

EXECUTIVE SUMMARY

The 2018-19 Best of Highway 1 marketing plan was created by the “BID Bunch” team and flows from the marketing imperatives and initiatives outlined in the Strategic Direction and Marketing Strategy documents. Now we take the learning from that plan to create the next step on the journey for 2019-2020. Within this document, we’ve outlined specific learning from each discipline and their future implications. Overall, we learned much:

- Media Optimizations lowered cost, raised click thru rates and revealed strengths in social, native, and SEM partners and platforms
- Our Search Engine Marketing tests for the LFAs were successful and SEM was chosen by the LFAs as one of the tools they’d like us to pursue
- Improvements in content organization and development for SEO helped us rank higher
- Understanding more about customer engagement and time on site launched strategy discussions which is leading us toward further website enhancements
- Email lead generation and communication testing made our customer communication more efficient and engaging
- Multivariant creative and campaign testing didn’t tell us as much as we thought it would, instead there were small improvements.
- We also found that our targeting toward our personas yielded some unexpected lift with other audiences as well – particularly men.
- Heatmapping on our landing page showed us that:
 - Mobile and tablet traffic have stronger engagement for the lead generation “popup” landing page.
 - People want to view Instagram photo content.
 - The video landing page had less engagement as it appears that people watched the video and left.
 - People also wanted to know where to eat and where to stay – implications for the build out of our destination pages.
- The role of Geofencing continues to be something to watch, but we want to be sure we understand the data thoroughly before broadcasting the metrics
- The importance of photo and video assets continues to be paramount

Overarching themes of 2019/2020: Quality over Quantity, Discoverability, and Engagement

The overarching goal for the team in 2019-2020 is to drive high quality traffic and continue to deepen engagement throughout the customer journey - from the anticipation phase, to the experience phase, to the memory phase - building relationships which provide inspiration and entice sharing.

While our primary duty is to influence prospective visitors to visit the destination. The key is to understand how we measure our influence and this is a conversation that will be ongoing. We will continue to focus our Signs of Intent (SITs) on the quality of specific actions around the content and site interaction and will be working to further optimize towards time on site as well as key buying signs and in market visitation.

Key Challenges for the Travel Marketer (Source: Sojern, State of the Travel Industry Research)

Just a few of the challenges unique to digital travel marketing include changes in how data is used (GDPR), the increasing number of tools and technology available, and the shifting models used to show return on investment.

Yet, digital advertising represents the largest portion of ad spend for all global marketers in 2018. And two in three travel marketers plan to spend more on digital in 2019, versus one in three who plan to increase spending on television, print, radio, or out of home media.

Multi-Step Shopping Continues

Consumers continue to use a variety of ways to search, plan, and book travel, making it essential to use a multi-channel, multi-device strategy to reach them.

With an estimated three billion social media users this year alone—and the ability for travel marketers to offer visually engaging ads—it's fair to say that social channels offer a massive opportunity for travel marketers to reach and influence their target audiences.

Social Media Advertising Works

Facebook and Instagram are cited as the most popular social platforms. The largest year over year change is Facebook Dynamic Ads for Travel and Facebook Stories with more than half intending to use these advertising solutions in 2019. While Snapchat ads and Pinterest ads may not currently be as popular (one in four travel marketers used them in 2018), marketers still see them as valuable additions, and one in three intend to leverage these highly visual social ad platforms in 2019.

Bringing the Travel Experience to Life with Videos Engages Travelers

Video allows travel marketers to showcase their properties and experiences in a more engaging manner—creating excitement among prospective and booked travelers. And travelers increasingly consume information through watching online videos. After Google, YouTube is the second most used search engine, with Facebook coming in at number three. Because videos easily help tell the story of travel, it's no surprise that Facebook and YouTube are the most utilized ad video platforms globally. However, with the rise of Instagram and IGTV, more than half of the travel marketers surveyed plan to use Instagram videos in 2019.

Metrics That Matter for Success

Most travel marketers rely on multiple metrics to optimize and measure campaign impact—helping them maximize their investment to get the best possible results. Marketers cited traffic to website, cost per booking, and click-through rate (CTR) as the top three metrics used to measure the effectiveness of their marketing investments. Fewer than one in five travel marketers are measuring brand lift (changes in awareness, consideration, or brand perception), while incrementality (measuring the lift that advertising spend provides to a booking) comes in last.

