



destination

DC™

POWER ★ PERSPECTIVE ★ POSSIBILITIES

Marketing Trends & Applications

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POWER ★ PERSPECTIVE ★ POSSIBILITIES

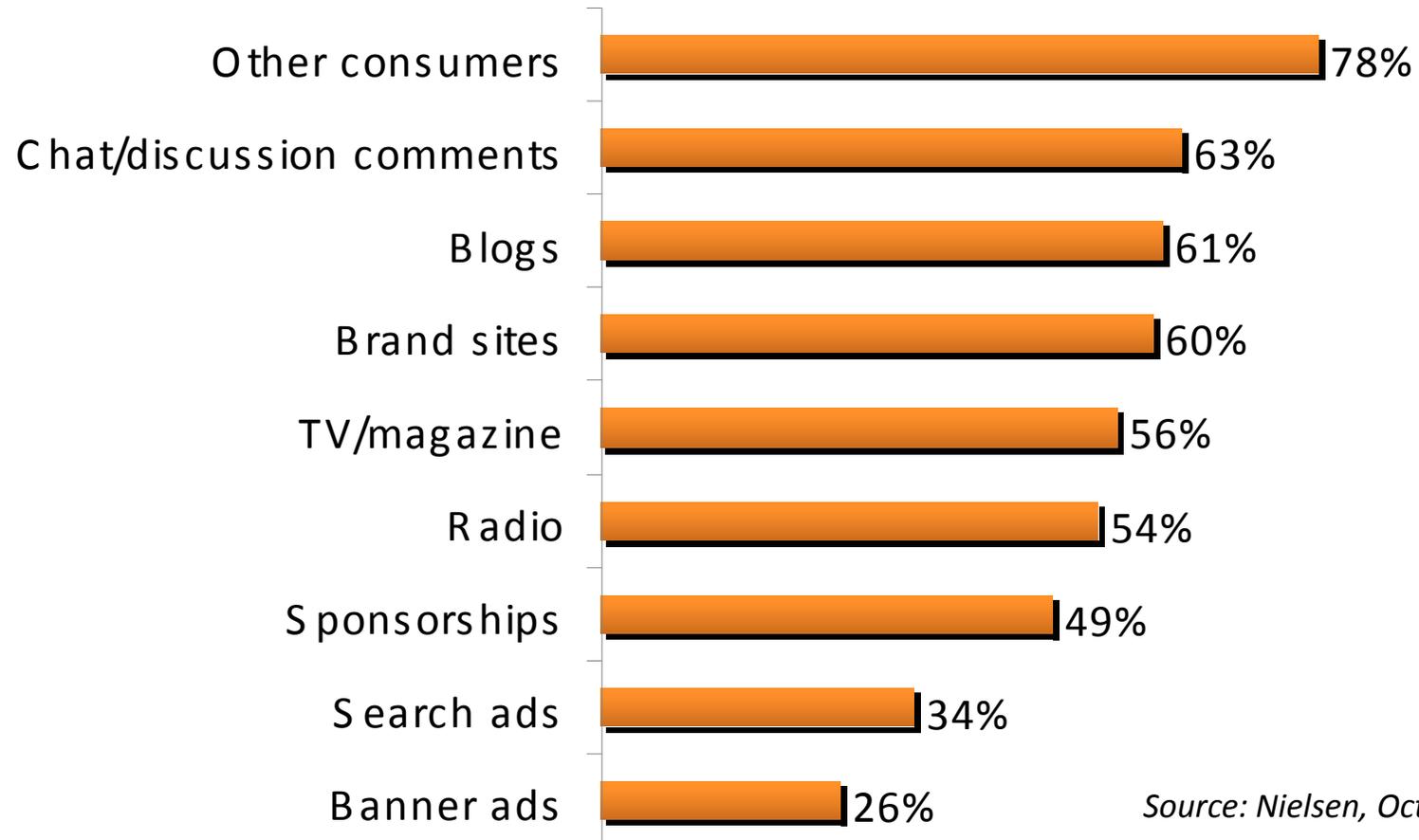


THE NUMBERS

- Active blogs on the Internet: 35 million
- MySpace/Facebook members: 190 million
- Number of videos on YouTube: 66 million
- Number of new Flickr photos/day: 1.5 million
- Growth in US newspaper circulation since 1990: -8 million
- Average age of a network evening news viewer: 60
- Year Internet ad spending is forecast to overtake *all other media*: 2011

WHOM DO CONSUMERS TRUST?

