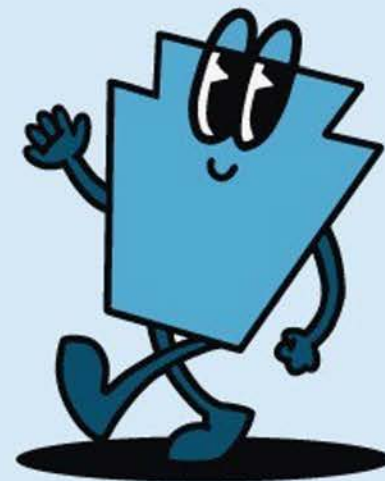


Pennsylvania Tourism

Summer 2024 Cooperative
Marketing: Paid Media & Analytics
Opportunities

March 8, 2024

Pennsylvania
pursue your happiness



Agenda

- **The Team**
- **Program Highlights**
- **Summer 2024 Media Tactics**
 - **New**
 - **Returning**
- **Advanced Analytics**
- **Package Options**
- **Enrollment Timing and Process**

THE TEAM



Pennsylvania Tourism Office



**Carrie Fischer
Lepore** Deputy
Secretary, Marketing,
Tourism, Film



**Michael
Chapaloney**
Executive Director
of Tourism



Kelly Bonner
Digital
Director

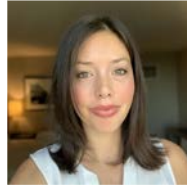


Sarah DeSantis
Executive
Assistant

Red House Communications



Pete Baird
SVP, Managing
Director



Anna Dragotta,
PhD
Director of
Research &
Analytics



Bill Martin
Media Supervisor



Dan Filipek
Account Director



Jason Daquelente
Media Project
Manager

PROGRAM HIGHLIGHTS



Program Highlights

The cooperative marketing program was launched in Fall 2021 to support seasonal campaigns. Since then, it has grown significantly in terms of its offerings and participation. Highlights from the last two years are as follows -

- 28 Destination Marketing Organizations and Industry Associations have embarked on more than 45 campaigns
- As of this writing, over \$9 million in paid media has been deployed as part of the co-op program
- Media has run in 15 unique DMAs, covering six states and the District of Columbia
- Partner investments all matched to at least 100% by the Tourism Office, and up to 300% in some cases

Visit *Beaver County*

**VISIT
BUCKS
COUNTY**
Pennsylvania

PENNSYLVANIA'S
AMERICANA
REGION
Great stuff happens here!



PENNSYLVANIA'S
**Lebanon
Valley**

**VISIT
PHILADELPHIA®**



Explore
YORK



VISIT
Lawrence County
PENNSYLVANIA

cumberland *Valley, pa*
CUMBERLAND AREA
ECONOMIC DEVELOPMENT VISITORS BUREAU
CORPORATION

**Lehigh
Valley**

THE
HAPPY VALLEY
ADVENTURE BUREAU



Visit **Erie**

Visit **HERSHEY &
HARRISBURG**

Butler County
TOURISM & CONVENTION BUREAU
VisitButlerCounty.com

DISCOVER
Lancaster

Explore
Schuylkill



Raystown
LAKE REGION
PENNSYLVANIA

Summer 2024 MEDIA TACTICS



Summer 2024 Structure

- This cycle covers April - August support
- Open to all DMOs and Industry Associations in Pennsylvania
- Pre-built media packages ranging from \$3,000 - \$25,000
- Customized media plans starting from \$100,000
- Packages may begin the first week of any month
- Customized audience targeting by geography, demographics, and online behavior
- All packages include standard media reporting
 - Tier 3 and Custom plans also have advanced analytics built in
- Additional options for advanced analytics and access to industry leading platforms

*** Brand Updates and Requirements will be addressed when the new brand is launched and “Pursue Your Happiness” is phased out**

Summer 2024 Co-op Tactics

Tactics will be bundled in pre-built packages in order to maximize effectiveness of each buy.

New tactics include:

- Sandy Fenton-Let's Talk Travel
- Pinterest

Returning tactics include:

- Digital Out-of-Home and Transit
- Google Responsive Display
- Programmatic video
- Cable
- Paid Social (Facebook and Instagram)
- Travelspike
- Print

Radio - Sandy Fenton

Sponsoring and state-wide syndication of *Let's Talk Travel* with Sandy Fenton, including podcast listening. Allows a primarily in-state audience to learn more of what Pennsylvania has to offer.

