

CRAFTING A VISITOR EXPERIENCE THROUGH STORYTELLING



NICE TO MEET YOU



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**Tempest is trusted by over 200 Destination
Organizations to provide web, marketing
& cloud software products & services.**

HEADQUARTERS: PHILADELPHIA

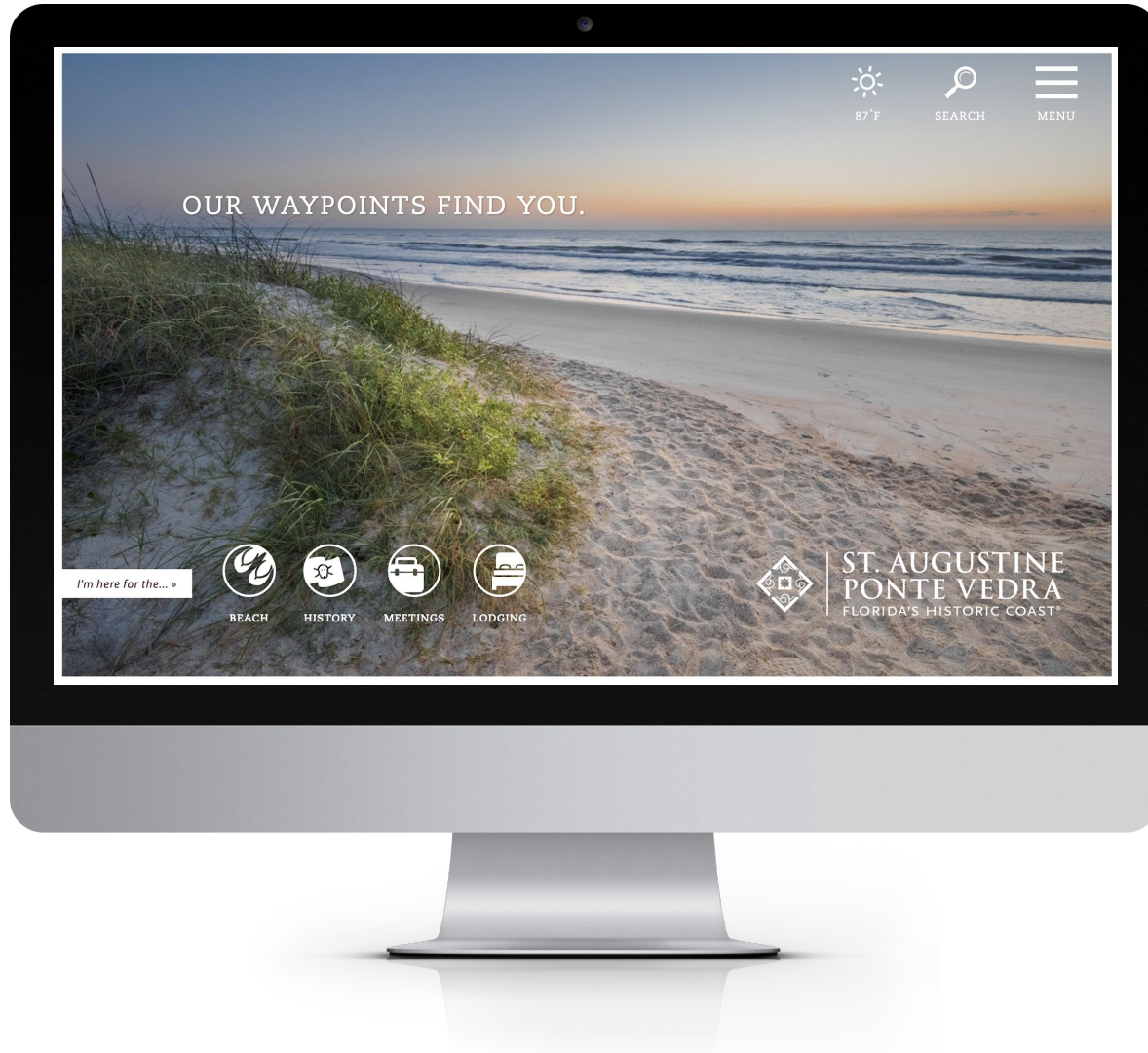


TODAY'S DISCUSSION

- Audience Driven Design
- Planning a Photoshoot
- Getting Creative
- Sharing Success
- User Experience
- Let's Get Inspired

