



“TRAVEL,
the
same person
never
comes home.”

- JEFF GOSS

TRAVEL & TOURISM MARKETING

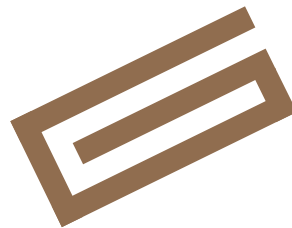
Cultural Tourism/Affinity Marketing

Identification and communication of a destination's most compelling distinction
through emotionally engaging content

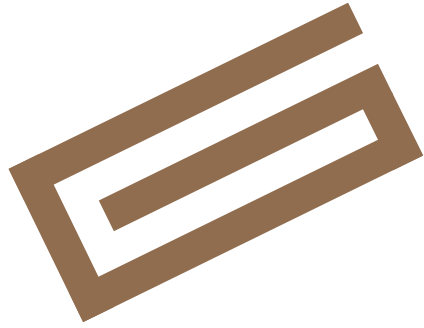


Our brand positioning:

The identification and communication
of a destination's distinction with
emotionally engaging creative/content.



THE GOSS AGENCY INC®



THE GOSS AGENCY INC®



THE GOSS AGENCY

The Goss Agency is a full-service cultural tourism agency. We apply a proprietary branding process, uncommon commitment, and extraordinary thinking to identify a destination's distinctive cultural appeal and communicate it in a manner that intrigues, excites, and engages today's travelers, making them laugh, cry, think, and feel the enriching experiences that await them, resulting in more visitors, more spending, more often – exceeding our client's expectations.



AWARDS

Clio Awards

International Archive Awards

NY Art Director's Club Awards

STS Shining Example Awards

National Addys

Regional Addys

District Addys

Show South Awards

Effie Awards

Business Marketing Awards



TRAVEL AND TOURISM EXPERIENCE

Attractions, Destinations, Hospitality, and Travel



TRAVEL AND TOURISM EXPERIENCE

Cultural Tourism



TRAVEL AND TOURISM EXPERIENCE

Media



[PRIMARY SERVICES]

SERVICES



INSIGHTS/RESEARCH

It all begins with a question: What in the world are you trying to do? And we literally mean, what historical, cultural, and natural features do you have that will distinguish you in the world. We ascertain what collective knowledge we have to position you according to your assets; we discover what critical insights are missing; and we go find them using our suite of proprietary research tools designed for full discovery in the destination, your constituency, and your competition.

Specialty Discovery Suite:

- State of the Industry Scan
- Brand Audit
- Competitive Analysis
- Destination Immersion & Workshop
- Stakeholder Interviews
- Quantitative/Qualitative Studies: Past Visitor and Prospective Visitor Quantitative Studies and Advanced Focus Groups



BRANDING

Oh, branding. Everybody from the blacksmith to the designer does branding, and everything from a logo to a single TV ad is called a brand. At The Goss Agency we define a brand as “a destination’s distinction communicated consistently over time.”

We rake all the gems (visitor experiences/features/assets) that support a destination brand distinction into a pile. We then rub them up against the competition and test them among your constituents for a leading brand distinction.

Branding Suite:

- Stakeholder Interviews
- Brand Audit
- Competitive Analysis
- Influencer Interviews
- Brand Workshop
- Segmentation Analysis
- Usage and Attitude Study
- Brand Story Development
- Focus Groups
- Brand Architecture and Positioning
- Brand Strategy
- Strategic Plan

SERVICES



PLANNING

Optimize all marketing disciplines to deliver the most effective method for communicating your brand to your most likely prospect within budget, exceeding client's expectations.

TGA Planning Approach:

- Goals
 - Brand Architecture/Experience/Affinity Target ID
 - Brand/Marketing/Strategic Planning
 - Tactical/Creative/PR Execution
 - Analytics, reporting, tweaking
-



CREATIVE

This is where the magic happens. It all comes down to the content in front of your prospect. Does it touch their emotions? If not, it's not worth the ink or pixels it's written with. This is where TGA excels: taking a destination's supporting historical/cultural, natural experiences or facts, and communicating them in a manner that makes your prospect laugh, smile, think, and feel. And guess what? When they do, they remember. Clients comment that our campaigns are "so different from one another and from what is out there in the industry." That is because our process truly identifies the unique features and experiences and communicates them in a manner that connects emotionally and personally. Emotional connections are highly effective opportunities to produce brand awareness, association, and visitation.

TGA executes its standard of excellence process for all known creative projects:

- Logo/Branding
- Themeline Development
- Outdoor/POP/In-store
- Ad Campaigns: digital, traditional, direct
- SEM, PPC, Remarketing, Key Phrase/Word Banking

- Website Design/Programming
- Banners
- Wayfinding/Signage
- Collateral
- Broadcast, TV, Radio/Direct Mail
- Motion Footage
- Mobile App
- Press Kit
- Group Planners/Tour Operator Packages
- Vehicle Wrap
- Packaging Design/Development

...and some yet to be discovered.

Our message is developed and is expressed in design that truly comes from elements distinctive to the destination, rather than design trends. We create the message to transcend across all media outlets. We then take it home and stand it on the fireplace mantel over night and study it and sleep on it.

We have a saying about designing versus decorating: "If it's not adding, it's taking away."

SERVICES



DIGITAL

Unlike a lot of digital marketing firms, The Goss Agency Digital Marketing Department's strategy, planning, and execution is rooted in 30 years of branding, advertising, and marketing, with the understanding digital is the medium, not the message. Digital channels without compelling creative is like a Nascar without a driver.

TGA operates 4 Digital Departments:

- Foundation- Website architecture, content development, design, programming, key phrase banking, SEO/CMS, Mobile App Development, analytics, monitoring, maintenance, training, CTO destination/data exchange
- Outbound Direct- Digital Direct Campaigns, CMM (Customer Marketing Management) e.g., Newsletters, E Message Strategy/Execution, Native Advertising, Influencer Relations, Content Curation/Development
- Social Media- Audit of current online social media presence, activity, and effectiveness. Annual plan (plug in foundation recommendations, viral activity concepts, monthly activity/response/posting/engagement strategy), content development, data exchange
- Outbound Search- Deployment/supervision/reporting of PPC Campaigns Display/Motion Video



MEDIA

There was a time when someone said, "Hey, there is this new thing called television, we could put ads on it." Since then, we have seen an evolution of media, in particular during the digital age. Again, we keep in mind, whether digital or print, it's the vehicle of the message, not the message. We ascertain the most cost-effective means to communicate our client's brand, track, measure, and tweak frequency balance, as well as media integration.

We provide the following media services considering all forms and available media:

- Evaluation competitive/spend analysis
- Cost analysis
- Planning
- Negotiation
- Purchase
- Production/trafficking
- Accounting
- Reporting

SERVICES



PUBLIC RELATIONS

TGA PR Philosophy: “Tell people what to think before they make up their own mind.”

- Crisis Management Planning
- Database/media contact base list building by target profile
- Strategic Planning
- Press Release writing, strategy, and fulfillment
- Release deployment and follow-up
- Media Training
- Media Interviews
- Press Kit: Print/Digital Photography/Video



MEASUREMENT, ANALYTICS, AND OPTIMIZATION

Campaigns are monitored weekly/monthly with tweaking/optimization/reporting.

Analytic Tools:

- Goal Setting/Matrix Development
- Analytics- Website/Google (traffic analysis, user tracking, page performance assessment)
- Website/database evaluation/updates and testing on all devices
- Tools for measurement: Google Analytics, Moz Pro, various user tracking plugins, speed testing platforms

**[CULTURAL TOURISM
OVERVIEW]**

COMPETING FOR YOUR MOST MEANINGFUL DISTINCTION

Competing with similar geographical, natural features, experiences, and heavy consumer influence over brand via social media has presented an increased challenge for Destination Marketers to distinguish their brand and reach meaningful annual increases in their goal matrix. However, at this same time travelers, from Boomers to Millennials, are through statistics, telling Destination Marketers exactly what they are seeking, forging the traditional list of destinations to find new, unique, authentic, and culturally enriching adventures and experiences.

In the midst of all the sameness, no two destinations share the same exact history and culture. There awaits the answer and the opportunity.

WHAT IS CULTURAL TOURISM?

Geo-tourism or Cultural Tourism is defined as ***“Tourism that sustains or enhances the geographical character of a place — its environment, culture, aesthetics, heritage, and the well-being of its residents.”*** Geo-tourism goes beyond “drive-through” travel. It involves regional communities providing the visitor with an authentic, enriching experience. It acquaints tourists with local culture and traditions and offers them in-depth opportunities to enjoy the area’s unique natural beauty and biodiversity.

YOUR OPPORTUNITY WITH CULTURAL TOURISM

Tourism is economic development. Tourism provides **7.8 million** jobs and **\$1.5 trillion** to the economy annually.





WHO ARE WE?

We apply 20-plus years of travel and tourism experience, 17,097 miles, from the Island of St. Lucia to the Islands of Palau, and over 70 destinations and attractions in between. We are a team of marketing professionals, sharing a common interest in discovering the culture/history, geographic natural features, and experiences of a destination. We have the desire and ability to equip a destination and its people to develop economically through leveraging, while protecting, its cultural and natural resources through visitation. **Therefore, we are providing an alternative to other industries and economic drivers less sustainable and conducive to protecting and preserving the precious culture and environment of a place and people.**

YOUR CULTURAL TOURISM SUCCESS

At TGA our goal is to exceed our client's expectation. Our philosophy: "They put their trust and confidence in us, we will not let them down." Often we found it wasn't enough to define and communicate our client's distinction effectively. To increase visitation consistently over time every aspect of the visitor chain needed to be considered, from brand message to the visitor's experience and on-going relationship. Therefore, **our firm developed a suite of proprietary programs from: identification, prioritization and enhancement of the on-the-ground features and experiences, to how to position and communicate them effectively, as well as how to obtain funding resources and partners to share in the cost and opportunity.**

We enhance a destination's visitor experience, increase partner participation, forge the brand distinction, and develop the plan and messages to communicate brand distinction in a manner that is compelling and touches emotions, making one laugh, smile, think, and feel, resulting in increased visitation and brand advocates.

Cultural Tourism: The Ultimate Economic Driver – Cultural Tourism provides low-cost, high economic impact on a broad array of stakeholders:

- Cultural Tourism is growing at a rate of **15%** annually with foreign tourists and Millennials seeking “authenticity, things real” contributing significantly (*WTO/Trip Advisor/Ipsos*).
- TIA states **120,000,000** adults traveling more than fifty miles from their homes are interested in “Cultural Experiences.”
- The Cultural traveler takes at least one more trip per year and spends up to **40%** more than your average tourist – **\$192 billion** annually, **\$994** on average per trip and stays **1.8 days longer** and is more active on social media, review sites and makes travel recommendations to friends and family.

Cultural/environmental preservation – Compared to other/traditional industries, manufacturing, etc., that provide economic growth, Cultural Tourism results in the preservation of the culture and the environment of a destination.

Community pride/population retention – Identification and effective communication of a destination’s cultural story instills a sense of pride of history, community, and place, resulting in population retention, growth, and the community esthetically.

Social Sharing – Cultural and natural facts, features, and experiences provide endless rich, thought-provoking content for an audience that is statistically significantly more likely to share information and experiences via social media.

Brand Distinction – Cultural Tourism branding and marketing creates the desired differentiation between competitive destinations, resulting in greater national/international awareness, visitation and cultural and natural preservation.