Each partner would have the opportunity to be featured in a one-hour segment throughout the 2024 calendar year and/or have ad placements around show slots, based upon availability.

Complimentary participation in "Let's Talk Travel with Sandy Fenton" is no longer included. Participation in this syndicated radio program can be purchased and included in any of the tiered and custom packages at a price of \$4,500/episode.



Pinterest

Pinterest is a new addition to the co-op and offers the advantage of reaching a highly engaged audience seeking travel inspiration, allowing partners to showcase their destinations and experiences through visually captivating content, ultimately driving traffic and bookings.

Audience Targeting:

- Geography
- Demographics
- Online Behavior/Interests
- Keywords



Digital Out-of-Home

Digital Out-of-Home adds a physical element along key travel routes into the available media mix. Placements feature partner creative co-branded with Pursue Your Happiness logo. Pennsylvania Tourism Office promotion will be in all markets where partners have opted to be included.

Available Markets:

- New York / New Jersey
- DC / Baltimore
- Cleveland / Columbus
- Buffalo
- In-State (Philly, PGH, HLLY, etc.)



Digital Transit

Transit advertising is a great tactic to build frequency against the audience during their daily lives and can play a large decision-making factor when planning a weekend or a road trip away. Transit will be included and discussed in certain tiers.

Available Markets:

- New York
- DC / Baltimore
- Philadelphia



Responsive Display

Google Responsive Display allows for creative to be dynamically rendered by Google's algorithm to optimize performance throughout the campaign's flight and without the creation of multiple ad sizes.

Ads are served across the webs via detailed audience targeting segments to produce strong impression and click volume at low CPMs. Placements feature partner creative, with all clicks driving to partner website.

Audience Targeting:

- Geography
- Demographics
- Online Behavior/Interests



Programmatic Video

Programmatic video will include pre-roll, in-stream, and connected TV placements. All placements will feature 100% partner creative and drive to partner's landing page of choice. Suggested length is :15, but other lengths are acceptable.

Potential placements:

- Premium Websites
- On-Demand Cable (i.e. HGTV, Food Networks)
- OTT Devices (i.e. Roku, Firestick, AppleTV)
- Streaming Networks (i.e. Peacock, Paramount+)



Cable Television

A very efficient means of reaching a prospective traveler with television advertising, cable television will be bought as :30 blocks and run a :15 partner spot with a :15 Pennsylvania Tourism spot during the same commercial break to maximize spot loads for both parties.

Available Markets:

- New York / New Jersey
- DC / Baltimore
- Cleveland / Columbus
- Buffalo
- In-State (Philly, PGH, HLLY, etc.)



Paid Social

Paid Social folds in a low-cost, entry point for partners to have the opportunity to participate at an impactful level.

Placements on Facebook and Instagram will run through your existing account

Audience Targeting:

- Geography
- Demographics
- Online Behavior/Interests

The image displays three overlapping sponsored social media posts. The top post is from 'visitPA with VisitErie' and features a sunset beach scene with the text: 'For a throw your hands up, dance-worthy sunset, pack up the family and head to Presque Isle beaches.' The middle post is from 'visitPA with GO Laurel Highlands' and features a modern building with the text: 'There's not another forest in the world with a view like this one. Discover architecture that makes a splash.' The bottom post is from 'visitPA with Bedford County Visitors Bureau' and features a large indoor swimming pool with the text: 'From legendary waters to one-of-a-kind treatments, PA spas are rich in luxury and lore. Come find your center.' Each post includes a 'LEARN MORE' button and engagement metrics like '1 Share' or '49 Shares'. The bottom post also shows 'Like', 'Comment', and 'Share' icons.

