



Bi-Town Marketing

Summer 2019 Campaign

2019 Campaign Summary



Campaign Summary - Goals

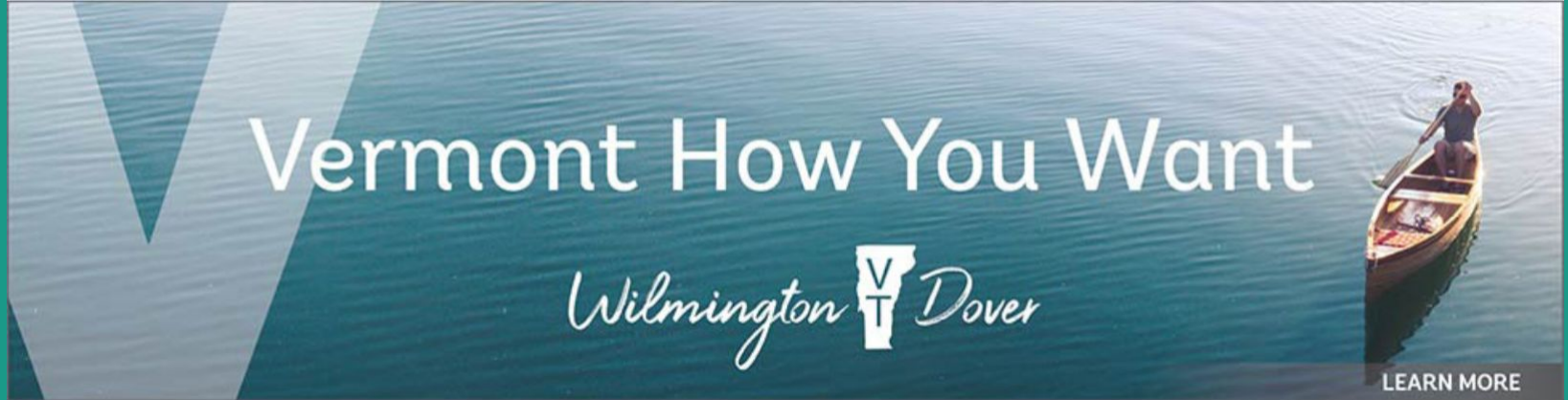
1. Focus bi-town marketing spend on effective creative ads for digital advertising.
2. Increase advertising time-in-market.



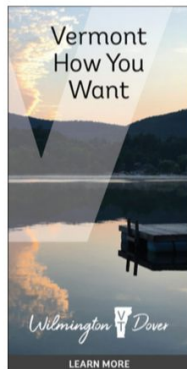
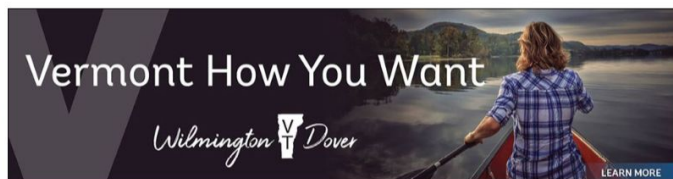
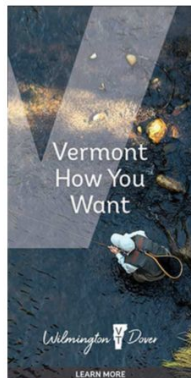
Campaign Summary - Approach

1. Total bi-town budget of \$93,000
 - a. 71% to advertising
 - b. 29% to operational costs
2. Timeline
 - a. Creative design began 4/15/2019
 - b. Ads in market from 5/29/2019 to 10/31/2019
3. Channels
 - a. Social media ads on Facebook and Instagram
 - b. Display ads on 3rd party websites
4. Ad targeting:
 - a. Geographic: Boston and NYC DMA (Including CT)
 - b. Demographic: Ages 25+
 - c. Behavioral: Multiple based on household income, family size, etc.

