and social media



Meet Play Travel



@meetplaytravel



@meetplaytravel



@meetplaytravel





## MARKETING AND SOCIAL MEDIA

**Local Media:** The tour will work with each destination to pitch the local media market

**Destination Media:** Social media promotion with each destination across all channels including a dedicated website and social media accounts





## HOST CITY BENEFITS/COMMITMENT

### Benefits

Live coverage on-site, on Instagram Stories

Daily highlight photo from destination on Instagram Feed, Facebook, Twitter

Destination Giveaway on Instagram Feed, also posted on Facebook & Twitter

10-minute destination-feature video on YouTube



## HOST CITY BENEFITS/COMMITMENT

### Financial Commitment

4-5 comp rooms for one night

\$3,500 \*

Vacation package for giveaway

Assistance with promotion through destination social channels

Assistance with local media interviews, pitch, promotion

\* An additional \$15k is required of the launch city (\$18,500 total)

\* An additional \$10k is required of the closing city (\$13,500 total)



## **HOST CITY BENEFITS/COMMITMENT**

### Financial Commitment

Optional additional \$5k to sponsor RV ride from prior destination to host city in which one person will join the ride and will be featured in an exclusive YouTube interview



## **HOST CITY BENEFITS/COMMITMENT**

### Social Media Commitment

Tour announcement

Destination-specific announcement

Daily countdown leading up to tour stop on Instagram stories (if applicable) beginning three days prior to tour stop

Live coverage of tour stop activities

At least one piece of media from tour stop

Link to recap feature video

Must tag @MeetPlayTravel in all tour posts



## **HOST CITY BENEFITS/COMMITMENT**

### Marketing Commitment

#### Email blasts:

- Tour announcement

- Destination-specific announcement

- Link to recap feature video

Assistance pitching local media

# HOST CITY BENEFITS/COMMITMENT

## Sponsor Opportunities

**City to City Sponsorship package:** \$5k includes city-specific logo and the opportunity to join RV ride from prior destination to host city in which one person will be able to join the ride and will be featured in a YouTube interview.

**National Sponsor package:** Includes social media tags, logo inclusion on all collateral, website and RV, participation in launch

### SAMPLES



presented by 



presented by 



## CONTINGENCY PLAN

If for some reason travel is deemed unsafe to your city, the tour will visit virtually. Your city will receive all promised benefits including interviews via zoom, shared broll on social media and a vacation package giveaway on Instagram.



## TIMELINE

Distribute Destination RFP June 19

RFP Response Due July 10

Tour Launch August 1

Tour Concludes September 11



We're in this  
together.



## IF INTERESTED IN HOSTING

CONTACT: ROY EDMONDSON

[roy@theexpressconferences.com](mailto:roy@theexpressconferences.com)

(843) 360-1269

Or, use this link to access the [RFP](#):

<https://www.meetplaylovetotravel.com/rfp>



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