

Marketing Proposal for Major League Baseball

Dominican Republic Baseball Tourism Packages

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July 31, 2011

Introduction

Dominican Republic has mainly capitalized on their beautiful, scenic beaches and their golf courses as a main tourist attraction; but they also have a great opportunity to take advantage of one of their other well-known assets: baseball. Baseball is the favorite sport in Dominican Republic (DR) and many of the successful players in Major League Baseball (MLB) today hail from there. The Dominican Republic's ties with MLB has created a revenue stream for the country, however Dominican Republic has an opportunity to build a new revenue stream through their gem, that is baseball. Because the players are highly sought after by MLB teams, the country already has established relationships with MLB. I propose that MLB and a Dominican tour operator partner to develop baseball tourism packages as well as promote voluntourism opportunities that tie in with Dominican baseball. These opportunities will allow Dominican Republic to expand their tourism offerings and make tourists aware of the baseball culture there, while bringing in an additional revenue stream as another effort to improve their economy. MLB will have the opportunity to highlight DR baseball talent and DR baseball players, increase fan loyalty, and positively contribute to a country that they have a large vested interest in.

Dominican Republic Baseball Background

Dominican Republic and baseball go hand in hand. Many of the top players currently on MLB teams today are from the small Caribbean country. These players are not only heroes for the MLB team in which they play on, but they are heroes of their homeland. Baseball has been popular for decades in DR and remains the Dominican's favorite sport. "Though the origins of baseball in the Dominican aren't exactly known, historians suggest that baseball first came to the island around the 1880s" (A Brief History of Baseball, 2010). Sosa is one of the most well-known and successful Dominican players and opened the doors for the many Dominican players in MLB today. There are currently about 54 Dominican players on MLB teams and the number continues to increase.

The young boys of DR that aspire to be MLB players one day dedicate a large amount of their young lives trying to make that dream come true. It is not rare to see boys between the ages of 5 to 9 outside playing baseball in hopes of becoming the next big baseball star. This along with the history of baseball in DR is what makes baseball so authentic in this country and such an integral part of their culture. Many American baseball fans may be very unaware of the deep roots of baseball in Dominican Republic and what it means for these players to have the opportunity to leave the poor country that they grew up in to play in the United States at the professional level. The perspective that the American fans will see by learning about the background of baseball in DR as well as the conditions that they live in with these baseball tourism packages will be eye opening for most. A USAID press release mentions that “American baseball fans love their Dominican players. The more they know about where these players come from and the hardships their communities endure, the more they will be willing to help” (USAID, 2009).

The baseball tourism experience can easily translate in Americans being even more appreciative of the DR players on their teams and in return build their loyalty for the team that they are fans of, which will benefit that particular MLB team. Dominican Republic has a summer league and also has a Dominican Professional baseball league, which is also known as their Winter League.

“The Dominican Professional Baseball League is a winter professional baseball league consisting of six teams spread across the Dominican Republic; it is the top baseball league in that country. The league's players include many from Major League Baseball, and the Dominican league's champion plays each year in the Caribbean Series. Each team plays a fifty-game round-robin schedule that begins at the end of October and runs to the end of December. The top four teams engage in another round-robin schedule with 18 games per team from the end of December to the end of January; the top two teams in those standings then play a best-of-nine

series for the national title. The league's champion advances to the Caribbean Series to play against the representatives from Mexico, Venezuela, and Puerto Rico" (Wikipedia, 2011).

Because of the competitive nature and the talent of the players during the winter baseball games, it would definitely be an opportune time for baseball fans to visit and tour the MLB academies and catch some of the winter league baseball games. They will have a chance to see some of the greatest and most talented Dominican players, which would be a treat for true American baseball fans. Players will likely be more accessible during the Winter League, to play the role of an Ambassador and for meet and greets. The Dominican Summer League (DSL) runs from late May to late August. Tourism packages can be catered to both seasons, with the Dominican Summer League primarily targeting families as that falls around the time when most families are able to take vacations. The Winter League can be more so targeted to those who are looking to take a vacation during the peak tourism period in DR.