2019 Campaign Creative



Ad creative



Campaign theme & lock ups

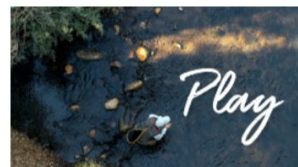
Vermont How You Want

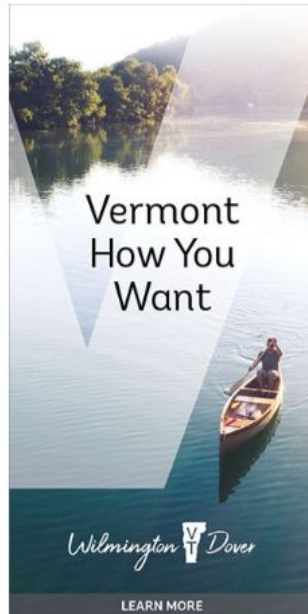
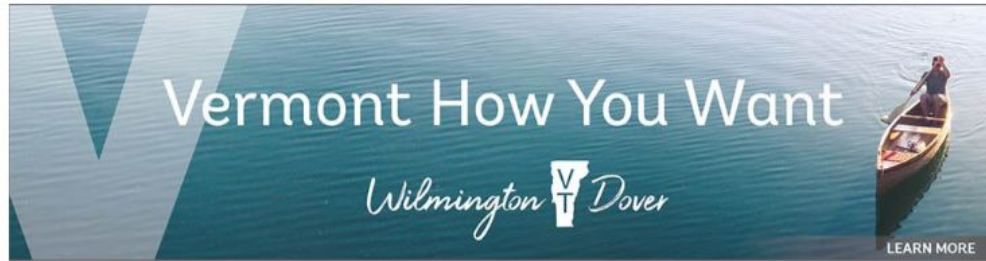
Wilmington VT Dover

Landing page assets

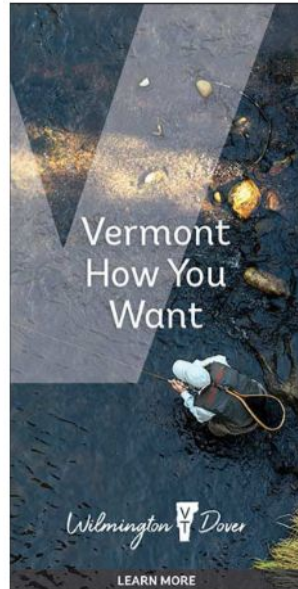
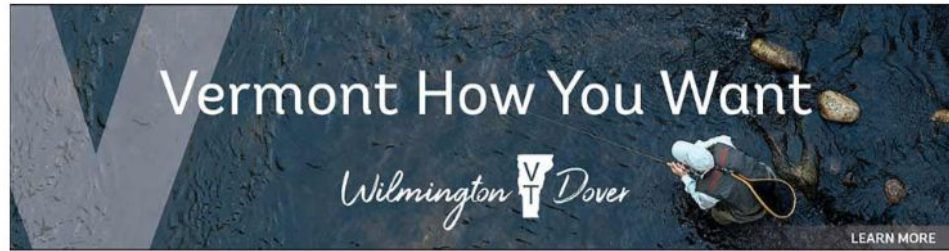
Discover the Best of

Southern Vermont





Man in Canoe
7,742,608 impressions delivered



Fly Fishing
4,593,711 impressions delivered

2019 Campaign Budget



Bi-Town Marketing - Historic Spend

Budget Summary	2019 Campaign Planned	2019 Campaign Actual	2018 Campaign	2017 Campaign
Advertising	\$68,000.00	\$66,000.00	\$34,536.16	\$30,312.00
Operational Costs	\$27,000.00	\$27,000.00	\$5766.16	\$16151.11
Total Cost	\$95,000.00	\$93,000.00	\$40,302.16	\$46,463.11
% Advertising	71.58%	70.97%	85.69%	65.24%
% Operational Costs	28.42%	29.03%	14.31%	34.76%

71% of bi-town money was spent on in-market ads, while 29% of the budget went to operational costs, mostly driven by creative design and ad management costs.

2019 Campaign Targeting



Targeting

Geographic: Boston and NYC DMA (Including CT)

Demographic: Ages 25+

Behavioral:

- Custom Contextual Keyword List specifically for visiting Vermont.
- Behavioral – Family
- Behavioral – Affluent
- Behavioral – Empty Nester
- Behavioral – Moms, Parents and Retirees
- Behavioral – Travel Apps, Holiday travel, Travel and US Travel
- Behavioral – App Targeting of Parents with HHI of \$150k+
- Behavioral – App Targeting of Holiday Travelers, Family Travel, Outdoor Enthusiasts

