

PCOA MARKETING GOALS

Vision

The Vision of the Marketing Committee of PCOA is to create first choice brand recognition for campers and recreational vehicle families looking to travel to Pennsylvania and to drive consumers to Pennsylvania through positive promotion and cooperation.

Statement of Branding & Primary Goals of Marketing Committee

The marketing committee is committed to creating advertising programs that will be financially sensible and work to drive consumer traffic to www.pacamping.com. We feel that we should brand www.pacamping.com as a location for families and we need to market our site and our state as a destination, marketing not only camping but experience and the many recreational and cultural aspects available to us. Families need to know that www.pacamping.com is the primary source for information on camping and vacationing in Pennsylvania.

Marketing Objectives

1. Grow reservations and attendance for campsites and cabins.
2. Increase number of calls, web visits and general inquiries about visiting campgrounds in Pennsylvania.
3. Increase awareness about camping in Pennsylvania by communicating consistent messages.
4. Create positive experiences for guests to talk about the camping experience.
5. Create additional camping nights in PCOA parks.
6. Educate members & prospects on the power of association advertising.