A man in a black t-shirt and a silver watch is taking a photograph with a large lens camera. He is standing in front of a yellow building with brown window frames. The scene is outdoors with a clear blue sky and some greenery in the background.

AUDIENCE DRIVEN-DESIGN





ENTER TO WIN A GLASS BLOWN FLOAT!

ENTER OUR DRAWING TO WIN A HANDCRAFTED SIGNATURE LINCOLN CITY GLASS FLOAT! COMPLETE THE SURVEY BELOW AND PROVIDE YOUR CONTACT INFORMATION TO BE ENTERED INTO OUR MONTHLY DRAWING.

[\(LEARN MORE\)](#)

FINDERS KEEPERS

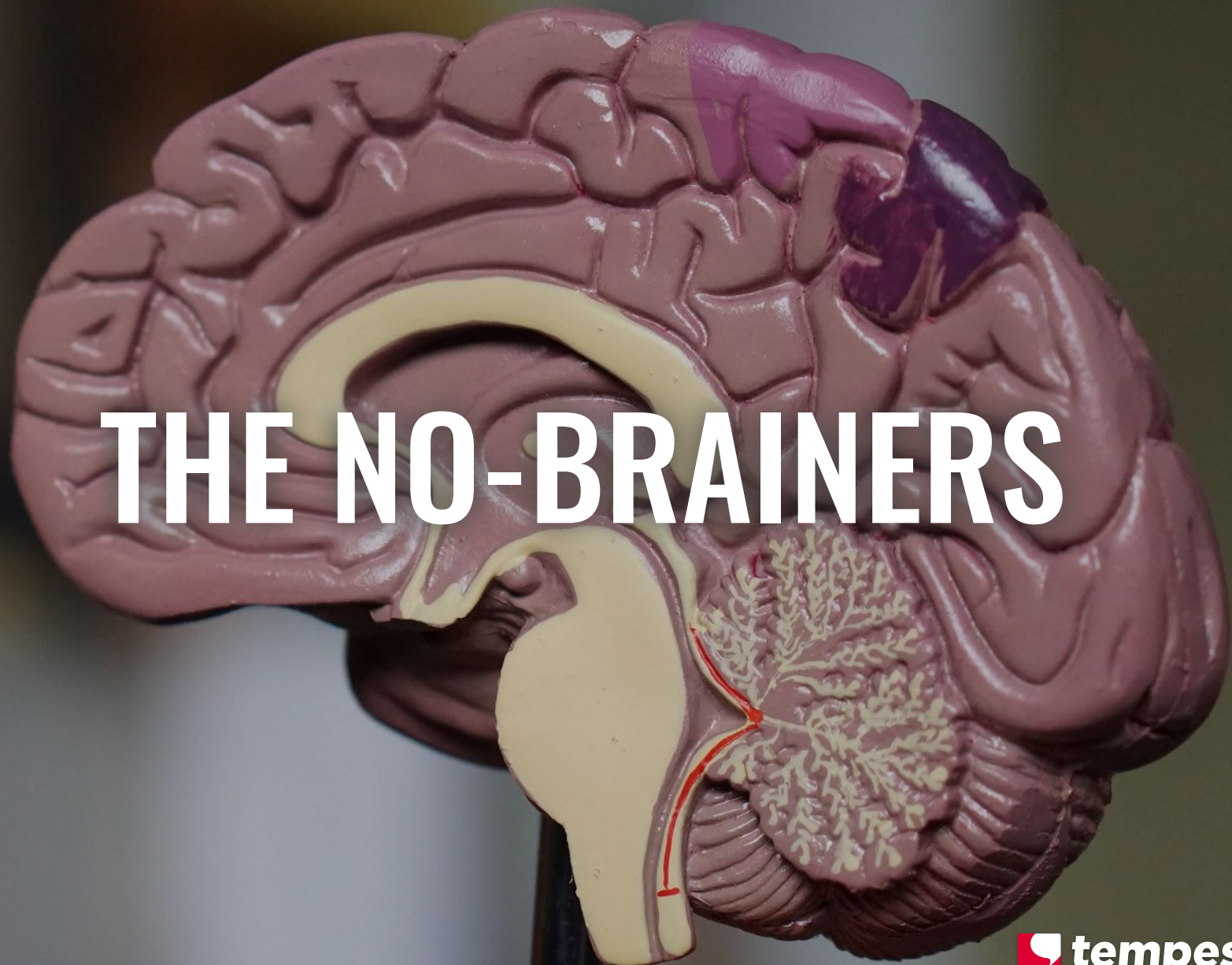
Celebrate 20 years of treasured hunting in Lincoln City during our signature event, Finders Keepers.