2019 Campaign Results

**17.6 million impressions
delivered**

Compared to 3.9 million last year

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155 days in market

Compared to 52 days in market last year

18,597 clicks



Results - Total

Total	2019	2018	2017	Year-Over-Year
Total Spend	\$46,706	\$37,051.73	\$37,409.81	\$9,654
Impressions	17,600,000	4,010,039	2,684,467	11,589,961
Clicks	18,597	31,136	34,211	-15,136
Cost per Click	\$2.96	\$1.19	\$1.09	



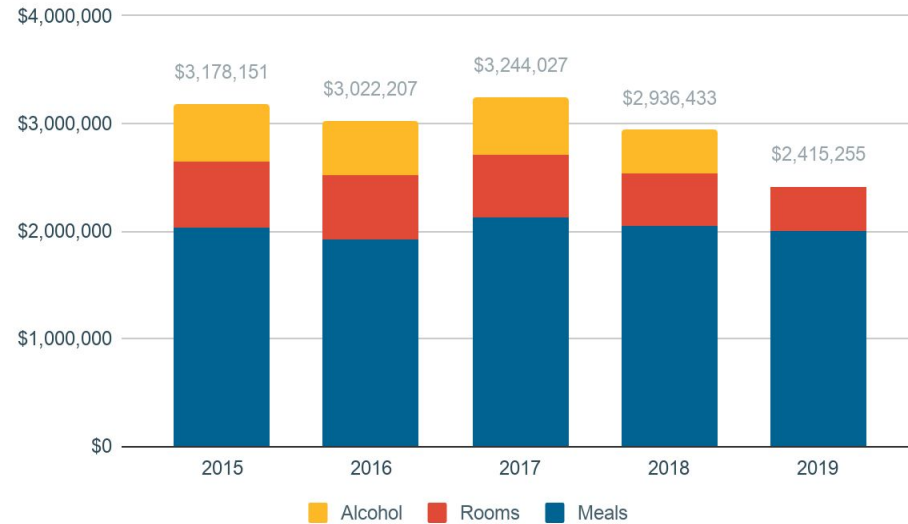
Visitation Metrics

Rooms & Meals Tax Results

Valley Combined - Q2 Tax Results

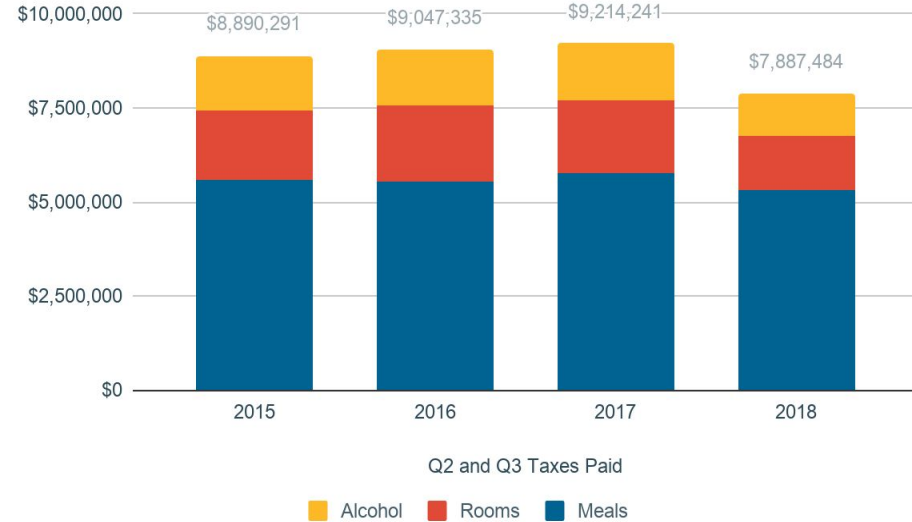
Preliminary Rooms & Meals tax data shows a slight decline in Q2 taxes collected for Dover and Wilmington.