Dominican Republic's Current Economic State

Not only is tourism currently a significant revenue source for DR, but baseball is as well and has great potential to be a larger source of income for the country. It makes sense for DR to pull these two important components of their country together to create an additional revenue stream and attract tourist with a new product offering. Increasing the number of tourist each year, will also increase revenues for the hotels, restaurants, and attractions, which will in return increase the number of jobs in DR. The unemployment rate was "14.2%" in 2010 according to the CIA World Fact Book.

The World Fact Book also states that the service sector is very important to DR's economy and is definitely an area that has potential to continue to grow. Decreasing the unemployment and underemployment rate is a priority for the DR. According to the World Fact Book, "High unemployment and underemployment remains an important long-term challenge. The growth of the Dominican

Republic's economy rebounded in 2010 from the global recession, and remains one of the fastest growing in the region."

As building the economy and creating more jobs for the people of DR is a long-term challenge for the country; baseball tourism has a great amount of growth potential over a long-term period. The jobs that the service industry can produce for the country are vital. "The Dominican Republic has long been viewed primarily as an exporter of sugar, coffee, and tobacco, but in recent years the service sector has overtaken agriculture as the economy's largest employer, due to growth in telecommunications, tourism, and free trade zones," according to The World Fact Book. It makes sense for DR to make a partnership with MLB to offer baseball tourism packages.

Tourism in Dominican Republic:

The Dominican Republic is a beautiful and scenic place to take a vacation; with their main attractions being the beaches and golf. "The busiest tourism season in the Dominican Republic runs from December through April, where many North Americans and Europeans visit to get a warm, tropical break from the cold temperatures in their home countries. The next busiest period is in the summer months, June through September, when the majority of visitors are made up of Europeans visiting for their long summer vacations" (When and Where to Visit the Dominican Republic, 2010).

Based off Hispaniola.com, the Dominican Republic's busiest tourism season for the most part coincides with both of their baseball seasons, the winter and summer leagues. The opportunity to increase the number of Americans visiting Dominican Republic during the summer months through baseball tourism packages definitely exists. Although baseball is not the popular sport in Europe, MLB and DR may eventually want to market to Europe once they see the success from the North American market. The European market will be more of a challenge, but definitely worth considering as they may be interested in learning about the baseball culture and history in Dominican Republic. MLB and a DR

tour operator may want to eventually expand even more globally, including Latin America with the marketing of baseball tourism packages in the future. DR baseball is one the best areas where DR tourism can diversify its offerings.

According to a statement by Magaly Toribio, Vice Minister of International Promotion in the Dominican Today:

“Dominican Republic's long-term commitment to innovative marketing has firmly established our culturally rich paradise in the hearts and minds of global travelers who seek sensational sun, azure blue seas and sumptuous and affordable world-class hotels,” Toribio said.

“Our country's increasing popularity with U.S. visitors allows our airline partners to increase their flights to meet the growing demand for our warm and welcoming island nation,” she added.

“During the week's events”, the DR Ministry of Tourism noted that “non-resident visits to the DR increased in the first quarter of 2011 by 3.3 percent following a record 4.1 million visitors to the DR in 2010, setting the pace for an even more successful 2011.”

Tourism in DR is steadily increasing. “Tourism is the single biggest revenue earner, with receipts increasing more than tenfold from US \$173 million in 1980 to more than US\$2 billion by 2000.

Successive governments have invested heavily in tourism development, creating upgraded airports and other infrastructure. Some 2.1 million tourists arrived in the country in 1999, not including visiting Dominicans. Most come from Europe, with about 25 percent originating from the United States or Canada. The country now has almost 70,000 hotel rooms, more than any other Caribbean country. About 50,000 Dominicans are directly employed in this sector, mostly working in hotels, and another

110,000 are indirectly employed as taxi drivers, tour guides, or tourist-shop staff. Most tourists visit the Dominican Republic on account of its beaches, but there is an expanding eco-tourism and outdoor activity sector, focused on the country's mountains and wildlife” (Mañón, 2011). Now is a great time for MLB and a DR tour operator to introduce this new product, while people are already interested in visiting and while they are experiencing a growth trend. An optional voluntourism component with these packages will also be fitting as eco-tourism is expanding (Wikipedia, 2011).

