



Brand and Market Analysis

Proposal

March 2022

Overview

A key challenge for destinations is to understand their competitive image and position in the marketplace. Visitors seldom choose not to visit an area – instead, they simply choose what they perceive as a better destination. The key barriers are often either a lack of a defined benefit/image or that other destinations have a stronger and better image. In addition, past experience is important in assessing what motivates people to visit and whether the same activities motivate repeat travel. It is also critical to understand differences between markets and how this impacts strategic and tactical decisions.

The following are the goals of this research:

- ***Assess the overall image of Henderson County*** from the perspective of current and potential visitors;
- ***Identify key attitudes/perceptions about Henderson County*** as a destination, including perceptions of its key strengths and weaknesses;
- ***Define the prevailing market position, or positioning profile, of the area*** in the context of consumer perceptions vis-à-vis those of key competitors, which are driven by image and selection criteria;
- (continued next page)

Overview

- ***Determine Henderson County's key features and benefits offered to visitors, both overall and as it might vary by market;***
- ***Identify image attributes that motivate travel and differentiate Henderson County from its competitors;***
- ***Explore differences in markets*** that may exist and how they relate to Henderson County's brand;
- ***Recommend a sustainable brand and image strategy*** with accompanying measures for success.

Henderson County has experienced increased tourism as the area has gained popularity, despite a relatively modest investment in tourism advertising. It is important for the next phase of tourism development to intentionally attract visitors who are the best fit for the community – visitors who generate key beneficial outcomes while managing undesirable impacts.

This research will provide the Henderson County TDA with the market intelligence it needs to strategically invest its resources for the greater good of the community.

Methodology

Quantitative Survey

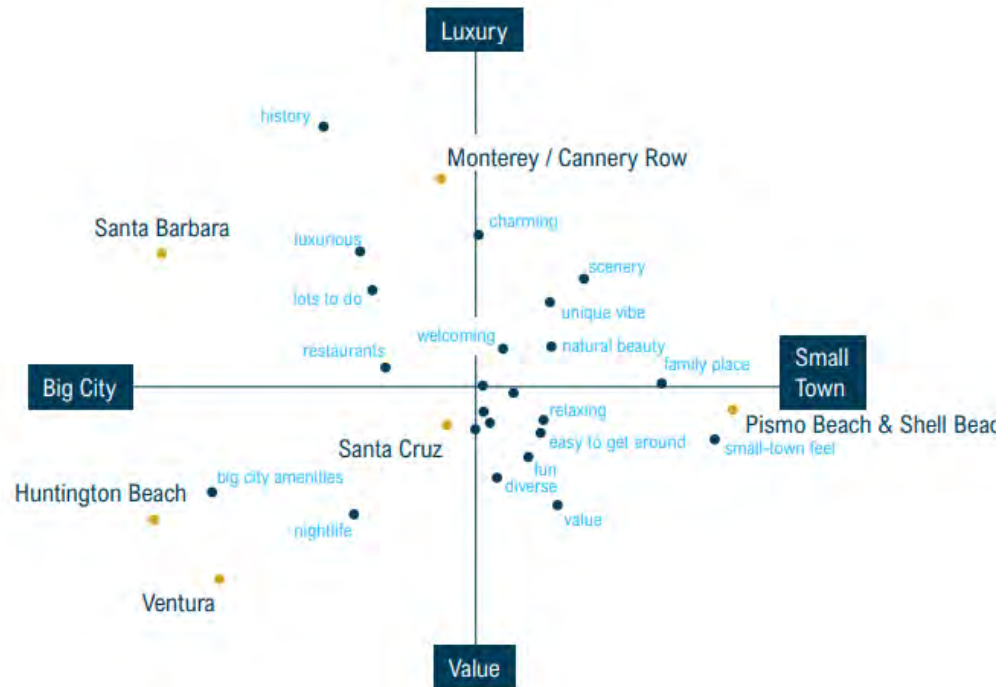
- The best option to address these informational needs is an online survey. The survey will be conducted in defined markets, selected in consultation with the client, based on the origin of current Henderson County visitors.
- A sample size of approximately 1,400 completed surveys should address these needs.
- SMARInsights will develop a questionnaire that addressed the goals outlined earlier in this proposal.
- We partner with various national panel vendors for sample. They maintain respondent panels that have been recruited and are incentivized to participate in surveys. They deliver your survey to qualified respondents and together we monitor incoming sample to ensure they are representative of the target audience. We will program the survey on our ConfrmIt software platform. The SMARInsights team tests the survey and monitors all aspects of the production through completion. Completed surveys are cleaned and analyzed in SPSS.
- Statistical analysis will be used to identify what differentiates Virginia from competitors and what messages and image perceptions are motivational in terms of increasing interest in Virginia.
- Analysis will be conducted for each group under consideration, and the final step will be to identify overarching messages and image perceptions that can be used to promote Virginia generally, as well as the specific image/perceptions that should be promoted to each group under consideration.

Perceptual Map

One key deliverable in SMARInsights' image and position research is a perceptual map, a technique that looks at the interrelationship of all the different attributes and competitors simultaneously in two-dimensional space.