Valley Combined Q2 Tax Results



Valley Combined - Q2 + Q3 Tax Results

Valley Combined Q2 + Q3 Tax Results

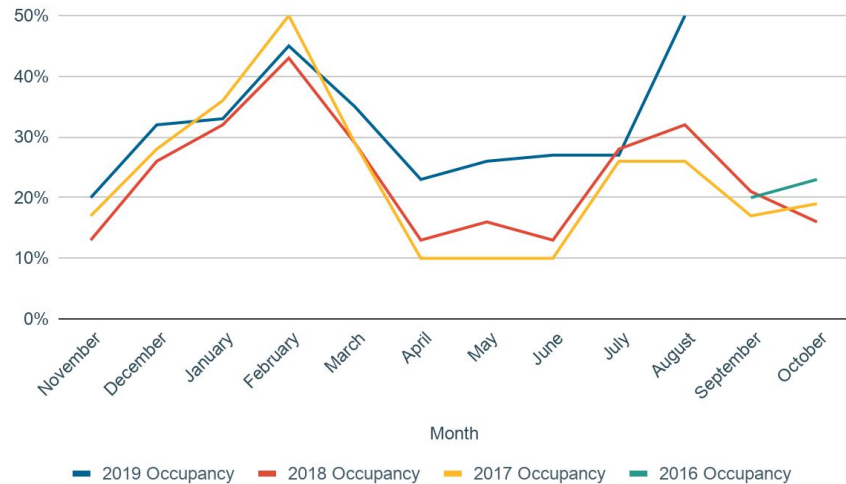


Short Term Rental Results

West Dover - Short Term Rental Occupancy

Month	2019 Occupancy	2018 Occupancy	2017 Occupancy
October		16%	19%
September		21%	17%
August	50%	32%	26%
July	27%	28%	26%
June	27%	13%	10%
May	26%	16%	10%
April	23%	13%	10%
March	35%	29%	29%
February	45%	43%	50%
January	33%	32%	36%
December	32%	26%	28%
November	20%	13%	17%

West Dover - Short Term Rentals - Average Occupancy YOY

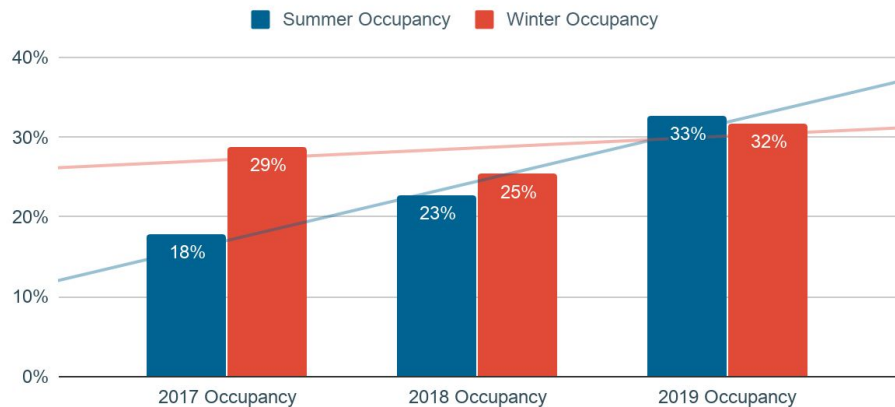


West Dover - Short Term Rental Occupancy

West Dover	2019 Occupancy	2018 Occupancy	2017 Occupancy	YOY % Change
Summer Occupancy	33%	23%	18%	44%
Winter Occupancy	32%	25%	29%	25%

West Dover summer short-term rental occupancy has increased from 18% to 33% since 2017.

West Dover - Short Term Rentals - Occupancy by Season

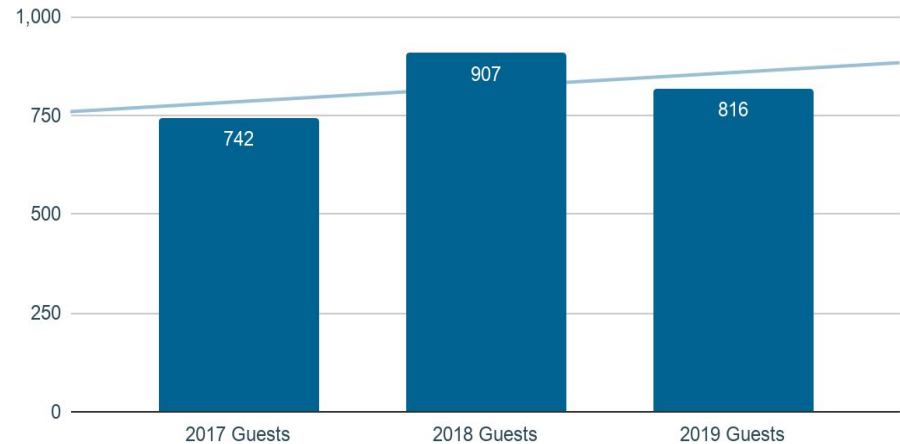


West Dover - Short Term Rental Guest Count

West Dover	2019 Guests	2018 Guests	2017 Guests	YOY % Change
Summer Guests	816	907	742	-10.03%
Winter Guests	6,109	6,198	2,624	-1.44%

West Dover guest days declined slightly over the previous year, but were up compared to 2017.