Baseball Tourism Packages:

The baseball tourism packages can be based off of the baseball tour packages that many MLB teams offer in the United States. Currently if one is planning a trip to Dominican Republic online, they will not see any type of packages that include baseball when perusing traveling sites. This new offering should easily be embraced if priced effectively, due to the fact that Americans already appreciate the Dominican players. Below is an example of a weekend tour that the NY Yankees offer. The tour includes the following:

(Click the link for a larger view and additional details)

NY Yankees Weekend Tour #1
Charlotte, Raleigh & Baltimore Departures

2011 Broach Baseball Tours
May 19 - 22

Thurs. May 19	NY Yankees @ Baltimore (7:05)	<ul style="list-style-type: none"> • 4 Days • 3 Teams • 3 Games • 2 Stadiums
Fri. May 20	NY Mets @ NY Yankees (7:05)	
Sat. May 21	NY Mets @ NY Yankees (1:05)	
Sun. May 22	Return to Charlotte, Raleigh, & Baltimore	

Includes: Deluxe Motorcoach, Hotels, Game Tickets, Tour of NYC & "Ground Zero", Lunch at Mickey Mantle's Restaurant, and more...

Motorcoaches depart from Charlotte, Raleigh, and Baltimore. Let us help you with your airline reservations.

Price Per Person:
 \$795 double
 \$725 single
 \$724 quad
 \$965 private

2 Games @ the "New" Yankee Stadium (3rd Year)

*It is our intent to be as high as possible for the New York Yankees! We are currently in the process of being added to the MLB's list of approved vendors and we will be able to do so in the near future. This is a special offer and everything we can do!

Broach Sports Tours
 BroachSportsTours.com 800.849.6345
 info@broachsportstours.com

A similar package for a family of (4) for example, can be priced at \$1,550 and if they begin averaging 200 summer league family packs each year, they will make an average of \$310,000 during the DSL. If they maintain selling a minimum of 200 family 4 packs over a 5 year period, a total of \$1,550,000 in revenues

would be generated from the DSL only. With the help of word of mouth, social media, increased advertising and promotions on these baseball packages, and sound execution; interest in the packages should increase with revenues growing in return. As stated earlier, this will positively affect the DR economy and increase the job market in the service sector. The operating costs at the MLB academies in DR vary, but many teams' costs amount to \$1 million or more each year. These packages have the potential to make revenue for these costly academies.

Packages will include a mix of the following:

- Tour of baseball academy
- History/Culture tour/lesson
- Family (4) pack baseball game tickets
- Meet MLB player
- Watch baseball game(s)
- Hotel accommodations
- Transportation
- Fun activity

(Packages can be customized, but these are the standard)

The initial tourism packages should focus on teams that have bleachers in their fields. It is important that the tourists have a pleasant experience and a good impression is made, so that positive word-of-mouth is spread.

Fields with Bleachers:

- Los Angeles Dodgers
- New York Mets (Capacity:90- Capable of holding larger groups)
- New York Yankees
- Philadelphia Phillies
- Pittsburgh Pirates
- San Diego Padres
- San Francisco Giants
- Tampa Bay Rays
- Texas Rangers
- Washington Nationals

General Baseball Tourism Packages

All packages include stay at:

Embassy Suites Hotel by Hilton

Los Marlins- Hotel & Golf Resort
Metro Country Club, Juan Dolio
Dominican Republic

Hotel Features:

- *Approximately 30 minutes from the Santo Domingo airport and 30 minutes from downtown Santo Domingo.*
- *Near most MLB academies*
- *Current and former Dominican MLB players live in houses in the resort area*
 - *Robinson Cano & David Ortiz aka "Big Papi"*
- *Driving range and golf course*
- *Pool*
- *Private beach club (Free Shuttle service provided)*
- *Near many other attractions including: Safari rides, scuba diving, excursions and tours to the greatest attractions on the island*

[\(Click here for additional Hotel Information\)](#)

Transportation:

There are numerous transportation services in DR, but Metro Tours is one of the largest transportation systems in DR. Embassy Suites is partnered with Metro Tours, which levitates any need to create new partnerships and should also ensure cost effective rates for the baseball tourism packages.

Package prices are based off the estimates below.