Travelspike

Travelspike is a travel endemic ad network that captures the lower funnel travel intent audiences. Travel Endemic partners have been key to driving high quality traffic to the visitPA website

travelspike

Audience Targeting:

- Geography
- Demographics
- Online Behavior/Interests



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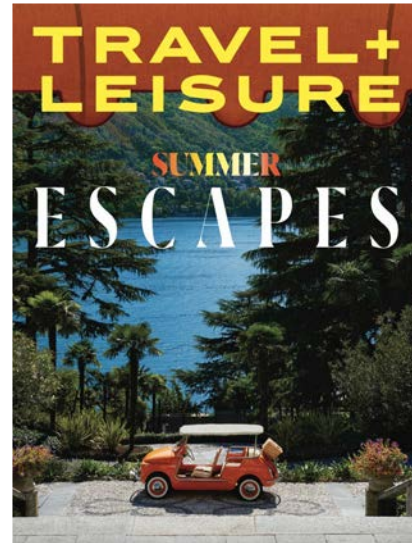
Print

Adds another physical element to the co-op partnerships with key placements in the target markets, working to bring full page elements into the reach of DMOs.

- National magazine placements within your selected markets
- Creative flexibility at market level
- Sample publications are listed – this can be customized as well

TOWN&COUNTRY **REAL SIMPLE**

Smithsonian
MAGAZINE



Pennsylvania
pursue your happiness

Advanced Reporting & Analytics

Through proprietary analytics tools and partnerships, Red House can provide deeper layers of reporting, tying media investment to economic impact and consumer sentiment

Options include:

- Deeper media reporting metrics, inclusive of website conversion tracking
- Economic impact study tying back traveler spend in market to media investment
- Data visualization, including a custom dashboard with key performance metrics from economic impact analysis, etc.
- Social listening measurement for the campaign period to understand online conversation and impact
- Additional options include integration with partner tools such as Tourism Economics or Arrivalist

Analytics offerings will be tailored based on partner needs

Advanced Analytics – Economic Impact



Local Economy

Overall, there is a measurable regional effect produced as a result of marketing.



Brand Partners

Brands do not exist in vacuum, and their operations impact various vendors and service partners.



Direct Conversions

Consumer engagement and conversion are measured as a direct result of marketing, and where analysis commonly ends.



Marketing & Advertising

Marketing and Advertising campaign direct a consumer to perform a measurable action.

An economic impact analysis unveils the entire effect of tourism on a local market, measuring how travel influences important indicators such as GDP and other economic factors

Advanced Analytics – Data Visualization

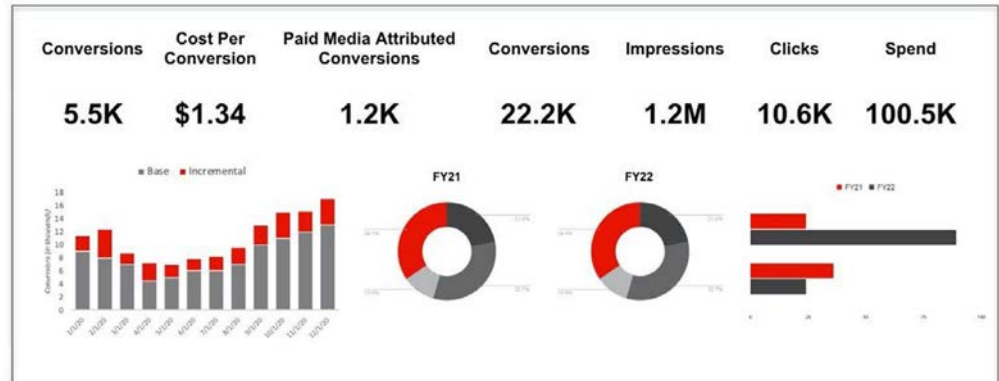
Custom dashboarding is available for data visualization of tourism paid media campaigns, and other selected key indicators for the DMO market including:

- Hotel tax revenue
- Local economic factors (GDP, job growth, etc.)
- Economic impact model output

The dashboard would be shared with participants and updated on a regular schedule, allowing for quick and dynamic comparisons of all relevant performance metrics