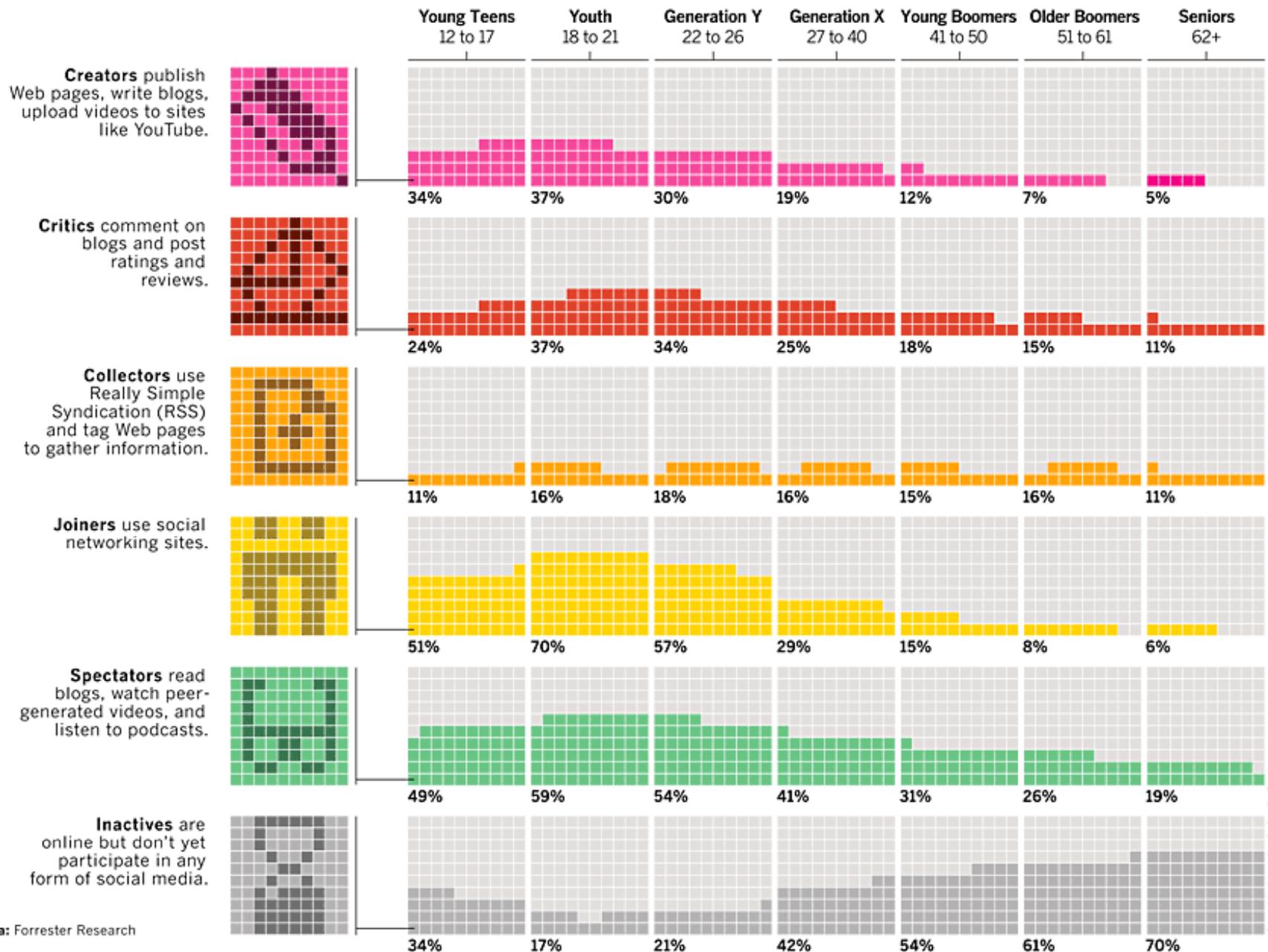
Percent who trust each source



Source: Nielsen, Oct., 2007

What people are doing

Who participates (U.S. online users)



Data: Forrester Research

CHART BY ARNO GHELFI

DC ON FACEBOOK

facebook Profile edit Friends ▾ Inbox (13) ▾ home account privacy logout

Search

Applications edit

- Page Manager
- Photos
- Video
- Groups
- Events
- Notes
- Cities I've Visited
- more

Washington, DC [Browse more Products](#)

Edit Page

Edit Admins

Send an Update to Fans

Promote Page with an Ad

View Updates

View Insights

Send Washington DC Smithsonian...

Share +

Fans

6 of 4,079 fans [See All](#)

Brenna Demers Morgan Maravich Fatema Kothari

Carla Barry-Austin Tracy Katz Evan D. Gotlib

Events [x edit](#)

12 upcoming events [See All](#)

National Symphony Orchestra Ca...
West Lawn, U.S. Capitol
Washington, DC
Sunday, August 31 at 8:00pm

Pentagon Memorial Park Dedicat...
Pentagon Memorial Park
Arlington, VA

Founded: July 16, 1790

Information edit

Website: <http://www.washington.org>
<http://www.dc.gov>
<http://www.culturaltourismdc.org>
<http://www.dcist.com>

Company Overview: From its celebrated symbols of patriotism to its undiscovered neighborhoods, the sights and sounds of the nation's capital inspire millions of visitors every year. Packed with famous sights, free attractions, and an endless calendar of special events, Washington, DC offers year-round inspiring experiences.

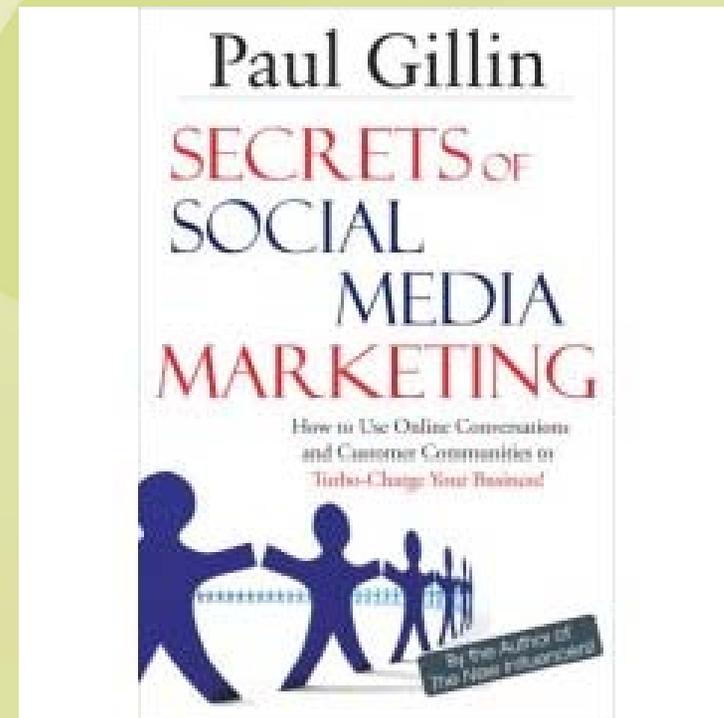
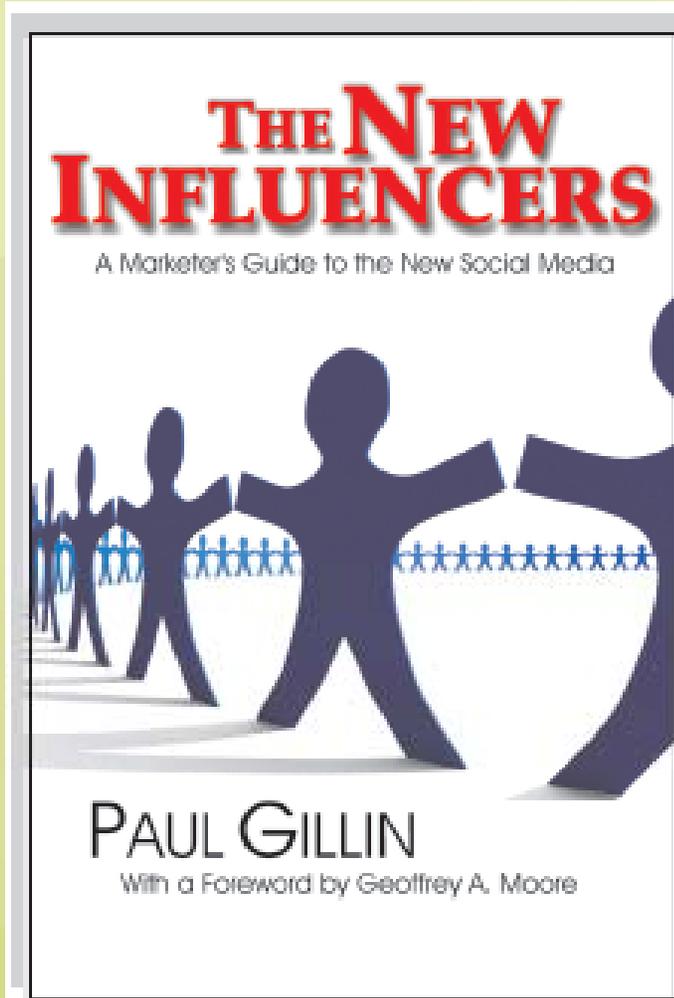
Mission: Beyond Washington DC's most familiar vistas, the capital city unwinds into a lively urban center. Casual cafes and upscale bistros line the trendy streets of Georgetown, while the downtown d... (read more)
If you're a resident of DC, a fan, do business here, or just love something about it, then we want YOU to join this group page. We're trying to build a true Facebook community to let you know and visitors the cool stuff that DC has to offer.