Summer League Packages-Breakdown of Cost

(Late May –August)

Family 4 Pack- "Family-fun, Inside Dominican Baseball Tour":

- Includes 3 nights and 4 days at the Embassy Suites Hotel-\$490.00
 - (1)-2 Room Suite with a pool view and 2 double beds
 - *(Based on current rates for this time period)*
- Transportation for 3 days-\$300 (\$100/day)
- Tour of favorite MLB team's academy plus Family 4 Pack tickets to (2) games-\$310
- Take-home package-\$200 (\$50/person)
 - Includes: a MLB academy's t-shirt, hat, picture of team, and keychain

- DR Ambassador-\$250 stipend (Meet Player)
- Includes choice of (1) fun activity (*Golf, fishing, snorkeling, hiking, etc.*)
 - *To make the package worth while, it is important to have this element in here without increasing the price of the package. Negotiations with Embassy Suites, MLB, and these activity companies may need to be made to make this work.*

Total- \$1,550

Total without Ambassador-\$1,300

- Tour of 1 additional academy -\$150
- Tour of 2 additional academies-\$250

High School Baseball/Little League Team Tournament Packages- “Inside Dominican Baseball Tour”:

- 3 days, 4 nights at Embassy Suites-\$3180 for 20 persons (\$159/person)
 - (10)-2 Room Suite with a pool view and 2 double beds in each room
 - Teams can choose to stay at academies based on availability at a cost of \$2,400 (\$120/person)
- Transportation for 3 days-\$300 (\$100/day)
- Team Tournament Fee-\$300
- Registration Fee for Players- \$300
- Take-home package- \$600 (\$30/person, Discounted due to larger group)
- Includes: a MLB academy’s t-shirt, hat, picture of team, and keychain
 - Includes choice of (1) fun activity (*Golf, fishing, snorkeling, hiking, etc.*)

Total with stay at Embassy Suites-\$4,680

Total with stay at Academy-\$3,900

Corporate Sponsorship Packages-“Inside Dominican Baseball Tour”:

- 3 days, 4 nights at Embassy Suites-\$975 for two (2) Executives (\$487.50/person)
 - (2)-2 Room Suite with a pool view and 1 King bed
- Transportation for 3 days-\$ 300 (\$100/day)
- Tour of Academy-In-Kind
- DR Ambassador- \$250
- Take-home package- In-Kind

- Includes: a MLB academy's t-shirt, hat, picture of team, and keychain
- Includes choice of (1) fun activity (*Golf, fishing, snorkeling, hiking, etc.*)

Total- \$1525

***Portion of Corporate Sponsorship package revenues will be distributed to USAID based on what area the sponsor wants the money to go towards (*Education, economic development, health, or youth development*)

**Please note more customized packages are available for longer stay, touring of additional academies, etc., additional fees will incur)

*Flights booked separately-Because partnerships already exists between MLB, Embassy Suites, and airlines, there is a potential for discounts on these flights.

Winter League Packages

(Late October through end of December)

Family 4 Pack- "Family-fun, Inside Dominican Baseball Tour":

- Includes 3 nights and 4 days at the Embassy Suites Hotel-\$450.00
 - (1)-2 Room Suite with a pool view and 2 double beds
 - *(Based on current rates for this time period)*
- Transportation for 3 days-\$300 (\$100/day)
- Tour of favorite MLB team's academy plus Family 4 Pack tickets to (2) games-\$310
- Take-home package-\$200 (\$50/person)
 - Includes: a MLB academy's t-shirt, hat, picture of team, and keychain
- DR Ambassador-\$250 stipend (Meet Player)
- Includes choice of (1) fun activity (*Golf, fishing, snorkeling, hiking, etc.*)
 - *To make the package worth while, it is important to have this element in here without increasing the price of the package. Negotiations with Embassy Suites, MLB, and these activity companies may need to be made to make this work.*

Total- \$1,510

Total w/o Ambassador-\$1,260

- Tour of 1 additional academy -\$150
- Tour of 2 additional academies-\$250

High School Baseball/Little League Team Tournament Packages -“Inside Dominican Baseball Tour”:

- 3 days, 4 nights at Embassy Suites-\$2,940 for 20 persons (\$147/person)
 - (10)-2 Room Suite with a pool view and 2 double beds in each room
 - Teams can choose to stay at academies based on availability at a cost of \$2,400 (\$120/person)
- Transportation for 3 days-\$300 (\$100/day)
- Team Tournament Fee-\$300
- Registration Fee for Players- \$300
- Take-home package- \$600 (\$30/person, Discounted due to larger group)
- Includes: a MLB academy’s t-shirt, hat, picture of team, and keychain
 - Includes choice of (1) fun activity (*Golf, fishing, snorkeling, hiking, etc.*)

