

ADVERTISE WITH VISIT PHILADELPHIA® ON VISITPHILLY.COM

2020 Leisure Visitor Marketing Opportunities



WITH LOVE,
PHILADELPHIA
XOXO

TRAVEL
IS BIG
BUSINESS

THE
VALUE
OF DMOS

TOTAL
AUDIENCE
REACH

METRICS
THAT
MATTER

TRAVEL INDUSTRY INSIGHTS

Tourism is big business to Philadelphia!



44.1 MILLION
VISITORS FROM THE U.S.



SPENDING

\$7.6 BILLION

2018 VISITOR SPENDING BY SECTOR

\$12.2B
in Economic Impact

\$980M
in State & Local Taxes

103,800
jobs supported

27%
Food & Beverage
\$2.0 BILLION

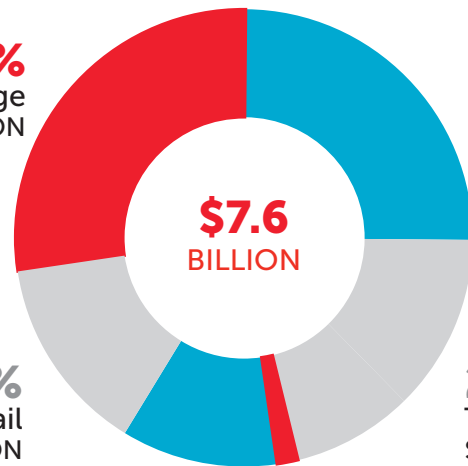
25%
Lodging
\$1.9 BILLION

15%
Retail
\$1.1 BILLION

21%
Transportation
\$1.6 BILLION

11%
Recreation
\$820 MILLION

1%
Other
\$74 MILLION



WHERE OUR 44 MILLION VISITORS COME FROM



DMA OF ORIGIN

1. New York, NY: **20%**
2. Philadelphia, PA: **18%**
3. Washington, DC: **6%**
4. Boston, MA: **4%**
5. Harrisburg-Lancaster-Lebanon-York, PA: **4%**
6. Wilkes Barre-Scranton, PA: **4%**

15.6M
OVERNIGHT
LEISURE VISITORS

VISIT PHILADELPHIA®

BUILDS IMAGE AND DRIVES VISITATION

VISIT PHILADELPHIA® is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy.

OUR MARKETING MIX

Since day one, we've taken an integrated approach to marketing, and that's been a hugely successful path. Here's a look at what we do to bring visitors in, move them around and get them spending:

A Marketing Budget of More Than \$14 Million



Advertising

City of Brotherly Love is VISIT PHILADELPHIA's powerful advertising campaign that emphasizes stunning visuals in order to elevate Philadelphia's brand image and keep it front of mind as visitors plan vacations.



Communications

In 2018, our media relations team talked to journalists about the region's evolving and elevated food scene, historic significance, hotel growth, general awesomeness as a travel destination and so much more. The result? Almost 12,000 destination stories—a record.



Web

Our powerhouse sites, visitphilly.com and uwishunu.com, welcome more than a million website visitors a month.



Partnerships & Sponsorships

They came in all shapes and sizes for each of our 100+ partners in 2018.



Hotel Promotions & Packages

Our Visit Philly Overnight Hotel Package delivered over 13,000 nights in 2018 alone.



Social Media

More than 1.6 million fans contributed to 22 million engagements across our 14 accounts. Our social media survey tells us that our posts compel them to do more in Philly.

