



TOURISM & MARKETING

A Happy Marriage

PEDA Fall Conference
October 22, 2019

HELLO, NEIGHBORS!

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PA Dept. of Community & Economic Development

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Pennsylvania
pursue your happiness™

Pennsylvania
WORK SMART. LIVE HAPPY.

PURPOSE • PENNSYLVANIA HAPPINESS

We inspire the investment of time, labor, and financial resources in the state by building Pennsylvania's image and reputation as a:

- destination to **visit**,
- a place to **grow a business**,
- a community to **call home**, and
- a state to **feel proud** of thanks to a strong quality of work and life.

TODAY'S PRESENTATION

Collaboration between tourism promotion and economic development marketing creates better outcomes for both.

- PA Tourism
- Halo Effect of Tourism Promotion
- Role of Tourism Promotion vs. Economic Development Marketing
- Case Studies
- 4 Things You Can Do Right Now



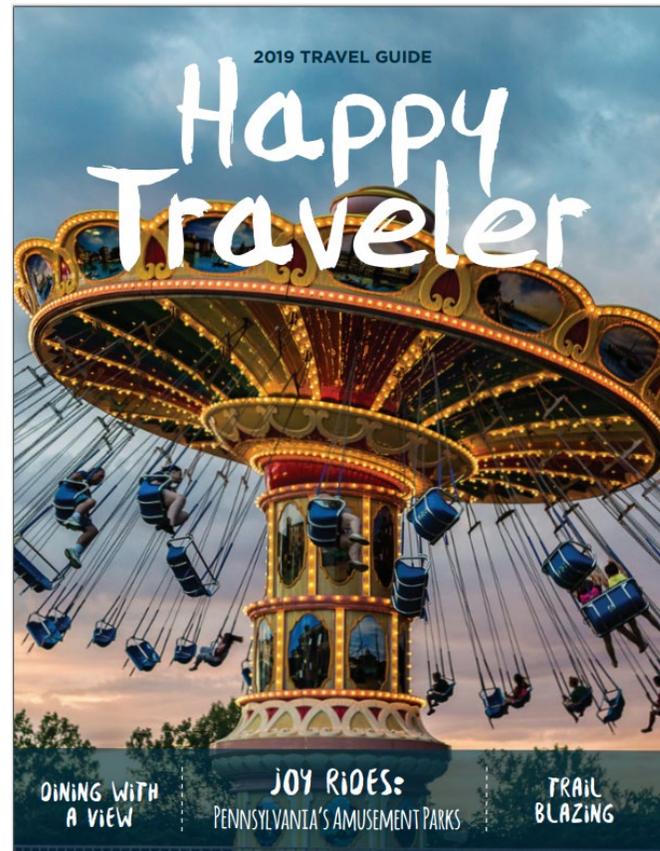
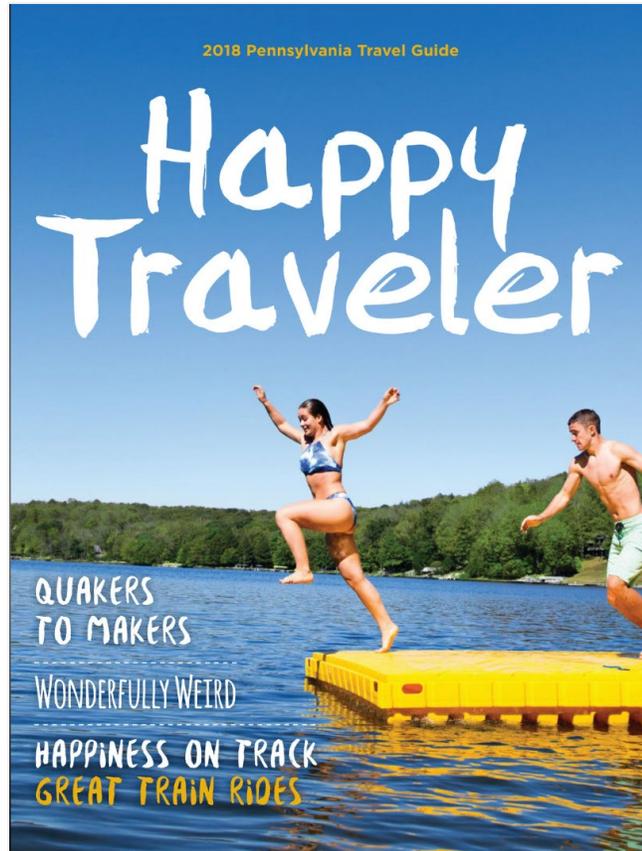
WELCOME TO

Pennsylvania

pursue your happiness[®]

visitPA.com

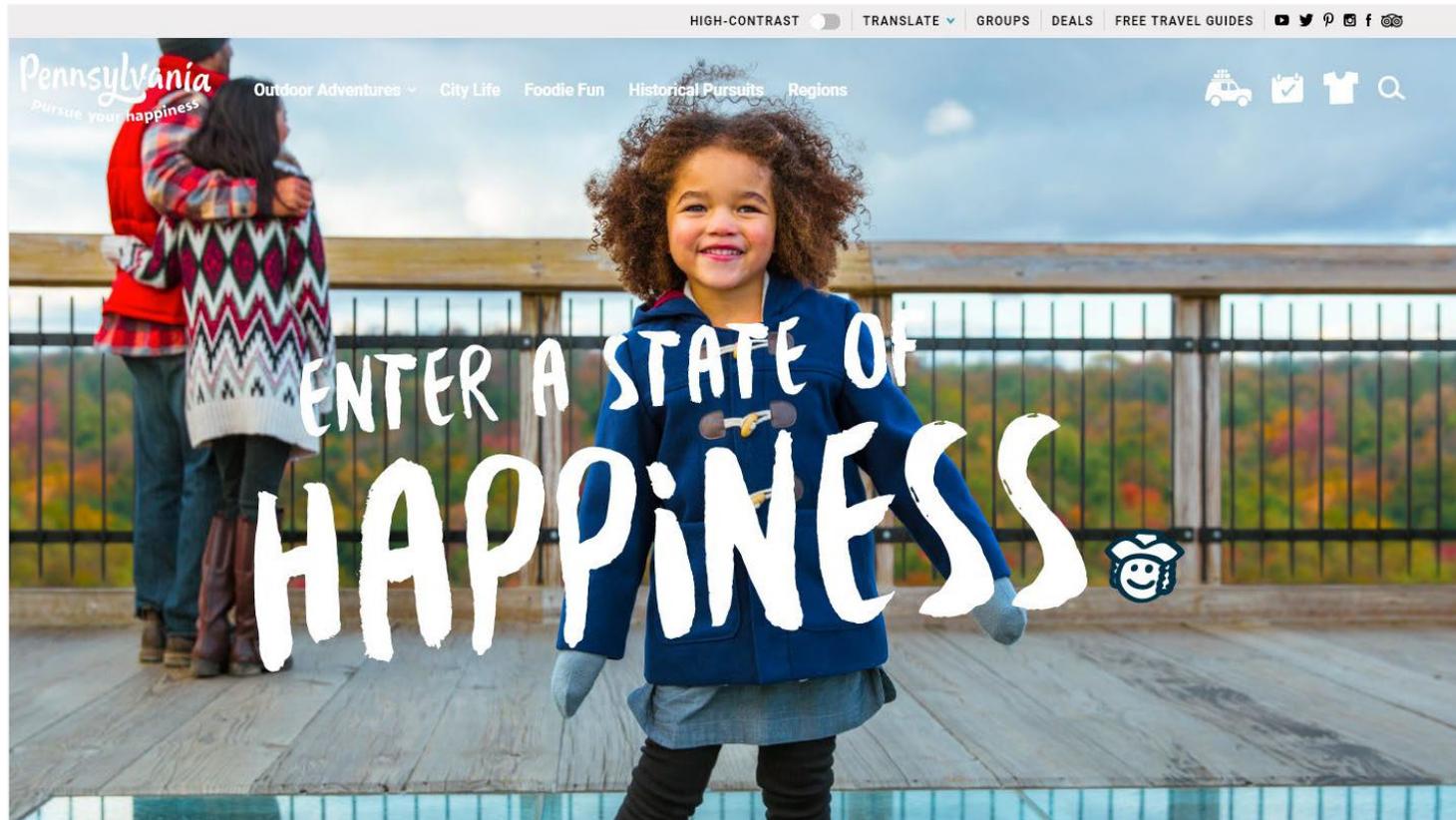
VISITOR GUIDE



We produce the official **Happy Traveler** state travel guide every year.

- 200,000 printed editions
- 125,000 digital copies
- 2+ million readers

VISITPA.COM



visitPA.com is our official state tourism website.

- 3.5+ million website visits annually.
- On license plates, drivers' licenses, publications, and maps.

SOCIAL MEDIA



Social media is also an important tool for promoting our tourism assets.

Follow our **visitPA** channels.

- 5 channels
- 1.3 million monthly impressions

ADVERTISING & MEDIA



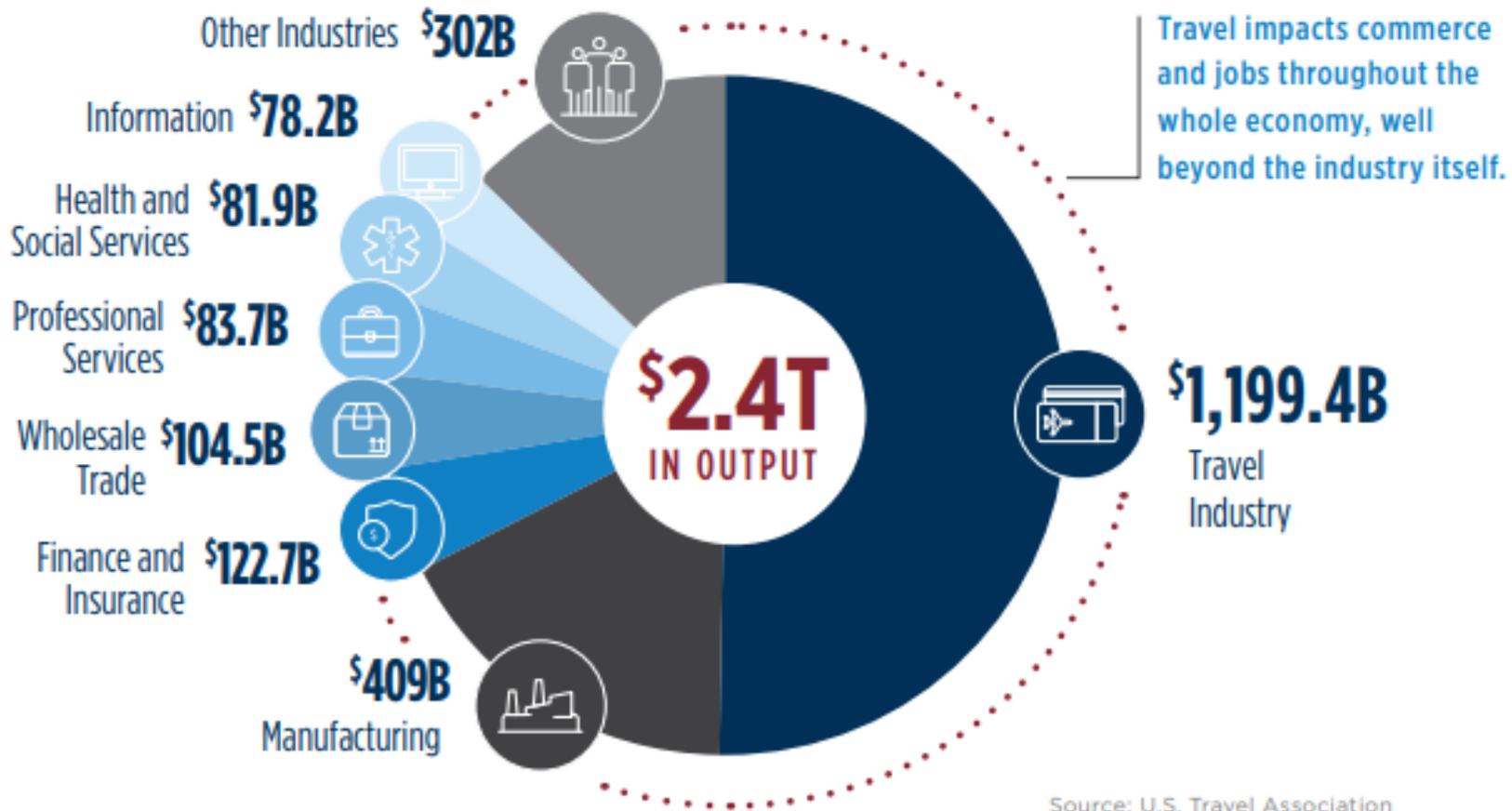
We have modest paid advertising and strategic media outreach.