Total with stay at Embassy Suites-\$4,440

Total with stay at Academy-\$3,900

Corporate Sponsorship Packages- -“Inside Dominican Baseball Tour”:

- 3 days, 4 nights at Embassy Suites-\$900 for two (2) Executives (\$450/person)
 - (2)-2 Room Suite with a pool view and 1 King bed
- Transportation-\$ 300 (\$100/day)
- Tour of Academy-In-kind
- DR Ambassador- \$250
- Take-home package-In- Kind
 - Includes: a MLB academy’s t-shirt, hat, picture of team, and keychain
- Includes choice of (1) fun activity (*Golf, fishing, snorkeling, hiking, etc.*)

Total-\$1,450

***Portion of Corporate Sponsorship package revenues will be distributed to USAID based on what area the sponsor wants the money to go towards. (*Education, economic development, health, or youth development*)

**Please note more customized packages are available for longer stay, touring of additional academies, etc. additional fees will incur

*Flights booked separately-Because partnerships already exists between Embassy Suites and airline companies, there is a potential for discounts on these flights.

With baseball being such an integral part of the Dominican culture the government and tour operator will probably find it easy to obtain support from the DR business community in this new endeavor. According to a USAID press release, Richard Goughnour, USAID Dominican Republic mission director, emphasized the role baseball can play as a catalyst for other community endeavors. "Baseball is the singularly most popular and influential force in the Dominican Republic. When a ball player participates in any event in the countryside, the entire community shows up; when a team sponsors a cause in the capital city, businesses line up to lend their support," Goughnour said. Having cooperation, support and additional resources from the community can aid MLB and the Dominican tour operator in making this new product come to life and be a success.

In the USAID, Dominican Republic could even create a Dominican baseball themed night similar to the one described in the article below and incorporate it in a vacation package. MLB teams can promote themed nights during their games, like the Chicago White Sox did. The Dominican Today mentions the White Sox' Dominican themed night in this article:

Chicago- Dominican Republic's name echoed throughout Major League Baseball, when around 35,000 fans were treated to a "Dominican Night with the White Sox," in their first game of a series with the Anaheim Angels.

Tourism minister Francisco Javier Garcia was present for the event where Dominican singer Sonia Alfonso sang the United States Anthem, and the country's Folkloric Ballet displayed typical dance and music, to a rousing applause.

Chicago Dominican Tourism Promotion Office director Patricia Perez said Apple Vacations, the U.S. top tour operator, sponsored the activity, in addition to hotel chains such as Catalonia, Palladium, Iberostar, AMResort and Majestic.

"As part of this event the Tourism Ministry implemented strategies aimed at the consumer and Chicago's main producing agents, such as a reception in the stadium's main suite, where Apple Vacations' main executives attended, as well as more than 100 travel agents," she said.

Perez added that as part of the "massive ad campaign" conducted, a tribute was paid to Dominican baseball careers, a consumer promotion was held in various points of high traffic at U.S. Cellular Field, raffles and Dominican week end trivia activities.

In another article Mañón expresses the advantages of spring training for baseball; it paints a similar picture for what baseball tourism packages in DR have the potential to be.

Every year, most of the country anticipates the 14th of February with a certain degree of disdain or amorous anticipation, depending on personal situations. For baseball fans, however, Valentine's Day brings the hope and promise of a new season, as pitchers and catchers report for spring training. For the next six weeks, the various spring training facilities in Florida and Arizona are littered with everyone from fathers and sons, to vacationing families, to retired folks, to students on spring break.

Perhaps the most advantageous aspect of spring training games is that you can see big league players in big league-caliber games without paying big league stadium prices. A trip to spring training gives you the chance to escape what can be cold and gloomy weather in much of the country for some baseball in the hot sun. The facilities are in

some of the most beautiful spots in the nation, in many cases close to gorgeous golf courses, beaches and other venues geared toward family activity.

In addition, the preseason affords fans their best opportunity to actually meet the players and get autographs. Generally, this is a time when the players are more relaxed and willing to meet fans than during the regular season, and there are several events that the players and teams do in which fans can participate. Ultimately, if you went to any city for a week during the regular season, you might see a couple games, depending on your budget. But in spring training, you can watch your favorite team play every day for a week.