Products: Share this page with your friends and invite them to be a fan.
Washington Redskins, Washington Nationals, DC United, Washington Capitals, Washington Wizards,

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RECOMMENDED READING



Coming Fall, 2008

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Digital Shakespeare

Social Media Initiatives at the
Shakespeare Theatre Company

August 2008

Our Goal

- Reach New Audiences
- Offer Existing Audiences a Deeper Connection

How We Did It

- Used What We Already Had
- Found Savvy Staff Members
- Gave It a Chance
- Tossed What Didn't Work
- Expanded What Did Work

Used What We Had

- No Budget
- Some Content Already Existed
 - Educational Discussions
 - First Rehearsal Presentations
 - Opening Night Photos
- Repurposed Material for Social Media
 - Podcast Episodes
 - Online Video
 - Flickr Material

STC Podcast

- Windows on Shakespeare
- First Rehearsal Presentations

Hosted on Liberated
Syndication

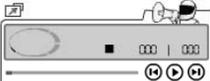
Shakespeare Theatre Company

A Professional Classic Theatre Company in Washington, D.C.

Mon, 14 July 2008

 **STC Windows on The Imaginary Invalid**

The Shakespeare Theatre Company Windows program offers audience members background information on the play by inviting local scholars and members of the artistic staff to discuss their connections to the production. Discussion participants for *Windows on The Imaginary Invalid* were: Akiva Fox (STC Literary Associate), director Keith Baxter and Peter Shoemaker (Associate Professor of French at the Catholic University of America). The Company's production of *The Imaginary Invalid* runs June 10 to August 2, 2008.
Direct download: [Invalid_Windows_Final.mp3](#)
Category: Discussions -- posted at: 5:34 PM



the Imaginary Invalid
JUN 10-JUL 27

Categories

- Discussions
- From the Artists
- podcasts

Syndication

 [s.o](#)

Comments[0]

STC Video

- Meet the Cast Presentations

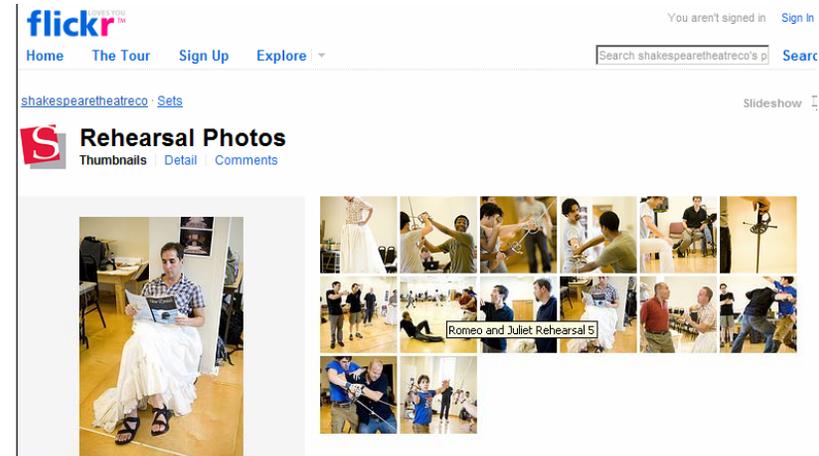
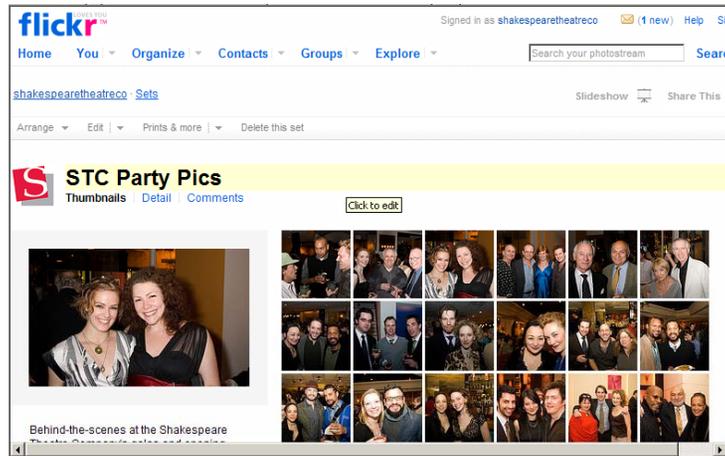


- Press Night B-roll

Hosted on our site and
YouTube



STC FLICKR

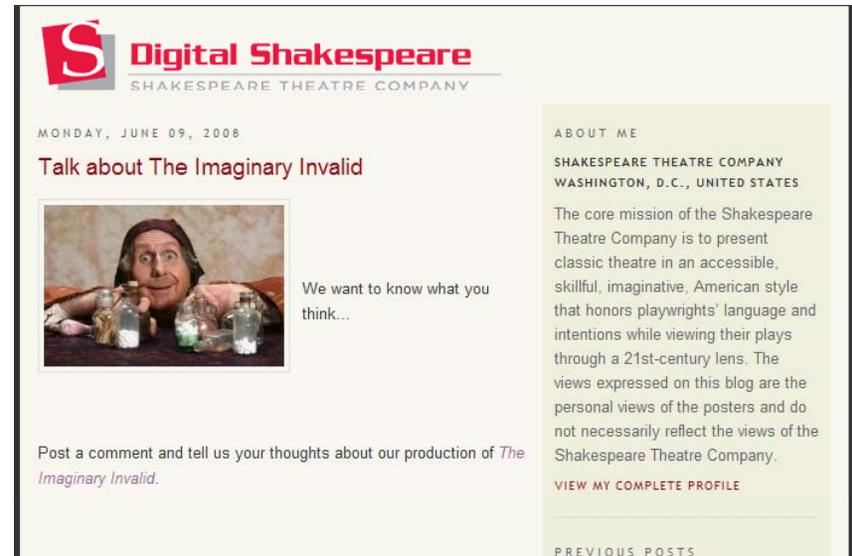


- Opening Night Photos
- 35 and Under Program
- Rehearsal Photos

STC Blog

- Features Links to All Other Content
- Engages Audience in Dialogue via Polls and Comments

Hosted on Blogger



 **Digital Shakespeare**
SHAKESPEARE THEATRE COMPANY

MONDAY, JUNE 09, 2008

Talk about *The Imaginary Invalid*



We want to know what you think...

Post a comment and tell us your thoughts about our production of *The Imaginary Invalid*.

