

# ADVERTISE WITH VISIT PHILADELPHIA® ON VISITPHILLY.COM

2017 Leisure Visitor Marketing Opportunities



WITH LOVE,  
PHILADELPHIA  
LOXO

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**

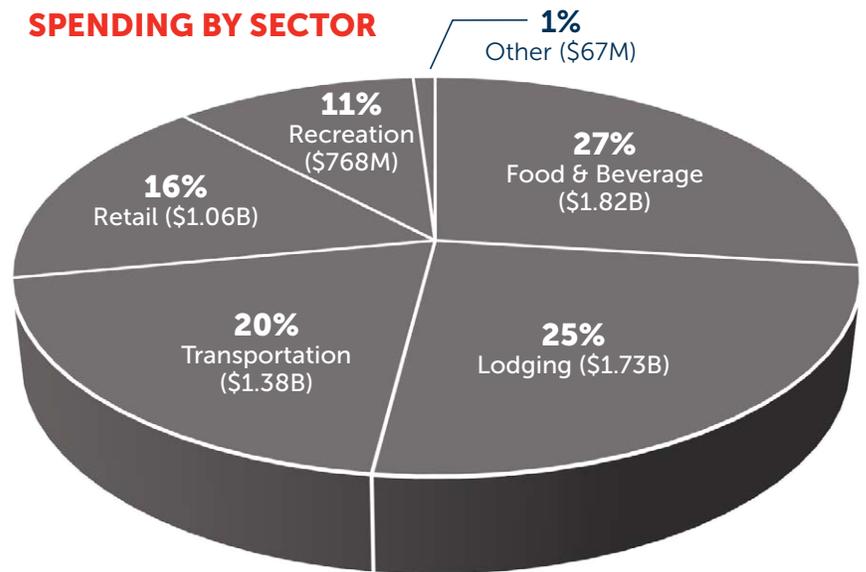
SPENDING  
**\$6.8 BILLION**

**\$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.



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.



Hotel Promotions & Packages

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



Web

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



Partnerships & Sponsorships

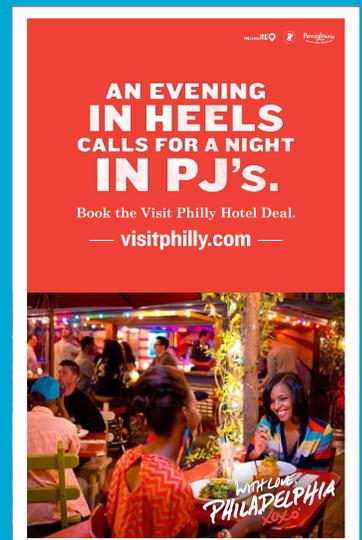
They came in all shapes and sizes for each of our 125+ partners in 2016.



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](http://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

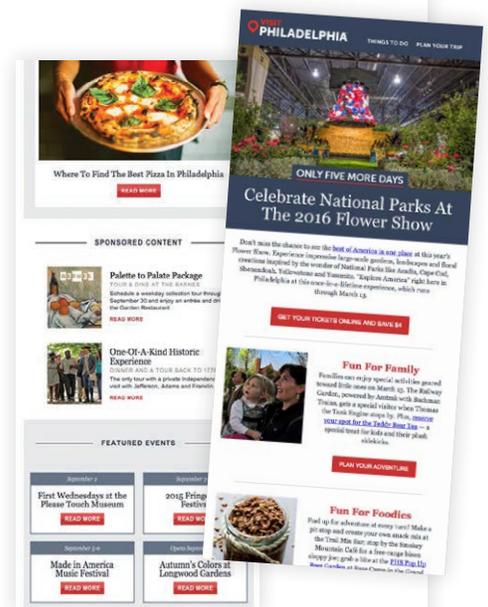
Capture an already engaged audience. Fans of Philadelphia receive two emails each month detailing hot happenings and customizable subjects, such as dining and nightlife or family-friendly activities.



**190k+ Subscribers**

### Advertising Opportunities:

Custom Email - 100% SOV  
Diverse options on [visitphilly.com](http://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 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.

TOTAL VISITPHILLY.COM IMPRESSIONS	FORMATTED BANNER IMPRESSIONS	LARGE RECTANGLE IMPRESSIONS	PACKAGE RATE	POTENTIAL REWARDS IMPRESSION
50,000	35,000	15,000	\$555	50,000
150,000	105,000	45,000	\$1,515	150,000
300,000	210,000	90,000	\$2,730	300,000
500,000	350,000	150,000	\$4,050	500,000
1,000,000	700,000	300,000	\$8,100	1,000,000
2,000,000	1,400,000	600,000	\$16,200	2,000,000
3,000,000	2,100,000	900,000	\$24,300	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

