

# Tinley Park Tourism Marketing Action Plan

## October 2023

### Recent Tourism Initiatives:

#### Visit Tinley Park Website:

- A newly designed Visit Tinley Park website was created and rolled out, encompassing all the visitor amenities that Tinley Park has to offer and relaying the new Life Amplified brand.
  - The site houses Tinley Park events, a music calendar of local and national performers playing, information on hotels, restaurants, businesses and stores; recent Tinley Park news, and the ability to send event requests to available venues.

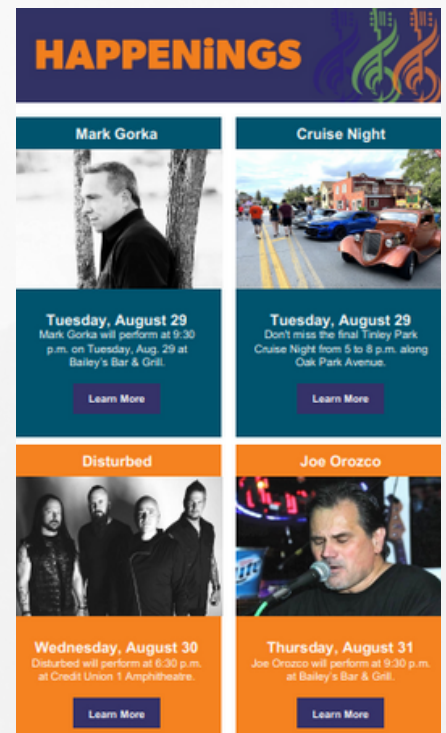
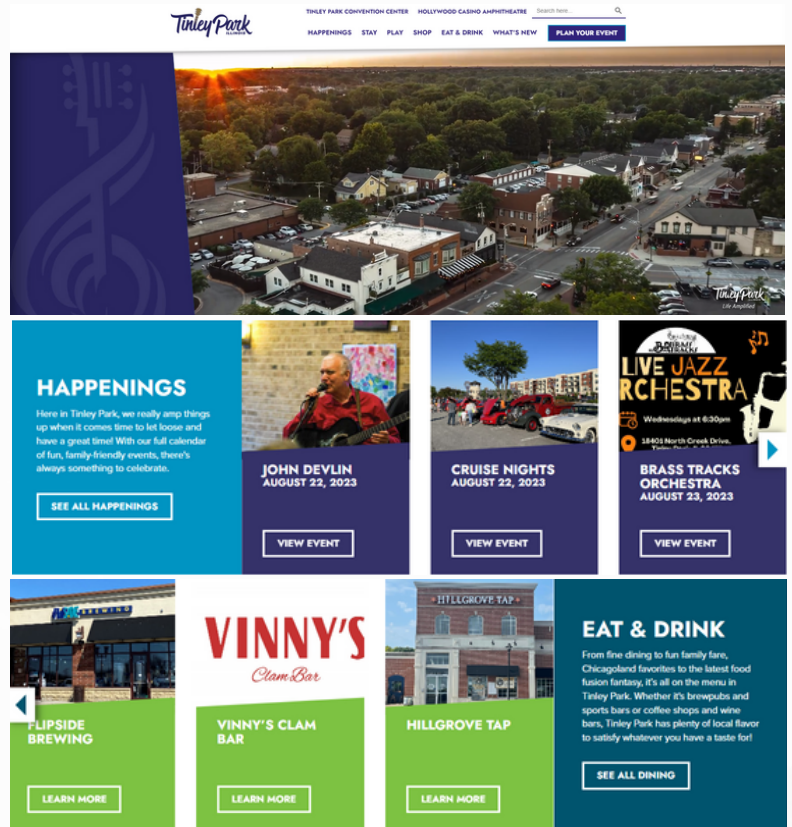


#### Ale Trail Trolleys:

- A trolley system was successfully tested in summer 2023, and extended through October, transporting attendees to and from seven breweries and wineries in Tinley Park.

#### Life Amplified Newsletter

- Beginning in September 2023, a Life Amplified Newsletter will be distributed via email on the first Wednesday of each month. This newsletter features all the important happenings and events taking place that month, as well as a blog entry.



## As we move forward:

- 01 Continue to advance media capabilities, finding new and innovative ways to engage and reach area residents and visitors.
- 02 Create awareness of and interest in visiting Tinley Park and all its tourism amenities; encourage those who come for a concert or convention to extend their stay.
- 03 Attract more meeting and event planners to consider hosting at the Tinley Park Convention Center due to the desirable location and other amenities offered in town.
- 04 Create a more cohesive and recognizable brand by utilizing like imagery and colors for all Life Amplified communications.

## Success Metrics/ Measurables:

### Key Performance Indicators

Number of shows and expos, number of hospitality businesses, number of newsletter subscribers, website and social analytics, hotel occupancy rates, amount of press coverage, and quantity of RFP requests received.