[VIEW MY COMPLETE PROFILE](#)

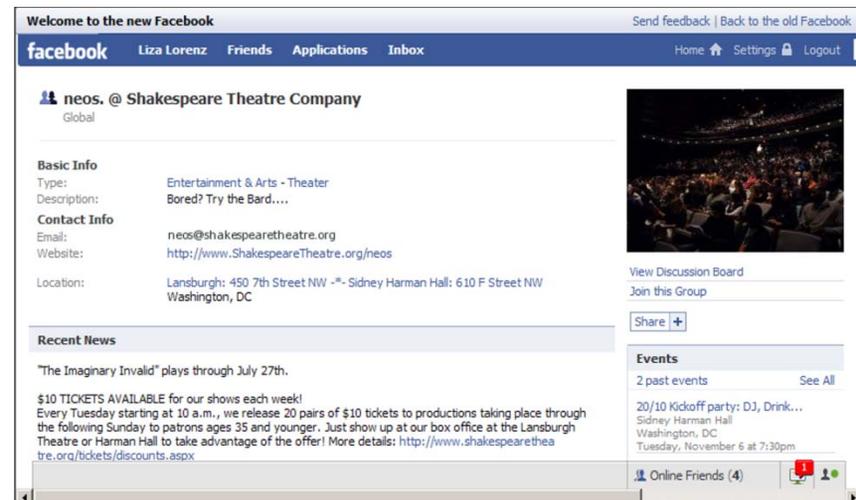
PREVIOUS POSTS

ABOUT ME
SHAKESPEARE THEATRE COMPANY
WASHINGTON, D.C., UNITED STATES

The core mission of the Shakespeare Theatre Company is to present classic theatre in an accessible, skillful, imaginative, American style that honors playwrights' language and intentions while viewing their plays through a 21st-century lens. The views expressed on this blog are the personal views of the posters and do not necessarily reflect the views of the Shakespeare Theatre Company.

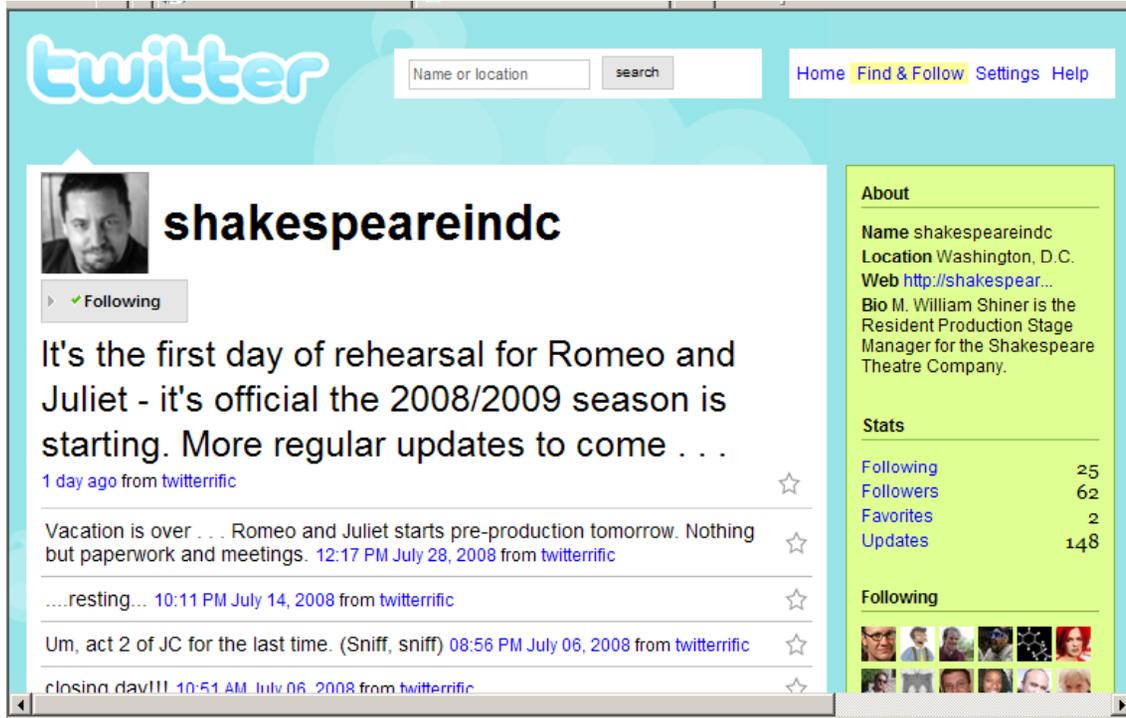
Find Savvy Staff Members

- Facebook Group:
Neos
 - Peer-to-Peer
 - Run by recent grads on staff



Find Savvy Staff Members

- Twitter



The screenshot shows the Twitter profile for 'shakespeareindc'. The profile includes a profile picture, a bio, and a list of tweets. The bio identifies M. William Shiner as the Resident Production Stage Manager for the Shakespeare Theatre Company. The stats section shows 25 following, 62 followers, 2 favorites, and 148 updates. The following section shows a grid of user avatars.

twitter Name or location search Home Find & Follow Settings Help

 **shakespeareindc**

Following

It's the first day of rehearsal for Romeo and Juliet - it's official the 2008/2009 season is starting. More regular updates to come . . .
1 day ago from twitterrific

Vacation is over . . . Romeo and Juliet starts pre-production tomorrow. Nothing but paperwork and meetings. 12:17 PM July 28, 2008 from twitterrific

...resting... 10:11 PM July 14, 2008 from twitterrific

Um, act 2 of JC for the last time. (Sniff, sniff) 08:56 PM July 06, 2008 from twitterrific

closing day!!! 10:51 AM July 06, 2008 from twitterrific

About

Name shakespeareindc
Location Washington, D.C.
Web <http://shakespear...>
Bio M. William Shiner is the Resident Production Stage Manager for the Shakespeare Theatre Company.

Stats

Following	25
Followers	62
Favorites	2
Updates	148

Following



Give It A Chance

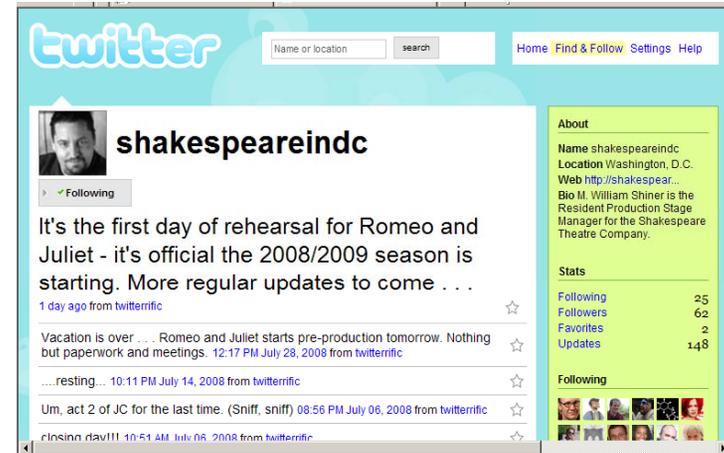
- Try It for Six Months to a Year
- Cross Promote
 - Link Love
 - Use Content Across All Channels