CAMPAIGN CREATIVE

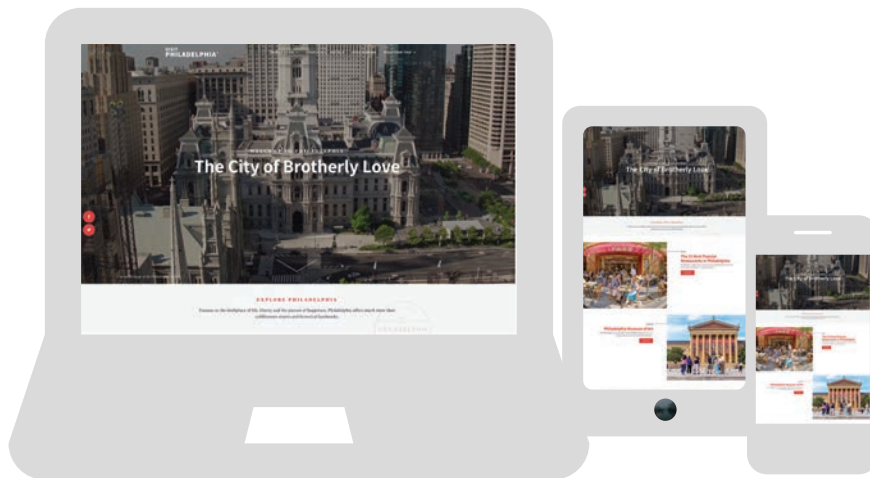


More than 700,000 qualified unique visitors per month use **visitphilly.com**

Visitphilly.com is one of the most visited city destination marketing organization (DMO) websites in the country. *(SimilarWeb 2018/19 traffic data)*

VISITPHILLY.COM

The official visitor site for Greater Philadelphia



11M+
VISITS IN 2018

Advertising Opportunities:

Banner ads and Native Ads on Category Grids

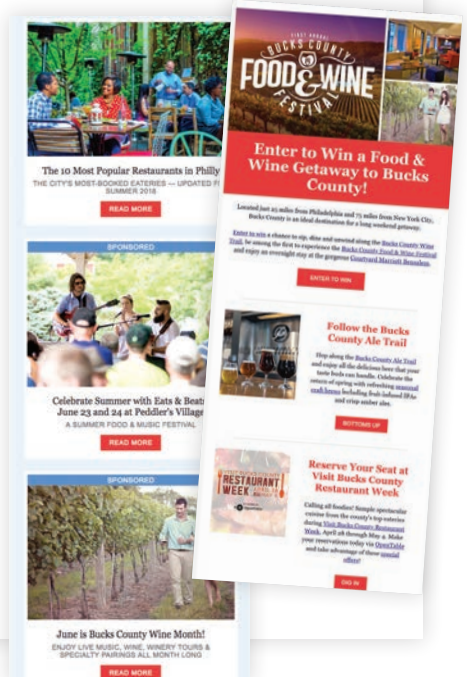
VISITPHILLY.COM EMAILS

Visitphilly.com email subscribers receive multiple emails each month highlighting things to do and reasons to visit Philadelphia and the countryside.

 **270k+ Subscribers**

Advertising Opportunities:

- Custom Email - 100% SOV
- Visitphilly.com bi-monthly emails - multiple options



TOP REASONS

to advertise your business on **visitphilly.com**

IMPACT & DRIVING ACTIONS



11M+
visits in 2018

18M pageviews in 2018

2.5M+ clicks to partners
websites in 2018

90% of website users said
the site helped them find
more things to do

VISITPHILLY.COM'S AUDIENCE IS YOUNG, AFFLUENT AND WELL-EDUCATED

60% AGE 18-44

26% \$100K+ INCOME

71% HIGHER EDUCATION

Our audience is well above the U.S. website average for income, education and the 18-44 age group. (Source: Quantcast)

TOP 5

REASONS TO PARTNER WITH VISITPHILLY.COM

- 1. Reach an Incredibly Qualified Audience (across all devices):** VISIT PHILADELPHIA® spends multiple-millions of dollars annually to drive visitors to Philadelphia – you get to ride that momentum to send visitors who are actively-planning a Philadelphia vacation to your site and to your door.
- 2. Benefit from a Tailored Campaign Strategy:** We'll craft a customized campaign recommendation tailored to exceed your goals.
- 3. Laser-Target your Customer:** Reach your exact audience through our focused ad targeting.
- 4. Increase ROI:** We will provide you campaign optimization suggestions and will help you to understand how to measure conversions.
- 5. Receive FREE Advertising:** In our online REWARDS program.