West Dover - Short Term Rentals - Summer Guest Count

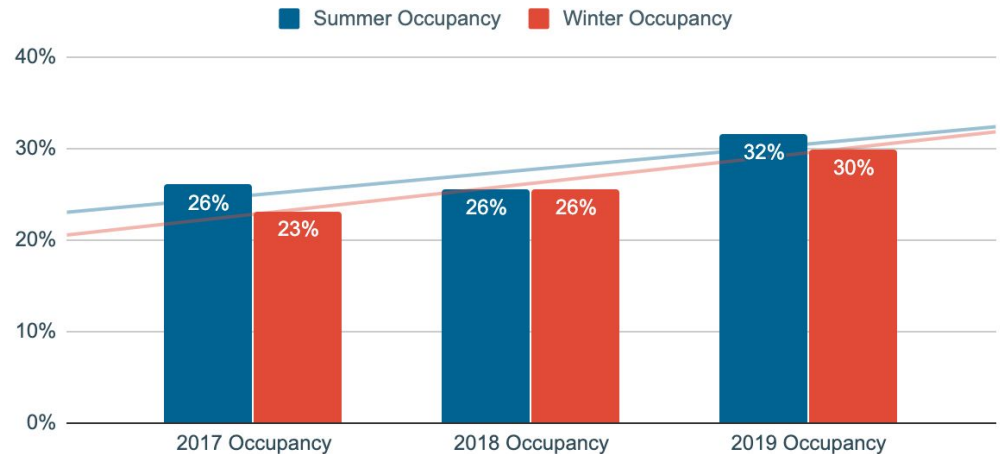


Wilmington - Short Term Rental Occupancy

Wilmington	2019 Occupancy	2018 Occupancy	2017 Occupancy	YOY % Change
Summer Occupancy	32%	26%	26%	24%
Winter Occupancy	30%	26%	23%	17%

Wilmington Short-Term rental occupancy has increased from 26% to 32% since 2017.

Wilmington - Short Term Rentals - Occupancy by Season

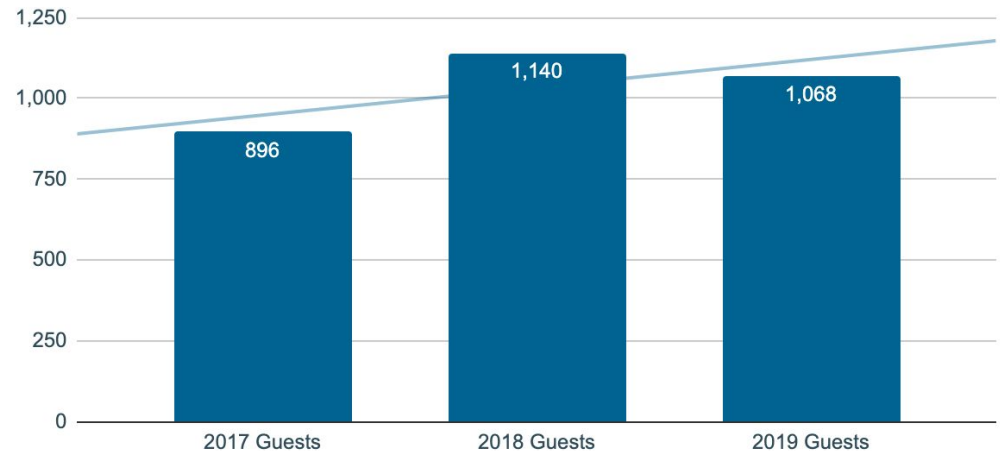


Wilmington - Short Term Rental Guest Count

Wilmington	2019 Guests	2018 Guests	2017 Guests	YOY % Change
Summer Guests	1,068	1,140	896	-6.32%
Winter Guests	4,023	3,493	1,444	15.17%

Wilmington guest days declined slightly over the previous year, but were up compared to 2017.