**CULTURAL TOURISM
SPECIALTY AND
PREMIER SERVICES**

SPECIALTY AND PREMIER SERVICES



CO-OP ARCHITECTURE

Taking co-op to the next level with a disciplined, systematic program partnering our clients with non-competitive marketing, products, services, and attractions that serve the same customer profile to share marketing tactics and materials (ticket exchange, links, databases, etc.) they each are already producing, therefore reaching each other's prospect and customer base for essentially no cost.

Attraction/Publication	Location	Opportunities	Affinity Target	PKG
N.O. Ballet Association	New Orleans, LA			P
Odell Williams Museum of African-American History	Baton Rouge, LA			P
West Baton Rouge Sugar Fest	Baton Rouge, LA			P
LSU Rural Life Museum	Baton Rouge, LA			P
African American cultural museum	Alexandria, LA			P
Masur Museum of Art	Monroe, LA			P
National Military Park	Vicksburg, MS			P

Attraction/Publication	Location	Opportunities	Affinity Target	PKG
Biedenharn Coca Cola museum	Vicksburg, MS			P
MS Agricultural/Forestry Museum	Jackson, MS			P
Automobile Museum	Tupelo, MS			P
Windsor Ruins	Port Gibson, MS			P
Grand Gulf Military Park	Port Gibson, MS			P
Battleship USS Alabama	Mobile, AL			P
Louisiana State Capitol	Baton Rouge, LA			P



Example: Co-Op Architecture for Natchez, Mississippi (14 of 131 entities identified)

LEGEND	
	Cultural Traveler Affinity Target
	International Traveler Affinity Target
	"Foodie" Affinity Target
	Outdoor Enthusiast Affinity Target
	Weddings Affinity Target
P	Package Opportunity

SPECIALTY AND PREMIER SERVICES



V.E.E.P. (Visitor Experience Enhancement Program)

We work with you to identify and prioritize the visitor experiences most supporting brand positioning and distinction. We then recommend enhancements to existing visitor experiences supporting brand positioning. Lastly, our team conceptualizes new visitor experiences within destination and proximity for packaging and ownership.

Four individual V.E.E.P. concept examples for four different clients:

Natchez, Mississippi, The Seminole Tribe of Florida, Elizabeth City, North Carolina, and Cherokee, North Carolina



Meet Mark Twain

Go down Under-the-Hill, by the river's edge. Have a microbrew, shot of Jager, some fish and chips, hear some live music, and chat with Mark Twain, Nellie Jackson, a riverboat captain, and others. Take your photo with Mr. Twain and Nellie and share your photo with your friends.



Camp in an Authentic Seminole Chickee

Enhance your adventure in the Everglades with a night of camping. Cook using the traditional Seminole methods over cypress logs. Sing Seminole clan songs and listen to stories told by actual Seminole Tribe members.



Pull!

Head down to the shooting range and get trained by an expert on best techniques for various firearms and airguns. Study arms/ammo and safety/ballistics. Focus on nature and sportsmanship education. This event would be sponsored by Ducks Unlimited.



Oconaluftee Island Bonfire

We designed a fire pit on the famed Oconaluftee Island where the Cherokee history comes alive for visitors arriving, or in-between other attractions. There ancient stories, song, dance, poetry, traditional wisdoms and foods shared for the young and the elders.

SPECIALTY AND PREMIER SERVICES

ATM

AFFINITY TARGET MARKETING

We first identify the features and experiences of the destination with the most prospect potential. We then identify the Affinity Groups to which they appeal, and rank them based on number of prospects within the DMA (Designated Marketing Area).



SPECIALTY AND PREMIER SERVICES

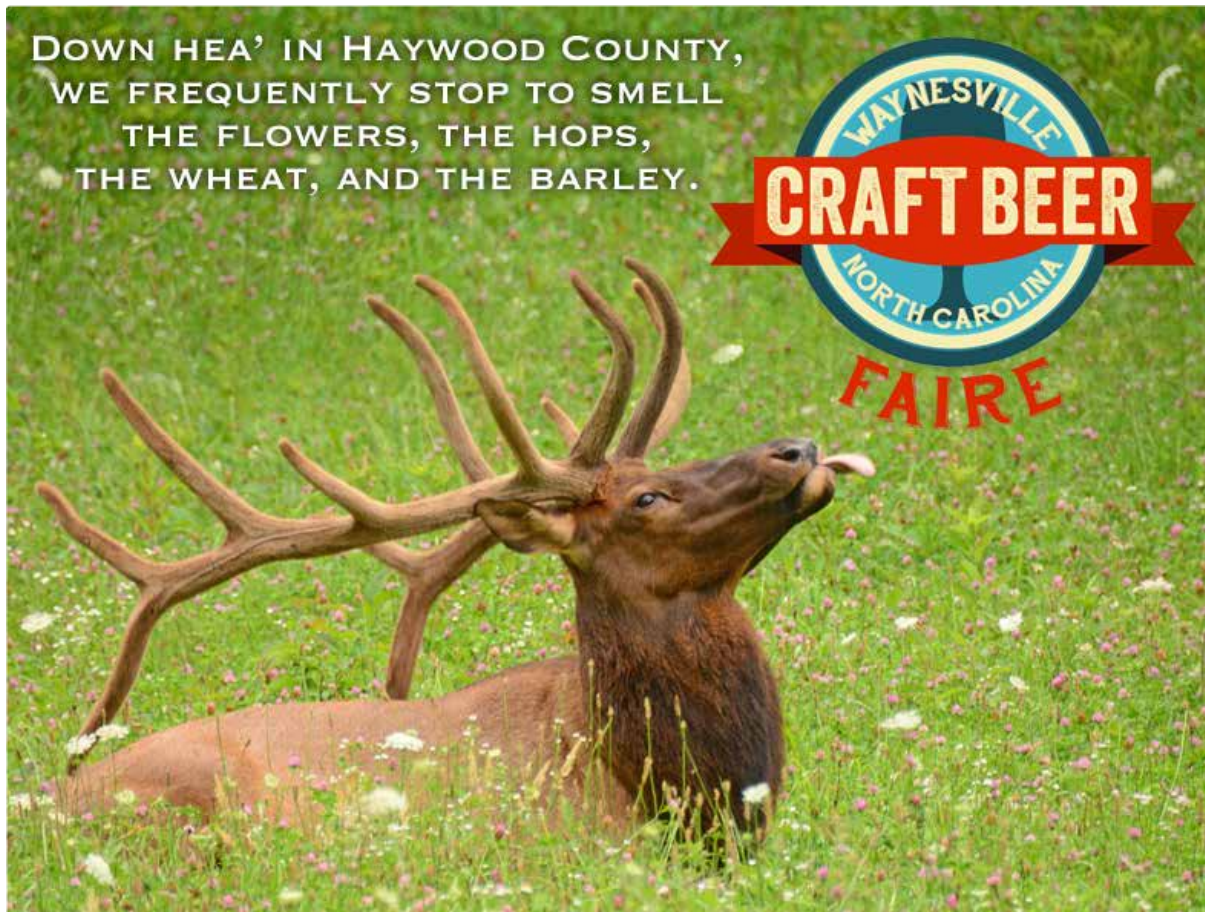
ATM

1

**CHANNEL :
PAY PER
CLICK &
REMARKETING**

Brand-centric ad campaigns with concepts emotionally appealing to specific Affinity Target Profiles leading them to corresponding landing page with rich content for data exchange. Campaign is placed/bought with lowest cost/highest ROI keyword search associated with keyword bank built by Affinity Target Profile.

EXAMPLE



SPECIALTY AND PREMIER SERVICES

ATM

2

CHANNEL :
SOCIAL
MEDIA

Our social philosophy pivots on providing value with every post shared in a tone that conveys the spirit of a destination and stays true to the brand voice. Creating content for specific Affinity Targets across each channel weekly is proven and highly effective, generating more engagement/sharing.

EXAMPLE

Content: Active article on last Tribal Council before Trail of Tears

The screenshot shows a USA TODAY news article. The main headline is "Cherokee reunion celebrates heritage" by Larry Copeland. The article features a large photo of Cherokee dancers in traditional regalia performing a war dance. Below the main photo is a map of Red Clay State Historic Park in Cleveland, Tenn. The article text describes the reunion of Cherokee warriors in battle regalia performing a war dance. It also mentions that a crowd of Cherokee Indians, who had journeyed from Oklahoma, North Carolina, and elsewhere, stood transfixed. A section titled "MORE PHOTOS: Cherokee bands reunite after 25 years" includes a smaller photo of a Cherokee man applying face paint to another man's face. The article concludes with a paragraph about the 1838 federal troops rounding up 18,000 Cherokee for the Trail of Tears.



The image shows a mobile app interface for "Cherokee Passport Launch". The app displays a grid of photos from the Cherokee reunion. Below the grid, there is a section titled "Cherokee Passport Launch" with a description: "New this year and full of great discounts at more than 30 shops, hotels, restaurants, retailers, attractions and businesses, the Cherokee Passport is a handy guide to all the activities, adventures and attractions in Cherokee, including 101 FREE Things to Do. It includes a detailed map of Cherokee that identifies participating retailers locations, designates hiking trails and assures visitors can capture on camera and post to Facebook each of the painted bears throughout town. The passport can be picked up at the Welcome Center and its kiosks, all participating retailers and at participating businesses." Below the text is a photo of a person in a white shirt and a person in a dark shirt, possibly at a kiosk or counter.

SPECIALTY AND PREMIER SERVICES


ATM


3

CHANNEL :
DIGITAL
DIRECT

Database acquisition of Affinity Target Profiles within DMA for Direct Digital Advertising/Branding campaign for click response to corresponding landing page with rich content and data exchange.

EXAMPLE



Mayans believed it necessary,
at least once a year,
to journey across the sea
to the ancient city of San Gervasio
on the island of Cozumel,
home of 'Ixchel,'
the Mayan goddess
of childbirth,
fertility and medicine.
Our guests get it...
 *Paradise Beach*
completely.



SPECIALTY AND PREMIER SERVICES

ATM

4

CHANNEL :
GROUPS,
CLUBS, AND
ORGANIZATIONS

Identification and partnership with "Influencers" or Groups/Clubs/Organizations appealing to your highest ROI Affinity Target Profiles.

EXAMPLE



Campaign targeting three different Affinity Targets deployed through groups to their database

SPECIALTY AND PREMIER SERVICES

ATM

5

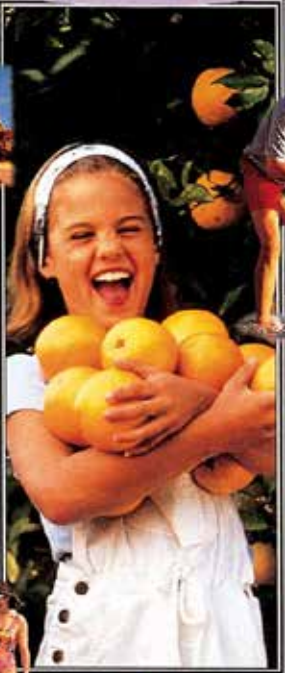
**CHANNEL :
TRADITIONAL
MEDIA**

Identification of traditional media with highest brand awareness/ website traffic potential. Measure Brand awareness and contributing vehicles quarterly/annually. Selections are based on subscriber profile/ number, context, relevance, and cost.

EXAMPLE


*Come Visit A Place
Where Breakfast Grows On Trees And
Memories Appear Like Magic.*

There was a time when life was slower




and vacations simpler. When relaxing meant a pleasant stroll with the family along a quiet beach collecting seashells. When the primary form of entertainment was sightseeing and just the beauty of the land was enough to soothe the spirit.

A time like this still exists at Disney's Vero Beach



Resort. The area is surrounded by citrus groves so lush and vibrant it will seem like an entirely different world. Drop by spring training at Dodger-town, U.S.A. and make your kids baseball fans for life.