VISITPHILLY.COM'S AUDIENCE IS IN THE SAME TOP GEOGRAPHIES THAT YOU WANT TO TARGET

RANK METRO

- 1 Philadelphia
- 2 New York
- 3 Washington, DC
- 4 Harrisburg-Lancaster-Lebanon-York
- 5 Baltimore
- 6 Boston
- 7 Wilkes Barre-Scranton
- 8 Los Angeles
- 9 Chicago
- 10 Atlanta

Source: Google Analytics

VISITPHILLY.COM CUSTOM EMAIL

Receive **100% share-of-voice** with a dedicated email message to our organic email database of **270,000+ subscribers**. We will work with you to customize a compelling message that will maximize your return and drive clicks to your website. Inventory currently is limited to only three custom emails a month.



Large billboard image for branding

Multiple call-to-action buttons to drive clicks



CRAFTED MESSAGING

Work with Visit Philly's Email Marketing Team to craft a custom email that will deliver maximum results against your objectives

CUSTOM EMAIL

- Dedicated email about your business to our audience
- 100% share-of-voice
- Compelling customized message that will maximize your return
- Limited inventory
- Reach 270,000+ subscribers

RATES:

Per Email: **\$8,750**

HIGHLY COMPETITIVE CPCs

Average CPCs in Low \$2 Range

VISITPHILLY.COM BI-MONTHLY EMAILS

The bi-monthly visitphilly.com emails go out to **270,000+ subscribers** once in the beginning of the month and once in the middle of the month. Reach an engaged and active travel-planning audience. Every month, subscribers are inspired with rich stories showcasing what to see and do in Philadelphia.

Visitphilly.com Bi-Monthly Emails

DRIVE THIS QUALIFIED AUDIENCE TO YOUR SITE

- Partners are showcased in a native-format, integrated into the content.
- Clicks are driven directly to your site with a campaign tracking code, allowing you to measure results.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.
- **Creative Best Practices:** Use your most compelling image; create a tag-line that attracts attention and bring the user into the experience through your copy.

RATES:

EARLY MONTH

- Featured Content: **\$2,500**
- Featured Partner: **\$800**
- Featured Deal: **\$400**

MID-MONTH

The Mid-Month email is limited to just 3 featured content unit advertisers each month. It contains shorted content focused on events.

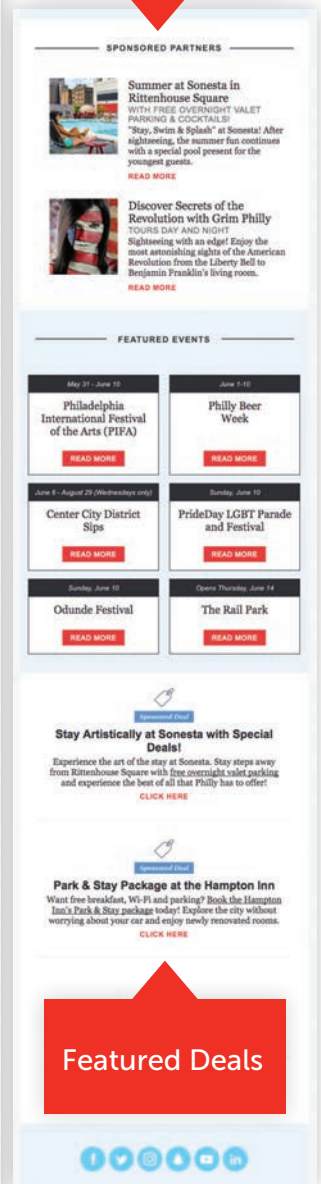
- Featured Content: **\$2,500**

AVERAGE OPEN RATE
14.5%

270,000+
subscribers



Featured Partner



Featured Content

Featured Deals

VISITPHILLY.COM BANNER ADVERTISING

Visitors to **visitphilly.com** viewed more than **18 million** pages in 2018 while planning their trip. Banner ads allow you to target your message by site content, season or geography and our impressions-over-time model, along with our monthly reporting allow you to control your exposure and return.

