

ADVERTISE WITH VISIT PHILADELPHIA® ON VISITPHILLY.COM

2018 Leisure Visitor Marketing Opportunities



WITH LOVE,
PHILADELPHIA


TRAVEL
IS BIG
BUSINESS

THE
VALUE
OF DMOS

TOTAL
AUDIENCE
REACH

METRICS
THAT
MATTER

TRAVEL INDUSTRY INSIGHTS

Tourism is big business to Philadelphia!

DOMESTIC VISITORS
42 MILLION

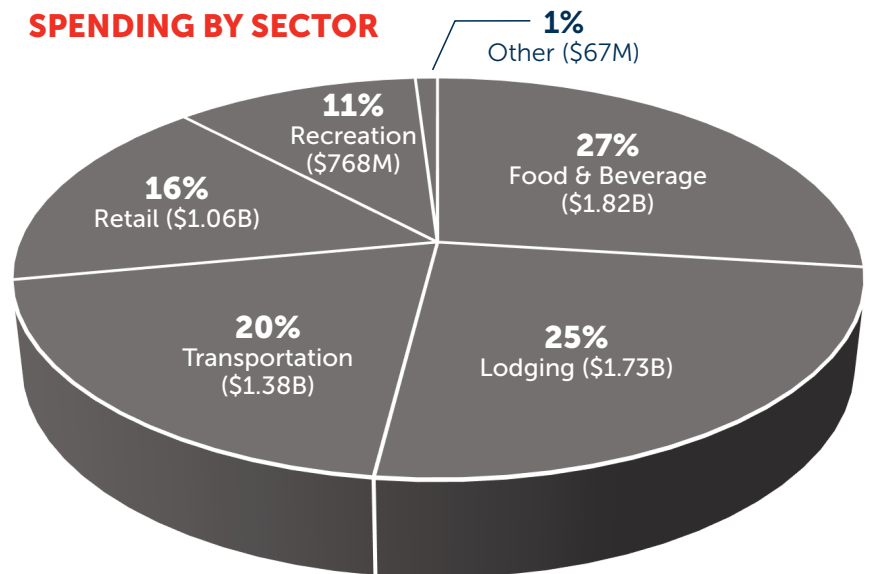
SPENDING
\$6.8 BILLION

\$11.0B
in Economic Impact

\$634M
in State & Local Taxes

96,600
jobs supported

2016 VISITOR SPENDING BY SECTOR



WHERE OUR 42 MILLION VISITORS COME FROM



DMA OF ORIGIN

1. New York, NY: **20%**
2. Philadelphia, PA: **17%**
3. Washington, DC: **6%**
4. Pittsburgh, PA: **4%**
5. Boston, MA: **3%**
6. Wilkes Barre-Scranton, PA: **3%**
7. Harrisburg-Lancaster-Lebanon-York, PA: **3%**

14.65M
OVERNIGHT
LEISURE VISITORS

VISIT PHILADELPHIA® DRIVES VISITORS

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 **\$12 Million**



Advertising

With Love, Philadelphia XOXO® is our general branding campaign, generating over 193 million impressions that drive traffic to visitphilly.com. Several niche campaigns broaden our reach and give more reasons to visit.



Hotel Promotions & Packages

Our Visit Philly Overnight Hotel Package delivered nearly 16,500 nights in 2016 alone.



Communications

In 2016, we helped place 9,300 Philly destination stories—the most since 2000. Topics included food, history and destination coverage of the 2016 Democratic National Convention host city.



Web

Our powerhouse sites, visitphilly.com and the refreshed uwishunu.com, welcomed 20.3 million visits in 2016.



Partnerships & Sponsorships

They came in all shapes and sizes for each of our 125+ partners in 2016.



Social Media

More than a million engaged fans follow our content on 14 accounts. Our social media survey tells us that our posts compel them to do more in Philly.