In the article of Best Vacations for Baseball Fans, Dominican Republic has the golf, beaches, and other activities that make a vacation enjoyable; but the baseball component adds something that is new, fun, and family oriented. When the DR MLB players are home for the Winter League, they will hopefully be just as open to meeting and mingling with the fans as the players are during the spring season as the article above mentions.

Voluntourism

Although voluntourism may be an unfamiliar concept to many, travelers have incorporated volunteering in their vacation plans for some time. Voluntourism is defined by Wikipedia as, "travel which includes volunteering for a charitable cause. In recent years, "bite-sized" volunteer vacations have grown in popularity. The types of volunteer vacations are diverse, from low-skill work cleaning up local wildlife areas to providing high-skill medical aid in a foreign country. Volunteer vacations participants are diverse but typically share a desire to "do something good" while also experiencing new places and challenges in locales they might not otherwise visit. There are also other types of travelling that engage people with scientific research and education to promote the understanding and action necessary for a

sustainable environment. Participants cover a fee that would include expenses on the different sites worldwide, and engage in projects according to their interest or location.”

DR is a great candidate for voluntourism, because of their current economic state, and their inefficient education and health systems. The outcomes of voluntourism are two-fold: the country benefits and the acting volunteer tourist benefit as well. There are many positive reasons why one may want to participate in voluntourism and by doing the volunteering in a country other than your home can make the experience even more enriching. The National Service Resources Organization list the many advantages of voluntourism for different the different parties that may be involved (Wikipedia, 2011).

Advantages of Voluntourism :

For the Volunteer

- Participating in meaningful service and having a deep impact on a community
- Developing new skills through service or using ones you already have in service
- Interacting with locals you would never meet in a hotel or at touristy places
- Seeing and exploring places you would never see on a typical tour or vacation
- Creating friendships that last a lifetime
- Experiencing true satisfaction from your vacation time

For a Corporation

- Team-building
- Employee-retention/morale
- Skills development/training
- Consumer participation/affinity
- Social responsibility
- Promotions
- Public relations

For a Hosting Nonprofit/Community

- Creating ambassadors for your communities' challenges in the wider world
- Providing additional skill sets, renewed energy and new ideas to the community
- Generating revenue/building capacity for other programs and projects
- Building an alumni network

Because voluntourism is increasingly growing in popularity, Dominican Republic can provide baseball fun packs as a reward and incentive for travelers to participate in volunteer work while vacationing which is stated in Voluntourism. Incorporating baseball with voluntourism is another

opportunity to market Dominican baseball and their players as well as positively impact the Dominican Republic. Because voluntourism stemmed from the United States and a large number of Canadians regularly participate in voluntourism, an interest already exists and the concept is not completely new to them.

Voluntourism Opportunities in Dominican Republic:

- Beautifying baseball fields around the country (not the academies)
- Book and/or Baseball equipment drive
- Eco-tourism in particular has recently become popular in Dominican Republic, so I suggest that the voluntourism include working to improve the DR environment and wildlife
- High school teams/Little Leagues play in tournament, have time to do fun activities, and volunteer while they are in DR

Voluntourism Incentives:

Option #1:

- Volunteers who participate in 6 hours of volunteer work will receive (1) pair of tickets to a Winter League Play-off game (Only feasible during the play-offs)
- Volunteers who participate in 12 hours receive an autographed photo of a Dominican MLB baseball player and (1) pair of tickets to a Winter League Play-off baseball game
- Volunteers who participate for 24 hours an autographed photo of a Dominican MLB baseball player, one on one dinner, and receive VIP seating at a Championship game

Option #2:

- Volunteers who participate in 6 hours of volunteer work will receive 15% off their package
- Volunteers who participate in 12 hours of volunteer work will receive 25% off their package
- Volunteers who participate in 24 hours of volunteer work will receive 35% off their package

Marketing Plan

Goals:

- Build Dominican Republic's economy
- Highlight Dominican Republic baseball and Dominican baseball players
- Create a new product offering catering to tourists
- Create another revenue stream to further develop the DR economy in a positive way
- Increase tourism from the United States
- Build fan loyalty to MLB teams
- Grow towards MLB globalization
- Allow MLB to help fund DR in areas of need