So call Disney at 1-800-880-6032 for reservations. Because here we have simpler times. Times when it's easier for everyone to relax and be themselves.



Some items sold separately by www.usa.com. Includes what is available. Prices are approximate. © The Walt Disney Company

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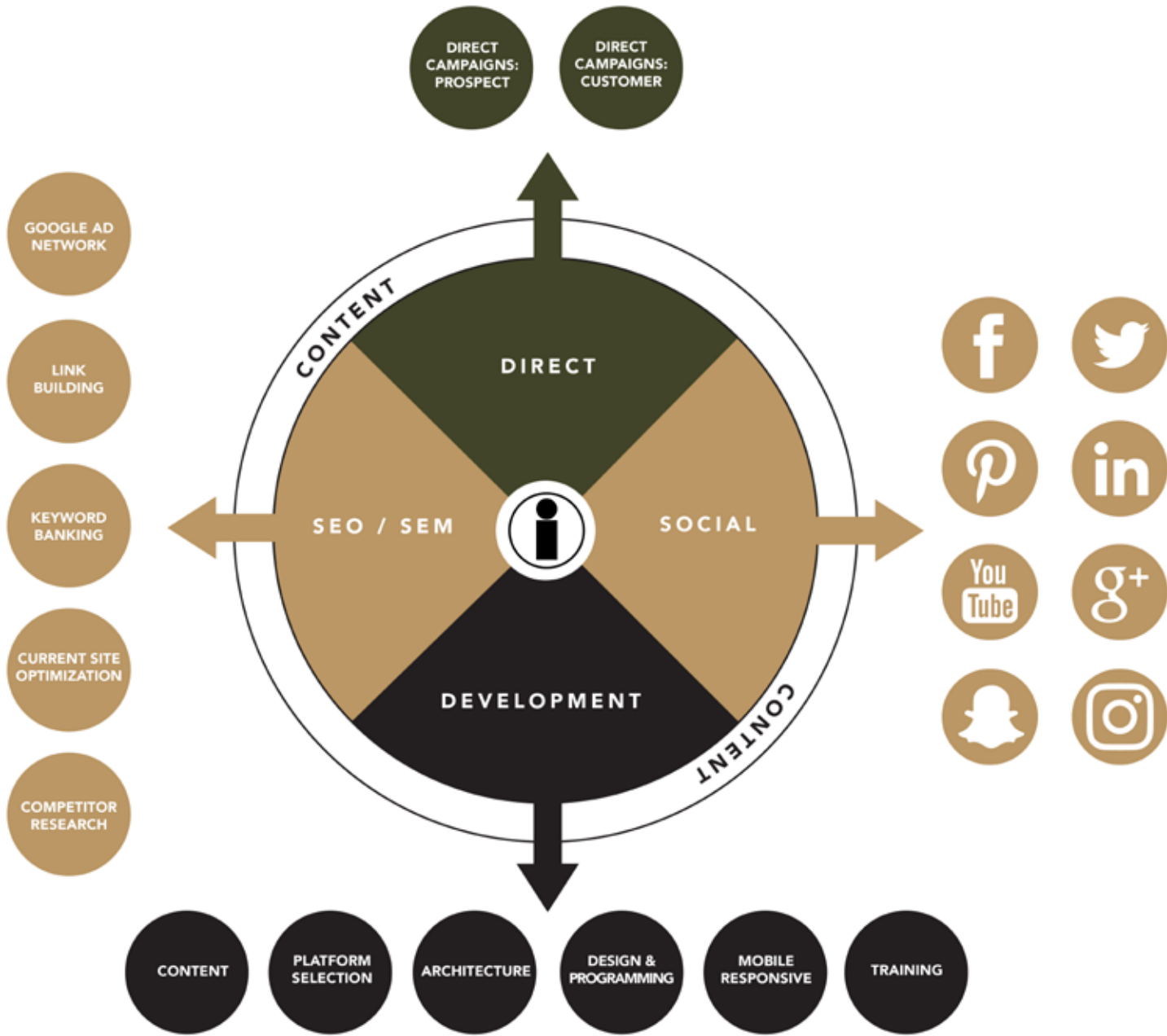
INSIDE IDEAS DIGITAL DIVISION

The media may change. So sorry, it already has, while you read this. One thing doesn't change: "The need to leverage your core brand distinction regardless of the media vehicle."

By applying 30-plus years of branding expertise, The Goss Agency excels in developing and executing Strategic Digital Plans with content and brand messages designed to appeal emotionally to specific psychographic profiles in the media channels most appealing to specific targets. This disciplined "Brand Centric" approach to Digital Marketing and Brand Content Development consistently exceeds national results statistics by double digits, driving higher-quality traffic to the website 49%-156%, depending upon the media channel.

DIGITAL DIRECT - Direct messaging to your customer or customer profile through ad campaigns or weekly/monthly vehicle (Newsletter) leading to custom web page for rich content and data exchange, analytics/reporting

SEO - Identification of Competition and their ranking, goals, strategic plan for optimal ranking in specific categories and search, key word/phrasing, link strategy, content development, analytics



DEVELOPMENT - Identification of architecture, design and programming of website/landing page/newsletter/Digital direct based on objectives

SOCIAL - Optimization of all social media vehicles based on prospect profile's participation, behavior, priority, strategic plan, posting schedule, content creation/curation, influencer supervision, analytics

[A FEW CASE HISTORIES]

[CHEROKEE NATION]







Now that we've captured your imagination,
don't make us come after the rest of you.



CHEROKEE NATION

The Eastern Band of Cherokee Indians sought to increase tourism by distinguishing its offering from other area attractions, emphasizing Cherokee's dynamic history and culture.

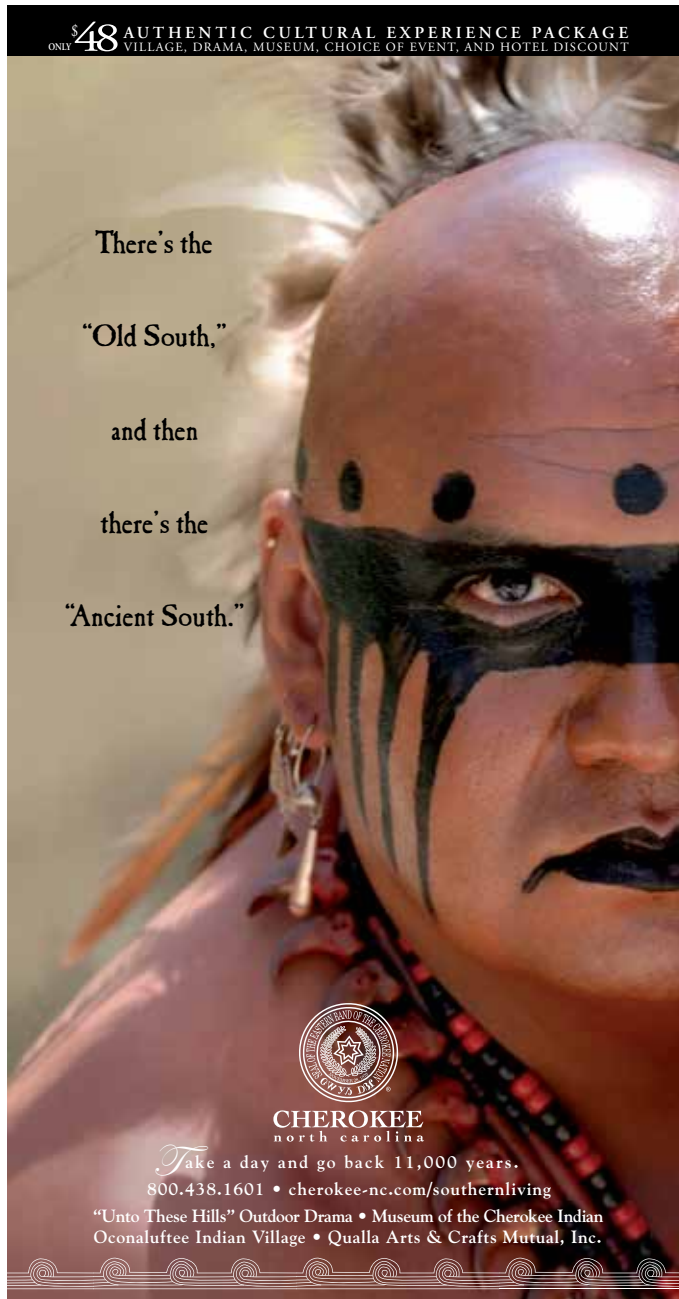
The Goss Agency's approach was to unify attractions and message to leverage the unmatched 11,000-year culture and history with emotional appeal and an effective media/creative campaign.




THE WORK

ONLY \$48 AUTHENTIC CULTURAL EXPERIENCE PACKAGE
VILLAGE, DRAMA, MUSEUM, CHOICE OF EVENT, AND HOTEL DISCOUNT

There's the
"Old South,"
and then
there's the
"Ancient South."




CHEROKEE
north carolina

Take a day and go back 11,000 years.
800.438.1601 • cherokee-nc.com/southernliving
"Unto These Hills" Outdoor Drama • Museum of the Cherokee Indian
Oconaluftee Indian Village • Qualla Arts & Crafts Mutual, Inc.

Print Ad

Captivating dances,
tomahawks, blowguns,
drumming, peace pipes,
ancient clan masks,
stirring legends,
bows and arrows ...
are we there yet?
are we there yet?



cherokee-nc.com  800.438.1601

CHEROKEE
north carolina

"Unto These Hills ... a retelling," Museum of the Cherokee Indian,
Oconaluftee Indian Village, Qualla Arts & Crafts Mutual, Inc.

Print Ad

THE WORK



Outdoor Boards

THE WORK



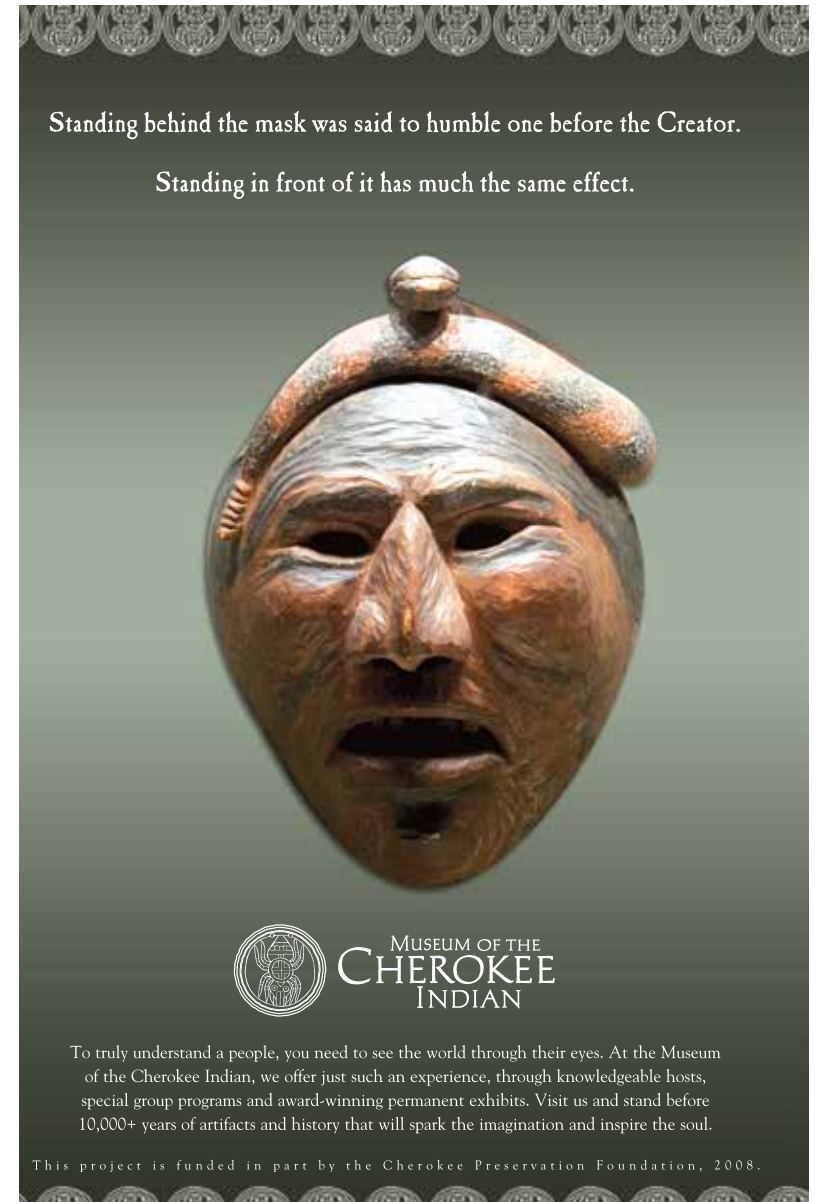
Drama, revolution, conspiracy, betrayal, ritual, ceremony, pageantry, celebration, suspense, mystery, triumph.