Toss What Doesn't Work

- Check Stats
 - Podcasts of Artists = 1,000 Downloads vs. Podcasts of Discussions = 300 Downloads
 - Blog Polls = 400 Hits Per Day vs. Blog Staff Features = 7 Hits Per Day
 - MySpace Promo Codes = 2 Tickets Sold
- Survey Your Audience

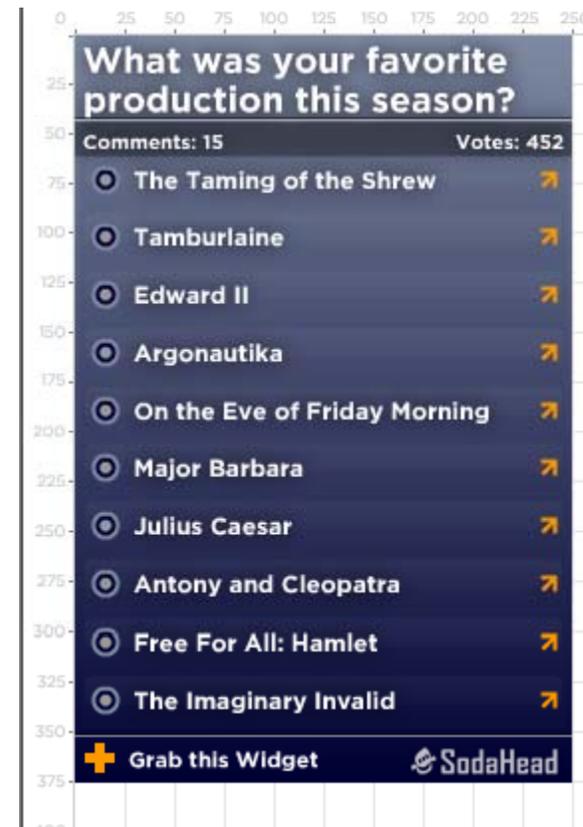
Expand What Did Work

- Twitter: Gains 3 to 4 Followers a Week
- Video: Most Requested Pages on Website



Expand What Did Work

- Blog Polls



Digital Shakespeare

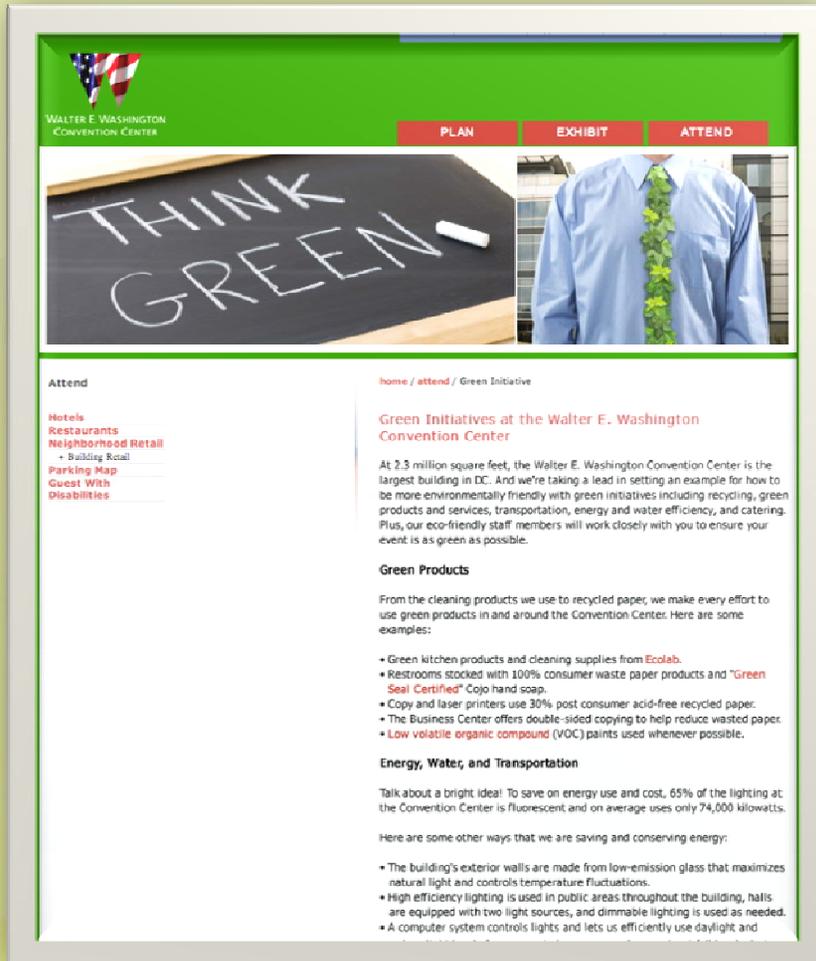
Social Media Initiatives at the
Shakespeare Theatre Company

August 2008

GREEN EFFORTS IN DC

- ★ Austin Grill locations 100% wind powered
- ★ Willard awarded the International Hotel & Restaurant Association's Environmental Award for Sustainability
- ★ Nationals Park received a LEED certification from the U.S. Green Building Council, for its eco-friendly design
- ★ 600,000 sq. ft. of green roofs in DC, second only to Chicago
- ★ More than 100 LEED-certified buildings in the city
- ★ Smartbike

CONVENTION CENTER EFFORTS



- Green products & purchasing
- Energy, water & transportation
- Rethink, reuse, recycle
- Carbon footprint
- 20 Now initiative – energy efficiency partnership with Greater Washington area

GREEN RESOURCES FOR HOTELS

American Hotel & Lodging Association - Windows Internet Explorer

http://www.ahla.com/green.aspx?ekmnsel=935ecbf6_174_504_btlink

File Edit View Favorites Tools Help

Google Hotel Association

American Hotel & Lodging Association

search go home | press room | membership | gov

Stars of the Industry | Groundho

tips & strategies

HD SUPPLY
HOSPITALITY SOLUTIONS

HD Supply Presents: Green Made Simple

Cutting energy costs and carbon emissions is easier than you might think. Start saving money the green way, and most of the measures listed below won't affect your guests' brand experience or create much extra work for your staff.

1. As compared to incandescent bulbs, fluorescent light bulbs consume 75% less electricity, last 4-15 times longer, and generate 74% less heat. Lighting typically accounts for 25% of total energy costs, so switching lightbulbs accounts for dramatic savings.
2. Dimming the lights by 10% not only saves money, but also more than doubles the life expectancy of a bulb.
3. Typical exit signs cost \$60 in energy costs per year per sign. Switching to a light-emitting diode (LED) only costs \$1 per year. Performing routine maintenance inspections of faucets and toilets can prevent water waste. According to the US EPA a faucet dripping at one drop per second wastes 2,700 gallons per year.
4. Occupancy sensors, which turn lighting, heating and cooling units on or off based on whether or not a person is present in a room, can reduce energy costs by as much as 50%.