Wilmington - Short Term Rentals - Summer Guest Count

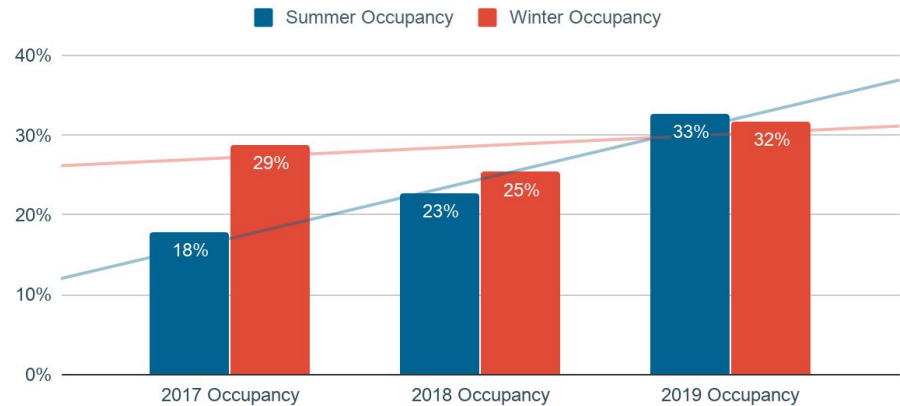


Valley Combined - Short Term Occupancy

Valley Combined	2019 Occupancy	2018 Occupancy	2017 Occupancy	YOY % Change
Summer Occupancy	32%	24%	21%	35%
Winter Occupancy	31%	25%	27%	22%

Combined summer short-term occupancy reached an all-time high of 33% this summer, up from 18% in 2017.

West Dover - Short Term Rentals - Occupancy by Season

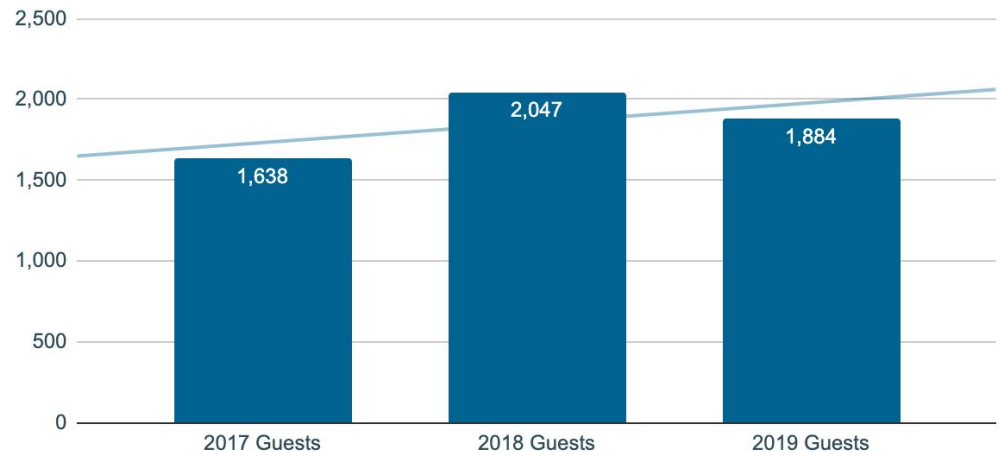


Valley Combined - Short Term Guest Count

Valley Combined	2019 Guests	2018 Guests	2017 Guests	YOY % Change
Summer Guests	1,884	2,047	1,638	-7.96%
Winter Guests	10,132	9,691	4,068	4.55%

While occupancy increased, the number of guests decreased slightly over the previous year, but were still up compared to 2017.

Valley Combined - Short Term Rentals - Summer Guest Count





2020 Recommendations



2020 Recommendations

2020 Marketing Funds Request \$71,500

1. Digital Ad Campaign \$30,250 Fall centric campaign to start as tourism restrictions ease
2. Marketing Consultant \$25,000 through RFP process to create a plan focusing our efforts for the next 5+ years
3. Updated Banners, Blogging Efforts, Stay-to-Stay Program and Video Content Creation \$14,500
4. Administrative \$1,750



Tourism Measurement Solutions

1. Continue Rooms and Meals Tracking
2. Continue tracking of impressions and clicks with Trampoline reports.
Tracking site movement on VisitVermont.com with Google Analytics
3. People Counters at select locations for three specific weeks each year of campaign
4. Requirement for RFP to Marketing Consultant would be to determine tracking solutions for future campaigns