And that's just the first scene.


 **Unto These Hills**
OUTDOOR DRAMA
mountainside theatre

JUNE 13 – AUGUST 30
C H E R O K E E , N C

Print Ad - Attractions



Standing behind the mask was said to humble one before the Creator.
Standing in front of it has much the same effect.

 MUSEUM OF THE
CHEROKEE
INDIAN

To truly understand a people, you need to see the world through their eyes. At the Museum of the Cherokee Indian, we offer just such an experience, through knowledgeable hosts, special group programs and award-winning permanent exhibits. Visit us and stand before 10,000+ years of artifacts and history that will spark the imagination and inspire the soul.

This project is funded in part by the Cherokee Preservation Foundation, 2008.

Print Ad - Attractions

THE WORK



Cherokee Tour Operator Kit

THE WORK

The Goss Agency Cultural Map & Heritage Guide Program consists of a pocket-sized, self-folding map with participating merchants/attractions and businesses on one side and the Cultural Story on the other. The maps are available at all participating merchants in counter displays.

The Program is designed to accomplish three things:

1. Educate the visitor on the Cultural Core/Brand by telling the Cultural Story of the destination.
2. Orient the visitor as to the cultural attractions/features, as well as other locations (restaurants, accommodations, shops, galleries, etc.)
3. Provide an all-inclusive marketing vehicle of businesses within the destination to create unity in brand/marketing/social outreach, providing the opportunity for cross promotion.

With Cherokee we went a leap further with the Cultural Map & Heritage Guide. We designed the Cultural Map & Heritage Guide with a Passport cover. We arranged with the police a roadblock with flashing lights, cones, and digital signage at the entrance of Cherokee from the Great Smoky

Mountains National Park. We had the Cherokee warriors dress up in 18th-century regalia as they stopped vehicles entering Cherokee from the Great Smoky Mountains National Park to "check their passports."

Needless to say, our campaign was on the evening news and went viral on social media.



THE WORK



ONE FREE TICKET ENCLOSED PER ROOM

FESTIVAL OF NATIVE PEOPLES & CHEROKEE ART MARKET

JULY 17-18

Witness the ancient cultural traditions, wisdoms, songs, dances, and regalia of the Inca Son, Totonac pole flyers, Cellicion Zuni dancers, Git Hoan dancers, Hālau Palaihiwa O Kaipuwai, Chickasaw Nation Dance Troupe, Apache Crown Dancers, Warriors of AniKituhwa, and Raven Rock Dancers at the Festival of Native Peoples July 17-18 9am-6pm. Art Market preview July 16. Matinee and evening cultural performances Friday and Saturday. Admission \$10, children six and younger are free.

cherokee-nc.com  800.438.1601

CHEROKEE
north carolina

Event Poster



CHEROKEE
EVENT

800.438.1601
CHEROKEE-NC.COM

FESTIVAL OF NATIVE PEOPLES
COME SEE AMERICA, BEFORE IT WAS AMERICA

JULY 16-17

check out our list of
101 FREE THINGS TO DO IN CHEROKEE
www.cherokee-nc.com/free

You don't have to travel internationally to visit another country. Bring your family. Meet the original Americans, and experience their authentic culture, all in one place, at the Festival of Native Peoples July 16-17, 9 a.m.-6 p.m. in Cherokee, N.C. Spend the night at one of the many nostalgic motels, campgrounds, cabins or national hotel chains.

Witness the arresting and powerful, authentic culture of Apache, Totonac, Aztec, Laguna, Chickasaw, and Cherokee through ancient wisdoms, song, dance, legend, arts and regalia.


  

CHEROKEE
north carolina

Sponsored by the Cherokee Preservation Foundation and Food Lion. Present your Food Lion MVP card and get \$2 off.


Event Poster

THE WORK



OF THE SILVER MAPLE TREE, SITS A BEAUTY OF CREATION. HE IS NAMED BLUEBIRD BY THE CHEROKEE

UNNEE SHOTE, CHEROKEE CHIEF, WENT TO ENGLAND IN 1830 TO MEET KING GEORGE I. THE ROYAL FAMILY'S SENSE OF FASHION IMPROVED REMARKABLY THEREAFTER.




CHEROKEE
NATION
CULTURAL TOURISM

For cultural sites and tours, call 877.779.6977, or visit cherokeetourismok.com


IN THE EARLY MORNING MIST UPON THE THIN FRAYED BRANCH

Print Ad

OKLAHOMA!



Come hear the story that didn't make it to Broadway.



CHEROKEE
NATION

For cultural sites and tours, call 877.779.6977, or visit cherokeetourismok.com

Print Ad

THE WORK



Guides and Collateral

The Goss Agency has produced scores of Visitor Guides over the years and now provides 3 options:

1. Traditional- Brand integration, design & copy, layout, mechanical production/printing bidding/negotiation/supervision, partner ad placement only (no design/production, or sales of partner ads) (pictured)
2. Turnkey- The above "Traditional" plus sales and partner ad production (flat fee per ad and ad standards)
3. Advanced/Passport/App - Self-folding, pocket sized Cultural Map/Visitor Guide "Passport." Side One - Map with cultural attractions/locations, special offers, Side Two - The Brand/Cultural Story. Includes Lucite counter-top display/holders with a banding ad insert sleeve.

THE RESULTS

"It was time to consolidate our resources and unite our cultural entities and conduct an RFP for a marketing partner. We narrowed our list of prospects and sent out our RFP to a dozen or so marketing agencies in the Southeast. From the moment we looked at the ads, it was obvious The Goss Agency 'got us.' It was obvious they did their homework and knew something about our culture. Their presentation of our culture was truly striking. We looked proud and accomplished and rich with heritage and tradition in a 'National Geographic' sort of way. Since then, four years ago, the advertising has instilled a sense of pride in our people, and the results have been profound from town levy to numbers at the gates of the Fair Grounds, Drama, Village, and Museum."

