

**Marketing Strategies**

**Visitor Orientation and Facilitation**

**Gateways, Signage and Visitor Information Centers**

The research conducted in this study confirmed that one of the biggest areas needing dramatic and swift improvement is visitor orientation and facilitation. The research showed that the majority of Lubbock visitors do not reach their spending potential due to lack of information (what to do), lack of way finding support (how to get there) and lack of coordination (front-line training to sell & promote it). The following strategies are designed to drive increased visitor spending in Lubbock while improving the overall visitor experience. The strategies are placed in order of priority.

**25. Establish new LCVB department - "Lubbock Experience"**

The LCVB must take primary responsibility for the Lubbock visitor experience and its direct affect on visitor spending. One LCVB staff person to be titled "Lubbock Experience Director" is to have primary responsibility for driving increased visitor spending through better orientation and facilitation. This person will be responsible for the following:

- Visitor center management and staffing
- Front-line hospitality training program (community wide)
- Placement of visitor guides and tear-off maps in local community (location determination, monthly stocking, training at the sites)
- Community wide directional signage program
- Community wide event calendar to be distributed to all tourism partners weekly

Create plan for new department – "Lubbock Experience"	July 1
Hire "Lubbock Experience" Director	October 1
LCVB Director to act as "Experience Director" until October 1 <sup>st</sup>	February 1
<ul style="list-style-type: none"> <li>• Begin developing plan for new department</li> <li>• Begin plan for visitor center as outlined herein</li> <li>• Begin signage and gateway program</li> <li>• Write 2007/08 plan and job descriptions</li> <li>• Assign tasks to others as outlined herein</li> </ul>	On-going

**26. Gateways**

It is critical for visitors to know when they have arrived in a destination, that they are welcomed, and where to go to find trip planning information. Visitor spending increases dramatically when you show visitors where to spend! This is a broad, multi step strategy involving sites throughout the Lubbock region.

**Interstate 27/ Nineteenth Street Exit to be primary gateway:**

RTM recommends this location be established as the official gateway into Lubbock. This strategy involves directional signs to the gateway and the establishment of the gateway itself:

**Directional signs to gateway:**

- Placement – Along Interstate 27 that direct travelers into Lubbock on this route. Be sure to lead airport passengers here also. Put directional signs along the loop road “Lubbock Gateway Information Center at Interstate 27, Nineteenth Street Exit”
- Message - “Lubbock Welcomes You” and “Visitor Information Ahead”

**Gateway:**

- Placement - just prior to the exits for Nineteenth Street or immediately after exiting onto Nineteenth Street.
- Design - The sign/structure needs to mirror the architecture of the region. In other words, it needs to look like West Texas. Perhaps this means including a windmill or other symbols that typify Lubbock. The sign should match all Lubbock CVB marketing messages. It can include sculpture, landscaping, lighting...anything to grab attention and create a sense of unique place...WEST TEXAS! It could be an arch over the road; it could include silhouettes of a rancher, Buddy Holly, windmill...anything that fits the key images of Lubbock.
- Content – The name “Lubbock”, the key brand or positioning message, and directions to the closest information center (to be built). The gateway needs to be landscaped and illuminated at night.

**Lubbock Preston Smith International Airport – LBB**

This modern nine (9) gate airport is served by American Eagle, Continental Express and Southwest Airlines with approximately thirty (30) daily flights to/from Dallas/Fort Worth, Houston, El Paso, Austin, Albuquerque, Phoenix, Las Vegas. The linear design of the airport makes it difficult for every arriving passenger to pass a staffed welcome/information desk. The strategy to increase traveler spending throughout Lubbock by making this airport a dynamic gateway includes the steps outlined on the following page: