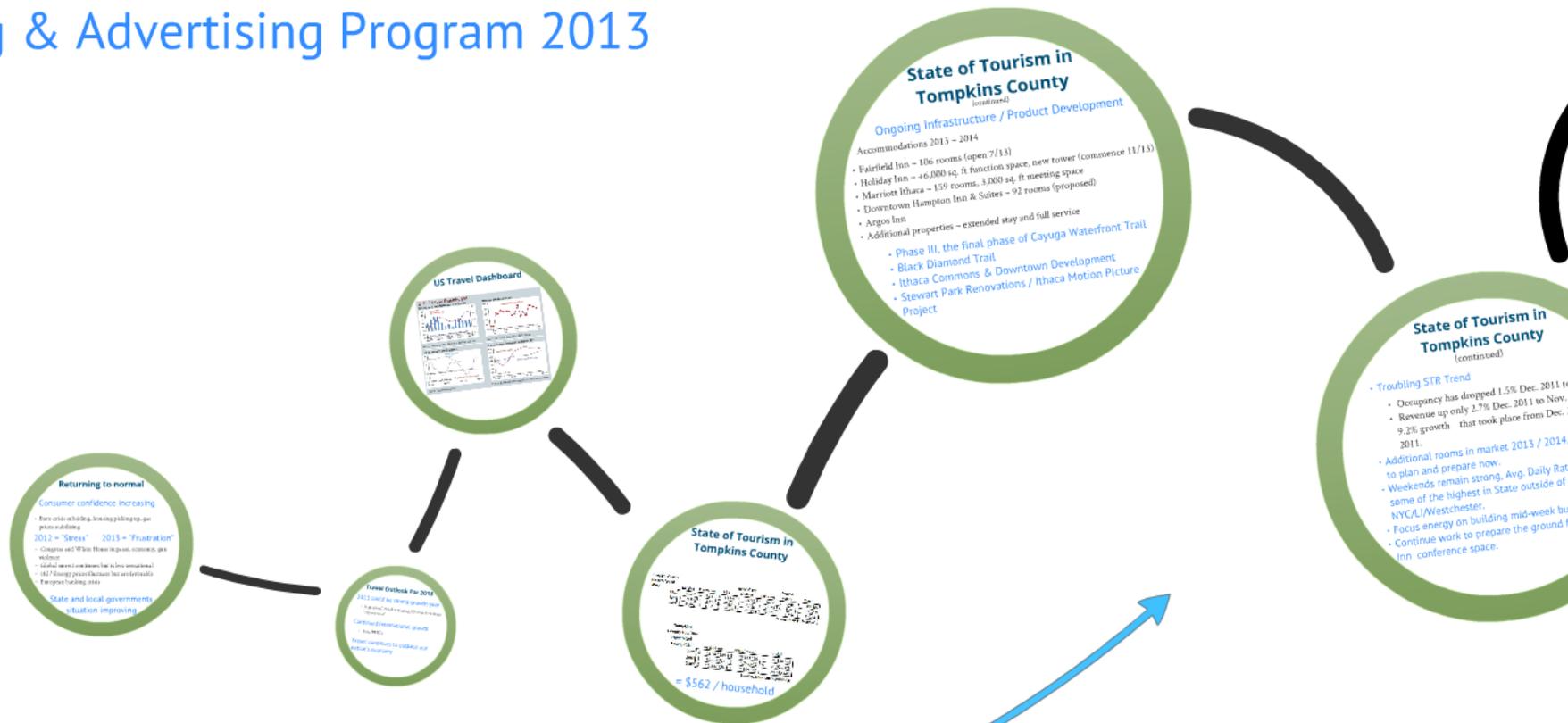


**Final Notes**

Thank you for your attention and interest in the Ithaca / Tompkins County Convention & Visitors Bureau Marketing & Advertising Program 2013. We hope this program will be helpful to you in your marketing efforts. If you have any questions, please contact us at (607) 875-1234 or visit our website at [www.ithacavc.com](http://www.ithacavc.com).

# Ithaca / Tompkins County Convention & Visitors Bureau

## Marketing & Advertising Program 2013



## Returning to normal

### Consumer confidence increasing

- Euro crisis subsiding, housing picking up, gas prices stabilizing

### 2012 = “Stress”      2013 = “Frustration”

- Congress and White House impasse, economy, gun violence
- Global unrest continues but is less sensational
- Oil / Energy prices fluctuate but are favorable
- European banking crisis

### State and local governments situation improving

# Travel Outlook For 2013

## 2013 could be strong growth year

- Staycation” trend is waning, US travelers want “experiences”

## Continued International growth

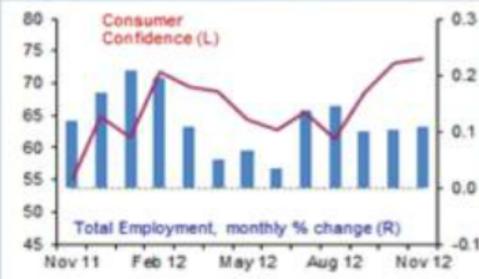
- Asia, BRIC’s

Travel continues to outpace our nation’s economy

# US Travel Dashboard

## U.S. Travel Dashboard

### Employment and Consumer Confidence



Source: Bureau of Labor Statistics, Conference Board

### Traveler Sentiment Index



Source: U.S. Travel Association/MMGY Global

### TE Leading Travel Indicator



Source: Tourism Economics

### Prices: Change Relative to October 2011



Source: Bureau of Labor Statistic, U.S. Travel Association

# State of Tourism in Tompkins County

Tompkins County  
Traveler Spend  
'000's

	Lodging	Recreation	F&B	Retail & Svc Stations	Transport	Second Homes	Total
2011	\$ 42,265	\$ 8,343	\$ 43,346	\$ 34,561	\$ 33,733	\$ 4,055	\$ 166,303
2010	\$ 39,701	\$ 8,196	\$ 42,319	\$ 31,323	\$ 31,694	\$ 3,996	\$ 157,230
2009	\$ 38,072	\$ 8,175	\$ 40,930	\$ 28,796	\$ 31,105	\$ 3,766	\$ 150,843

Source: Tourism Economics

Tompkins  
County Tourism-  
Generated  
Taxes, 2011

	Local Taxes	State Taxes	Total
2011	\$ 11,747,158	\$ 10,133,530	\$ 21,880,688
2010	\$ 11,181,713	\$ 9,747,616	\$ 20,929,329
2009	\$ 10,832,858	\$ 9,809,583	\$ 20,642,441

Source: Tourism Economics

= \$562 / household

# State of Tourism in Tompkins County

(continued)

## Ongoing Infrastructure / Product Development

Accommodations 2013 – 2014

- Fairfield Inn – 106 rooms (open 7/13)
- Holiday Inn – +6,000 sq. ft function space, new tower (commence 11/13)
- Marriott Ithaca – 159 rooms, 3,000 sq. ft meeting space
- Downtown Hampton Inn & Suites – 92 rooms (proposed)
- Argos Inn
- Additional properties – extended stay and full service
  - Phase III, the final phase of Cayuga Waterfront Trail
  - Black Diamond Trail
  - Ithaca Commons & Downtown Development
  - Stewart Park Renovations / Ithaca Motion Picture Project

# State of Tourism in Tompkins County

(continued)

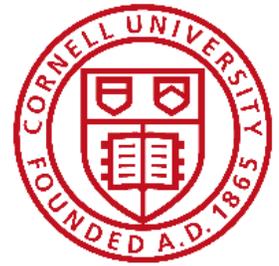
- Troubling STR Trend
  - Occupancy has dropped 1.5% Dec. 2011 to Nov. 2012.
  - Revenue up only 2.7% Dec. 2011 to Nov. 2012 vs. 9.2% growth that took place from Dec. 2010 to Nov. 2011.
- Additional rooms in market 2013 / 2014, we need to plan and prepare now.
- Weekends remain strong, Avg. Daily Rate remains some of the highest in State outside of NYC/LI/Westchester.
- Focus energy on building mid-week business.
- Continue work to prepare the ground for Holiday Inn conference space.

# STPB 2020

## Strategic Plan

- CVB Marketing Plan looks to balance core efforts with new initiatives and goals outlined in the new plan.
- Strategic Plan provides valuable goals and objectives for our office to concentrate on and will help to focus our efforts.
- Strategic Plan provides a framework for our tourism industry partners to work with while enhancing collaboration.
- CVB has received Implementation Grant.
  - Farm 2 Fork





## Target Markets / Sectors

### Leisure

#### DINK Donut

- Boomers, "X's", "Y's"
- Suburban, College Grad., \$100k HH
- Niche Markets
  - + Culinary
  - + LGBT Events
  - + Outdoor
  - + Green Travel
  - + Cornell / IC Alumni



Google

Facebook

Ontario

## 2013 Program

### Digital / Web - \$44,000

- Paid SEO for VisitIthaca.com
- Google AdWords
- Banners – Newspaper / TV quality of life sites
- Sponsored Emails
- Internal Consumer Email Campaign
- Facebook – proving to be a branding tool, not a sales tool

### ROI Measures

Google Analytics, comparative open and click-through rates, comparative Facebook metrics, comparative Twitter metrics.

# 2013 Program

Print - \$30,000

- TPA Council Co-Op
  - Meredith Group Buy - Better Homes & Gardens
  - **New York Times**
  - National Geographic Traveler Reader Response  
Print project TBD (\$10k) or \$ allocated to  
TV/Radio

## ROI Measures

All print programs will include reader service response mechanism that will be measured using comparison volumes, Claritas Prizm analysis. In some cases we are also able to obtain email addresses in the bulk leads we receive.



# 2013 Program

## Finger Lakes Tourism Alliance

- BookDirect room reservation engine
- Regional Guide Inside Back Cover
- Group Travel Planner – Back Cover
- Profile Page Photo Enhance
- Consumer Shows
- NYS Brochure Centers – Thruway Warners & Pembroke, I-86 Chautauqua
- Madden – Vacation Fun with Cayuga Lake Scenic Byway



## ROI Measures

This regional campaign would be tracked via referrals from the FLTA website to our own website, click through reports generated from digital campaigns, number of travel guides distributed at consumer shows and number of email addresses obtained from the sponsored show.

# 2013 Program

## Radio - \$37,000

- Market research shows a strong correlation in demographic profiles between public radio listeners and current visitors to Ithaca / Tompkins County. Past history shows a measurable spike in web traffic when spots run. Partner with State Theatre & Dan Smalls for contest promotions in addition to airtime buys:

- Radio – WXPN – Philadelphia
- Radio – WFVU – New York City
- Radio – WXXI/WRUR – Rochester
- Radio – WBFO



## ROI Measures

Call to action will utilize unique URL that can be tracked via Google Analytics within specific geographic boundaries.



# 2013 Program

Video / Multi-Media \$25,000

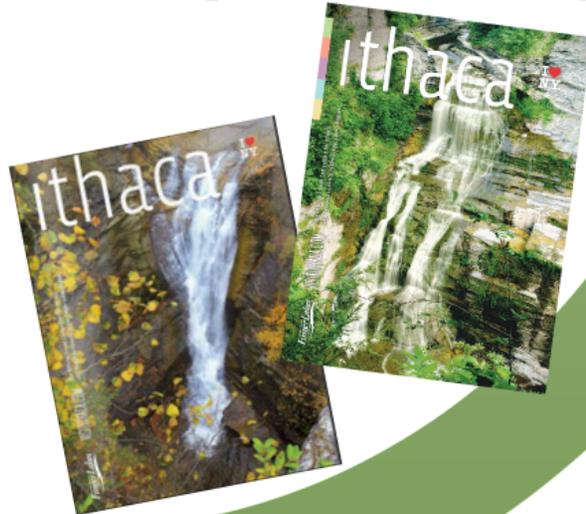
- Produce new :30 second Cable TV spots  
Run in Rochester / Buffalo markets (June, September, November)
- Facebook
- YouTube



# 2013 Program

Collateral - \$60,000

- Travel Guide
  - Update cycle this year
  - Art and Anthropology, 2nd year as designers
    - Freshen & Update
    - Have integrated more revenue areas (\$37k)
    - Digital version 25k impressions since April 2012
- Waterfall Guide
- Lure / Lead piece



# 2013 Program

## Consumer Shows - \$6,000

- Toronto Outdoor Show
- Ottawa Outdoor Show
- Ottawa Women's Show
- Toronto Women's Show
- Culinary / LGBT / Outdoor / Green

## ROI Measures

While consumer shows have been a significant generator of earned email addresses, these programs are being included in the WB&A Conversion Study to measure their effectiveness in actually earning business.



gogreen

THE  
NATIONAL  
WOMEN'S  
SHOW

# 2013 Program

## Winter Recess

- \$22,000 Marketing and Advertising  
2013 - 7th year for event
- Event Program
  - Email Campaign
  - Radio- Print



## ROI Measures

Number of associated room nights, traffic to IthacaLovesTeachers.com, Facebook metrics.

## Future Events

Concerns about long term viability – Cuomo's goals for extending the # of classroom days may impact February break.

# 2013 Program

Winter Recess - \$22,000

- 6th Year Review Shows:

Chmura Visitor Profile Spending Category	Winter Recess 2012 Est. Eco. Impact				
	Out-of-County Day Trip Spending	Out-of-County Hotel Spending	Out of County Overnight at Friends & Family	Tompkins County Resident Spending	Totals
Food & Drink	\$79,319	\$49,995	\$13,502	\$179,716	\$322,532
Lodging	\$0	\$36,996	\$0	\$0	\$36,996
Shopping	\$87,668	\$35,855	\$9,263	\$99,396	\$232,182
Local Transport	\$12,524	\$10,100	\$2,355	\$15,060	\$40,039
Entertain & Attracts	\$12,524	\$2,525	\$1,256	\$43,172	\$59,477
Other	\$20,873	\$1,515	\$471	\$0	\$22,859
<b>Total</b>	<b>\$212,909</b>	<b>\$136,986</b>	<b>\$26,847</b>	<b>\$337,344</b>	<b>\$714,086</b>