Data Solutions to the Rescue

The majority of travel research and booking is done entirely online—jumping across websites, devices, and search engines at a rapid rate. To add an additional layer of intricacy, the same traveler is often planning multiple trips at once, such as weekend getaways with family, domestic and international business travel, or skiing with friends at the end of the year, and have distinct motivations, preferences, and purchase behaviors for each type of trip. Thus, travel marketers increasingly look at both internal and external data to help them better run their businesses—from adjusting media spend based on campaign goals, to better understanding their customers, determining key metrics, optimizing spend, and improving ROI. Data limitations across loyalty programs, site visits, and app users make it difficult to see the complete view of a traveler's research and purchase behavior. With the variety of tactics used to measure campaign effectiveness, only 20 percent of travel marketers surveyed report that they are very satisfied with their current measurement methods.

HIGHWAY 1 – KEY PERFORMANCE INDICATORS

As we look toward continuous improvement and analyze a plethora of data, we are recommending five key performance indicators to help summarize the effectiveness of our programming:

- Quality of Traffic: Customized Metrics by tactic to maximize continuous improvement
- Heatmapping to measure Content Preference
- Lead Generation focused on Downloading of maps, information, and content
- Social Engagement/Trending
- Conversion from Impression to Arrivals using GeoLocation

Evolved Marketing Imperatives and Initiatives for 2019-2020

It takes the learning from our efforts in 2018-2019 to help create the plan for next fiscal year. As we look to the work and results from our efforts over the last few months, there was distinct learning in each area that informs and directs our future efforts.

Evolve Marketing Leadership with LFAs

Provide Marketing Bridge Opportunities to LFAs by aligning strategies and providing coat-tail marketing opportunities:

- Expanded Search Engine Marketing Program
- CrowdRiff UGC platform (SLO CAL partnership)
- Exterior Lodging Property Photos
- Google My Business DMO Partnership (SLO CAL partnership)

Support LFAs by providing information on best practices and opportunities to reduce duplication of efforts:

- Enhanced Destination Pages – Cayucos in Process
- Consolidate the number of LFA website
- Strong referral source for LFA websites that remain
- Continued collaboration with LFAs related to media FAMs
- Create a library of video shorts featuring each LFA

Pursue Excellence and Efficiency of Owned Media

Refine and Leverage the Database

- Launch a re-engagement campaign to the inactive users
- Personalize subject lines and content for stronger engagement
- Build out stronger groups for our segmented email program
- Higher frequency of emails with less content on high-performing days
- Continue to use more natural-looking imagery

Align Web Strategy

- Home page needs to articulate the unique positioning attributes of our stretch of Highway 1

- Improve 'discoverability' with cleaner navigation
- Destination pages rebuilt with rich content and strong linking strategy
- Cross promotion strategy developed and executed
- Lead Generation practices added across the site
- Profile pages redesigned to be flexible, engaging and cross promotional
- Add LA Times interactive map to the H1DR website
- Add a heat map to more pages to see what content people want most – drive time on site and scroll depth

Social Strategies Drive Consideration

- Further develop our assets through CrowdRiff to curate social media postings and to create beautiful website galleries
- Match up top performing keywords and/or headlines from paid media that resonates and turn it into verbiage for social media
- Communication information about the demos/targets for paid advertising so they can be used on social media for organic postings
- Posting testimonials from Trip Advisor
- Sharing top posts, comments and influencer photos as an enhancement to our interactive map

Increase Consideration to Visit Highway 1, 10 Communities, Assets

- **Partner with Visit SLO CAL to drive awareness by solidifying the relationship and gaining alignment to effectively leverage funds and efforts**
 - Lead the curation - and drive the distribution - of unique Highway 1 content
 - Pursue additional co-op, including Google DMO partnership
 - Utilize the power of all Highway 1 DMOs to drive change management
 - Create deeper PR collaboration with SLO CAL around visiting journalist and FAMs
 - Attend media events with Visit California and SATW
- **Pursue partnerships that drive awareness to our unincorporated communities**
 - Utilize SLO CAL, Visit California, and CCTC relationships to broadcast messaging
 - Explore partnership with TripAdvisor to leverage our #1 ranking
 - Continued partnerships with various stakeholders to grow PR opportunities and promotional reach for Coastal Discovery Celebration
- **Develop effective and targeted content**
 - Communication of unique attributes along our stretch of H1
 - Evolve destination pages with deep, rich content
 - Utilize our #1 ranking on TripAdvisor
 - Use the new CrowdRiff UGC platform to create photo-centric ads, including dynamic ad creative with LA Times
 - Creation of authority content to improve search rankings
 - Repackage and leverage STP inventory with trails & maps, including a new Beaches Discovery Trail
 - Develop searchable photo library
 - Develop videos of varying length featuring activities, experiences, locations

