SPACE FLORIDA

Space Tourism Marketing Plan

Space Florida's objective for the space tourism marketing appropriation is to define and develop the scope of space tourism throughout the state of Florida. Breaking the plan into three phases will allow us to address the different needs and goals of the aerospace industry. Each stage of this plan includes specific tactics with messaging relevant to the targeted demographic, as well as built in opportunities to measure reach, effectiveness and the return on investment of each individual tactic.

Phase I will re-engage our targeted demographic and renew their enthusiasm in space through current space-related tourism activities. Although there are no longer shuttle launches, the space industry is just as relevant. By capitalizing on the branding and nostalgia of space history, we will have the opportunity to promote future space travel opportunities while engaging people through current space-related activities. Whether its visits to the Kennedy Space Center Visitor Complex, a ride on Zero G gravity plane, or developing new business opportunities, Florida is the place for space.

Phase II will begin the shift from space-related tourism to actual "space tourism" by partnering with the organizations involved in this transition in conjunction with Florida's branding of space tourism as human space flight, for pleasure, business or educational opportunities.. Defining and promoting the limitless possibilities of space tourism creates a consumer reach that targets millions. Everyone can now be an astronaut, choosing their participation level, anywhere from viewing a launch, ground training or all the way to orbital launch.

Phase III will begin in anticipation of the first human space flight. The excitement we've been building through the first two phases of space tourism marketing will culminate when space vehicles begin taking tourists to explore space. Florida will be known, not only for the history of the nation's space program, but as the place where private citizens can experience space flight for themselves.

The attached document titled: Space Tourism Strategies & Activities, identifies a three phase approach to the proposed plan which is based on a five year strategy.

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Space Florida Space Tourism Marketing
Budget
July 1, 2013 to June 30, 2014

Total State Appropriated Funding	**$**	**1,500,000**
Expenses		
Expenses		
Advertising	$	856,000
Contract & Subcontract Services		379,000
Promotional		265,000
Total Expenses	**$**	**1,500,000**

Space Tourism: Strategies & Activities					
Area	**Strategy**	**Tactic**	**Timeline**	**Call To Action/Return On Investment**	**Messaging**
Phase I: Space Awareness	Partner with Visit Florida and Kennedy Space Center Visitor Complex to increase awareness & new/repeat attendance of current space attractions.	Train Takeover-utilize transit in targeted cities to encourage travel to Florida and attendance to KSC: **Chicago, NYC, Denver**	Jan-March 2014-2018	CTA- QR, URL, unique phone number ROI measured by QR code utilization, website volume & activity tracking, related to attraction volume from targeted cities	Visit Florida, Florida is the place for space
	Collaborate with Enterprise Florida to maximize marketing efforts and reach	"Attract business to Florida" marketing plan Future economic development campaign	2014	Florida is an ideal for business development	The perfect climate for business
	Generate national & international awareness to drive traffic to KSC, Florida	Airport Presence- National & International Tourism Orlando, France, UK, Brazil, Canada, China	TBD (2014-2018)	Digital display utilization, website volume & activity, unique phone number volume	Visit Florida, Space Travel, Patriotism of Space history
	Leverage attendance at Convention Center& Conference/Trade Show to reinforce new space awareness, space related activities	Digital Displays Orlando Convention Center Target conferences & tradeshows: TBD	February-April (2014-2018) Summer run TBD	Digital display utilization, website volume & activity, unique phone number volume	Educational value of KSC, Space Coast closest beach
	Partner with KSC to educate current visitors on human space exploration	Host educational seminars, develop collateral to ensure accurate information & status of current space vehicles and progress of human space flight	November 2013 Ongoing	Unique QR code activity Website activity & volume Attendee & tourist follow up and data capture	New space technology, various levels of human space flight
	Partner with Port Miami, Port Lauderdale and Port Canaveral to maximize exposure of space related activities in respective areas	Floor graphics with track-able CTA Excursions Ease of Transportation Marketing Collateral in port & ships	November 2013 Ongoing	Unique QR code activity Attendance activity	The future of space is here
	Partner with existing events and develop new space related events to generate new space enthusiasm	<u>Event opportunities</u> Business Development events Educational events Marketing events	Attend events in 2014 Digital Display presence: 2015-2018	Unique CTA per event/venue Website volume & activity	The perfect climate for business, the place for space, the future of space is here