# 2013 Program

## GROUP SALES

### Motorcoach Market

- Continue to develop unique tours leveraging one of a kind assets
- Appointment based shows - ABA Marketplace, Ontario Motor Coach Assoc
- FLTA Group Travel Planner
- FAM Tour

### Meetings & Associations

- Continue multi-day sales calls in Albany
- ESSAE
- ID & focus on Assoc. that can benefit from CU/IC program enhancements

### Athletic

- Work with TC3, Ithaca College and Cornell on leveraging their athletic facilities for shoulder season

**MIDWEEK**



## Target Markets / Sectors

### Group Travel

- CT, PA, MA, ON, OH, MD, NJ
- Finger Lakes hub & spoke, Corning Museum of Glass
- Midweek, Sun. – Thurs. pattern
- International
- Niche Markets
  - Bird, Culinary, Wine

### Meetings / Conferences

- NYS Associations
- Campus connections
- Historic customers
- Emphasis on researching prospects



# 2013 Program

## PUBLIC RELATIONS

- Regional PR with other FL Counties –  
Currently Quinn & Co. is the firm of record
- Unfilled staff position
- Pitching stories
- Media Tours (travel writers)
- Network / Cable Television
- Earned Media



# 2013 Program

## VISITOR SERVICES

- **Event Calendar Consolidation**
  - IthacaEvents.com
  - Events Producer calendar
  - Cornell
  - Ithaca College
- **Workshops and Training**
  - Seminar with TC3 - record attendance in 2012
  - Possible LGBT workshop
- **Mobile Visitor Center Unit**
  - Taking the information to the traveler & seeking to engage them



- Brochure Exchange
- IC/CU Parent's Weekends
- IC/CU Grad Fair
- NETMA!
- Online Store



# 2013 Program

## STATE PROGRAMS

- Received larger Matching Funds Grant for 2013
- I Love NY State level program showing signs of rebirth
- Current structure of state program is improving but still long way to go



# 2013 Program

## Finger Lakes Beer Trail

- We were awarded a \$40,500 grant
- Southern Tier Regional Economic Council CFA
- Announcement made but details still sketchy
- Will produce month long event in February 2014



# 2013 Program

## Research – Local / Region and State

- Ithaca / Tompkins County
  - Smith Travel Research
    - Tompkins County
    - Quarterly “Competitive Set” reports
  - Claritas PRIZM
    - Segmentation Analysis of Travel Direct. Requests
    - Reader Response Analytics
    - Geo Market Research
  - Google Analytics
  - Facebook Analytics
- FLTA
  - Smith Travel
- Research – State
  - Annual Impact Study, Tourism Economics – State, Region and Tompkins County NYSHTA at Statewide Smith Travel



Is it time  
consider  
follow up t  
Chmura Stu

# 2013 Program

## Goals

- Winter Recess
  - ≥ 5,000 registrations, 450 room nights
- Group Sales
  - 8 Site Visits
  - Bid on 15 State / Association Conferences
  - 8 motor coach tours booked
    - Theatre
    - Behind the Scenes
    - Garden Tour
  - Bid on 8 Educational Conferences
- VisitIthaca.com traffic
  - 306,000 unique visitors (2012 = 286k)
- Public Relations
  - 2 stories on the AP Newswire
  - Network / Cable TV
  - A #1 position in a "Top 10"
  - Feature article in glossy

VisitIthaca.COM



AP

# 2013 Program

## GOALS

- **ADR**
  - Year End 2013 ADR  $\geq$  \$143 (2012 YE = \$138.84)
- **RevPAR**
  - Year End 2013 RevPAR  $\geq$  \$85.11 (2012 YE = \$83.46)
- **Occupancy**
  - Year End 2013 Occupancy  $\geq$  59% (2012 YE = 60.1)
- **Room Demand**
  - Year End 2013 increase of 1.75% (2012 YE ended up -2.1%)



# Final Notes

- Need to continue delivering real and meaningful experience to our customers.
- Current staff is the most committed and talented team yet.
- Evaluation of existing 60/40 allocation
  - How much do we really need to spend on advertising?
- Need to prepare for rapid increase in room inventory.
- Regional issues and Finger Lakes brand confusion.
- Tourism Lobby Day in Albany
  - Tuesday, March 5th
- Empire State Tourism Conference
  - May 1st – 3rd in Niagara Falls
- Thanks for all you are doing.
- Thanks for challenging us and for bringing us new ideas.
- Thanks for respecting the hard work of the CVB.