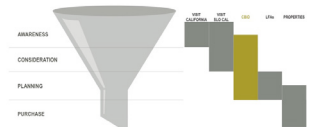
· **Pursue Earned Media**

- Build a press room/media photo library accessible on the website to respond more quickly to writer requests
- Create collection of "best of" shots for PR uses
- Continue to share PR coverage on social with links to website
- Develop new blog content from PR feature stories
- Pursue feature stories in key flight markets through cooperative media missions
- Continue to 'check-off' key media targets from Top 50 list

· **Leverage Paid Media**

- Focus efforts to drive consideration in key CA markets with a focus on LA and SF
- Prioritize search engine marketing, social and native paid advertising efforts
- Plan deeper native stories
- Explore custom first party data segmentation to mitigate GDPR impact
- Leverage media creative resources to build dynamic creative and other interactive tools (map and visitor guide)
- Determine 2-3 key metrics to optimize and report by and/or develop specific metrics for each media opportunity

Unincorporated SLO County TBID: DRAFT Marketing Strategy 2019-2022

Value Proposition	Marketing Imperatives		
<p>The Best of Highway 1 is found in our ten communities, strung along a majestic, SLO CAL stretch of the iconic Pacific Coast Highway. We offer affordable abundance through a variety of high-value experiences:</p> <ul style="list-style-type: none"> • unique and uncrowded beaches • sightseeing and wildlife • family-friendly outdoor experiences • great weather • a safe and comfortable place • a casual, relaxed vibe 	<p>Evolve Marketing Leadership with LFAs (15% of total budget)</p>	<p>Pursue Excellence and Efficiency of Owned Media (35% of total budget)</p>	<p>Increase Consideration to Visit Highway 1 and our Ten Communities and Assets (50% of total budget)</p>
CBID Target Market Personas	Marketing Initiatives		
<p>The Soul Seeker: The Soul Seeker looks for new experiences in places off the beaten path. Attracted to small town charm and natural beauty, they appreciate the more rustic and noble things in life and hit the road to find it. Finishing off the day with a sunset, a bottle of wine and good conversation in quiet places fills their soul and encourages them to keep exploring.</p> <p>Life Stages:</p> <ul style="list-style-type: none"> • The Freewheeler: The Freewheeler couple can travel without constraints related to family or job—maybe they are freelance programmer millennials or recent empty nesters hitting the road. They have disposable income but need to find value to make the adventure last. Their adventures are more about serotonin than adrenaline. Fine wine, good dining, and outdoor recreation fill their vacation days. • Mama Soul Seeker: Their family is number one, and their time off work is limited, but adventure awaits. Because of their commitments, they need to pack more adventure into a shorter time. They're focused on value, but affordability is key. Educational and historical assets are a draw, as are uncrowded beaches and casual dining. She uses social media to get inspiration for trips, and proudly shares images of her family enjoying their adventures. 	<ul style="list-style-type: none"> • Provide Marketing Bridge Opportunities to LFAs (12% of total) <ul style="list-style-type: none"> • Collaborate with LFAs to align strategies with CBID's marketing plan • Provide access to coattail marketing opportunities • Prioritize LFA focus on planning over consideration in our marketing funnel • Support LFAs through educational and technical assistance opportunities (3% of total) <ul style="list-style-type: none"> • Demonstrate the value of re-targeting visitors who are considering a visit to move them to the planning stage of our funnel • Communicate marketing best practices • Educate LFAs on overall regional direction to identify and leverage funnel position • Reduce duplication of efforts to increase efficiencies and budget impact 	<ul style="list-style-type: none"> • Refine and leverage the CBID database (3.5% of total) <ul style="list-style-type: none"> • Increase accuracy and efficacy of email database system • Use database to target interested visitors and drive visitation to CBID communities • Align on Web Strategy for "Best of Highway 1" (28% of total): <ul style="list-style-type: none"> • Strategy A: Proof-of-concept site that effectively guides interested visitors to the region and its communities and assets <ul style="list-style-type: none"> • Robust mobile experience • Engaging web content and interface • Strategy B: Integrate "Best of Highway 1" into Visit SLO CAL site <ul style="list-style-type: none"> • Digital strategy pushes interest to Visit SLO CAL site where "Best of Highway 1" is treated as an asset • Budget % moves to "Develop effective and targeted content for our personas" • Develop and execute social strategies to drive consideration (3.5% of total) 	<ul style="list-style-type: none"> • Partner with Visit SLO CAL to Drive Awareness (15% of total) <ul style="list-style-type: none"> • Solidify relationship with Visit SLO CAL to ensure activity at the awareness level • Gain alignment with Visit SLO CAL on CBID's position in the funnel to effectively leverage funds and efforts • Pursue partnerships that drive awareness to our unincorporated communities (5% of total) <ul style="list-style-type: none"> • Strengthen partnerships with CA organizations responsible or influential in the marketing of the region • Develop effective and targeted content for our personas (30% of total) <ul style="list-style-type: none"> • Create content that leverages regional brands • Ensure content position is effective, given CBID's position in the marketing funnel • Increase overall awareness of CBID communities as they relate to their location on Highway 1 • Focus on asset awareness to drive visitation • Communicate the value proposition of the destination and its offerings • Pursue earned media strategies • Leverage owned media • Leverage paid digital advertising • Leverage social media
Marketing Funnel Position			

