

Tinley Park Tourism Marketing Action Plan

August 2021

The Village of Tinley Park's Vision:

Tinley Park is a destination community in the region, embracing all walks of life through music and entertainment, vast resources and first-class services.

Strategic Plan - Goal E:

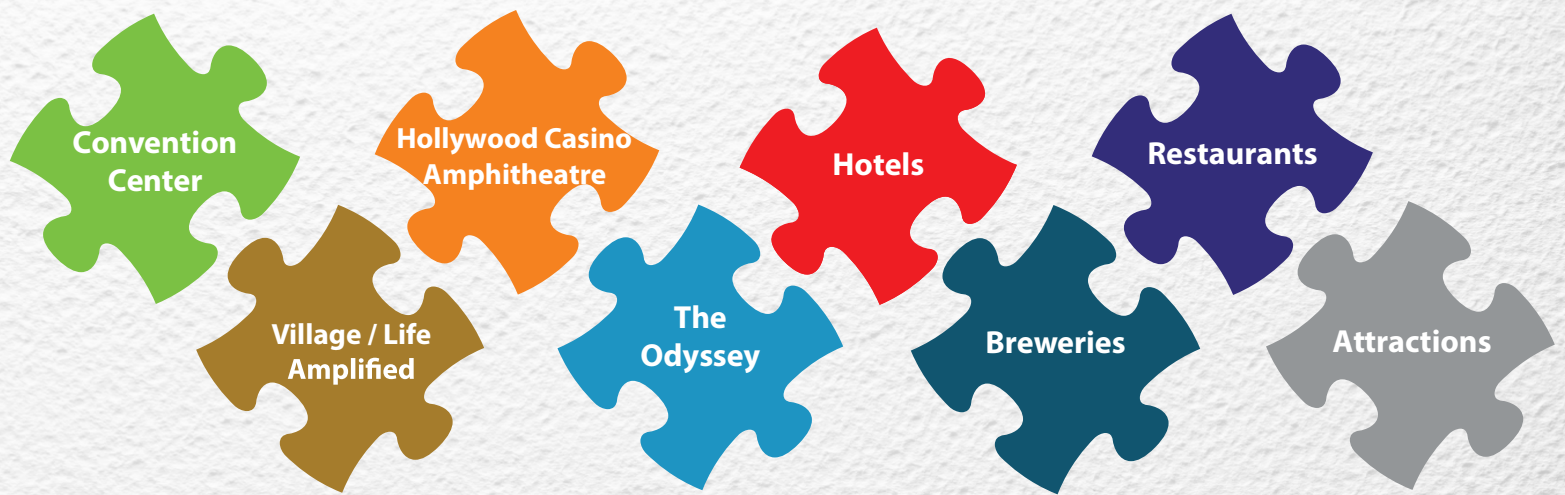
- Expand Village tourism infrastructure
- Recruit entertainment and tourism-related businesses
- Connect Village green spaces and gathering areas to enhance walkability and pedestrian access
- Engage the Tinley Park business community to support tourism and branding initiatives
- Implement Harmony Square Programming



The regional draw of the Tinley Park Convention Center and the Hollywood Casino Amphitheater presents an opportunity for Tinley Park to leverage its many tourism amenities.

- Ten hotels with 997 hotel rooms and an 11th hotel under construction
- Five breweries
- 137 restaurants and bars
- 140 Tinley Park attractions, including a country club and golf course and 400 regional attractions
- Dozens of hospitality-support businesses
- Convenient proximity to Chicago
- Location along I-80 with two interchanges
- Ease of public transportation on the Metra line
- Ability to compete as a value alternative to Chicago
- Natural green space
- Holistic solutions, with convention center and entertainment options for meetings and events

The Village stands to benefit greatly by creating awareness and by consistent promotion of the Tinley Park Life Amplified brand.



Staff is recommending a reinvestment of a portion of our hotel/motel tax, brought in primarily from out-of-town guests, into our own Tinley Park Life Amplified product. This is not an effort to reproduce the regional marketing approach that has been done in the past. Instead, the desire is to develop a fresher, focused, nimble approach to promoting and building out the Village's tourism sector. This will give us the flexibility to monitor and recognize our own trends and peak periods and then make plans/take actions to fill those lulls. This will also help us capitalize on opportunities to create our own draw by doing things like hiring high-profile entertainers to perform at the convention center during non-peak periods and packaging with overnight stays; creating multi-day events during non-peak periods; running a trolley system that moves people through our breweries on select nights; and tapping into niche markets that may want to hold regional multi-day shows. Prospects will consider Tinley Park because they recognize the Life Amplified brand - they've heard of it and are intrigued.

Tinley Park has demonstrated success in bringing large crowds to the community. Structured collaboration among all of the key tourism stakeholders in Tinley Park will solidify the brand. We have the potential to harness the abilities of all of the tourism components we already have in place to work together toward the common goal of promoting Tinley Park and taking control of our own tourism destiny. Furthermore, reinvesting in and promoting the Tinley Park brand will provide momentum and support of the Village's economic development activities.

This tourism marketing plan proposes the creation of the Tinley Park Tourism Alliance - an alliance of the Village, convention center, hotels and owners/managers of key attractions, to take control of the Village's tourism destiny, as recommended by Roger Brooks during the 2017 rebranding process.





The Vision:

Position Tinley Park as an independent destination marketing operation to maximize the travel and tourism economic impact for the residents and businesses in the Village and surrounding communities.