Target:

- United States; primarily MLB fans and followers of the sport
 - As MLB Executives are aware, the majority of their fans are bringing in higher incomes and the poll below by Gallop proves this.
 - The American baseball fans appreciate the sport and are fans of many of the Dominican players that play for their respective teams, which make them a great target.
 - May eventually branch out to Venezuela, Canada, & Europe

Baseball Fans by Household Income Level
2005-2006 Gallup Poll Data

	Baseball Fan
	%
Less than \$30,000	41
\$30,000 to less than \$74,999	48
\$75,000 or more	54

The packages are priced in the realm of those who have a higher discretionary income, and the majority of baseball fans make \$75,000 or more. Embassy Suites, MLB, and airline companies already do business and have a relationship, so negotiations can be made to discount airline rates. Each of these parties will gain as baseball tourism emerges. (David, M. & Joseph, C., 2002).

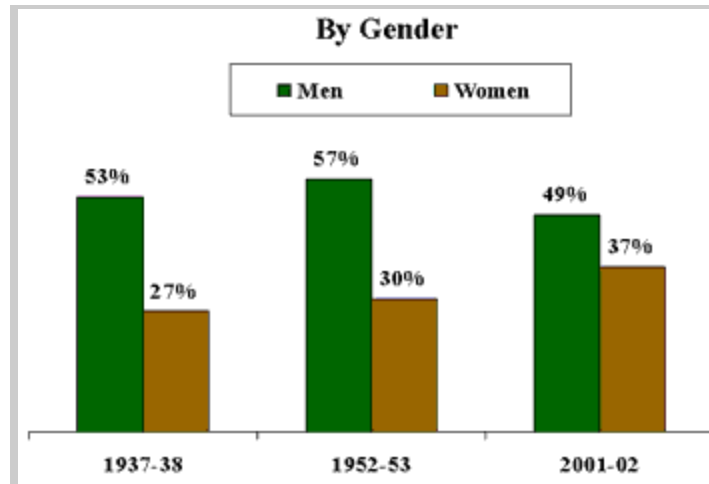
- Families; primary target
 - Older inter-generational
- High school teams/Little Leagues/Baseball camps; secondary target
 - A baseball tournament with young, aspiring Dominican baseball players and American teams can be created, like a Christmas Classic
- Current Corporate Sponsors
 - Include as an incentive when purchasing sponsorship packages with teams
 - The sponsor will pay for their trip to DR and for a baseball package; however they can choose for their proceeds to go towards a DR development fund (USAID)
 - The sponsor will be exhibiting social responsibility by donating to this fund
 - The sponsor can also be featured on marketing materials for DR baseball tourism packages

Cost and Other Details:

- Sign-up DR MLB ambassadors
 - These ambassadors will play an important role in these packages
 - Due to the possibility of MLB ambassadors potentially not always being available, the highest priced package will include a tour by a MLB ambassador
 - Many of the MLB DR Academy Operation Managers mentioned that a large number of players want to do charity work and help improve their country. Having the opportunity to be an Ambassador will likely peak their interest and give them a chance to speak to American fans from their own personal experiences and let them know what it is really like to come from DR and transition to the states.
- Graduate student interns can be used for administrative purposes and assist with the guided tours as needed at the academies
 - Interns can be recruited from MBA programs such as the University of Indiana and San Diego State Sport Management MBA program. Both of these programs already have partnerships with MLB in Dominican Republic.

Marketing Material:

- MLB teams' database can be used to send out flyers and promotions
- Marketing campaign at baseball games- position the campaign as an all around fun family vacation that will include a sport that they are already a fan of. Attending baseball games in the US is very much a family affair, so tying that concept in with everything else that Dominican Republic has to offer makes a great fit.
- Females play important roles in making household decisions, including where summer vacation will be and females have become more interested in baseball within recent years. DR's advertising needs to not only be appealing to men, but to women as well. (See Research below)
- Feature top Dominican players in advertisements
 - Ambassadors of program
- "Family-fun, Inside Dominican Baseball Tour"
- Dominican Republic-themed nights (offer giveaway and introduce new product)
- Internet/social media (*Team websites, travel websites, Facebook, Twitter, Search Engines, etc.*)
- Commercials on the Travel channel
- Specific packages can be created and priced accordingly for special events, such as: the Latino Hall of Fame, Winter League Play-offs, and the Winter League Championship game



“The increase in female fans is found primarily among older women. Among the youngest group of women, under 30, the percentage of fans has remained fairly constant: 33% in the 1930s, 33% in the 1950s, and 36% currently. However, the percentage of fans among females in the other three age groups has increased substantially from the 1930s until now” (David, M. & Joseph, C., 2002).