RATES:

Additional impression packages are available in between the below packages.

We can accommodate any budget and impressions request based upon inventory availability.

| BUDGET | CPM | TOTAL PAID FLUID IMPRESSIONS | POTENTIAL REWARDS IMPRESSIONS |
|-------------|------|------------------------------|-------------------------------|
| \$1,000.00 | \$10 | 100,000 | 100,000 |
| \$1,800.00 | \$9 | 200,000 | 200,000 |
| \$2,400.00 | \$8 | 300,000 | 300,000 |
| \$3,500.00 | \$7 | 500,000 | 500,000 |
| \$7,000.00 | \$7 | 1,000,000 | 1,000,000 |
| \$14,000.00 | \$7 | 2,000,000 | 2,000,000 |
| \$21,000.00 | \$7 | 3,000,000 | 3,000,000 |

REWARDS:

Partners who include fluid banner ads impressions on **visitphilly.com**, will receive a **FREE**, run-of-site campaign that runs the duration of your paid campaign. You can up-to-double your return.

Note: Potential Rewards Impressions are not guaranteed

BANNER

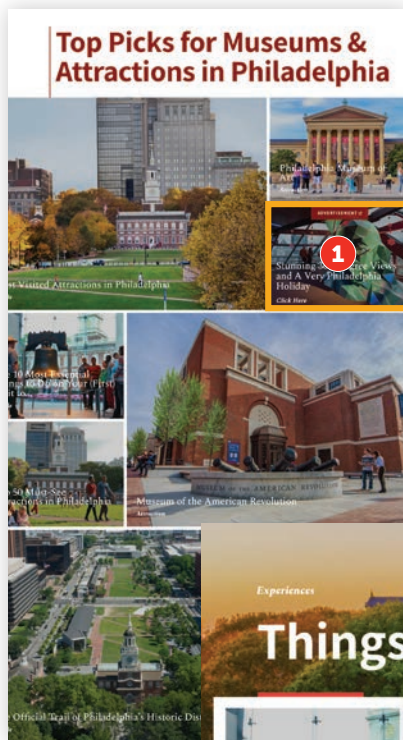
RECTANGLE

VISITPHILLY.COM NATIVE ADS ON CATEGORY GRIDS

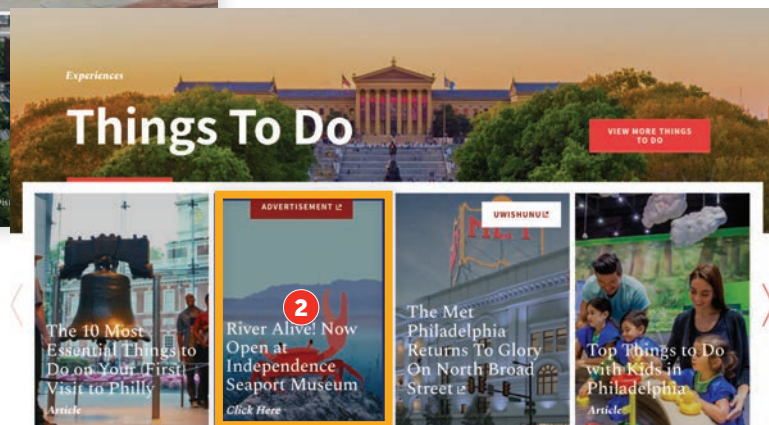
SUPER STRONG
Click-Through Rates

This exclusive opportunity to laser-target the visitphilly.com audience is reserved for only two partners per channel at a time. Your message will be displayed 100% of the time of your campaign on major, top level pages amid organic editorial content, hyper-targeted down to specific categories including Attractions, Food & Drink, Shopping and more and will also rotate on the respective home page category content blade.

This high-impact visual placement offers strong branding and contextual alignment that from launch is seeing average click through rates of more than 1% – **10x higher than traditional banner ads**. Offered on a first-come, first-served basis with pre-approval needed to participate.