The Mission of the Tourism Alliance:

- Reinvest a portion of hotel/motel tax dollars into marketing Tinley Park's tourism amenities to support the local economy of the Village of Tinley Park
- Build Tinley Park Life Amplified brand awareness
- Create recognition of Tinley Park as an enviable Chicago-area destination to visit for meetings, events, concerts and entertainment, and seek opportunities to build-out the Village's tourism amenities

Goals:

- Create awareness of and interest in visiting Tinley Park and all the tourism amenities it has to offer; encourage those who come for a concert or a convention to extend the stay and enjoy the other fun things that Tinley Park has to offer
- Using a targeted, digital approach, market Tinley Park Convention Center in key (in and out-of-state) target markets to draw shows that are seeking mid-sized, regional meeting space. The convention center is a desirable location for its convenience and accessibility to the city in addition to its value for the money, outstanding/customizable customer service and free parking.
- Enlist the expertise of a tourism and branding agency and identify opportunities to collaborate/partner with other DMOs/tourism organizations and attractions (i.e., [Choose Chicago](#)) to reach primary target market segments



Year One Tactics:

1. Develop Tinley Park Tourism Alliance made up of owners/managers of Tinley Park hotels, attractions, key restaurants and hospitality support businesses
2. Complete an updated SWOT analysis or Discovery to identify all critical brand components and identify SMART goals, Key Performance Indicators and Return on Investment on marketing spends
3. Develop a communication structure interconnecting all Tinley Park hospitality businesses to leverage opportunities for co-promotion and capitalization of large and popular events
4. Ramp up existing professional part-time staff to accommodate increased writing, video/editing, social media, advertising and promotion support and convention support needs
5. Optimize the VisitTinleyPark.com landing page to include: meeting planner support (planning guide/meeting space information/RFP requests), hotel finder, events/things to do, seasonal calendar, suggested itineraries, visitors guide and sign-up/engagement
Long-term plan - create new website to increase Search Engine Optimization capabilities
6. Create Visitors Guide to Tinley Park featuring high profile venues, hotels, food and beverage, shopping, music, public art, sports, nature and recreation and proposed itineraries
Distribution through Visitor Information Centers, Metra, airports and other high-traffic areas
7. Roll out a Tinley Park app to include all information available in visitors guide
8. Market to meeting planners:
 - ▶ Membership in key trade organizations such as Choose Chicago, Connect, GBTA (Global Business Traveler Assoc), ISAE (Illinois Society of Agency Executives); evaluate benefits of participation in CVENT, Association Forum, Conference Direct, Experient, HelmsBriscoe and MPI (Meeting Planners International)
 - ▶ Advertising (digital, and print when appropriate) in meeting publications, participation in key trade shows (convention center sales staff), targeted marketing to key prospects; leverage convention center database
9. Fine-tune the prospect/lead generation process from intake to distribution to convention center and hotels; refine and maintain the Tinley Park tourism database; consider purchase of new database manage platform



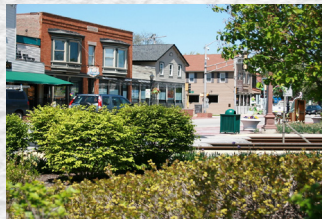
10. Update Tinley Park tourism video (with professional talent) showcasing things to do in Tinley Park to include fun facts, local 'secrets' (e.g., ask our Facebook followers to share what they would do on a trip to Tinley Park); expand dining guide map to include other amenities/attractions; update 'Best of' brochure and prioritize distribution options



11. Create awareness with agency-supported marketing campaign to include local and regional media buys; execute a digital marketing campaign to capture consumers looking for hotel rooms and things to do in the area (travel sites and digital ad networks with access to third part data) and Google ad word/ programmatic/paid social media campaign*
12. Develop messaging and media pitches to showcase Tinley Park amenities with appropriate newswire distribution; Identify influencers (bloggers, YouTube vloggers, Instagrammers) and collaborate to create content

13. Develop updated sales tools including trade show booth design and collateral pieces for distribution through appropriate channels; support messaging through a combination of local stories, photos and experiences
14. Rework incentive structure used to offset room costs for large shows brought in from out of state and grants for larger shows over 150 room nights; apply for State tourism grant funding as it becomes available

* See companion proposal from Point B Communications



Year Two Tactics:

15. Host familiarization tours for event planners, influencers; provide sales support materials for conventions
16. With alliance collaboration and support, expand existing and create new multi-day events to encourage overnight stays; as revenue increases, additional hotel/motel funding will be reinvested to support building out our hospitality infrastructure with enhancements such as a trolley, programming in Harmony Square and improved pedestrian and bicycle connectivity
17. Develop a digital/video concierge training program so all frontline staff are aware of amenities in and around town
18. Purchase interactive kiosks for each hotel promoting local dining and attractions and to provide information



19. As Harmony Square develops, support a Downtown Tinley Visitor Center and identify opportunities for information distribution in other high-traffic areas
20. Convention Center staff to support:
 - ▶ Lead generation and sales blitzes with local attractions (focus on Springfield, St. Louis, Milwaukee markets)
 - ▶ Participation in key trade associations and at shows to promote Tinley Park and Tinley Park Convention Center
 - ▶ Host familiarization and site tours
 - ▶ Transportation coordination support for large groups (when possible)
 - ▶ Liaise between convention center and Tinley Park hotels on booked shows/conventions and housing needs

Success Metrics/Measurables:

ROI on hotel rooms; restaurant and attraction traffic counts; advertising impressions; website and social visitors; app downloads; goals and measurables focused on increasing the number of room nights sold

Note: To allow for adjustments to changing market conditions, select marketing plan objectives and/or tactics may change throughout the year.