Glass floats are back and now search for them on our beach year-round with over 3,000 to find and keep! Happy hunting!

[\(LEARN MORE\)](#)



PHOTOSHOOT PLANNING



THE NO-BRAINERS

THE NO-BRAINERS

Assign A Budget

- Think annually & seasonally

Determine Your Goals

- Highlight new attractions
- Demonstrate your community's diversity
- Change your brand's perception
- Create a cohesive campaign

A promotional image for the movie 'Avengers: Endgame' featuring the main cast of the Avengers. The characters are posed in a heroic stance against a background of a city with a bridge (the Golden Gate Bridge) and a cloudy sky. The Hulk is on the left, roaring. Iron Man is in the center background, with his hands glowing. Captain America is in the center foreground, holding his shield. Wanda Maximoff is on the right, with her red hair and powers active. The text 'ASSEMBLE A TEAM' is overlaid in large white letters.

ASSEMBLE A TEAM

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ASSEMBLE A TEAM

LIMIT YOUR PHOTOGRAPHER'S RESPONSIBILITIES

Destination Expert

- Possesses insider info & manages relationships

Creative Director

- Creates photo compositions & directs talent

Camera Assistant

- Handles lighting & manages equipment

Photographer

- Keeps hands on camera capturing images

WATCH OUT FOR LICENSING & SELECT NUMBERS

CREATE A CHECKLIST

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THINK FIRST

Determine Your Locations

- What makes sense creatively, strategically, & logistically

Find Inspiration

- Share or request image references

Know Where These Images Will Go

- Your website, digital campaign, print, outdoor



ASSEMBLE A CAST

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SMALLER BUDGET

Use Your Team & Extended Family

- Most dependable & authentic couples

Social Media Casting Call

- Create your local brand ambassadors

Find Aspiring Models

- Search modeling hashtags on social

Keep Looking On Set

- Print out plenty of talent release forms

ASSEMBLE A CAST

LARGER BUDGET/SHOOTING VIDEO

Hire a Casting Producer

- Already has access to a variety of talent
- Find the exact cast that you're looking for
- Free up your internal & external teams



GRAB YOUR GEAR

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WORK OUT LOGISTICS IN ADVANCE

- Will you be shooting with natural light?
Bring reflectors.
- Will you be shooting inside a building?
Bring additional lighting equipment.
- Will you have access to a power source?
Bring power backups.

GRAB YOUR GEAR

- Will you find yourself in water?
Bring underwater housing.
- Will you be photographing your cast on a vehicle?
Bring a second one to create perspective.

A photograph of two individuals sitting on a paved city street, each wearing a large, realistic animal mask and playing an accordion. The person on the left wears a white cow mask and a grey sweater, while the person on the right wears a brown horse mask and a red jacket. They are both seated on folding stools. In the background, a white utility box with graffiti is visible against a light-colored wall. The scene is lit with soft, natural light, suggesting late afternoon or early morning.