Web Components:

The internet is such an integral part of today’s world and is definitely a go-to place when planning a vacation. With the United States being a primary target of this new product offering and because Americans have so largely embraced the internet, it is imperative that DR incorporate web components in their marketing strategy. DR should consider online advertising through major vacation booking websites as well as purchase Google keyword searches. DR currently has a strong web presence when it comes to tourism and has featured deals on many discount websites used to book flights, such as: Expedia.com, Travelocity.com, and Hotwire.com.

DR may consider having an online promotion on select MLB websites, giving away a DR Family vacation baseball package. The teams that will be selected will have top DR players on their teams. The promotion can be a win-win for both MLB and DR by requiring fans to enter their MLB ticket barcode number online to enter the contest. The contest can be promoted throughout the MLB game. This will

also provide a small incentive for MLB fans to attend games. The promotions at the game will also provide advertising for the DR baseball tourism packages to their primary target, American baseball fans.

Responsibilities of Each Party

Dominican Republic Tour Operator

- Provide secure transportation for tourists
- Act as guide throughout trip
 - i.e. take tourists to academies, beach, dinner, other activities/places of interest during the trip
- Ensure safety and security of tourists

MLB

- Use fan database as a marketing tool
- Use website to promote DR Baseball tourism packages
- Allocate a percentage (30%) of revenues to USAID Fund for education, access to health services, and development of country

Individual MLB Academies

- Provide ambassador to take tourist around (featured with select packages)
- Use database as a marketing tool
- DR Baseball Tourism family package giveaway promotion at a minimum of two (2) home games
- Ensure tourists are able to tour the academy, watch at least one game, meet available academy staff, etc. (*See itinerary*)

USAID

- Ensure that funds from respective MLB team and participating sponsors are allocated to the area of funding they have designated
 - Education, healthcare, environment, youth development, etc.
 - Will help to eliminate concerns of money being distributed incorrectly
 - Organize PR events with players that tourist are able to attend

Itinerary for Baseball Tourism Family Packages

- Day 1- Orientation, welcome reception that will include dinner
- Day 2- Tour an academy, will have DR cultural lesson, attend a game, will have free time to do a fun activity in the afternoon, dinner
- Day3- Optional voluntourism (clean and beautify local baseball fields), attend a game, and free time do a fun activity
- Day 4- Depart

Itinerary for Baseball Tourism Sponsorship Packages

- Day 1- Orientation, welcome reception that will include dinner
- Day 2- Tour an academy, meet academy staff, have DR cultural lesson, attend a game, will have free time to do a fun activity in the afternoon, dinner
- Day3- Optional voluntourism (clean and beautify local baseball fields), attend a game, and free time to do a fun activity
- Day 4- Depart

Itinerary for High School League

- Day 1-They will have one day where they tour a facility, have DR cultural lesson, watch baseball game
- Day 2-Based on baseball tournament schedule- tour an academy, watch a game, will have free time to do a fun team activity
- Day3-Baseball tournament continues- will do voluntourism (clean and beautify local baseball fields), free time do a fun activity
- Day 4- Depart

Conclusion

Baseball is the heart of Dominican Republic's culture and MLB has become an important part of that. As tourism increases in DR, it is time for the tourism offerings to be diversified. DR's economy and people will reap the benefits of both baseball tourism and voluntourism, which both have great potential to succeed in this country. MLB has the opportunity to showcase their future stars through baseball tourism packages in DR and in return increase their fan loyalty. The American fans will have a greater appreciation for the Dominican players on the teams they are fans of have the opportunity to experience a non-traditional type of vacation. With a portion of the revenues being allocated to the USAID, MLB teams will be able to make their own contributions to help to improve DR. Targeting the American baseball fans is only a starting point; baseball tourism has the opportunity to expand on a more global scale in the future. Each party involved will gain in a positive way and will profit in the long run. MLB should support baseball tourism in the Dominican Republic.

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