- Mary Jane Ferguson, Director of Marketing

+19%
LEVY

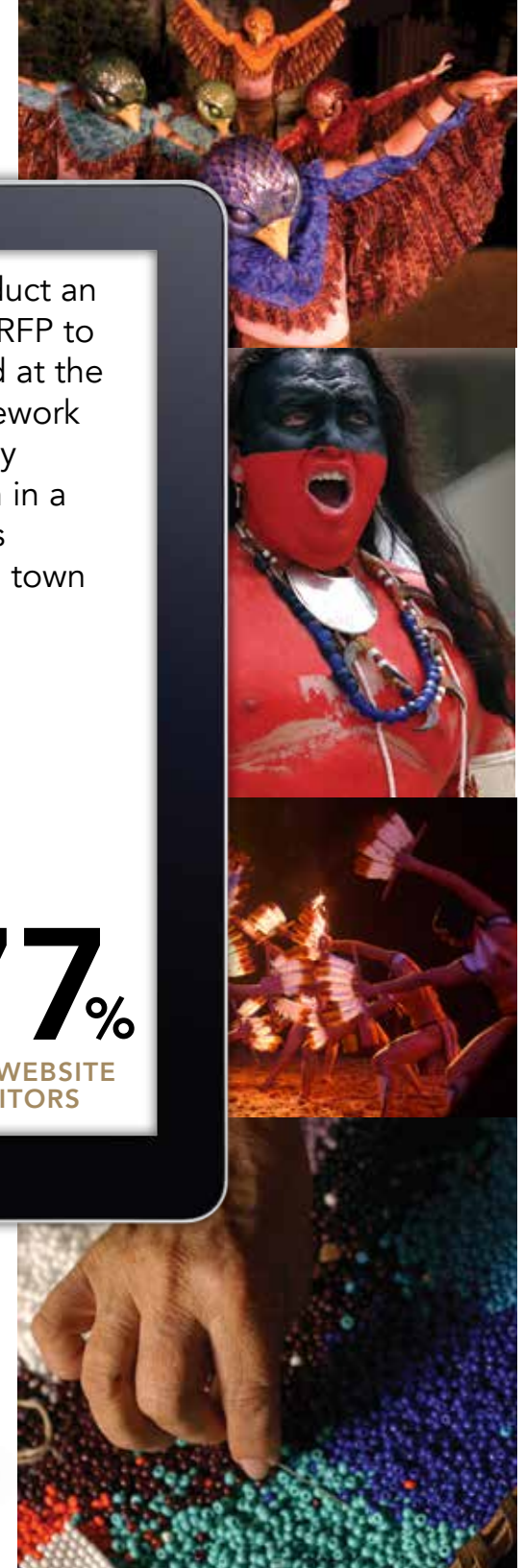
+42%
TICKET
REVENUE

+30%
MERCHANDISE
SALES

+27%
ATTRACTION
VISITS

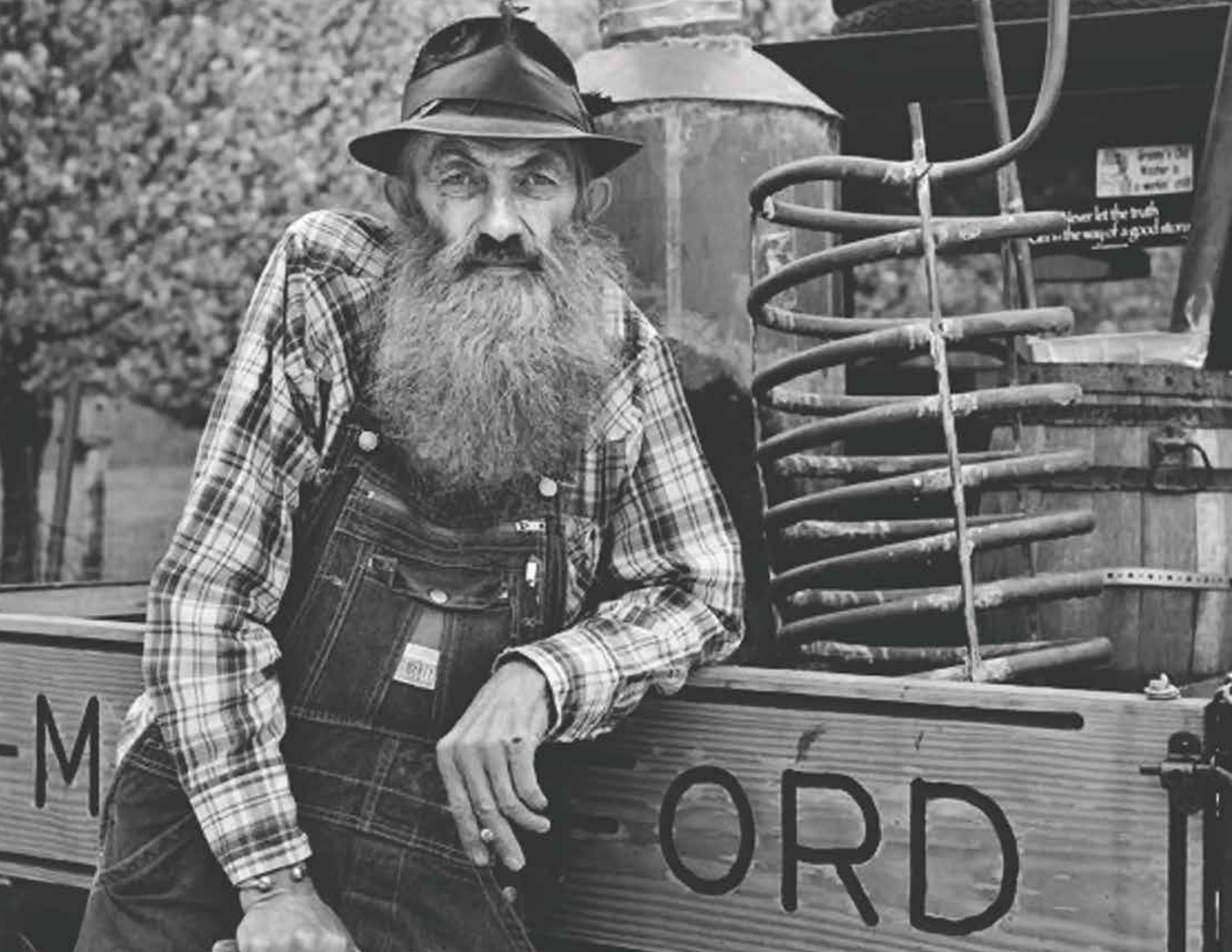
+233%
WEB TRAFFIC
INCREASE

+77%
NEW WEBSITE
VISITORS



[HAYWOOD COUNTY]





From a Old
Water a
a water old

Never let the truth
be the way of a good story

-M

ORD



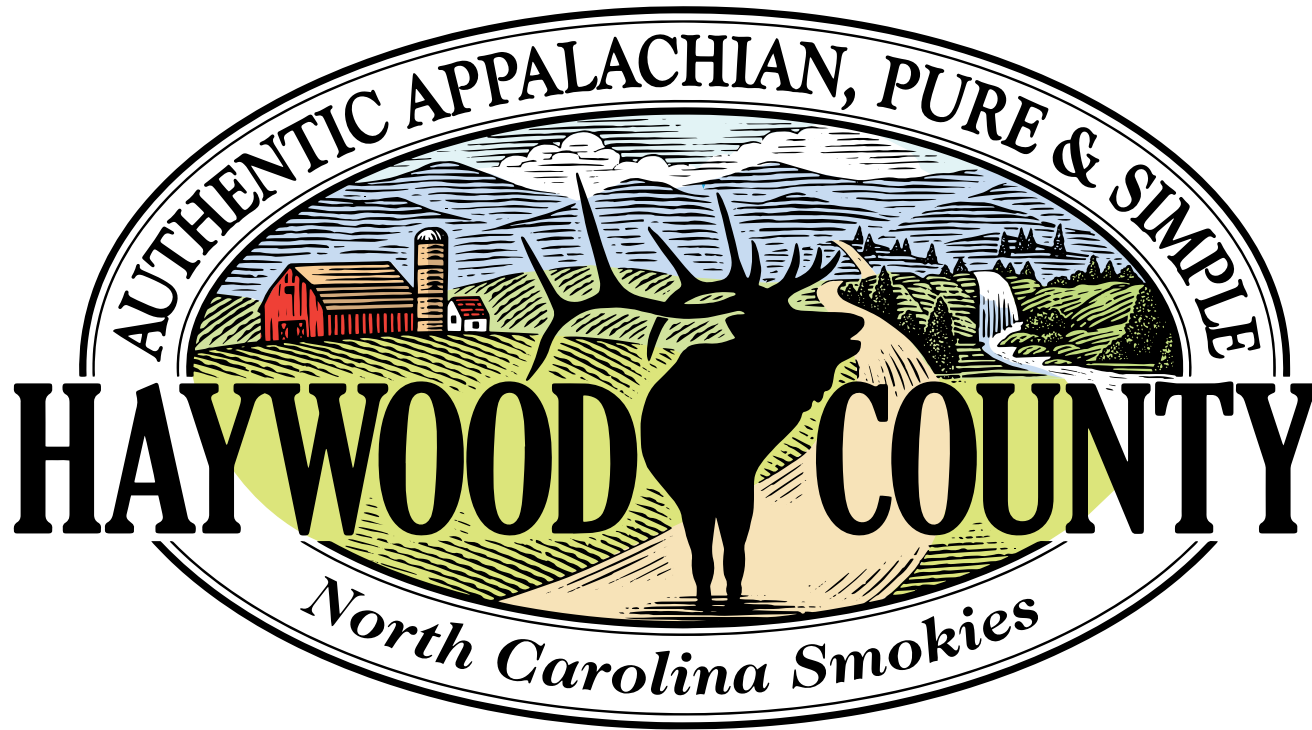
HAYWOOD COUNTY

The first ever official branding campaign for the 208-year-old county. Haywood County's 555 square miles has four small towns, none of which had appeal on their own to be a main attraction. When coupled with the other amazing cultural, outdoor, and agritourism experiences, the County had the potential to be the attraction. Especially in an age when travelers, especially millennials, are seeking "things real."

The Haywood County TDA hired The Goss Agency to execute its branding and marketing plan, which included visitor, stakeholder, and competitive research, brand positioning, logo/tagline, marketing plan, website, and digital ad campaign. Results? A tripling of page views and more time on the site than the national average, leading to a 20% increase in room nights.



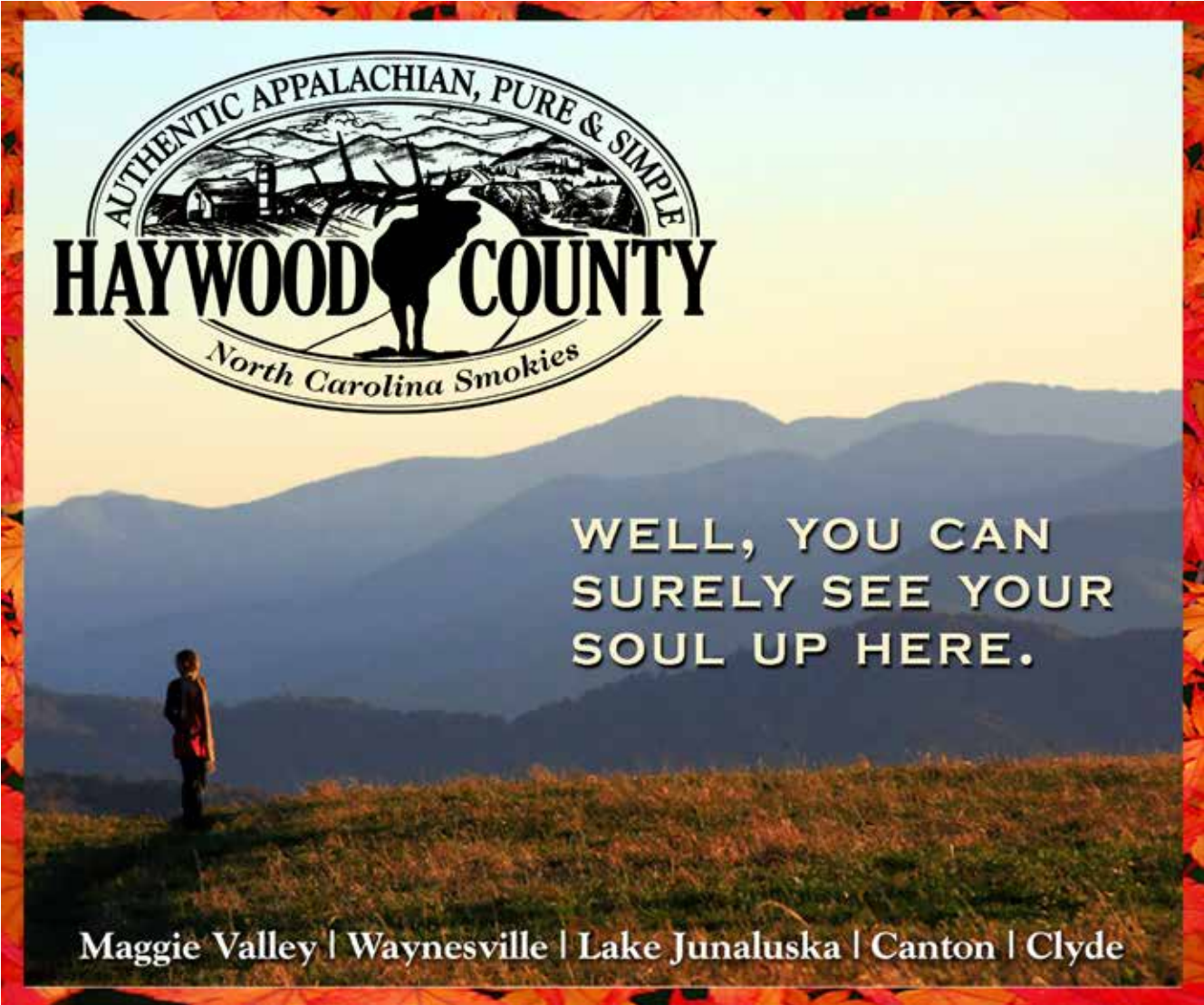
THE WORK



Maggie Valley | Waynesville | Lake Junaluska | Canton | Clyde

Branding and Logo Design

THE WORK



Digital Display Ad

THE WORK

OK, THIS IS WHY YOU BOUGHT YOUR BIKE.

HAYWOOD COUNTY
Authentic Appalachian, Pure & Simple
North Carolina Smokies

Maggie Valley | Waynesville | Lake Junaluska | Canton | Clyde

HAYWOOD COUNTY
Authentic Appalachian, Pure & Simple
North Carolina Smokies

WHERE THE
LAST SHOT OF
THE CIVIL WAR
EAST OF THE
MISSISSIPPI
STILL ECHOES.

Maggie Valley | Waynesville | Lake Junaluska | Canton | Clyde

HAYWOOD COUNTY
Authentic Appalachian, Pure & Simple
North Carolina Smokies

DISCOVER OVER 30
WATERFALLS AND STREAMS.
IT'S OK, YOU CAN PRETEND
TO BE THE FIRST.

Maggie Valley | Waynesville | Lake Junaluska | Canton | Clyde

OUR SYMPHONY RIVALS NEW YORK,
CHICAGO & LONDON.

HAYWOOD COUNTY
Authentic Appalachian, Pure & Simple
North Carolina Smokies

Maggie Valley | Waynesville | Lake Junaluska | Canton | Clyde

Digital Display Ads

THE WORK



Website Design

THE WORK



Haywood County Rich Pin Boards

Without budget dollars for a mobile application, Haywood County TDA was seeking a way to engage with visitors in the mobile environment. The Goss Agency's social media team found a solution using Pinterest's new "Rich Pin" boards, allowing visitors to do self-guided tours through the Pinterest app.