CAMPAIGN CREATIVE

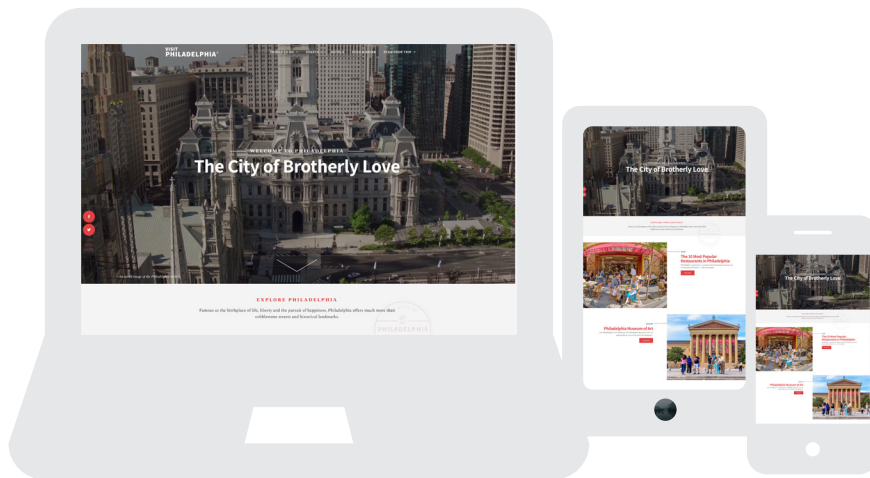


Reach more than 800,000 qualified leisure visitors per month through visitphilly.com advertising

Visitphilly.com is the most visited city destination marketing organization (DMO) in the country. (SimilarWeb 2016 traffic data)

VISITPHILLY.COM

The trusted source for online travel-planning info including articles, business listings, maps and events.



13.7M+
VISITS IN 2016

Advertising Opportunities:

Banner ads, email, sponsored listings and lead generation

VISITPHILLY.COM EMAIL

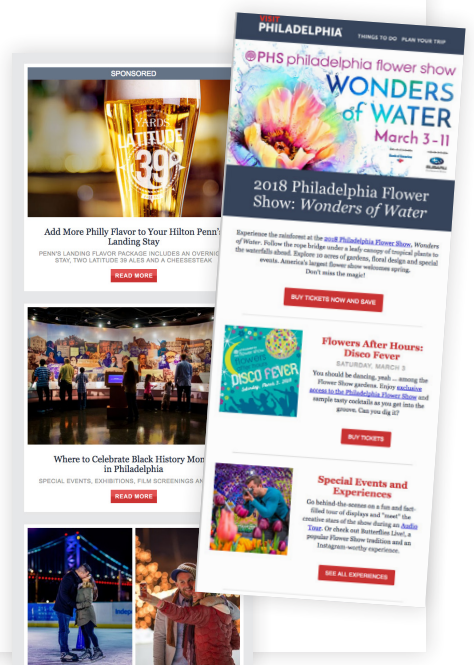
Capture an already engaged audience. Fans of Philadelphia receive two emails each month detailing hot happenings and customizable subjects, such as dining and nightlife or family-friendly activities.



200k+ Subscribers

Advertising Opportunities:

Custom Email - 100% SOV
Diverse options on visitphilly.com bi-monthly emails



TOP REASONS

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

IMPACT & DRIVING ACTIONS



13.7M+
visits in 2016

27M pageviews in 2016

4M+ clicks to partners
websites in 2016

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**
25% above U.S. Internet Average