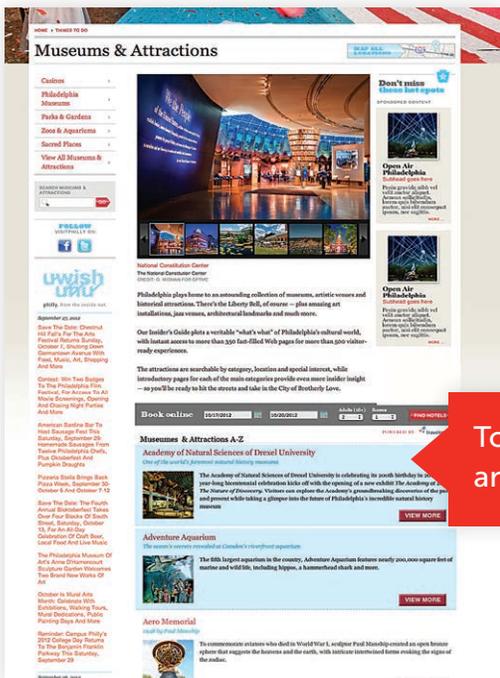
Leverage ADARA's first-party data from 100 travel brands to target travelers - through real-time search - who are actively planning a trip to Philly. Your campaign will also include visitphilly.com re-targeting, laser-targeting your message to an incredibly qualified audience.

BANNER

RECTANGLE

Ask about the visitphilly.com Adara Extension Program!

# SPONSORED LISTINGS



Increase visitation to your business page on visitphilly.com by positioning yourself as a leader to the most qualified audience on the site.

Our Sponsored Listings program allows you to rotate in the premium listing tier on relevant category pages, driving more visitors to your door.

## RATES:

Per Year: **\$1,500**

# 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.

**DRIVES TRAFFIC TO YOUR SITE TOO!**



#### MÜTTER MUSEUM

Thank you for subscribing to Mutter 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](http://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

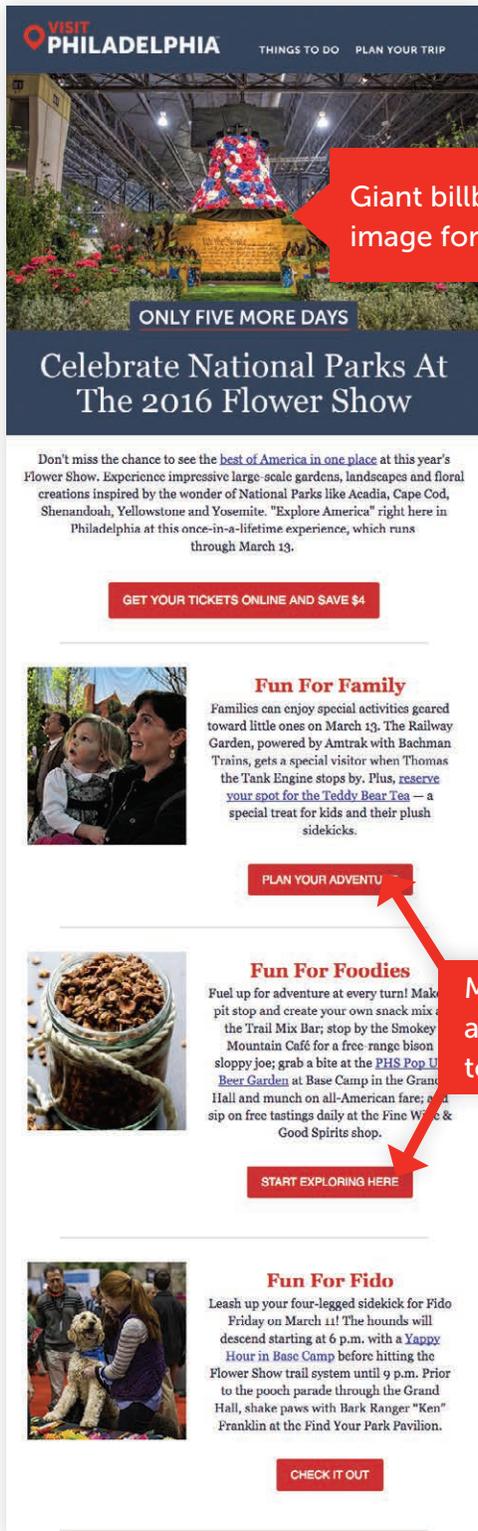
Welcome to The Shops At Liberty Place -- where you'll find great shopping, delicious food, entertainment and events -- all in the heart of Center City Philadelphia! Whether you're in town for the weekend or a lifetime - The Shops At Liberty Place is your "go to" destination seven days a week. By joining 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!

## RATES:

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

# VISITPHILLY.COM CUSTOM EMAIL

Receive **100% share-of-voice** with a dedicated email message to our organic email database of **190,000+ 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.