THE WORK



Activities Guide

History & Culture

WHERE THE LAST SHOT OF THE CIVIL WAR EAST OF THE MISSISSIPPI STILL ECHOES

Cold Mountain Overlook Milepost 412

If you love mountain heritage, you will find it right here in Haywood County. The variety of authentic experiences is endless, but a good place to start is with one of our several heritage trails. Haywood County provides inspiration for both bluegrass and traditional mountain folk music, which has earned us a notable spot on the Blue Ridge Music Trail. The trail highlights Haywood's bluegrass music scene, musicians, and dances, allowing you to experience this

The Appalachian 5-string Banjo
www.visitncsmokies.com

Cold Mountain
Made famous by Charles Fraser's Civil War era novel of one soldier's long journey home to his mountains and the one he loves.

Museum of NC Handicrafts
Located in the historic Shelton House you'll find one of the largest displays of both Native American and North Carolina heritage crafts.

Civil War
Last shot fired east of the Mississippi in Waynesville on May 9, 1865.

The Haywood County Quilt Trail
Take a colorful tour across Haywood County, discovering local heritage and scenic stops at each quilt block.

Galleries and Arts
Explore local galleries and see the work of talented artists throughout Haywood County.

rich heritage first-hand. Explore the Haywood County Quilt Trails, a collection of colorful wooden blocks that guide you on a scenic tour while telling unique heritage stories along the way. In 2015 Haywood County will commemorate the 150th anniversary of the conclusion of the American Civil War. As the site of the last shot fired east of the Mississippi River, Haywood County has five historical Civil War attractions that are included on the NC Civil War Trails.

The Pit Bull, state dog of North Carolina

THE RESULTS

"I would like to thank the Goss Agency and the Tourism Development Authority Staff and Board for their work in the creation of our new brand and logo. This logo will accentuate the implementation of our long-term strategic plan. This plan will be instrumental in guiding us into the future."

- Ken Stahl, Haywood County Tourism and Development Authority Chairman

+154%

WEB TRAFFIC
INCREASE

+49%

TRAFFIC TO SITE
FROM DISPLAY ADS

+36%

DISPLAY AD
CTR

+83%

TWITTER
IMPRESSIONS

+48%

TWITTER
FOLLOWERS

+48%

INSTAGRAM
FOLLOWERS

+89%

YOUTUBE
VIEWS

+21%

YOUTUBE
SUBSCRIBERS

+44%

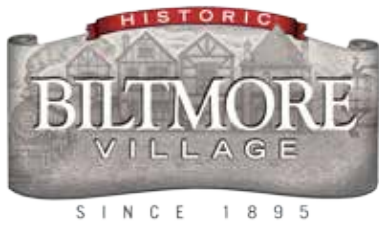
PINTEREST
FOLLOWERS



HISTORIC BILTMORE VILLAGE







A passage through time.



HISTORIC BILTMORE VILLAGE

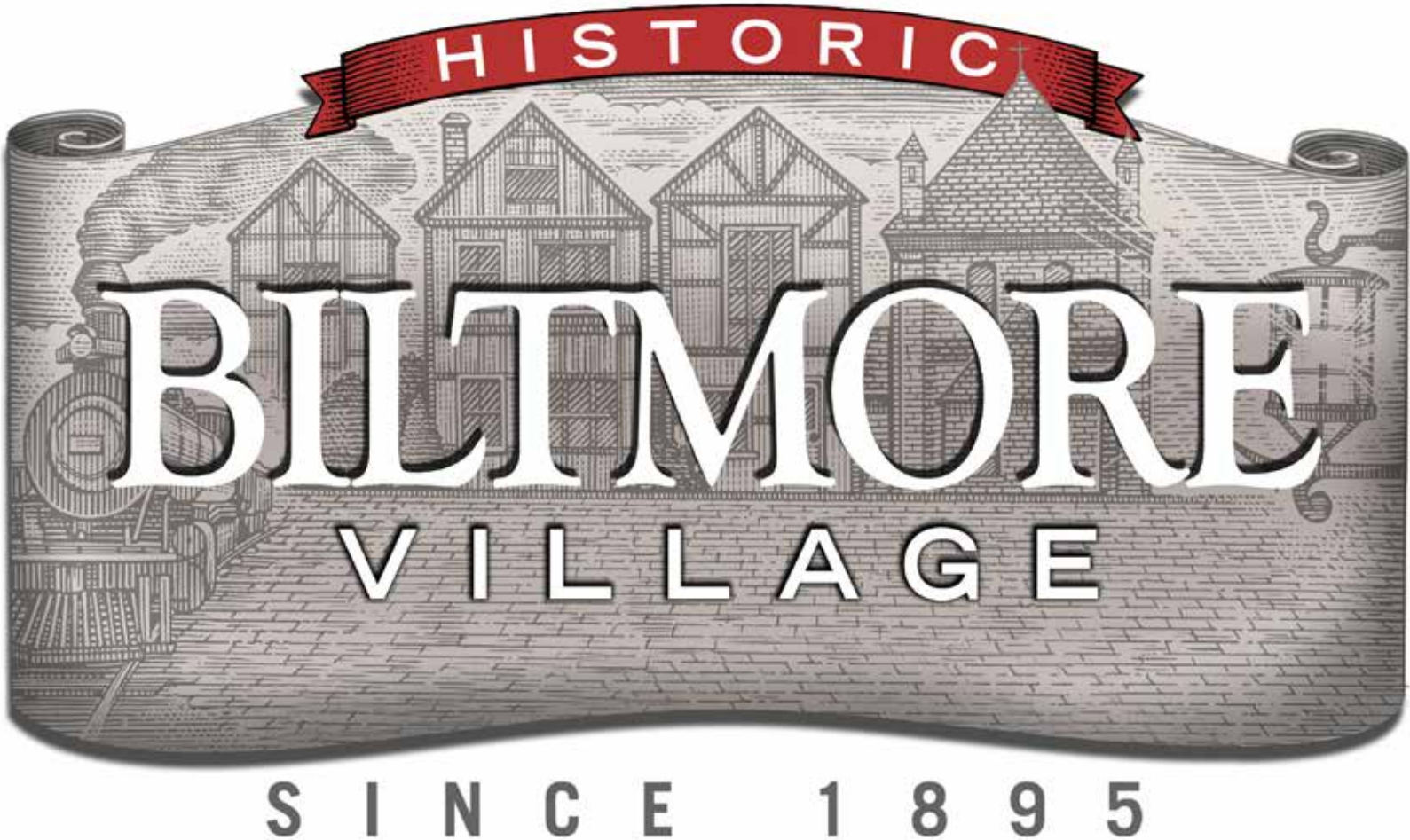
In the late 1800s, Historic Biltmore Village was conceived by visionary millionaire George Vanderbilt and designed by the world-renowned architect Fredrick Law Olmstead as the home to the hundreds of artisans, builders, and craftsmen there for the construction of the Biltmore Estate. Today, the preserved historic village is home to over 80 independent and national shops and restaurants.

With other shopping center developments emerging around Asheville, the traffic and sales were beginning to drop.

The Merchants Association hired The Goss Agency to execute the first ever branding and marketing campaign with Brand Logo, tagline, event schedule, website, marketing plan, brochures, and historic map and visitors guide.



THE WORK



Branding and Logo Design

THE WORK



Website Design

THE WORK



Passport and In-Store Display

THE WORK

ASHEVILLE CITIZEN-TIMES

Article on the re-branding of Historic Biltmore Village by Mike Cronin of the

ASHEVILLE – One might say Historic Biltmore Village has become a full-fledged member of the modern age.

It's taken about 120 years, but the former community of Biltmore Estate laborers and now destination shopping center south of downtown Asheville finally has its own branding campaign.

Today the village now has a logo, a website and a walking-tour map.

"We wanted to open the door to new visitors and make sure they saw all we have to offer," said Curtis Williams, director of leasing and new business development of the Asheville-based Biltmore Property Group.

Williams divided Asheville into four distinct tourist objectives: the Biltmore Estate, the River Arts District, downtown and Historic Biltmore Village. "Each is a different area with

different offerings and different events," Williams said.

The branding campaign highlights the village's shops, restaurants and hotels, for example, Williams said.

Or, as Robert Foster summarized, "It shows you how trendy (the village) is, but keeps its arms wrapped around history."

Foster is general manager of the DoubleTree by Hilton Asheville-Biltmore hotel.

During its early 1900s heyday, the villagers had access to a train station, grocery and hardware stores, a school and a church.

Original cobblestone and brick sidewalks continue to connect village stops. And the U.S. Library of Congress continues to preserve some of its landscape designs. To increase the flow of folks who flock there, Williams and

his colleagues hired The Goss Agency, an Asheville-based advertising firm.

Jeff Goss, that company's president, and his team formed a phased strategy that targeted residents of Asheville, visitors already in Asheville and tourists soon to be on their way to Asheville.

Goss initiated a soft launch during the fall, he said. Already it has reaped a village-wide average 16 percent sales increase, Williams said.

"It's exciting to see the village achieve an image it so well deserves," Goss said. "The place is a blend of an historical site with the charm of local retailers and the draw of national retailers."

Branding-campaign tactics include employing Google analytics, focusing on IP addresses and identifying key words in online searches, Goss

said. The strategy also uses Google text display advertising.

And if a visitor is using a mobile device within a certain distance of village businesses, specific search words will yield village shops, Goss said.

In the physical realm, maps offering historical-walking tour information also feature special offerings and sales occurring within the village, Goss said.

Another benefit resulting from the campaign was the founding of the Historic Biltmore Village Partnership, a merchant group comparable to the Asheville Downtown Association, said Foster, who serves as the organization's first president.

"It's the first time we've formalized an organized structure and direction," Foster said. "Everyone's enthusiasm and support has come together in an unprecedented way."

THE RESULTS

"This brand revitalization has contributed to an average sales increase of about 16%, according to participating merchants, and has breathed new life into the Village, providing the missing and well-deserved image of an international quality leisure shopping experience with distinctive independent and national shops, restaurants, and lodging in a relaxed, historic, charming setting."

- Curtis Williams, Biltmore Property Group

+16%

AVERAGE
SALES
INCREASE





MORE EXAMPLES OF
**AFFINITY-TARGETED
TOURISM MESSAGING**
DESIGNED TO TRANSCEND ALL MEDIA



THE WORK



Our diamond mineral baths were constructed to rejuvenate



French soldiers fighting in the West Indies,



but they do wonders for exhausted guests.

Just south of Martinique in the Windward Islands lies the island of St. Lucia. First inhabited by the Arawak Indians in 200 AD, the island is so beautiful it's no wonder the English and French fought over it for 150 years. Here you will find thousands of species of wildlife, some so rare they exist nowhere else in the world. For the more adventurous spirit, there's a drive-in volcano, a 19,000 acre rain forest, and a waterfall that



changes color. Climb our majestic twin Pitons, which rise 3,000 feet out of the turquoise water like a giant sea serpent, dive the ancient coral reefs, ride bareback in the surf, or spend the afternoon exploring the quaint little villages. At the end of the day you can soak your feet in the mineral baths built by Louis XVI or relax on one of our beautiful beaches at one of our luxurious resorts. Call 1-800-456-3984 or your travel expert.