- Seasonal with 80% outside of PA
- Majority of paid advertising is digital
- Media missions
- Promote holidays and new trails

WHY WE DO THE THINGS WE DO

What's the big deal about tourism anyway?

TOURISM • U.S. INDUSTRY



In 2017, the U.S. tourism industry:

- Contributed **\$2.4 trillion** to the U.S. economy
- Supported **15.6 million jobs**

TOURISM • OUR INDUSTRY

202M
U.S. TRAVELERS
(INCLUDES REPEAT VISITORS)

1 MILLION
FROM OVERSEAS MARKETS

1 MILLION
CANADIAN VISITORS
(INCLUDES REPEAT VISITORS)

Every year our tourism industry:

- Welcomes more than **204 million visitors**
- Contributes **\$43 billion** to our state economy
- Supports nearly **half a million jobs**

TOURISM ● DIRECT OUTCOMES

Tourism promotion has several measurable direct outcomes.

- Influencing visitor behavior and perceptions
- ↑ visitation numbers
- ↑ hotel rooms sold
- ↑ consumer spending

BUT WAIT,
THERE'S MORE!

TOURISM • HALO EFFECT

Tourism promotion influences all perceptions about a location.



This is called the “Halo Effect.”

IT'S PSYCHOLOGY

The Halo Effect describes a psychological phenomenon that occurs when you have a positive perception of one aspect of something (like a person or place).

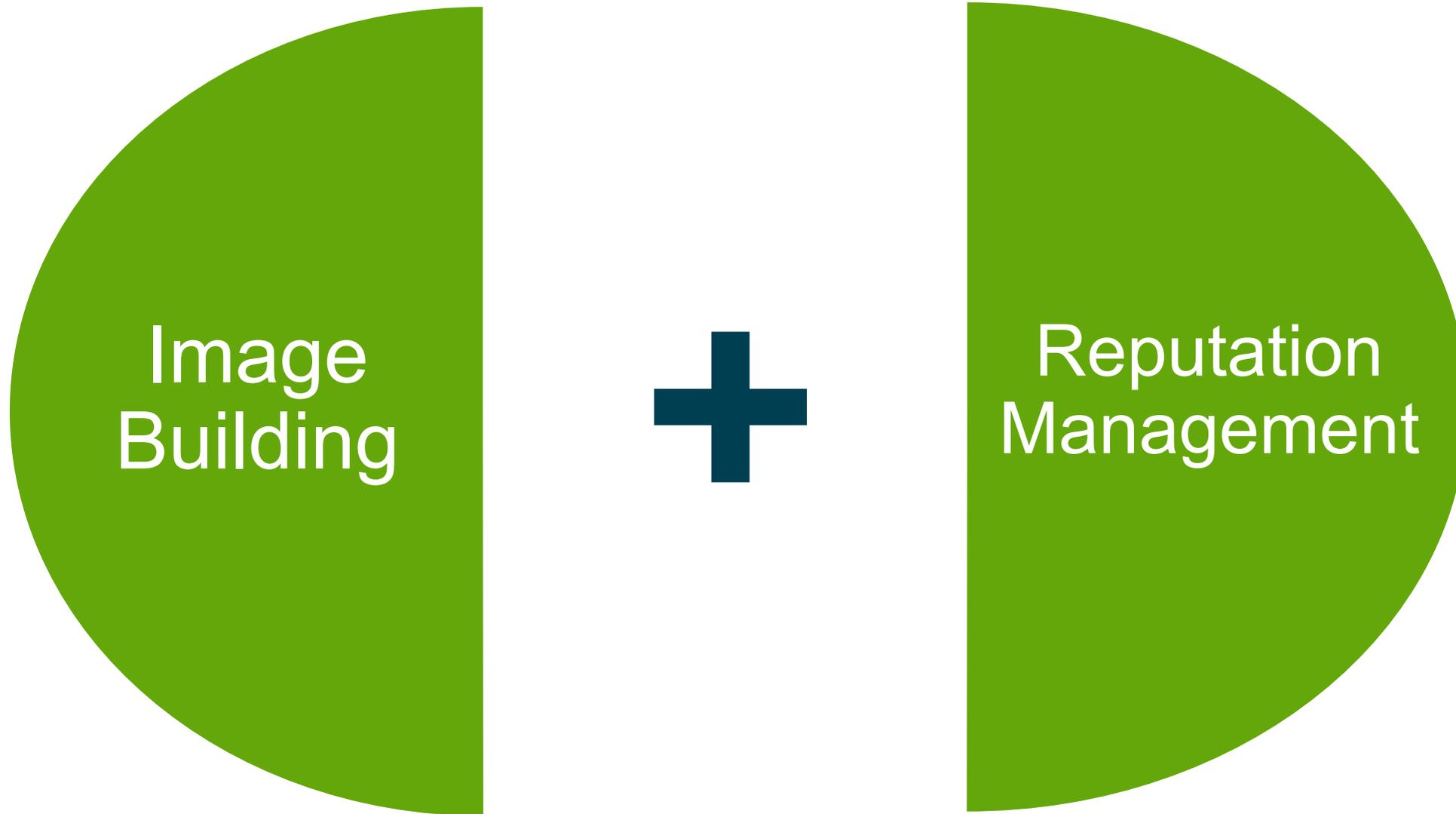
Namely if you like one characteristic, you will be predisposed to liking ALL of them.

The term “halo effect” was coined in a 1920 study where military officers were asked to evaluate their soldiers’ **physical and personal qualities.**

If an officer liked one quality in a soldier, he was very likely to have a positive opinion about all his qualities.

HOW DOES TOURISM
PROMOTION IMPACT
ECONOMIC DEVELOPMENT?

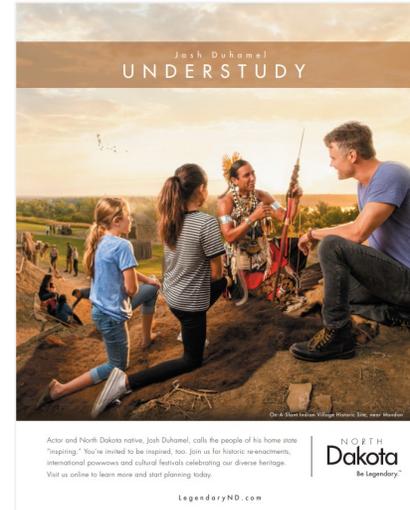
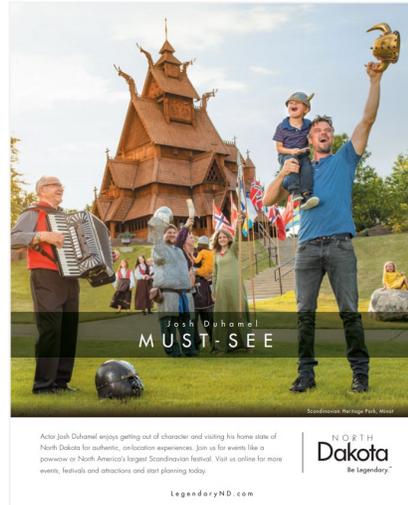
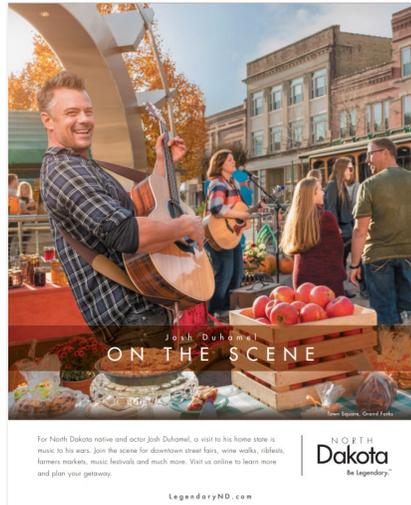
TOURISM VS. ECONOMIC DEVELOPMENT



NORTH DAKOTA

North Dakota. Be Legendary.