TRY BEING CREATIVE



GET IMMERSIVE

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CREATE A SENSE
OF PLACE





HAVE FUN

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STAY AUTHENTIC

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IGNITE CREATIVITY



TELL A STORY



DIVE DEEPER



BRING A CHANGE
OF CLOTHES



TAILLE A
US DE

 **tempest**

A photograph of two hands clinking beer bottles against a sunset background. The sun is low on the horizon, creating a warm, golden glow. The bottles are dark and filled with beer, with condensation visible. The hands are silhouetted against the bright light of the sun. The overall mood is celebratory and shared success.

SHARE THE SUCCESS

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USE THIS AS A MARKETING OPPORTUNITY

Demonstrate Your Value

- Keep your partners informed

Promote Your Brand Ambassadors

- Encourage your cast to share their experience

Grow Your Casting Listing

- Let your community know about future shoots

USER EXPERIENCE

CRAFT A JOURNEY
FOR THE VISITOR



MY OCALA



MENU



OUTDOORS

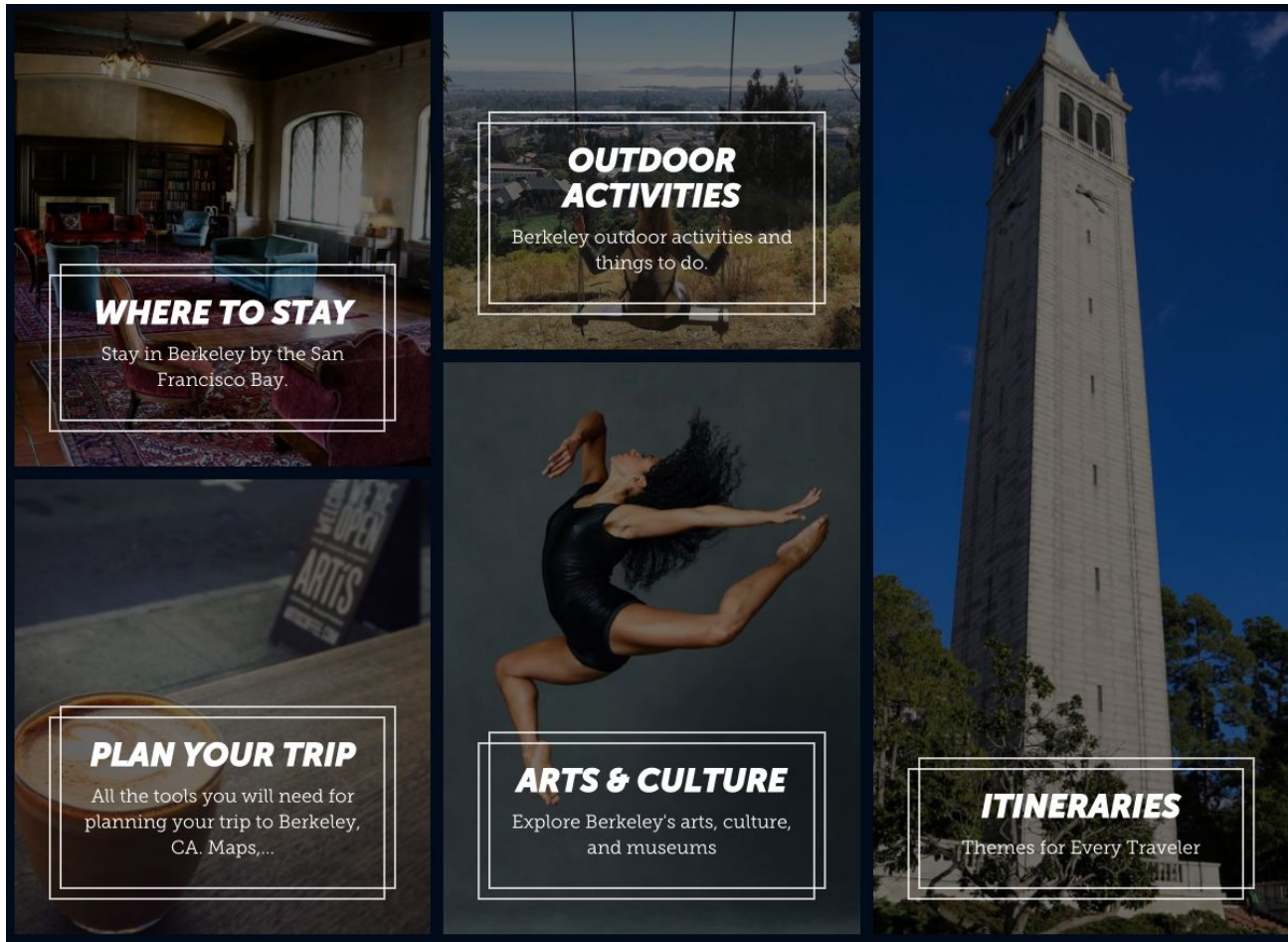
Unforgettable Adventures Await