- 1 CATEGORY LANDING PAGES**
Your message will show up in rotation between two integrated native placements on hyper-targeted “micro-channels”.
- 2 HOME PAGE CATEGORY BLADE**
You will be in rotation on a “parent-channel” home page content blade for the duration of your campaign.



| CHANNELS | MONTHLY RATE | QUARTERLY RATE (3 MOS. CONSECUTIVE MAX) | HOME PAGE BLADE |
|---------------------------|--------------|---|-----------------|
| Events | \$3,000 | \$7,650 | Events |
| Holidays | \$2,000 | \$5,100 | Events |
| Attractions/Museums | \$2,145 | \$5,470 | Things to Do |
| Family | \$800 | \$2,040 | Things to Do |
| LGBTQ | \$475 | \$1,200 | Things to Do |
| Live Music, Theater/Dance | \$850 | \$2,165 | Things to Do |
| History | \$500 | \$1,275 | Things to Do |
| Parks and Outdoors | \$800 | \$2,040 | Things to Do |
| Shopping | \$750 | \$1,900 | Things to Do |
| Tours | \$700 | \$1,785 | Things to Do |
| Sports | \$700 | \$1,785 | Things to Do |
| Neighborhoods | \$775 | \$1,976 | Things to Do |
| Cheesesteaks | \$800 | \$2,040 | Food & Drink |
| Food & Drink | \$1,825 | \$4,650 | Food & Drink |
| Nightlife | \$1,950 | \$4,975 | Food & Drink |
| Hotels | \$2,000 | \$5,100 | Hotels |

measure what matters

➤ not all clicks are created equal:
measure quality over quantity

COMPLEX TRAVEL-PLANNING LANDSCAPE COMPLICATES MEASUREMENT

American travelers make **140+ visits** to travel websites in the researching and booking phase, making the **path to conversion incredibly complex**. In order to truly understand which campaigns are worthy of your marketing budget, you have to look beyond the click, measuring engagement and goal completions for each campaign (quality over quantity).

How Marketers Think I PLAN MY VACATION



How I Really PLAN MY VACATION



STEP 1

IDENTIFY CAMPAIGN TRAFFIC

First, you have to be able to see the traffic in your analytics system. Digital advertising is easy to track when you use campaign tracking codes. Without a free code, you won't even be able to see the traffic from paid campaigns (let alone measure the quality of it). Visit Here (<http://bit.ly/1F9td0S>) to set one up.

STEP 2

LOCATE AND TRACK CAMPAIGN TRAFFIC

When you use a campaign tracking code, your analytics system will capture this traffic under the Campaigns section (not under Referrals). Once you set up all of your paid marketing campaigns with campaign tracking codes, you'll be able to evaluate the quality of each program all in one place.

STEP 3

MEASURE ENGAGEMENT

You can't measure success by looking at surface numbers like CPCs (cost per click) because not all clicks are created equal. You want qualified, engaged visitors to come to your site who have a higher likelihood of converting. In order to understand the quality of traffic we have to measure beyond the click, and that starts with reviewing engagement.

Before you begin your evaluation, remove bounced traffic to ensure the metrics you're reviewing pertain to retained visitors. Then evaluate the visitor engagement with your site and your content by reviewing average pages per visit and time on site.

measuring beyond the click example: ENGAGEMENT

Comparing two campaigns, consider what can happen when you look beyond the click and simply measure engagement. On the surface (looking at just CPC or quantity), campaign B is the winner, but when factoring in **ENGAGEMENT**, campaign A delivered a more qualified visitor who engaged with the site longer.

WINNER!