## CUSTOM EMAIL

- Dedicated email about your business to our audience
- 100% share-of-voice
- Compelling customized message that will maximize your return
- Limited inventory
- 190,000+ strong organic subscriber list that visitphilly.com built over many years

## RATES:

Per Email: **\$7,500**

# 100% SHARE OF VOICE

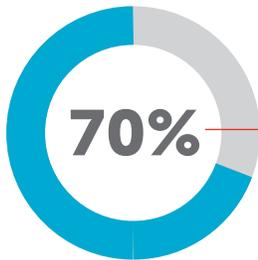
# VISITPHILLY.COM BI-MONTHLY EMAILS

The bi-monthly visitphilly.com emails go out to 190,000+ 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: **\$1,950**
- Featured Partner: **\$600**
- Featured Deal: **\$300**

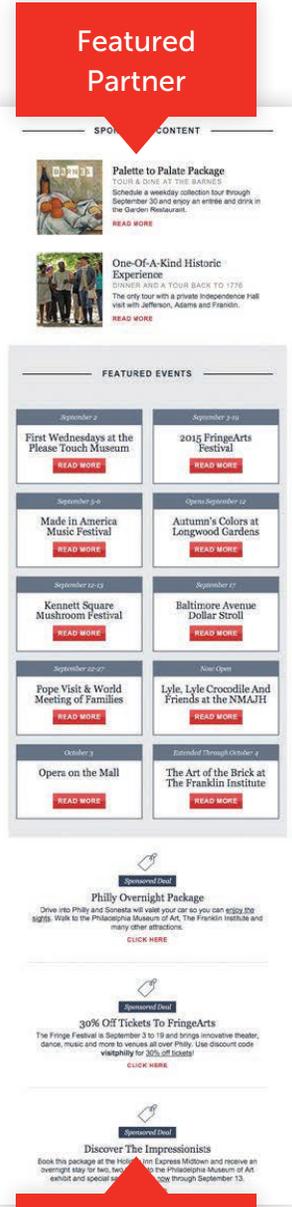
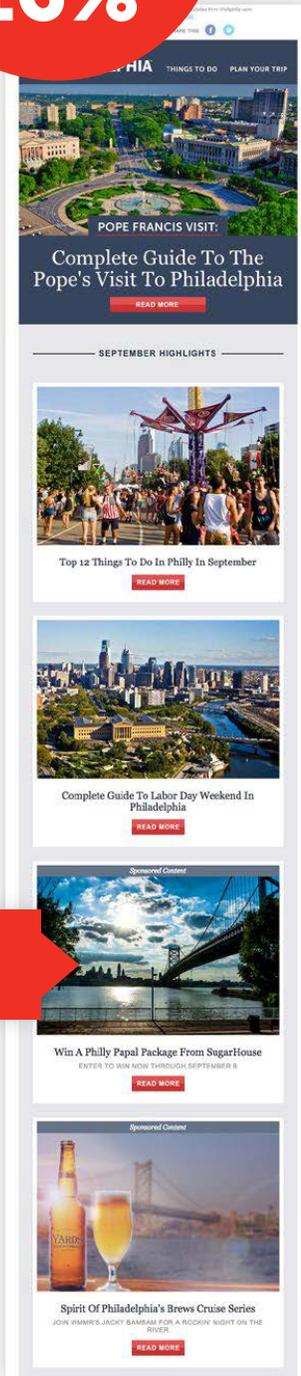
### MID-MONTH

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**



**190,000+** subscribers



Featured Content

Featured Deals



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!**

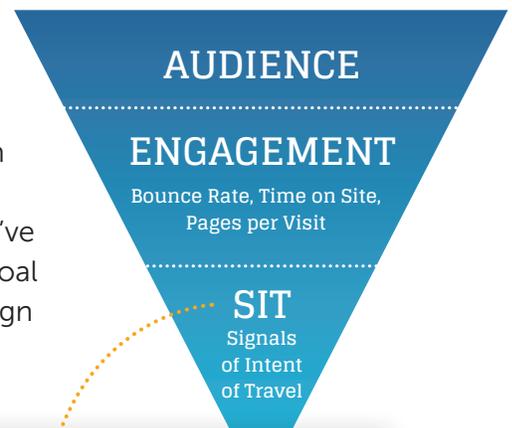
**CAMPAIGN A** delivered a **30% increase** in retained visitors with a **200% increase** in time on site.

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	<b>35%</b>	<b>130</b>	<b>3:00</b>	<b>390</b>
Campaign B	<b>400</b>	<b>\$1.88</b>	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 2017 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 2017 PROGRAM CONTACT:



### Abby Siegel-Greenberg

Travel Media Sales & Marketing Executive

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Email: Abby.Siegel@milespartnership.com

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



### Carrie Koenig

Senior Vice President of Sales & Marketing

Cell: 303-810-6512

Email: Carrie.Koenig@milespartnership.com

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