30% **\$100K+ INCOME**
30% above U.S. Internet Average

66% **HIGHER EDUCATION**
10% above U.S. Internet Average

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

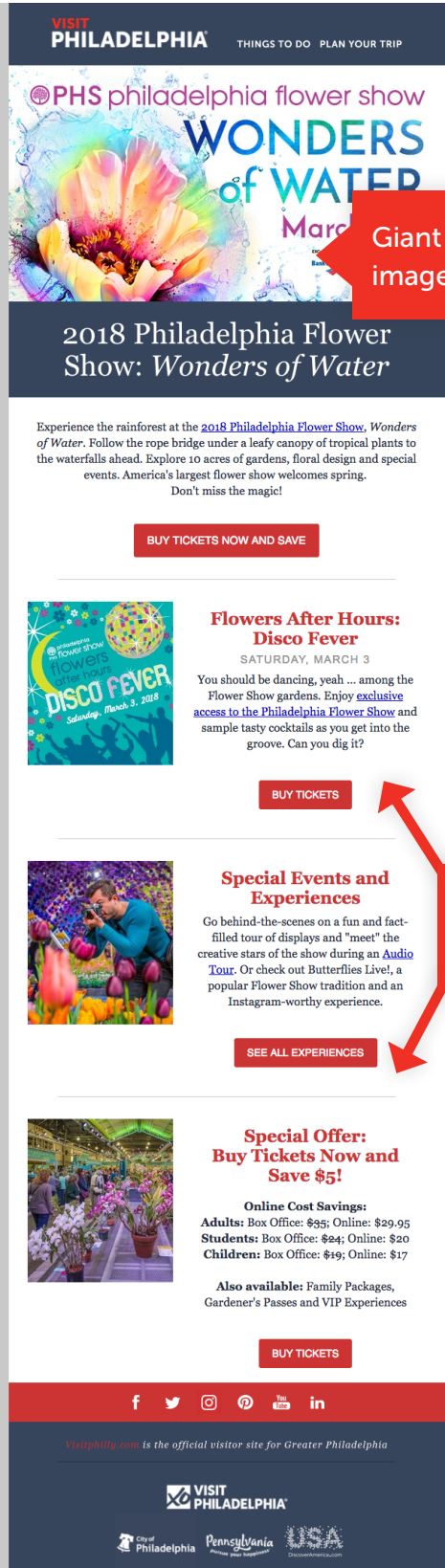
RANK METRO

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

Source: Google Analytics

VISITPHILLY.COM CUSTOM EMAIL

Receive **100% share-of-voice** with a dedicated email message to our organic email database of **200,000+ 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.



Giant billboard image for branding

CUSTOM EMAIL

- Dedicated email about your business to our audience
- 100% share-of-voice
- Compelling customized message that will maximize your return
- Limited inventory
- 200,000+ strong organic subscriber list that visitphilly.com built over many years

RATES:

Per Email: **\$8,000**

Multiple call-to-action buttons to drive clicks

100% SHARE OF VOICE

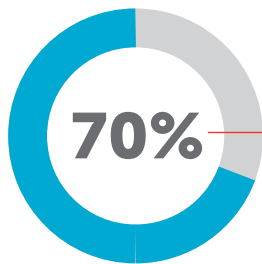
VISITPHILLY.COM BI-MONTHLY EMAILS

The bi-monthly visitphilly.com emails go out to 200,000+ 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.



70% of VISIT PHILADELPHIA email subscribers earn \$75K+ a year

RATES:

EARLY MONTH

- Featured Content: **\$2,000**
- Featured Partner: **\$750**
- Featured Deal: **\$300**

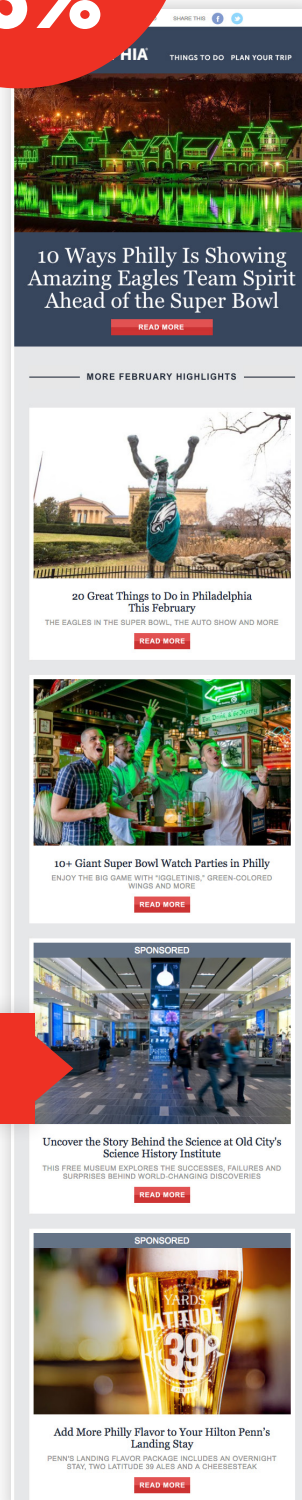
MID-MONTH

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
16%

200,000+ subscribers



Featured Partner

SPONSORED PARTNERS



Say "I Do" at Peddler's Village!
WINTER WEDDING SHOW FEBRUARY 18
Peddler's Village is a magical place with multiple locations for weddings, bridal luncheons, showers and more.