A tourism campaign featuring North Dakota native and actor Josh Duhamel creates an emotional connection and authentic statement about visiting ND.



NORTH DAKOTA

Direct Results

A 2015 study by Longwoods showed that for every \$1 spent in tourism advertising resulted in \$100 in visitor spending.

Halo Effect

The same study revealed that those who saw the campaign gained additional positive perceptions about North Dakota, **as a place to live, work, and do business.**

+ Perceptions

Live ↑ 41%

Career ↑ 100%

Business ↑ 75%

College ↑ 87%

2nd home ↑ 113%

Retire ↑ 75%

VERMONT

Vermont Stay to Stay Weekends

Converting visitors to residents during a weekend vacation spent connecting with employers, realtors, entrepreneurs, and potential neighbors.



VERMONT

EMAIL SIGN-UP

FREE VACATION GUIDE

VERMONT.GOV

SEASONS THINGS TO DO TOWNS & REGIONS STAY & PLAY

STAY to STAY

Make Vermont Your Home

2019 STAY TO STAY WEEKENDS

Ever wonder what it would be like to live in Vermont? We can help. Stay to Stay Weekends are exploratory vacations to learn about moving here. Connect with employers, realtors, community leaders, entrepreneurs, and potential neighbors all while enjoying a weekend away in the Green Mountains. Come sample Vermont to stay here full time.

Which Community is Right For You?

GREATER ST. JOHNSBURY AREA
October 4-7
The southern gateway to the beautiful Northeast Kingdom, St. Johnsbury and its environs offer culture, recreation, delicious food, and modern amenities, combining economic opportunity with a rich quality of life.
[VISIT ST. JOHNSBURY](#)

RUTLAND
October 18-21
Welcome to the *real* Rutland County — a colorful combination of country roads, quaint villages, and historic downtown centers in the heart of Vermont's Green Mountains.
[STAY IN RUTLAND](#)

VERMONT

Direct Results

In the 2018 pilot program, 140 participants attended 1 of the 4 three-day weekends.

Halo Effect

10 participants have relocated, and an additional 36 are actively job hunting and planning to move.

In June 2019, Governor Scott and the VT Department of Tourism and Marketing expanded the program.

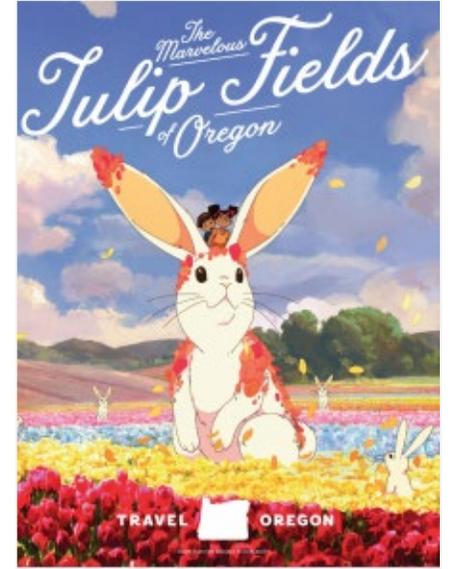
“We need to grow Vermont’s workforce... And we need to use every tool in the toolbox to achieve this goal. The **Stay to Stay program** is one of the more unique initiatives we’ve established, and it’s **proven on a small scale to be effective in leveraging the draw of our tourism industry to attract people to Vermont who end up calling it home.**”

- Governor Phil Scott

OREGON

Oregon, Only Slightly Exaggerated.

The state's tourism brand builds perceptions about Oregon beyond an itinerary by creating a sense of wonder and magic. The campaign creates an affinity for the state that extends beyond "things to do."