Example Deliverable

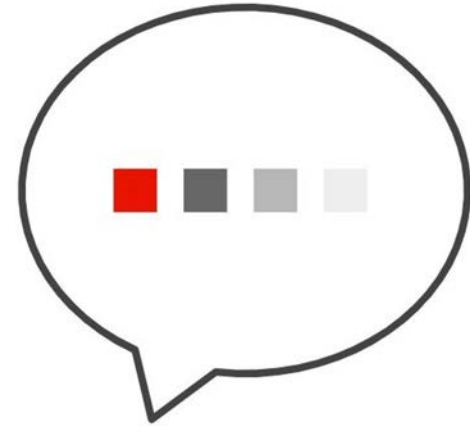
Model Dashboard Reporting - Updated Every Season*



*Numbers and template are for illustrative purposes only

Advanced Analytics – Social Listening

- A social listening tool allows for the collection of information from all major social platforms including Facebook, Instagram, and Twitter to reveal the whole picture of real-world conversation across both owned and organic content
- The content captured by a social listening tool undergoes sentiment analysis via AI through the process of Natural Language Processing



Additional Options – Tourism Economics

Access to Symphony Dashboard;
onboarding costs waived available for
all participants

Product includes:

- Visitor intelligence data
- National traveler sentiment data
- Integration of hotel lodging reports
- Traveler sentiment and safety barometer
- Integration of website data



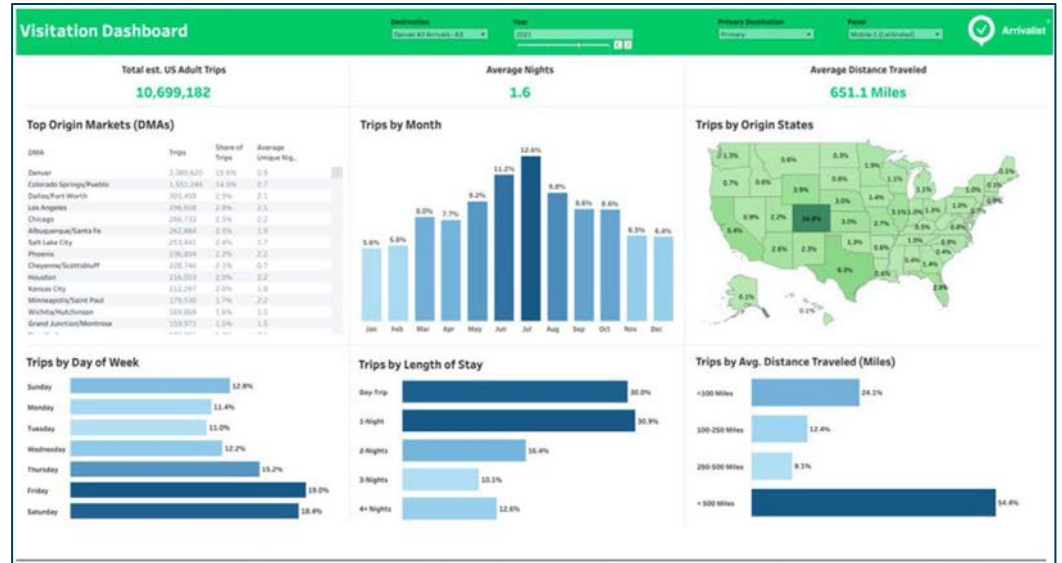
Contracted directly with Tourism
Economics

Additional Options – Arrivalist

Geo-location intelligence platform with packages for partners discounted below standard rates

Available package options:

- Industry-leading visitation data (out- of-state and in-state travelers)
- Lodging Economics dashboard
- Point of Interest (POI) tracking
- Media attribution tracking



Contracted directly with Arrivalist

PACKAGE OPTIONS

Package Options

- Three pricing tiers each with two packages to choose from
- Packages can be purchased for a single flight or in multiple increments
- Package price inclusive of all standard media services (planning, buying, optimization, reporting, etc.)
- Custom plans start at \$100K minimum
- All Tier 3 and custom plans will include advanced analytics in the form of economic impact analysis (additional capabilities are available based on DMO needs)
- Tourism Office matching all investments at a minimum of 100%
- Media value denotes effective working media dollars (i.e. no commissions included)
- Available geographies include all contiguous state DMAs, Pennsylvania DMAs, and Toronto

Tier 1 Packages

Purchased in single-month increments, Tier 1 packages introduce the layering of multiple media tactics, including the option for online video.