Spend your morning out exploring, watching birds and biking trails. Soar above treetops on a zipline. Tube downriver in clear spring water. Spend your days in search of adventure, and leave your worries behind. Settle in the shade with a freshly packed picnic basket. Gallop freely through fields on horseback and unwind on the porch at the end of the day.

[LEARN MORE](#)



CONTENT HIERARCHY



CONTENT HIERARCHY

ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VCB

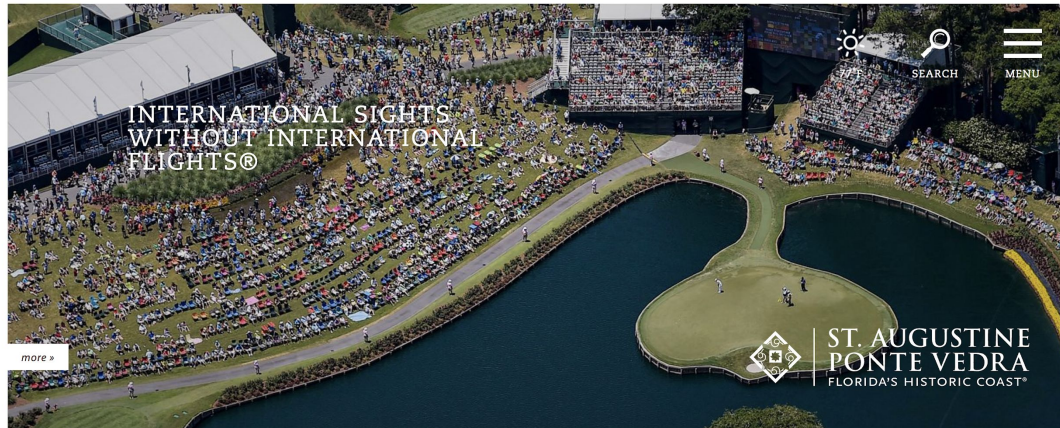
CHALLENGE: LEVERAGE CARES ACT FUNDING TO DRIVE RECOVERY

The Campaign

- Paid media campaign
- Drive visitors to core activity-based website pages
- User experience optimizations to boost KPIs

Key Performance Indicators

- Clicks to community websites
- Newsletter signups
- Visitor guide requests



[HOME](#) » [THINGS TO DO & ATTRACTIONS](#) » [Golf](#)

GOLF

A destination on every golfer's bucket list, Florida's Historic Coast has more than a dozen championship golf courses.



RESULTS

INCREASED ACTIVITY WITH LOCAL BUSINESSES AND TRAVEL PLANNING SIGNALS

Clicks to Partner Websites

- Increased 60%

Newsletter Signups

- Increased 60%

Visitor Guide Requests

- Increased 95%

LET'S GET INSPIRED



THANK YOU!

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