Perceptual mapping strives to address where the opportunities can be found for differentiation. And in the end, by evaluating how visitation might change based on promotion of various products, Henderson County can determine which products and messages are most meaningful to potential visitors, and most differentiating against key competitors.

The perceptual map to the right is an example of how image attributes are plotted to illustrate how competitive destinations are viewed by consumers.



On-Demand Video Surveys

We propose supplementing the quantitative survey with On-Demand Video Interviews to enrich the findings and provide a human emotional context.

- SMARInsights has integrated a video response technology with our quantitative data collection platform.
- Online video interviews enrich the quantitative data with a more in-depth response, allowing you to “hear the voice of the consumer” in a targeted and cost-efficient way.
- For this project, we propose a follow-up video survey with respondents selected from the quantitative survey.

The screenshot displays the SMARInsights On-Demand Video Survey interface. The top section shows a search bar with the query 'a5' and a 'Filters' button. Below the search bar, it indicates '121 Search Results'. A grid of video thumbnails is displayed, each with a duration and a title. The thumbnails are arranged in three rows. The first row shows thumbnails for respondents 174, 82, 174, 94, 72, and 97. The second row shows thumbnails for respondents 98, 110, 169, 6, 6, and 182. The third row shows thumbnails for respondents 6, 147, and 147. The bottom section shows a video player for respondent 6 - A5. The video player has a play button and a progress bar. To the right of the video player, there is a text area with the question 'Make you feel welcome' and a response in English (Auto). The response text reads: 'If a place is not diverse, are there things that you can experience the sights, and I think if you're going in th and respectful and just cherish. And I'm talking about trying to provide the experience, because I've seen n'. Below the video player, there are tags and filters. The tags section shows 'Enter New Tag'. The filters section shows 'CA' and 'Diversity Segment'. The bottom right corner shows a 'Filter Editor' button and a 'Sentiment' button.

insights
Strategic Marketing and Research



Timing
+ Cost

Cost & Timing

- SMARInsights' project pricing is all-inclusive, and covers questionnaire design, data collection, analysis, reporting, and ongoing consultation. Billed with report delivery.
- The project cost includes the quantitative survey, 20 video interviews, and an in-person presentation of results.
 - \$30,000

Task	Time
Develop questionnaire draft in consultation with the client	1 week
Program and test survey after client approval	1 week
Launch survey and collect data	2 weeks
Analyze data and prepare draft report of the findings	2 weeks
Reporting	1 week



Company Background & Team

About SMARInsights

- Strategic Marketing & Research Inc. (SMARI) was established in 1983 with a vision of providing clients with personalized consultation and fully integrated market research services. The company began working with travel and tourism clients in 1990, providing custom research focused on optimizing the effectiveness of destination marketing. In 2013, Dr. David M. Seiferth, a founder of SMARI, created SMARInsights with the team of professionals who had been dedicated to tourism research.
- In more than 30 years of conducting research for the travel and tourism industry, SMARInsights' team has conducted custom research for 26 state tourism organizations, more than 75 local DMOs, and almost 20 attractions. Among our current clients, we have worked with 10 destinations for 10 or more years, and 11 more for five or more years.
- While much of our work has focused on our own methodology for quantifying advertising effectiveness, we have also developed custom research approaches for evaluating advertising concepts and campaigns, website functionality, publication satisfaction, image and positioning, product development, visitor profiling, and resident sentiment. Each of our analysts and project managers have 10 or more years of experience with our company, and our team works together in Indianapolis, Indiana.

About SMARInsights

- SMARInsights' extensive experience with DMOs means that we fully understand the industry and its particular goals and obstacles. Two of our principals have led destination marketing organizations. We understand the nuances of the marketing challenges and how they can be addressed. This provides us with the ability to evaluate new methodologies and identify what works for DMOs and what does not.
- Each project team is led by a highly skilled analyst and a principal of the company who are the day-to-day contacts with the client. Each study also has a project manager, working with the analyst as a team with our in-house programming department to ensure accuracy in the fielding process and ensure that quotas are met correctly. Every member of our support team has decades of experience with our company and has delivered hundreds of studies.
- Custom, proven methodologies and smart analysis describe our work, but what truly distinguishes SMARInsights is client relationships. Our experienced team partners with clients from concept to action plan to the presentation of results. And, following report delivery, we are always available to look at the data in new and different ways and to help clients use the data we provide to make decisions. We are invested in our clients – you know who you are dealing with, and we are there for you – nights, weekends, holidays – whenever you need information.

About SMARInsights

- What differentiates our team is the breadth and depth of experience in both tourism and research that we provide, combined with our knowledge of and experience with tourism advertising. Our company has been built on helping destinations do effective marketing and understanding how their advertising is driving travel to the destination.
- In addition to the strength of the team, our knowledge of the tourism industry and of consumers and their preferences is unique. With our work across destinations and tourism attractions, we are constantly gathering information about what consumers and stakeholders want and need – as well as what works in tourism advertising. Our work keeps us looking forward and identifying the newest trends in the tourism industry. Our commonsense attitude means that we don't get carried away by what is trendy – we focus on what is meaningful – and what will last.