Some will return from their vacations



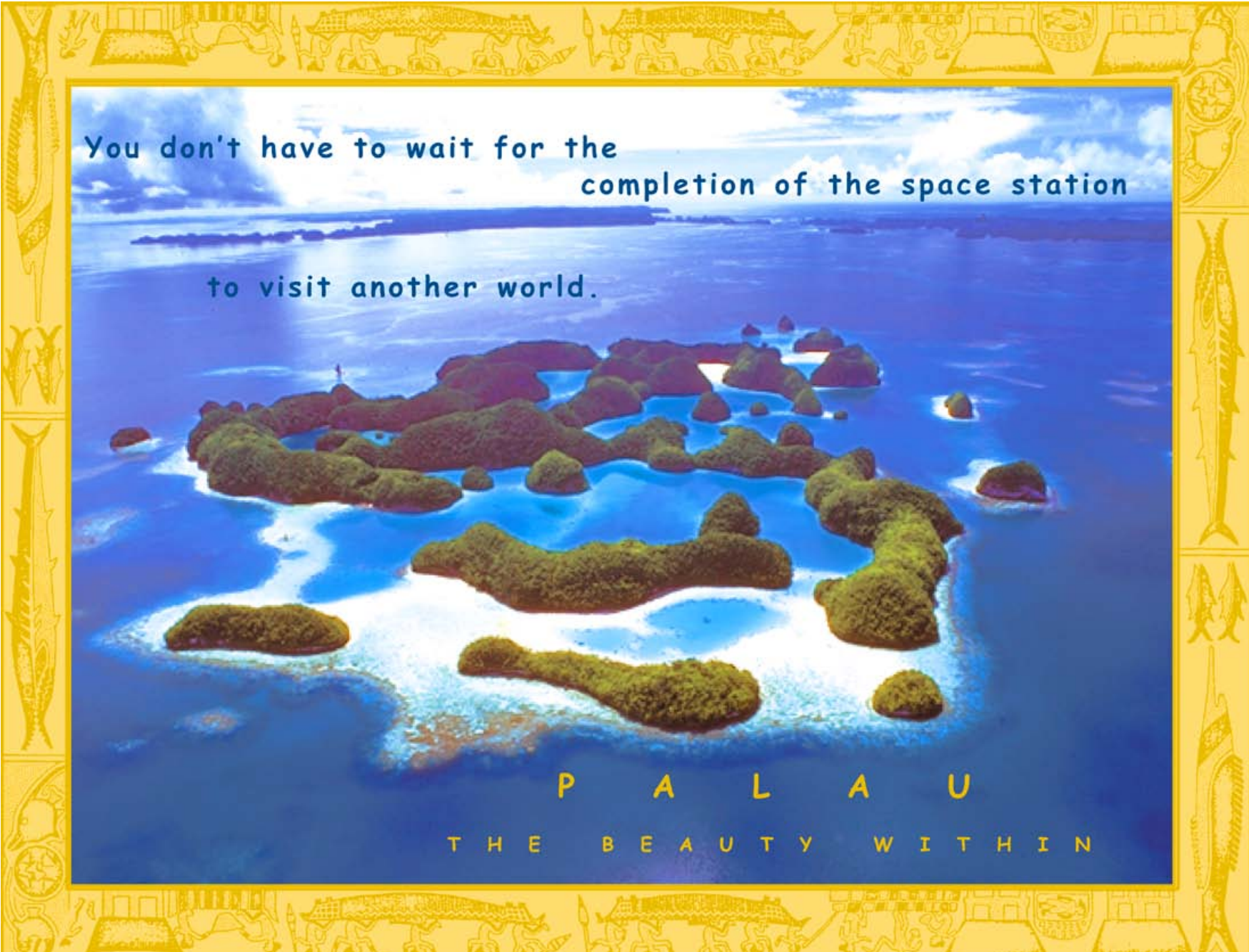
to put photos in an album.



Others put the legendary white marlin on their wall.



THE WORK



Print Ad

THE WORK

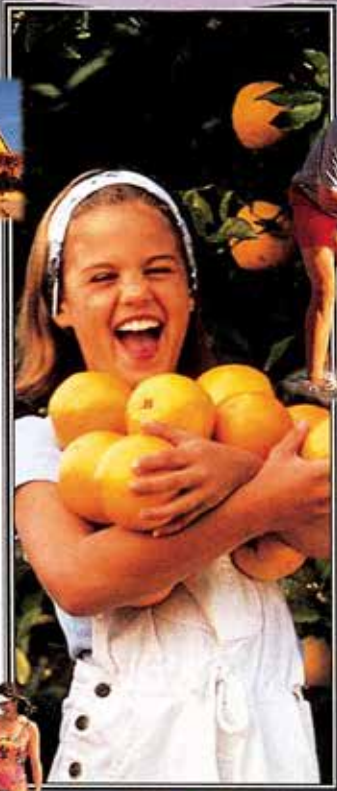
Come Visit A Place
Where Breakfast Grows On Trees And
Memories Appear Like Magic.

There was a time
when life was slower



and vacations simpler. When relaxing meant a pleasant stroll with the family along a quiet beach collecting seashells. When the primary form of entertainment was sightseeing and just the beauty of the land was enough to soothe the spirit.

A time like this still exists at Disney's Vero Beach



Resort. The area is surrounded by citrus groves so lush and vibrant it will seem like an entirely different world. Drop by spring training at Dodger-town, U.S.A. and make your kids baseball fans for life.

So call Disney at 1-800-880-6032 for reservations. Because here we have simpler times. Times when it's easier for everyone to relax and be themselves.



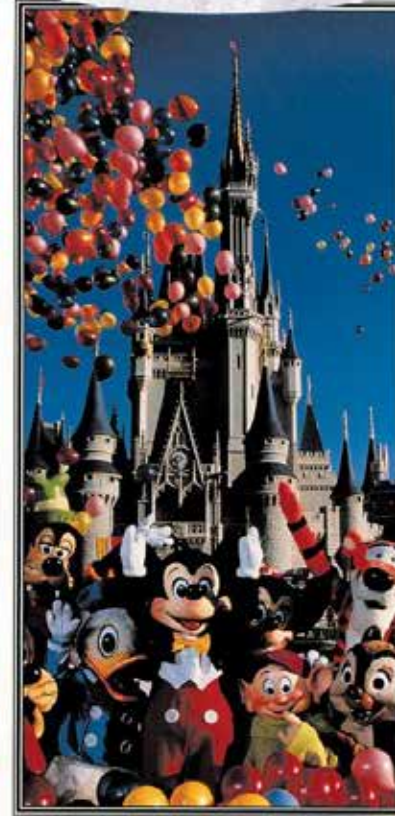
Rates start at \$160; prices vary by season; tax not included; subject to availability; prices per room max. 4 adults and 1 child under 5. Resort building is under construction. © The Walt Disney Company

Print Ad

Stay With Us
And Look Who Your
Neighbors Will Be.

In the heart of the WALT DISNEY WORLD® Resort is a little piece of magic known as The Disney Vacation Club Resort. If you love the wonder and charm of Disney, this is how to put your family right in the middle of it all. Disney's MGM Studios and the MAGIC KINGDOM® Park are just a few minutes away. Even Epcot®.

But the nicest surprise of all may be where you're staying. The Disney Vacation Club Resort is so much like Key West you'll think we shipped the entire town up from the tip of Florida. You'll shop, for instance, at a place called the Conch Flats General Store. Stroll along Turtle Krawl. Eat conch chowder and key lime pie at Olivia's Cafe. And right where you're staying is a lush championship golf course (one of five Disney courses).



Plus all the tennis you can play.

The uniqueness of this resort also extends to the accommodations. The offer below includes a deluxe room complete with mini-kitchen. Even a voucher good for \$100 worth of groceries at the Conch Flats General Store. For more information or reservations, call your travel professional or 407-W-DISNEY. This is the kind of vacation you simply can't find anywhere else. The charm and beauty of Old Key West plus some of the nicest neighbors in the entire world.



Room availability not guaranteed. Maximum amount of people per room 2 adults and 2 children under 18. Available 8/1/99 - 8/31/99. Copyright The Walt Disney Company.

Print Ad

THE WORK



Visit a place and time of
swashbucklers,
pickpockets,
and backstabbers,
without fear of
ending up in
the haunted cemetery on the bluff.



A host of legends, adventure and Southern Hospitality.

Print Ad



George Washington
didn't sleep here.
However,
General Douglas MacArthur did.



A host of legends, adventure, and Southern Hospitality.

Print Ad

THE WORK



Let your teenagers discover a fossil, and they'll stop thinking you're one.

Wintergreen Resort

WINTERGREEN, VIRGINIA • CALL 804.325.2200 FOR INFORMATION • WWW.WINTERGREENRESORT.COM

THE WORK




Torture
a few
flies
this
summer.




WINTERGREEN, VIRGINIA • CALL 804.525.2200 FOR INFORMATION • WWW.WINTERGREENRESORT.COM

Print Ad

THE WORK




Florida Everglades, 2011



Stacked glass beads, cape trimmed with lace, full-length tiered patchwork skirt, exhibiting a spectrum of classic Seminole traditions. No, not Milan. Everglades, 1930.

More than 20,000 artifacts, experiences and all kinds of other fun stuff representing Seminole history and culture over the past 300 years.



Lady's cape and skirt

SEMINOLE TRIBE OF FLORIDA
AH-TAH-THI-KI
M U S E U M
A PLACE TO LEARN - A PLACE TO REMEMBER

34725 West Boundary Road - Clewiston, FL 33440 - Ph 877-902-1113 www.ahtahthiki.com

Print Ad



Florida Alligator, 2011



Everglades taxi, circa 1915
the original "smart" car

More than 20,000 artifacts, experiences and all kinds of other fun stuff representing Seminole history and culture over the past 300 years.

Smart car steering wheel

SEMINOLE TRIBE OF FLORIDA
AH-TAH-THI-KI
M U S E U M
A PLACE TO LEARN - A PLACE TO REMEMBER

34725 West Boundary Road - Clewiston, FL 33440 - Ph 877-902-1113 www.ahtahthiki.com

Print Ad

THE WORK

**WHERE THE EXHIBITS
STARE BACK AT YOU**



**S E M I N O L E
TRIBE OF FLORIDA**

AH-TAH-THI-KI
M U S E U M
A PLACE TO LEARN. A PLACE TO REMEMBER.

Big Cypress Reservation
I-75, Exit 49

**STRETCH YOUR WEEKEND
OUT A FEW HUNDRED YEARS**




**S E M I N O L E
TRIBE OF FLORIDA**

AH-TAH-THI-KI
M U S E U M
A PLACE TO LEARN. A PLACE TO REMEMBER.

Big Cypress Reservation
I-75, Exit 49

MEET THE UNCONQUERED



**S E M I N O L E
TRIBE OF FLORIDA**

AH-TAH-THI-KI
M U S E U M
A PLACE TO LEARN. A PLACE TO REMEMBER.

Big Cypress Reservation
I-75, Exit 49

Outdoor Boards

THE WORK



The Fish

The hatchery produces more than 500,000 fish annually and stocks accessible streams twice weekly. If you've ever caught a fish, ask hatchery management for areas where the big ones are living.

Brook Trout

Brook trout, a fathead jewel, is the only native game fish that lives in streams, rivers, and lakes between 8&8. All grown with a brilliant red spine on circles of contrasting colors, light and dark white edges. The "brookie" is born wild here and is highly competitive for habitat, they're found mostly in mountain streams where water runs cold and steep. Anglers often push them downstream.

In the wild hatchery, we know to close to color with green, orange, steel, and yellow or white. Sometimes, they lay their eggs on boulders in large pools and under shaded banks. They start out in one and smaller fish, but they've broken the species for a small food item and then. Large brooks reach 18 to 20 lb.

With bright, bodies fish, the stocked golden trout species was recently introduced for recreation and variety. Originally stocked in 1954, after several breeding generations, the golden trout has unique color in a trophy fish. Expect the golden to become and be of equal use to the large brooks and rainbows.

Rainbow Trout

The most popular stocked fish in these waters, the rainbow trout displays a wide lateral pink to red strip on its side. It has a dark olive on its back, light-colored at the bottom. The rainbow will be found in other stocked trout streams.