APPENDIX – DETAILS OF WHAT WE LEARNED IN 2018-2019

Note: Plan parameters and the content calendar are ever evolving and will be added to the plan. Budget and specific timelines are being developed.

Paid Media Learning

- Native Stories (SFGate) and Social (Social Cards, Facebook, Instagram) drove not only a good Click Thru Rate, but also higher engagement.
- Creative integrations between publishers drove higher engagement (Using TripAdvisor rankings /post in an LATimes/ Trade Desk effort)
- Snapchat drove huge site to traffic but we lost them quickly
- SEM is highly effective and drove a strong click thru rate, time on site, and conversions.
- Certain elements of our LA Times buy were less effective than others, but we optimized along the way for lower cost and higher click thru
- Queries on Google for Maps of Highway 1 or Central coast are popular and the LA Times map had deeper engagement than our own site (show map?)Future Efforts
- Testing/Reporting
 - Test and learn approaches created a hoard of data analysis, and prioritization of key metrics has been a challenge
 - Multivariate testing and multiple campaigns did not result in high quality learning
 - Arrivals data informed a new metric - cost per in-market visitor, but the data is still being analyzed
 - Surprisingly, men trended higher than women (63% Men, 37% Women) according to both SFGate and Google Analytics – something to consider when we think about our personas and target audiences
 - There was confusion on hash tagging for influencers with internal social and external social members having differing opinions on importance

Future Efforts

- We will increase, prioritize and maximize search engine marketing, social and native paid advertising efforts

Social:

- Explore a deeper social strategy with Facebook/Instagram and potentially Trip Advisor
- Strategize a more effective ad format with Snapchat – possibly video
- Integrate our Social Influencers deeper with our larger paid media partners
 - Have our key influencers include Trip Advisor in their posting
 - Have our key influencers posts included as content in our map
 - Use best performing influencer posts as ads
- Analyze current FB followers to see if there is a potential home-grown influencer
- Insist on approvals of posts before they are posted to ensure hashtag preferences

SEM:

- Expand funding for this highly successful program that provides so much benefit (highest CTR's, time on site, and high conversions).
- Continue our focus on the Hwy1 Brand plus support each of the LFAs with their own campaigns
- Use Dynamic campaigns to surface deeper pages of the site for Google searchers
 - Expand Paid Search to cover all LFAs
 - Create new Ad Groups within existing campaigns, e.g. a beaches ad group with ad copy that matches (and lands on) the beaches authority page.
 - Additional SEM ad copy testing

OTHER:

- Build out strong on-site Map module for traffic driving element (SEM, SOCIAL, OTHER)
- Plan deeper Native stories
 - Explore SFGate's more immersive new story tools
 - Explore direct relationships with travel influencers
 - Integrate the two efforts above (i.e. influencer comments could pop up when certain parts of the SFGate immersive story are hovered over)
- Explore custom first party data segmentation (from our own logs) and build custom micro segments by creative unit to mitigate GDPR impact as of January 1, 2020
- Determine 2-3 key metrics to optimize and report by and/or develop specific metrics for each media opportunity

Email Lead Generation Learning

- Lead generation tactics tested have been effective. Campaign 3 has seen approximately 400 signups and has more engaged users than previous lead generation efforts
- The pop-up lead generation form has outperformed the static form for Campaign 3, but a lot less traffic has gone to the static landing page with the video

Future Efforts

- Lead generation should be employed more aggressively across the site
- Identify content people want and create a friction point so they need to enroll for the content, for instance a map download or a hiking guide.