Watch wild horses gallop through the desert

[Follow them →](#)



Cherry blossoms and dragon boats
on Portland's colorful Waterfront

[Visit the Rose City →](#)



Raft on wild rivers with giant fish

[Pick up a paddle →](#)

OREGON

Direct Results

The campaign video went viral when it launched, and was successful in driving viewers to Travel Oregon's website.

Visits to the site ↑ 40% and page views ↑ 120% between 2017 and 2018.

Halo Effect

Travel Oregon heard from native Oregonians that the campaign encouraged them to think about moving home!

The visitor and social media kudos from countries such as Australia, China and Japan were cool, “but the most rewarding messages came from Oregonians who said seeing our work helped them decide to move back home.”

- Ansel Wallenfang,
one of the writers
behind the campaign

PENNSYLVANIA

Tourism and economic development collaborations are happening here too.

- **Lehigh Valley**
- **Philadelphia**
- **Lycoming County**



Lehigh Valley Economic Development Corporation

Launched in 2019, the “Made Possible in Lehigh Valley” campaign tells the stories of Lehigh Valley companies and people alike, increase outside awareness of our region, and let everyone know the amazing things made possible here.



Visit Philadelphia

VISIT PHILADELPHIA Brings Philly To Seattle As Part Of Amazon HQ Bid

Campaign Showcases
Philly's Art, Food &
Neighborhoods to
Amazon Community

Business Leaders Gather in Lycoming County



3rd Annual Fam Tour in Williamsport



Lycoming County Chamber of Commerce

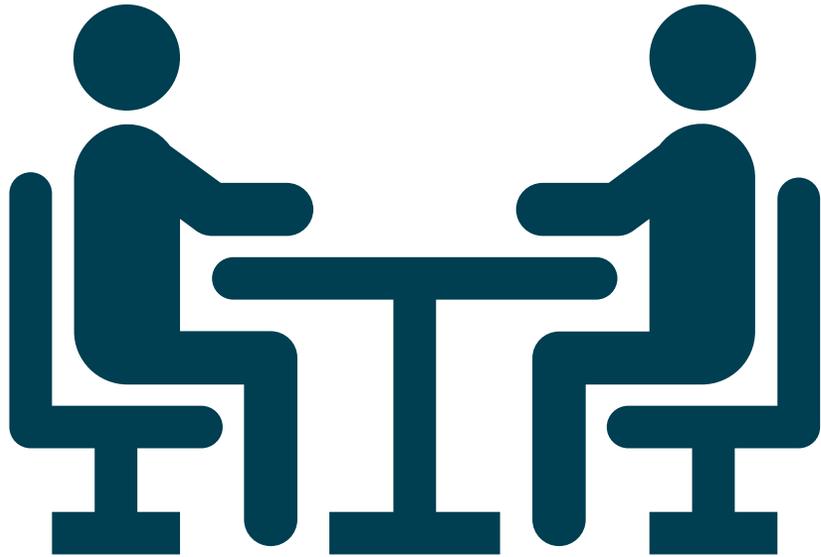
For the third year, consultants from various sectors of manufacturing participated in a site consultant familiarization tour sponsored by the Williamsport/Lycoming Chamber of Commerce and DCED promoting the Little League World Series as the anchor event.

by: Posted by Jayne Ann Bugda, Morgan Parrish

Posted: Aug 27, 2019 / 12:58 AM EDT / Updated: Aug 28, 2019 / 03:18 PM EDT

4 THINGS YOU CAN DO
RIGHT NOW

TALK TO YOUR DMO



Get in touch with your local destination marketing organization.

If you're already connected, you're ahead of the game.

IDENTIFY COLLABORATION OPPORTUNITIES



You might be surprised at the efficiencies you can achieve by working together.

Think about sharing services & assets, and cross-promoting campaigns.

PRIORITIZE INDUSTRY OUTREACH



They want conferences and business travelers.

You want industry to be exposed to your location.

Pinpoint your targets.

WORK TOGETHER ON TOURS



Don't forget to showcase the quality of life assets when you bring prospects in to town.

Work with your DMO to help paint the picture of what life is like in your community.

QUESTIONS?