AH&LA's Environmental Initiatives

Green is the buzzword of the lodging industry, and AH&LA is at the forefront of this issue. The industry is banding together to find sustainable solutions meeting both consumer business demands— and improving the health of our planet.

Resources are available on a variety of areas, including best practices, services, and programs to accommodate the diverse array of hoteliers that constitute our membership base. Initiatives include working with the U.S. Green Building Council to create a LEED-certified rating system specific to the industry, identifying reputable third-party green certification programs, and working with the meeting planning community to create green parameters.

The IH/M&RS, November 8-11 in NYC, features Christine Ervin, former CEO of the U.S. Green Building Council, and two seminars, Eco-friendly Meets Eco-nomic and Energy Miser All Stars: Conservation Lessons from the Best, as well as a Going Green in Hospitality exhibit. For more details, [click here](#).

best practices

From small, limited-service properties to deluxe accommodations, a range of properties have found

AH&LA's green survey results are in.

Green Lodging News

New Rhode Island NYLO to Be Powered 100 Percent by Renewable Energy
Mon, 18 Aug 2008 17:21:27 -0700

Lookout Lodge Resort Becomes Florida's 200th Green Lodging Member
Mon, 18 Aug 2008 17:41:49 -0700

IH/M&RS to Step Up Emphasis on 'Green' at November Show
Thu, 14 Aug 2008 14:04:53 -0700

Construction Begins on LEED-Pursuing Hotel Indigo in Athens, Georgia
Thu, 14 Aug 2008 14:21:33 -0700

Doubletree's Pledge to Plant Trees Has U.S. Olympics Connection
Thu, 14 Aug 2008 03:21:28 -0700

www.ahla.com

Done Internet 100%

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destination
DCTM



ENVIRONMENTAL SUSTAINABILITY IN CHAUFFEURED GROUND TRANSPORTATION

Stacey S. Glazier
Director of Sales and Marketing



www.FleetTransportation.com



THROUGH A THIRD PARTY VERIFIED ENVIRONMENTAL SUSTAINABILITY PROGRAM, FLEET TRANSPORTATION WILL ACHIEVE A 20% TO 30% REDUCTION IN GHG EMISSIONS OVER THE NEXT DECADE.

THIS WILL BE ACHIEVED THROUGH:

- EMISSIONS INVENTORY MEASUREMENT
- REACHING ANNUAL EMISSIONS REDUCTION TARGETS
- OPERATIONAL ACTION PLAN
- ON-GOING REPORTING AND POLICY ADOPTION
- THIRD PARTY VERIFICATION





ENVIRONMENTAL ACTION PLAN:

- ADOPTION OF ALTERNATIVE FUEL/HYBRID VEHICLES
- GPS VEHICLE MONITORING & ROUTE PLANNING
- NITROGEN TIRE PROJECT RESEARCH
- RETROFITTING OFFICE LIGHTING
- EXTENSIVE RECYCLING/WASTE DIVERSION





CONVENTION & TOURISM SERVICES	WEDDINGS & SPECIAL EVENTS
ABOUT US	CONTACT US

GREEN MARKETING:

- PRESS RELEASES
- FEATURE ARTICLES
- WEB STRATEGY
- TRADE SHOWS & PRESENTATIONS
- DIRECT MARKETING
- INDUSTRY & AFFILIATE MARKETING



Noted in the Washington Post

Fewer Tickets to Ride As Gas Prices Rise, Tourists and Companies Cut Back
 BY YLAN Q. MUI AND DAVID CHO
 WASHINGTON POST STAFF WRITERS
 FRIDAY, JUNE 6, 2008; D01

The Spirit of Washington dinner boat packs powerful twin diesel engines that carry 500 people on sightseeing voyages along the Potomac. Two eight-cylinder generators keep the neon lights glowing at the onboard bar. The bow thruster helps it push away from the dock.

Fueling them all are 7,000 gallons of diesel that have shot up in price by about 40 percent over the past year. Add four other boats with a total of 20 engines among them, and it's one big financial headache for Sal Naso. He's worried.

"We've absorbed most of the cost," said Naso, vice president and general manager of Entertainment Cruises, which owns the boats, "but if it keeps going up, we're going to have to pass it on."

The spike in fuel prices is hitting the Washington region's tourism industry during the heart of the high season, pummeling vacationers and the companies that cater to them. Official numbers won't be available for months, but warning signs have been spotted.

Some travelers are cutting their trips short and have less money to spend. Tour bus operators and sightseeing boats struggle to maintain prices even as their costs increase. One rental car company is offering free gas to keep people driving as the



Fleet Transportation: A Sustainable Service

By joining the Green Ride Global Program, Fleet Transportation has developed a Sustainable approach to serving both our customers and the environment. We have committed to implementing "Green" strategies for our fleet and facilities, and therefore the service and luxury you receive from Fleet Transportation will now leave a gentler environmental footprint.

Green Strategy

Some of our Green initiatives include:

- We have implemented extensive chauffeur training on enhanced fuel-efficiency and adding leading-edge clean-fuel technologies
- Strict anti-idling policies leverage our driver-training on reducing and eliminating carbon emissions
- Fleet Transportation supports only the highest-quality carbon reduction and renewable energy projects that meet the rigorous standards of international environmental bodies
- We have formed an in-house Environmental Committee to ensure company-wide involvement and participation in our Green initiatives
- We have committed to installing carbon-reducing retrofits throughout our facility, including energy efficiency lighting, and have instituted company-wide Standard Operating Procedures, including electronic communication amongst staff, mandatory double-sided printing, Zero Waste and recycling programs





BENEFITS TO OUR CLIENTS:

- GHG EMISSIONS REPORTING ON OUR COMPANY
- GHG EMISSIONS REPORTING ON YOUR USE OF SERVICES
- ASSOCIATION WITH ENVIRONMENTALLY SUSTAINABLE GROUND TRANSPORTATION COMPANY
- CONTINUED LUXURY, PROFESSIONALISM AND COMFORT