Cost: \$3,000

Package 1A

- Media Plan - \$10,000
- One month flight
- Tactics
 - FB & IG
 - Responsive Display
- Geography: 1-3 markets
- Advanced Analytics

- Upon request for additional fee

Package 1B

- Media Plan - \$10,000
- One month flight
- Tactics
 - Online Video
 - Responsive Display
- Geography: 1-3 markets
- Advanced Analytics

- Upon request for additional fee

Tier 2 Packages

Packages in Tier 2 expand to a two-month media flight and allow the inclusion of travel endemic media along with other digital placements. Tier 2 packages offer the greatest value for the partner looking for maximum impact for a minimal investment.

Cost: \$7,500

Package 2A

- Media Plan - \$25,000
- Two month flight
- Tactics
 - FB & IG
 - Responsive Display
 - Print
- Geography: 1-3 markets
- Advanced Analytics
 - Upon request for additional fee

Package 2B

- Media Plan - \$25,000
- Two month flight
- Tactics
 - Online Video
 - Responsive Display
 - TravelSpike
- Geography: 1-3 markets
- Advanced Analytics
 - Upon request for additional fee

Tier 3 Packages

Packages in Tier 3 are the largest and most comprehensive of the pre-built packages. They offer substantial media value, as integrated traditional and digital media plans, and allow the option to add on traditional media types/markets.

Cost: \$25,000

Package 3A

- Media Plan - \$65,000
- Two month flight
- Tactics
 - Cable
 - Digital OOH/Transit
 - Online Video
 - Pinterest
- Advanced Analytics - \$5,000
 - Economic Impact Analysis
- Geography
 - 1-3 markets (digital)
 - 1 market (traditional)*

Package 3B

- Media Plan - \$65,000
- Two month flight
- Tactics
 - Cable
 - Print
 - Responsive Display
 - TravelSpike
- Advanced Analytics - \$5,000
 - Economic Impact Analysis
- Geography
 - 1-3 markets (digital)
 - 1 market (traditional)*

Custom Plans

For those interested, custom tailored media plans can be developed to meet the exact needs of a partner

- Custom plans require a minimum partner investment of \$100,000
- Flexible time frame
- Investments matched 100% or more by Tourism Office
- Plan costs inclusive of all media services and advanced analytics
- To schedule a meeting to discuss the development of your custom plan, please email patourismcoop@redhousecom.com

Standard Reporting

- Tier 1
 - Final campaign report delivered 30 days after campaign completion
- Tier 2
 - Preliminary progress report delivered after 15 days of campaign activity
 - Final campaign report delivered 30 days after campaign completion
- Tier 3
 - Preliminary progress report delivered after 15 days of campaign activity
 - Packages running longer than 2 months receive monthly progress reports
 - Final campaign report delivered 30 (or 60*) days after campaign completion

**60 days for campaigns that include OOH/Cable/Print.*

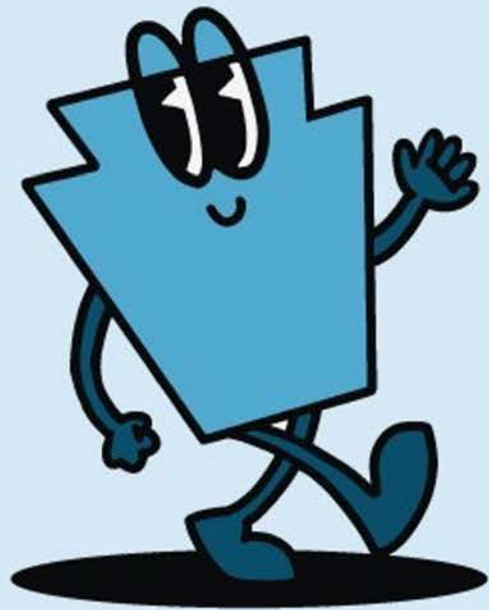
NEXT STEPS & ENROLLMENT

Enrollment Process

- Enrollment open March 13 – March 29
- Determine desired package(s) and month(s) between April 15 - August 31
- A Red House representative will contact you to confirm package details and deliver applicable contracting documents
- Creative assets due to Red House two weeks ahead of launch

Fill out the application at visitPA.com/coop to enroll.

If you have questions, please reach out to patourismcoop@redhousecom.com



Thank you!