READ MORE



Explore Winter Fountains
BY ARTIST JENNIFER STEINKAMP
A new public art exhibit glows nightly with dream-like animations on the Benjamin Franklin Parkway.

READ MORE

FEATURED EVENTS

Through February 4 Philadelphia Auto Show READ MORE	February 6-11 Philly Theatre Week READ MORE
Through February 16 Lunar New Year Celebrations in Philly READ MORE	February 23-18 Broadway Philadelphia's Waitress at The Forrest Theatre READ MORE
February 2-April 29 Black Pulp! at the African American Museum in Philadelphia READ MORE	February 2-4 Lenny's Revolution: A Centennial Bernstein Celebration with the Philly POPS READ MORE



Travel Reinvented at Four Points by Sheraton Philadelphia Airport
Everything you need, plus the style and extras you love. Great hotel, great rates — that's Four Points by Sheraton Philadelphia Airport.

CLICK HERE



Up to 30% Off at the Warwick Rittenhouse Square!
The Warwick Hotel — where legends have stayed and history's been made! Book now and save up to 30% on any stay through April 30, 2018. (Some blackout dates may apply.)

CLICK HERE

Featured Deals



Featured Content

VISITPHILLY.COM BANNER ADVERTISING

Visitors to visitphilly.com viewed more than **27 million** pages in 2016 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	BLENDED CPM	TOTAL IMPRESSIONS	POTENTIAL REWARDS IMPRESSION
\$555	\$11.10	50,000	50,000
\$1,515	\$10.10	150,000	150,000
\$2,730	\$9.10	300,000	300,000
\$4,050	\$8.10	500,000	500,000
\$8,100	\$8.10	1,000,000	1,000,000
\$16,200	\$8.10	2,000,000	2,000,000
\$24,300	\$8.10	3,000,000	3,000,000

REWARDS: Partners who also have an ad in 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

NEW! VISITPHILLY.COM RETARGETING & PROSPECTING ADARA EXTENSION PROGRAM

Leverage ADARA's first-party data from 100 travel brands to target travelers - through real-time search - who are actively planning a trip to Philly. Your campaign will also include visitphilly.com re-targeting, laser-targeting your message to an incredibly qualified audience.

Ask about the visitphilly.com Adara Extension Program!

BANNER

RECTANGLE

LEAD GENERATION

GROW YOUR OPT-IN DATABASE!

Gain exposure in front of our most qualified audience and grow your opt-in database with our Lead Generation program.

HOW IT WORKS:

1. When site visitors sign up to receive information from VISIT PHILADELPHIA®, they can request to receive information directly from you.
2. Upon requesting info from you, visitors receive an immediate, auto-generated email written by you.
3. You receive leads on a weekly basis.

CONSIDER THIS: This program not only grows your database, it drives traffic to your site too! Don't have a fulfillment strategy? Use the confirmation email that we send for you, as fulfillment.



MÜTTER MUSEUM

Thank you for subscribing to Mütter Museum news and events! While we flesh out our next program of events for you, like us at <http://facebook.com/muttermuseum> for behind the scenes images and more!



PAINT NITE

Thank you for your interest in Paint Nite in Philadelphia. We host events daily at 85 of the best bars around Philadelphia. The Best Social Painting Event 3 years running. Drink wine and paint for a creative night out unlike any other. Go to PaintNite.com to find the events that are happening near you. Use code "VisitPhilly" for 35% Off your admission. Reserve today.