Email Marketing Learning

- Email engagement has been low with the existing list
- There are approximately 45K users that are not active
- Unsubscribe rate has dropped over time so SPAM and abuse complaints have been minimized and risk is lower for delivery rate
- Personalized subject lines has led to higher open rates
- Focused content with a single call-to-action has a higher CTR than emails with lots of content
- Lodging Specials emails performed the highest of all emails sent for click thru rate
- Newsletter formats experienced less engagement as people scanned emails
- Majority of emails are read on the phone so CTR will naturally be lower than desktop
- Emails experience higher open rate on Mondays, Thursdays, Fridays. Mailchimp still wants to optimize email send times to mornings, but afternoon experienced higher open rates.
- Mailchimp group code implemented from Santa Maria has been implemented, but the results are not yet clear as the segmentation does not have a large sample of users. There are too many groups that are similar in nature and the groups are activities based.
- Imagery content tests have shown that emails with imagery that does not look like advertising performs best. Imagery that has overlaid text has not worked as well and was beaten by no image at all.

Future Efforts

- Launch a re-engagement campaign (segmented to the inactive users) where you ask if users want to continue receiving Highway 1 emails; invite them to unsubscribe if they don't
- Majority of emails should have personalized subject lines and personalizing content whenever possible should lead to stronger engagement
- Consider building out stronger groups for our segmented email that is destination focused vs. activities focused as the value will be derived from what locations people are interested in for targeted email sends
- Higher frequency of emails with less content should be tested
- Focus the content calendar to perform more email sends on the high performing days and test weekend days to see if open rate is impacted and continue to test afternoon sends against morning sends
- Continue to use more natural, non-advertising looking imagery in email and carry that imagery through to profile/landing pages for continuity

SEO Learning

- Pages with robust content that are used as an authority page have dramatic improvements in SERP rankings
- Content is still thin across the site and needs to be stronger to improve rankings. Single paragraphs are not strong enough to rank or engage users - engagement is a key factor with Google for improving SERP rankings
- Internal linking has improved the ranking of destination pages
- There was a lot of traffic in 2017 for the Cambria Christmas market. In 2018, the page was removed and all that traffic went away.

Future Efforts

- Continue building profiles that are prioritized by search volumes

- Every profile page on the site needs to be rewritten to accurately describe an experience as all play, stay, and eat profiles are too light in content
- Incorporate other media with graphics and video to enrich pages for stronger engagement
- Overall, better website design to improve engagement will be an important SEO strategy
- Outdated or redundant blog content should be either updated or truncated
- Content can be consolidated across the site to make pages richer
- All redundant content should be removed
- The site should be built with authority pages that are linked to throughout the site – one page/profile receives links versus linking to 10 different profiles of the same thing...
- Remove logos or branding from profile pages and replace with photos and/or video
- Link building programs have been launched, but can be continued once content is robust and valuable enough for sites to link to our site
- Consider building content for 4th of July, Cayucos Parade and the Cambria Christmas Market – events that drive a lot of searches.

Website Learning

- Although time on site has improved, there is still more opportunity for engagement
- Our heat map has shown us where people go and what they respond to.
- Since so much of our traffic comes from mobile devices, a mobile-first process has been employed

Future Efforts

- Home page needs to articulate the unique positioning attributes and carry those points throughout the site to make the Highway 1 Discovery Route website compelling to visit
- Destination pages need to include rich media and redundant navigation to key attractions/authority pages that H1DR wants to rank for. We need to build an engagement strategy that educates a user on all things “destination” specific
- Cross promotion strategy needs to be developed and executed across every single web page
- All pages should be categorized by destination and activity so users can see more content of what they are already interested in seeing
- All profile pages (Stay, Play, Eat) need to be more robust to create engagement and rankings and should be redesigned to be more engaging and cross promotional
- Add the LA Times-created map to the H1DR website and links to improve time on site
- Based upon heat map information we’ll look at bringing Instagram content up on the page
- Add a heat map for the new Beaches page and other pages to see what content people want most and to also look at scroll depth. As we build the new destination pages, those will be important to heat map as well.