FLEET

T R A N S P O R T A T I O N



Thank You

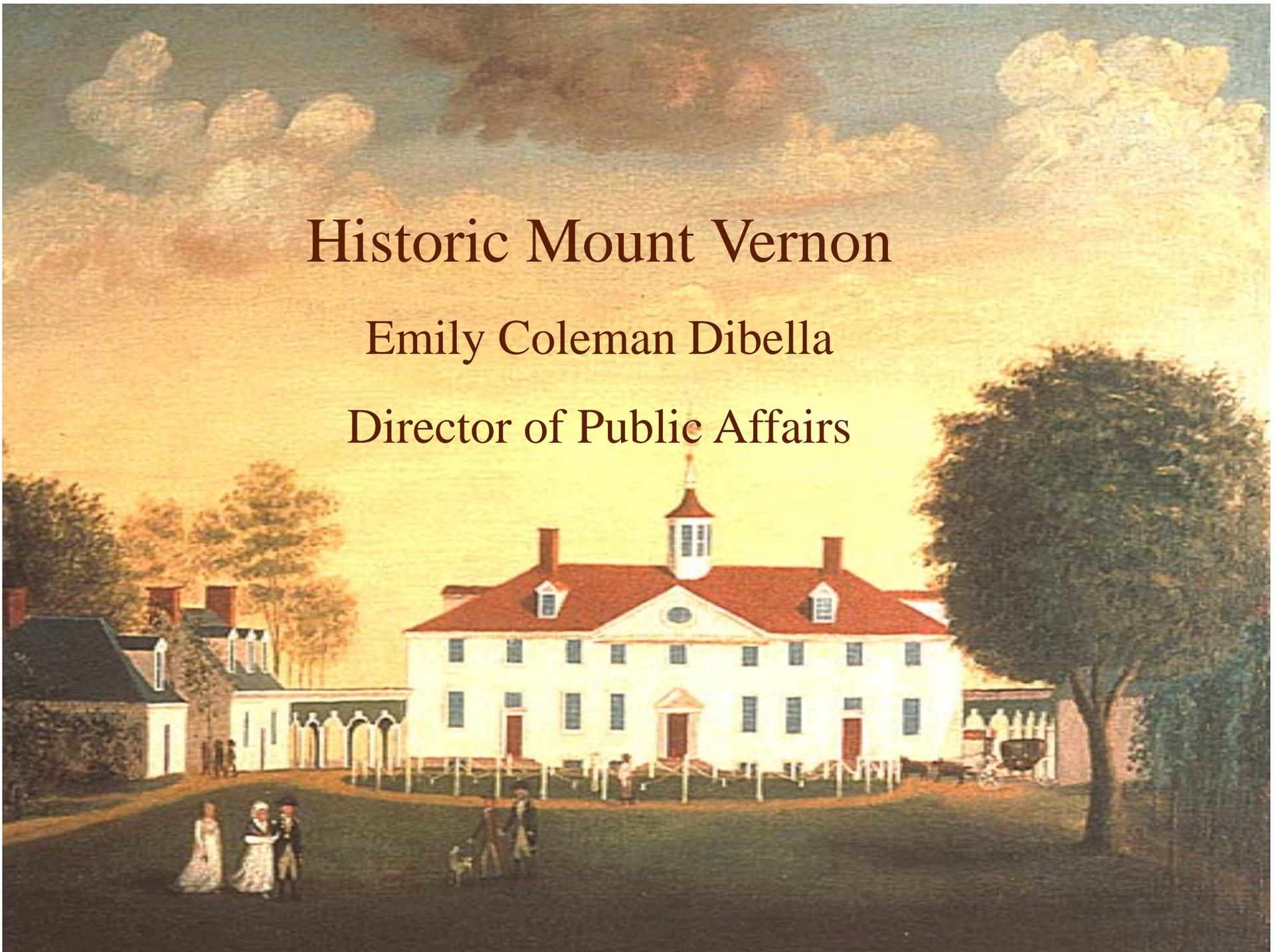


www.FleetTransportation.com

Historic Mount Vernon

Emily Coleman Dibella

Director of Public Affairs



Gas Prices

Research: TIA

- TIA presentation in September 2007
- \$3.50 nationwide average: April 21

Action Taken:

- Promotions: Corcoran Gallery of Art
Win Martha Washington's China
- Media Relations

Results



The screenshot shows the nbc4.com website header with the NBC peacock logo and the text "District of Columbia Maryland Virginia". Below the header is a navigation bar with "Home > News". A search bar is present with "powered by YAHOO! SEARCH" and buttons for "SITE" and "WEB". The main content area features a "News" section with a "POWERED BY Google" logo. A navigation menu includes "HOME", "WORLD", "U.S.", "POLITICS", "CRIME", "ENTERTAINMENT", "HEALTH", "TECH", and "TRAVEL". A "Hot Topics" section lists "Road Trips", "Beijing", "Taking the Kids", and "Travel Trouble Shooter". The main headline is "Travel industry braces for potential downturn" with a sub-headline "updated 2:15 p.m. EDT, Tue May 20, 2008". To the right, a secondary article is titled "Tourist Destinations Offer Deals To Lure Visitors" with a sub-headline "MOUNT VERNON, Va. -- Tourist destinations are offering bargains to keep visitors coming, even while many Americans say they are scaling back their summer travel plans." It includes a "POSTED: 4:15 pm EDT May 21, 2008" and "UPDATED: 0:17 pm EDT May 21, 2008" timestamp, social media icons, and a snippet of text: "Two-thirds of Americans plan to shorten their summer road trips or cut them out, according to the travel organization AAA. While tourists are still lining up at Mount Vernon, the head of George ... could end up deterring".



The screenshot shows the CBS NEWS website header with the CBS eye logo and the text "CBS NEWS August 12, 2008 4:20pm". Below the header is a navigation bar with "CBS EVENING NEWS", "THE EARLY SHOW", "48 HOURS MYSTERY", "60 MINUTES", "SUNDAY MORNING", and "FA". A search bar is present with "SEARCH CBS News" and a "GO" button. The main content area features a "Home > Travel" breadcrumb. The main headline is "U.S. Travel Plans Hit The Skids" with a sub-headline "Oil Prices Top \$135; Survey Shows Most Americans Altering Or Canceling Summer Trips". It includes a "May 22, 2008" timestamp and a "Comments 340" link. A left sidebar contains a navigation menu with "Video", "U.S.", "World", "Politics", "SciTech", "Health", and "Entertainment".

Email Communication

Research: Best of E-Tourism Summit

- March 2008 in Philadelphia
- Email Marketing: special offers, two-way communication.

Actions Taken

- Entrants in china promotion fill out card with email addresses.

Results

In two months over 5,000 people entered the contest. We captured email addresses and in August will be sending an email coupon for shopping.



MOUNT VERNON

Discover the Real George Washington

Mrs. Washington regrets that your name was not drawn to receive her gift of a piece of china, but she sends her very best wishes with this special coupon for 20% off The Shops at Mount Vernon. Coupon may be redeemed online only and expires 30 days from receipt. Please enter code "MV08Woodmere" at Checkout. Thank you for entering and for visiting Mount Vernon!

To start shopping please visit [The Shops at Mount Vernon.](#)

Behind-the-Scenes

Research: Our own surveys

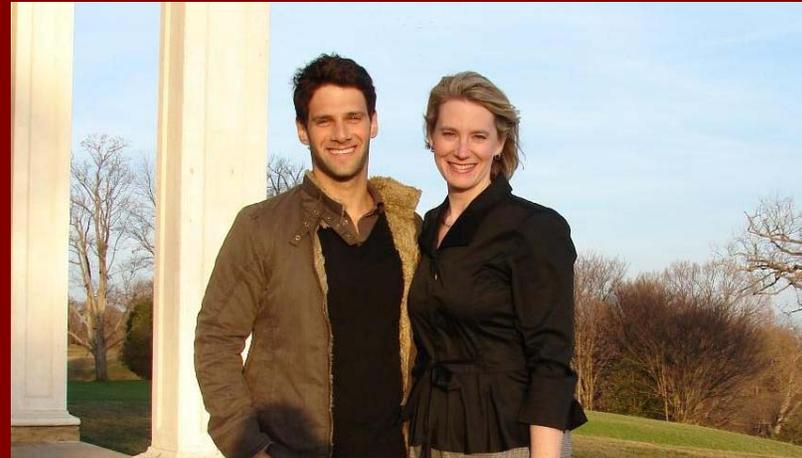
- “Exclusivity” “Personal” “Private” “Great to see things not normally open to the general public.”