Rainbow Trout



Brown Trout



Brook Trout



Sicklefin Darters

Estimated average stream temperatures based on United States Forest Service data

March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
44.0	51.3	54.8	58.2	59.4	62.6	62.3	56	50.6	46.1	48.7	42.2

Opening Day - last Saturday in March



NO LITTERING

Littering is the biggest complaint against trout fishing. Help us help you put away the trash and keep our streams and banks clean! Littering is illegal. Contact us at Cherokee Creek Article II, Sec. 34.8.2 (d)

Donaldson Trout

Developed for fast growth and fight on the line, this trout is popular among experienced anglers for the challenge. Early stocking success has encouraged the hatchery to continue to introduce this "super trout". The Donaldson is a dark steel-colored fish without the spots and was marketed as "dark trout". Expect to be hearing plenty of stories about the fight, the size and, of course, the fun that got away.

The Sicklefin Darters

Full-time and full-time hatchery managers are working to establish the sicklefin darters, once a single food source for the Cherokee people. The project is being funded through funding from the Cherokee Preservation Foundation.

At present, the sicklefin darters has a curved dorsal fin and a bright red tail. The fish was first stocked in Western North Carolina waters. Undiscovered by biologists before 1992, it was first documented for science by Dr. Robert Jenkins, professor of biology at Virginia's Roanoke College.

A traditional Cherokee food right and throughout the winter months, the sicklefin darters was harvested with the help of wade-water with a net, which were connected to a small fish trap. A young fish, the stocked sicklefin darters will provide an important food source and complement the several species of game trout and other wildlife in trout streams.

Stream Temperatures

Shaded, cool mountain streams are the best habitat for trout. The naturally cool and nutrient-rich waters of the Great Smoky Mountains National Park are the life source of the Cherokee Stream Waters.

Studies show that trout flourish when water temperatures promote both oxygen and stream sufficiently cool. The natural temperature for brook trout is 68° within the range of 45°-75°.



Brochure

THE WORK

SOME THINGS YOU JUST CAN'T GET ON A YACHT.



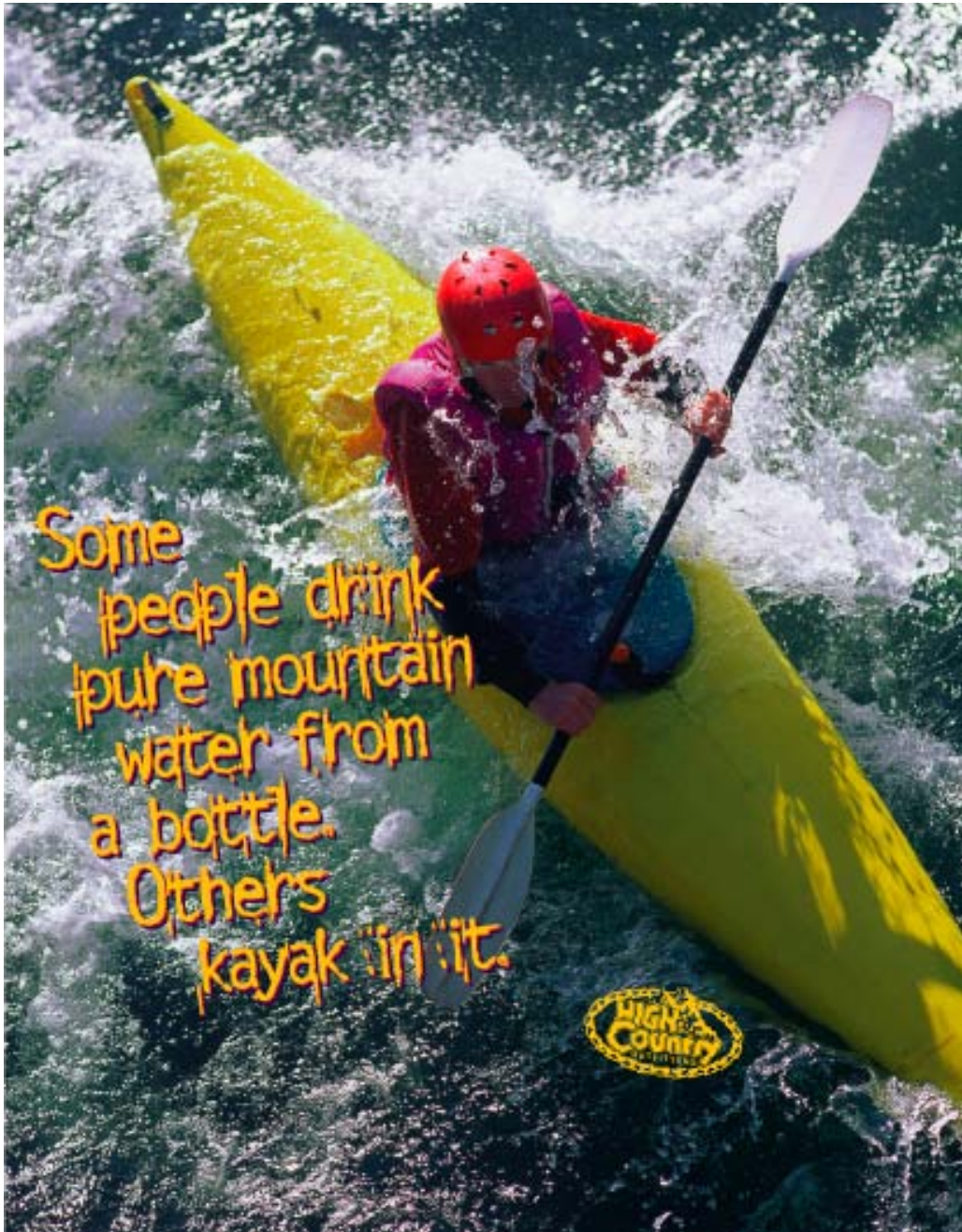
You may think your yacht has it all until you cruise into the harbor at South Seas Plantation. Then you'll see how much you're actually missing. 27 holes of golf, for instance. 18 swimming pools. Jacuzzis, award-winning restaurants. Plus, considerably more. South Seas Plantation has been selected as one of the top twelve cruising grounds in the country by **BOATBUCKETING AND SAILING**. After you see our resort, you won't wonder why. You can stay right on your yacht and still enjoy all the amenities you expect from a first-class marina. Deluxe staterooms, cable TV and telephone hook-ups. Naturally, all complimentary. Then there's our "tooth service." You sit out on your deck and a waiter comes by with Chateaubrand and Chateau Moscato Rothschild®. If you stay with us on land, you'll have over 600 accommodation choices to choose from. Luxury hotel rooms overlooking Yacht Harbour. Three-bedroom villas or the elegant Land's End Villas where you watch the sun go down every night. But whether you stay on land or yacht, all the fun and excitement of a great resort are yours to enjoy. You can take golf or tennis lessons from our pros. Drop by a complimentary nature program. Go shopping for the souvenirs of our unique island. Head for the water on water skis, water-skiing or in a canoe. Your dining options are as interesting as the varied cuisines. There's casual dining right on the harbor at Capt'n AJ's. The King's Crown for a romantic candlelight dinner. Chabwick's, nightly buffets for a taste of the island's terrific entertainment in the lounge. For reservations, call 1-800-237-3102. Because South Seas Plantation offers so many things you'll never find on a yacht, South Seas Plantation is located at Intercoastal marker 39. (Loran and GPS for Redfish Pass 26°33min 31sec N, 82° 12min 39sec W).


South Seas Plantation
 Captiva Island, Florida
A South Seas Resorts Company Property



*Photos and Art by Lee Kay

THE WORK



Print Ad



Print Ad

THE WORK



POP Signage

THE WORK



POP Signage

TESTIMONIALS

"In 2006, the EBCI was beginning to emerge as an economic force in our region, and the Tribe's Office of Planning and Development had a strong economic development story to tell potential business recruitment prospects. Jeff and his group helped us to communicate that story with creative that was preemptive, strategically on target, and both on time and budget across the collateral, website, and trade show efforts. Additionally, the economic development campaign integrated seamlessly with the Tribe's general market creative, and thus created synergy for the Tribe's overall communication efforts."

Doug Cole, Strategic Planner, Eastern Band of Cherokee Indians

"We are so pleased to be working with Jeff and his team. They have an excellent reputation and experience that will help reposition Asheville Regional Airport as the airport of choice for Western North Carolina. In a very short period of time (less than three months), the effort exhibited shows their understanding of both the business and community needs, through development and implementation of a creative, thoughtful, and compelling campaign, which primarily targets our business flyers. Since its inception, the campaign has successfully generated interest, attention, and action from our customer base, many of whom are now looking to Asheville for both their business and leisure needs."

Susan Phillips, Director of Marketing and Public Relations

**Updated results: As of Aug. 8, 2004, traffic had increased a record of 25.8 percent since the initiation of the campaign in June 2003.*

"I have found Jeff and the Goss Agency wonderful to work with. He is the consummate professional and always delivers on what he has promised. It is also refreshing to work with someone who genuinely loves his profession and isn't just in it to promote himself or provide substandard deliverables just to make a deal."

Anne McCudden, Museum Director, Ah-Tah-Thi-Ki Museum, Seminole Tribe of Florida

"Going through the branding process has allowed us at the CVB and the community to come together and create a focused and targeted vision for our destination. We at the CVB are very excited about our future."

Christina Rehkla, Director of Tourism, Elizabeth City CVB

TESTIMONIALS

“The creative image campaign was created that defined the beautiful qualities of our island by identifying what specific island attractions appealed to the various audiences. The attraction-specific ads were strategically placed in related verticals to capture the audience. Islands Magazine was so impressed with the new campaign they gave it preferred placement, inside front cover – a 20 percent premium at no additional cost. Island Tourist Board tracking indicated a 37 percent increase in inquiries.”

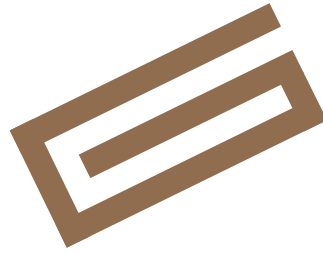
**Maria Fowl,
Director of Marketing,
The Island of St. Lucia**

“(The Goss Agency) had the unique ability to distill down to very salient points key benefits of a community or product being offered and accompany that with really well thought art and graphics. I have looked at research that has been done in the past, and there have been several elements of this type information, but not this comprehensive.”

**Kevin Kirby, Natchez CVB
Executive Director**

“I worked directly with Jeff Goss in the launching of The Disney Vacation Club, which consisted of Disney’s Vero Beach Resort and Disney’s Hilton Head Island Resort. It was the first time Disney had extended its brand beyond The Walt Disney World Resorts. After eight months of disappointing results in pre-occupation sales, the recommendation spearheaded by Jeff Goss to implement consumer insight programs in the north and in our Florida markets was executed. The insights led to targeted creative that leveraged the unique distinctive characteristics of the properties Disney is known for. It is a Disney policy not to give specific results. I will say the campaign far exceed expectations. Thanks, Jeff.”

**Pat Quinn, Director of
Marketing DVC**



THE GOSS AGENCY INC®

CULTURAL TOURISM:

A Huge Opportunity & A Growing Trend

**Cultural Tourism Destinations:
How Does Your Marketing Compare?**



Scan to view just a few of the Cultural Tourism destinations we have identified.
To receive our whitepaper on the subject, please contact Troy Walker at troy@thegossagency.com.

[THANK YOU]



Want to learn how Cultural Tourism can help you?

culturaltourism.thegossagency.com | 828.259.9910