Phase I: Space Awareness Continued

Make Space Coast destination of choice for space related events	a. National/International Technology/Space/Science Expo b. Extreme sport competition (Flugtag)	Planning phase: Now Target event dates: 2015	Event attendance, local economic impact Quantify PR exposure Social media grow & exposure Website volume & activity Data capture	The place for space
Re-engage surrounding/local community's space enthusiasm with local activities & events	a. Launch parties @ KSC b. Monthly movies @ KSC c. Rocket Man Triathlon d. Misc local event support launch Tour contests	Current/Ongoing	Website volume & activity Online registration QR code activity, volume Unique CTA for event, track activity	We are the history and future of space
Create/build centralized location for current space-like activities	a. Engage current space enthusiasts @ KSC with interactive new space exhibit b. Build additional space related attractions in close proximity to KSC	Planning phase: Now	Website volume & activity Quantify PR activity New BD opportunities Economic development Job creation, temp/perm	The future of space is here, patriotism in history of space
Extend reach & scope of public relations communications to reach new audience and re-engage existing audience. Make space relevant for everyone	a. Social media integration, cross marketing between organizations b. Mass media crossover, backgrounders, alerts c. Economic Impact of space development @ local level d. Practical applications of space (collaborative "Space Report" type for general public) e. Speakers' Bureau for targeted audiences f. Select "Celebrity" for targeted audience/industry g. Target International community h. Increase awareness of current R&D, applications	Current & Ongoing	Website volume & activity Quantify PR activity Social media activity Targeted CTA for each opportunity	The perfect climate for your business, newest technology happening here, the place for space, everyone can be an astronaut at some level
Digital availability and transparency	a. Improve digital resources (website, social media, digital marketing initiatives) for ease of accessibility & navigation. b. Create new digital platforms for space entity to reach and engage new audience	Website: Current & Ongoing Video: Summer/Fall 2014	Website volume & activity Utilization of new digital platforms Social media activity, increase followers	Space opportunities and development through the entire state, a network of resources dedicated to the aerospace mission
Extend reach & interaction with educational institutions, create new generation of space enthusiasts	a. NASA education outreach b. Full Sail University, UCF, Florida Universities c. Engage young student population d. Nationwide contests for student population e. STEM development opportunities	2013-2018	BD opportunities with new educational institutions Social media/PR exposure-quantity results Website volume & activity	Explore the future of space, everyone can be an astronaut

Phase II: The Place For Space					
	Develop space activities for all individuals	a. Build, recruit attractions to create space amusement center attracting diversity of space enthusiasts b. Partner with organizations for space activity development (Space Adventures, Zero Gravity, etc)	Planning phase: Fall 2013	New BD opportunities Economic development Job creation, temp/permanent Website volume & activity Tourism activity attendance Event attendance Digital marketing utilization per tactic	Everyone can be an astronaut, patriotism of space history, future of space is here
	Brand "Space Tourism" as human space flight. Space for everyone!	a. Partner with Visit Florida to position Florida as "The Place For Space" b. Marketing focus shift from space related tourism to commercial space flight c. NASA/KSC embrace space tourism of the future	Fall/Winter 2014	New BD opportunities Economic development Job creation, temp/permanent Website volume & activity Tourism activity attendance Digital marketing utilization per tactic	The future of space is here
	Partner/Leverage Corporate Relationships for human space flight tourism opportunities	a. Corporate sponsorships for space tourism tickets b. Corporate sponsored nationally recognized events	Fall/Winter 2014 Ongoing	Targeted CTA per activity Website volume & activity Digital marketing utilization per tactic Quantify PR exposure Social media activity	Everyone can be an astronaut, patriotism of space history, future of space is here
	Assist marketing efforts, impact, presence of space related companies in Florida	a. Cross market corporate partners b. Ongoing economic development	Fall/Winter 2014 Ongoing	Targeted CTA per activity Tourism attendance/volume Website volume & activity Digital marketing utilization per tactic Quantify PR exposure Social media activity	The future of space is here
	Increase visibility & awareness of commercial space flight vehicles	a. Travelling exhibits b. Life size, interactive models c. Mass transit marketing highlighting flight vehicles	Feb-15	Website volume & activity Digital marketing activity per tactic Event attendance Social media activity Data capture	The future of space is here

Phase III: Commercial Human Space Flight	Generate national & international awareness, enthusiasm, and ticket purchase for first human space voyage	Grand opening event to celebrate first human space voyage Highlight space vehicle production	2015/2016	Website volume & activity Digital marketing activity per tactic Quantify PR exposure Event attendance Social media activity Data capture	The future of space is here
	Leverage media exposure to promote human space flight	Develop media packets, backgrounders, PR opportunities, network interviews to capitalize on initial human space voyage	2015/2017	Website volume & activity Quantify PR exposure Social media activity	The future of space is here
	Generate statewide travel volume, increase new space exposure to new markets	Partner with Florida Lottery to give away tickets	2015-17	Tickets sold, registration volume, website/digital activity	The future of space is here