SHOPS AT LIBERTY PLACE

Welcome to The Shops At Liberty Place -- where you'll find great shopping, delicious food, entertainment and events -- all in the heart of Center City Philadelphia! Whether you're in town for the weekend or a lifetime - The Shops At Liberty Place is your "go to" destination seven days a week. By joining our email list, you'll be first to know about exciting events and exclusive store specials. We won't bother you often - just when there's something awesome going on that we know you wouldn't want to miss! Be sure to check out our website and Facebook page to stay on top of everything Liberty Place has to offer!

DRIVES TRAFFIC TO YOUR SITE TOO!

RATES:

Up to 2,500 leads: \$5 per lead
2,500+ leads: \$3 per lead

measure what matters

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

COMPLEX TRAVEL-PLANNING LANDSCAPE COMPLICATES MEASUREMENT

The average American Traveler uses **140+ 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!

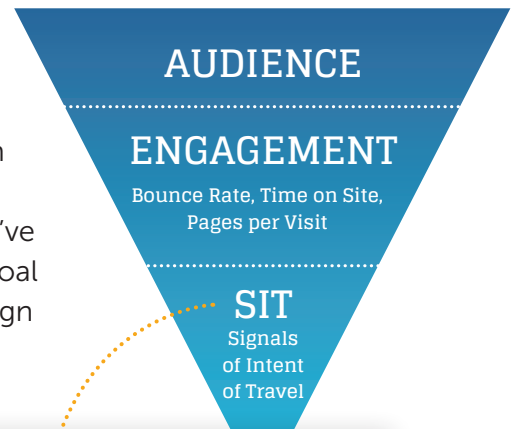
CAMPAIGN A
delivered a
30% increase
in retained
visitors with a
200% increase
in time
on site.

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:

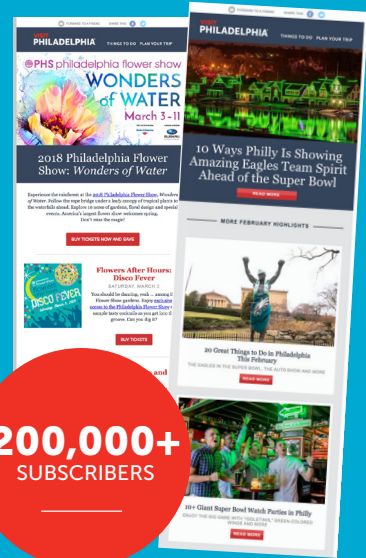
1. Pricing/avail page
2. View deals/offers
3. Click to call/email
4. View on map

PROGRAM AT-A-GLANCE

REACH OVER **13.7 MILLION** QUALIFIED VISITORS THROUGH WEB AND EMAIL PROGRAMMING.



VISITPHILLY.COM



BI-MONTHLY EMAILS

WHAT YOU NEED TO KNOW:

1. Philadelphia welcomes 42 million visitors, spending \$6.7 billion annually.
2. VISIT PHILADELPHIA® directs multiple-millions of dollars in paid and earned media, to promote Philadelphia to leisure travelers.
3. The 2018 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 click are created equal, Measure Quality, over Quantity. We'll show you how!

TESTIMONIAL

Our visitphilly.com ad package – a combination of custom emails and digital banner advertising directly resulted in over \$85,000 in ticket sales for the 2017 Philadelphia Flower Show, for a nice ROI that was more than a 5x return on our advertising spend.

—Elizabeth Anderson,
Pennsylvania
Horticultural Society

TESTIMONIAL

It's been a pleasure working with Abby & her team. They always offer excellent recommendations for all size budgets which drive very successful results.

Last year working with our media agency buying partner we purchased a programmatic campaign and a campaign on visitphilly.com. And with conversion tracking in place we were able to see more revenue and more hotel room nights booked from visitphilly.com than any other digital campaign we ran in 2016. As a result we increased our budget for 2017!

Thank you Abby & Miles for helping put our name out there with great exposure and increasing our ROI!

—Liz, Sonesta Hotel Philadelphia

TO PARTICIPATE IN THE 2018 PROGRAM CONTACT:



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



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Carrie architects partner programs, oversees industry education and leads our sales team.