Actions Taken

- Continue tour through end of October and begin next year on March 1.

Results

- 13,470 tours sold for revenue of \$58,355 (March – July)
- Media relations
26 hits including
GMA, Philly Inquirer,
LA Times,
Washington Post



Advertisements

Research: Destination DC, Alexandria Convention & Visitors Association, TIA

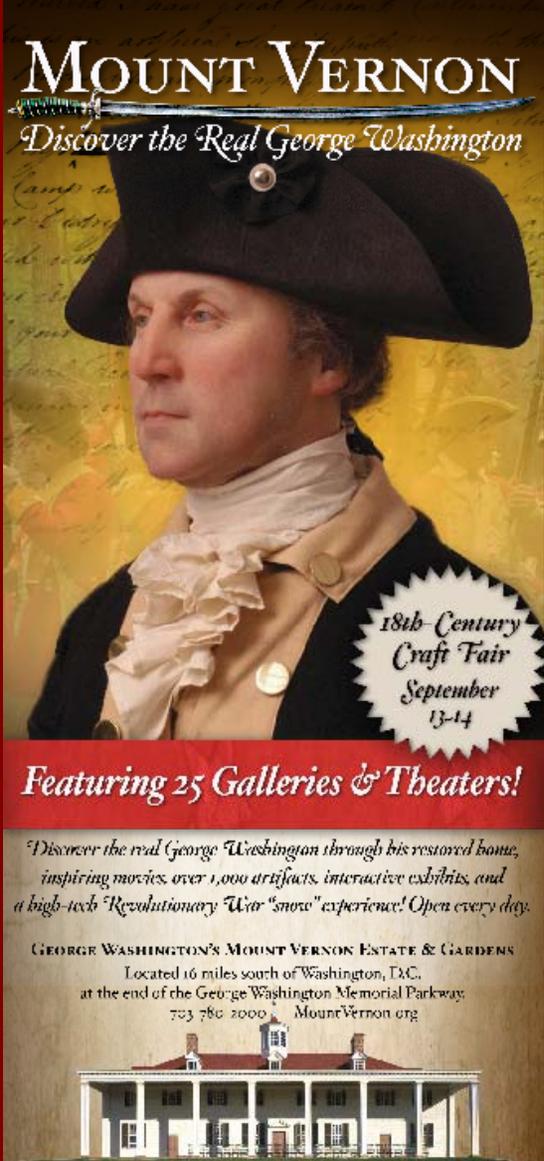
- Washington, DC is: powerful, inspiring, destination for arts & culture, unique attractions, significant historic events and figures.
- Exploration and Discovery are unmet aspirations that motivate travel.

Actions Taken

- Continue inspirational “Discover” ads.

Results

Currently up 9% YTD
in a challenging travel
climate.



MOUNT VERNON
Discover the Real George Washington

*18th-Century
Craft Fair
September
13-14*

Featuring 25 Galleries & Theaters!

*Discover the real George Washington through his restored home,
inspiring movies, over 1,000 artifacts, interactive exhibits, and
a high-tech "Revolutionary War" "snow" experience! Open every day.*

GEORGE WASHINGTON'S MOUNT VERNON ESTATE & GARDENS
Located 16 miles south of Washington, D.C.
at the end of the George Washington Memorial Parkway
703 786 2000 | MountVernon.org



Whiskey Rebellion

Research: Reach Advisors

- Top 10 ways people like to experience the past at outdoor history museums:

#4 – Authentic musical performances (54%)

#3 – Live reenactments of the past (75%)

#2 – Talking with historically-costumed staff (76%)

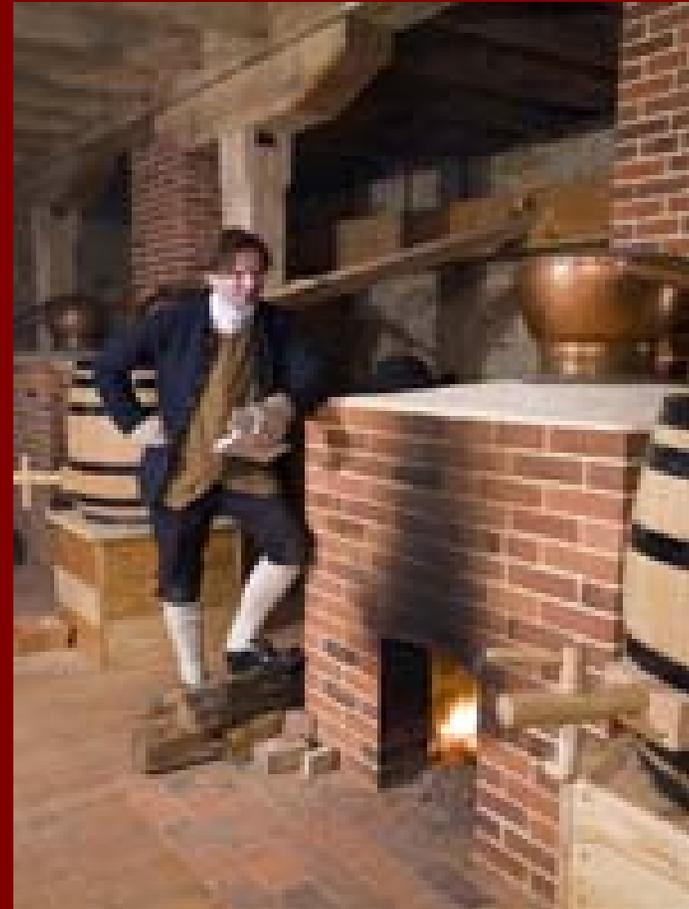
#1 – Demonstrations, crafts or cooking (86%)

Actions Taken

- Created new event with these components.

Results

1,900 visitors over one weekend in August at George Washington's Distillery & Gristmill, a site that recently averaged between 100 and 200 daily.



Emily Coleman Dibella
edibella@mountvernon.org
703-799-8607

COMING UP NEXT

★ 11:00am Refreshment Break **bon appétit**
Eat well. Savor life. Passion.

★ 11:15am Breakout Session

- Room 145A - The Year Ahead
- Room 145B - International Part 2
- Room 147A - Membership Matters

★ 2:00pm Marketing Co-ops

- Room 145A
- Major promotions and events