### CoStar Analytics

CoStar Trend Reports will be set up to track six KPI's including occupancy, average daily rate, revpar (revenue per available room), supply, demand, and revenue.

### Placer AI

Creation of reports using Placer AI to analyze all event and visitor data, including the number of visitors, hourly visits, etc. This tool will allow for the evaluation of event success and will assist in the planning process of future events.

<b>Block Party</b> 16708 Oak Park Ave, Tinley Park, IL 60477	
Visits	17.6K
Visits / sq ft	N/A
Size - sq ft	N/A
Visitors	16.3K
Visit Frequency	1.08
Jul 15th, 2023 - Jul 16th, 2023 Data provided by Placer Labs Inc. ( <a href="http://www.placer.ai">www.placer.ai</a> )	

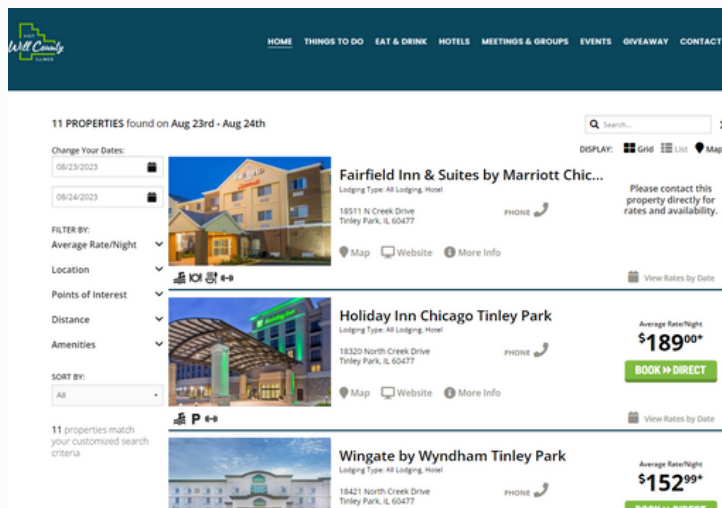


# Tactics:

## 1 Will County Lodging Association

Collaborate with the Will County Lodging Association, which promotes tourism for all Will County hotels and builds partnerships within the community of hotel proprietors.

Promotion of Tinley Park hotels on VisitWill.com is free to hotels, and will also give guests direct access to easy booking.



## 2 Social Media

Transition the Downtown Tinley Facebook and Twitter pages into Tinley Park Life Amplified. This will create a link and cohesiveness between social media, the Visit Tinley Park website, and the Life Amplified Newsletter.

Increasing TikTok marketing efforts by creating trendy, lively, visually appealing videos highlighting the fun things to do in Tinley Park.

Researching and reaching out to local influencers who can post and create content about Tinley Park to share through their personal social media channels.



## 3 Photography

New and updated photography of local landmarks, restaurants and businesses.

#### 4 Website SEO

Utilize services from Point B Communications to perform on and off-page search engine optimization that will increase the visibility and performance of the Visit Tinley Park website. (see attached)

#### 5 Meeting Planner Marketing

Reach a vast array of meeting planners in the surrounding area using an established database list from an accredited agency, Manicz Media. (see attached)

#### 6 Advertising

Evaluate opportunities for advertising in high traffic areas such as the Lincoln Oasis, airports, hotels, attractions, Credit Union 1 Amphitheatre, etc. These advertisements will be banner style and contain the Life Amplified logo, a short saying, and a scannable QR code linked to the Visit Tinley Park Website.

#### 7 Video Content

Continue creating promotional videos of Tinley Park restaurants and businesses to be highlighted on the Visit Tinley Park site and pushed out through the Tinley Park Life Amplified Newsletter and YouTube Channel.

#### 8 Utility Box Art

Beginning in spring 2024, art designs will be placed on utility boxes around Tinley Park, reflecting the Life Amplified brand's fun, colorful, music-centric voice.

#### 9 Life Amplified Mural

Promotion of the new Life Amplified mural in the Tinley Park Plaza at 159th Street and Harlem Avenue as a photo-op spot, encouraging residents and visitors to take and share photos with it.



## 10 Hospitality Communication

A regular email will be sent to local restaurants, hotels, and local attraction managers to alert them of any large events going on in Tinley Park that could potentially be impactful for business.

## 11 Convention Services Support

Providing support to key private and public conventions taking place at the Tinley Park Convention Center.

For conventions held at the Tinley Park Convention Center, a "Tinley Park goodie bag" will be gifted to organizers and attendees staying in Tinley Park hotels, to drive traction to the Visit Tinley Park site and Life Amplified communication channels.

For public conventions, the Village will use communication channels to drive attendance to the event, as well as advertise Life Amplified branding during the event.

## 12 Harmony Square Plaques

Incorporating custom plaques into the Harmony Square design that showcase artists, bands, and public figures who have ties to Tinley Park and the surrounding areas.

The plaque (pictured right) will include an image of the highlighted person, their signature, and brief copy about them/ their history.