Social Media Learning

- Photo and video assets for social media are very important so it’s imperative that we have edited videos with proper music licensing
- Our drone footage also worked better and displays more beautifully when edited

- The high engagements from user generated content and the ability to increase time on site through website galleries created through CrowdRiff will be key for the future.
- Integration with paid efforts worked well. Sharing highly engaging posts and amplifying them through paid media helped drive engagement overall.

Future Efforts

- Adding more edited photo and video assets
- Further develop our assets through CrowdRiff to form social media postings and to create beautiful website galleries
- Match up top performing keywords and/or headlines from paid media that resonates and turn it into verbiage for social media captions
- More information about the demos/targets for paid advertising could be used on social media for organic postings. We can test these and see if engagement within our goK fans increases or not.
- Posting testimonials from Trip Advisor and sharing on their social platform will be good to test.
- Supply social with SEM keyword report
- Use Google analytics related to Demos/Retargeting to Inform Paid Social Targeting
- Sharing top posts, comments and influencer photos as an enhancement to our map to test engagement
- Analyze current goK users to see if we have a trending influencer

Stewardship Learning

- Broadening "Stewardship" to including the History & Heritage Trail kept this focus fresh
- Creating a marketing piece like the Wildlife Viewing tips and History & Heritage Trail is a great way to market stewardship as visitors are looking for these types of experiences.
- Having more stewardship activity photos has been great for social media, blog posts, journalists, and LFA marketing agencies

Future Efforts

- Continue to build authority pages on STP activities that are highly searched with rich content
- Continuing to take and use photos of STP activities and wildlife to provide more useful content for the LFAs
- Repackage" and leverage all our STP research and inventory to date with fresh focus areas in "trails & maps" for visitors.
- Create a "new" Hwy 1 Discovery Route Beaches Discovery Trail

Content Learning

- Developing/re-purposing content for authority pages worked well for SEO efforts
- The richer the content calendar, the more helpful for all
- Developing campaign-specific content (e.g. landing pages) helped create improved transition continuity from paid media to the website

Future Efforts

- A focus on the development of destination pages content will improve rankings for each of the individual communities will be a primary focus for 2019-2020 as this is one of our biggest opportunities.

- Utilize our #1 Ranking on TripAdvisor throughout our programming
- Use the new CrowdRiff UGC platform to create photo-centric ads to drive engagement
- Create a cooperative content sharing strategy with Visit SLO CAL focused on the unique attributes our stretch features utilizing Visit SLO CAL's channels, linking to detailed information housed on the H1DR website, the Visit SLO CAL site or other of the DMO websites depending on the content.

Public Relations Learning

- Collaboration efforts with SLO CAL was important to facilitate media leads
- Collaboration with DMOs neighbors was helpful to drive awareness of H1DR (Pismo, Morro Bay, SLO) was beneficial
- Partners will support PR efforts with hosting once they understand the importance and this allowed us to utilize budget to bring in higher caliber (and more) journalists to our region
- Outside of LA/SF we are still undiscovered so PR stories need to be broader-themed on the destination
- Media missions work and we found high conversion rates after attending media marketplaces and conducting desksides in key markets
- Providing smaller photo library targeted to journalists needs is important
- Have a rich content calendar focused on a year of activities and experiences would help us to brainstorming for our pitch sessions
- Sharing publication information with partners and LFAs/LFA Agencies provided them with value

Future Efforts

- Build a press room/media photo library accessible on the website to simplify the process and make photo selection easier for journalists
- Create collection of "best of" shots for PR uses
- Whenever possible, we will work to track coverage through inbound links in stories to H1DR and partners
- Continue to share coverage posted on social with links to website
- Continue to get all Highway 1 content to develop/utilize in media pitches

Image Learning

- Need a better system to find photos
- Need more activity and experience photos with people
- Need more story telling video

Future Efforts

- Develop photo system Image Search - Library in Wordpress
- Expand Video Search through our You Tube Channel
- Fill in needs for bad or missing photos to improve H1DR.com profiles
- Create a library of video shorts for use by the LFA marketing folks
- Complete Lodging property shots
- Activity/attraction shots with people included
- Develop videos with targeted length of approximately 30 seconds featuring various activities, experiences, locations