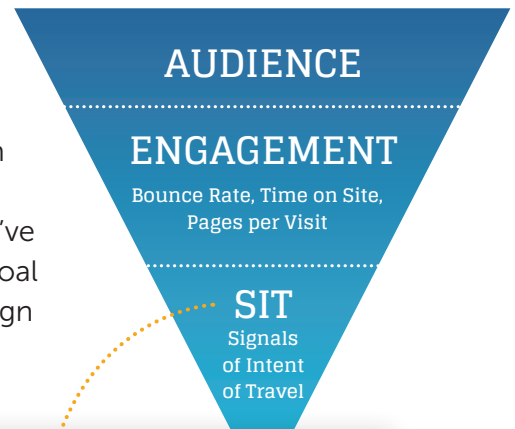
CAMPAIGN A delivered a **30% increase** in retained visitors with a **200% increase** in time on site.

| COST: \$750 | | SURFACE METRICS | | ENGAGEMENT METRICS | | |
|-------------|------------|-----------------|-------------|--|----------------------|-----------------------|
| Source | Clicks | CPC | Bounce rate | Retained Visitors <small>(remove bounces)</small> | Average Time on site | Total Minutes on Site |
| Campaign A | 200 | \$3.75 | 35% | 130 | 3:00 | 390 |
| Campaign B | 400 | \$1.88 | 75% | 100 | 1:00 | 100 |

STEP 4

TRACK GOAL COMPLETION

Signals of Intent to Travel (SIT). SITs are goals that you set up in your analytics system around the meaningful actions that you want your site visitors to take (see examples below). Once you've set these up, you can track all of your campaigns through to goal completion and start to understand the quality of your campaign traffic, over simply the quantity.



Hotel SIT Examples:

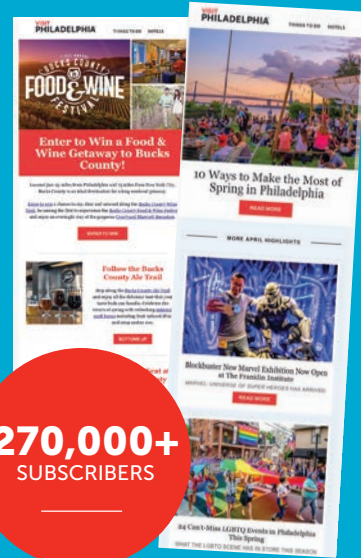
1. Pricing/avail page
2. View deals/offers
3. Click to call/email
4. View on map

PROGRAM AT-A-GLANCE

REACH OVER **11 MILLION** QUALIFIED VISITORS THROUGH WEB AND EMAIL PROGRAMMING.



VISITPHILLY.COM



BI-MONTHLY EMAILS

WHAT YOU NEED TO KNOW:

1. Philadelphia welcomes 44.1 million visitors, spending \$7.6 billion annually.
2. VISIT PHILADELPHIA® directs multiple-millions of dollars in paid and earned media, to promote Philadelphia to leisure travelers.
3. The 2019 US Traveler is more informed and uses more media and sources of information than ever before.
4. With such a complex planning landscape, integrated multi-media advertising is critical.
5. Not all clicks are created equal, Measure Quality, over Quantity. We'll show you how!

TESTIMONIAL

Abby, Vicky and the entire #VisitPhiladelphia team is wonderful to work with. As a partner for many years, Sonesta Philadelphia Rittenhouse Square's communication strategy is enhanced by promoting our art inspired hotel packages, especially in the summer months with our large outdoor heated pool. It's a great way to continue to push out the Sonesta name to VisitPhilly's huge database of Philadelphians and the local tri-state area. As a result, our bookings and occupancy have increased. Thank you VisitPhilly!

— Liz Segel, Field Marketing Manager, Sonesta

TESTIMONIAL

We've been thrilled about the partnership between University City District and Visit Philadelphia. Each year we make securing a Custom Email a main focus of our overall marketing budget to promote our summer events. Working with Miles and Visit Philly is easy, is impactful, and it's a great return on our investment. We see huge, measurable spikes in our web traffic the moment our custom email starts delivering, and our great relationship with Visit Philly also leads to additional social media and web opportunities throughout the year. We love working with Visit Philly and Miles!

— Chris Richman, Communications Manager, University City District

TO PARTICIPATE IN THE 2020 PROGRAM CONTACT:



Abby Siegel-Greenberg

Travel Media Sales & Marketing Executive

Cell: 610-291-3424

Email: Abby.Siegel@milespartnership.com

Abby works directly with partners to architect a campaign strategy to reach this powerful audience.