

Drake Cooper Presentation Oct 2012

ITC OCT 2012 – AGENCY UPDATES

US Travel Association, 2012 Mercury Awards, Best Overall Program for Vitamin ID

Projects.

1. FSI with Madden Media done 10/5, Leads report, conversion study by Temple
2. New Advertising
 - Spring co-ops, \$40K allocated
 - For91days blog (www.for91days.com)
 - Delta Sky Magazine (2 ads)
 - Chicago Sun Times (free ad)
3. Sled the Rockies
 - Media campaign starts Monday
 - All online, no print
 - Reduction in ID partners, more MT
4. VisitIdaho.org
 - New film site
 - Canada specific page(s)
 - New golf site
 - New Press Kit

Travel Guide

1. 140,000 units, Production into Nov
2. Sales Update, \$46,000 ITC ad sales to date
10/15 deadline, projected \$52,000 gross sales, projected \$36,400 net revenue, IOGA still collecting figures
3. Affinity Amp update

Research

1. \$50,000 allocated in FY13
2. Continue with EMSI
3. Media-specific studies
4. Longwoods 2012 Travel USA Visitor Report, \$39,500, Use in conjunction w/ 2008 Report
5. Partners: Brand USA, US Travel, RMI
6. Online focus groups

My ID 1 Year Recap

1. Track media campaigns, site traffic and engagements
2. **FY11 VisitIdaho + GIG Year 2**, 349,407 visits, 288,362 unique visitors
3. **FY12 VisitIdaho (includes MY ID and GIG)** 361,347 visits, 3.5% increase, 288,336 unique visitors, flat
4. Contest entries
 - FY10 – 10,699 (GIG Year 1)
 - FY11 – 17,1790 (GIG Year 2)
 - FY12 – 11,464 + 5,000 engagements (video replays, postcard sends)
 - Are We There Yet –most popular video

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- Marilyn –most popular postcard
- 5. Travel guide fulfillment
 - a. Aug – 16,012 (was 10,591)
 - b. July – 15,133 (was 14,832)
 - c. June – 13,797 (was 12,381)
- 6. 29,315 remaining @ end of Aug
- 7. New report 10/7

RV Media

1. Trailer Life
2. Highways
3. Family Motor Coach

Vitamin ID, Sled the Rockies

Vitamin ID

1. Continue to use skiing & boarding to lure winter visitors to Idaho.
Increase bed tax collections, Increase web site traffic, Generate qualified leads & contest inquiries
2. Vitamin ID campaign renewed
IdahoWinter.org, Online sweepstakes, Media campaign, Earned media/PR, Social outreach, Winter co-ops

Site & Sweeps

1. Vitamin ID creative campaign
2. Focus on Seattle & W. Washington
\$275,000 in funding, Strategic partnership with Ski Idaho, Promote Idaho's bluebird days, sunny weather, ski/board family fun
3. 25 consecutive weeks of sweepstakes
4. Related opportunities:
Seattle Ski Show Oct 26-28, Portland Ski Show Nov 2-5, Sponsorship with Pacific Place in Seattle, Downtown @ 6th & Pine

Media, PR & Social

1. Content sites, Google search and print
 - Media runs Oct 1 thru March 15, 2013
 - Print is Seattle Magazine & Alaska Air
 - Online is OnTheSnow, Facebook, Pandora, TripAdvisor, regional media
 - Ski Idaho media plan extends campaign by \$23,500
2. PR & social outreach focus on same markets
3. AIL newsletters and 12 Ski Idaho e-blasts
4. Dec: Winter PSA for in-state marketing

Sweepstakes

Grand Targhee , Teton Springs , Moose Creek Ranch, Brundage/4 different lodging partners, CDA Resort, Silver Mountain, Pebble Creek/3 different lodging partners, Sun Valley Resort,

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Schweitzer/Sandpoint Chamber, Tamarack/VVR, Lookout Pass/Wallace Inn, Pomerelle/BW
Burley Inn, Bogus/Hotel 43 , Alaska Air, Selkirk Powder Co

Goals

1. Generate 7,500 opt-ins leads, measured by email sign-ups
2. Generate 15,000 contest entries, measured by online sweepstakes
3. Generate 60 million+ ad impressions and \$150,000 of earned media/PR, measured by media plans and VOCUS
4. Grow lodging collections by 1-5% over FY12, measured by monthly State Tax collection reports

FY 13 Media Updates

My ID Update

1. My ID renewed for Year 2
2. Paid media runs April 1, 2013 – June 30, 2013: Videos, E-postcards, Giveaways
3. Weekly offers thru Aug 2013, Apply latest learnings from Vitamin ID

FY 13 Media Overview

1. Show strategic media framework today, Online, Markets, Budget allocations
2. Present tactical details at Jan 2013 meeting
 - a. New content (video, postcards)
 - b. Flexible with cut-backs & contingency funds
 - c. Align with Grant Summit recommendations
3. Sync with PR editorial planning
4. Start buying in Feb/March 2013
5. Primary program goal is to stimulate overnight tourism to & throughout the state
 - a. Main metric: Heads in beds
 - b. Goal: Increase tax collections by 1-5% by June 30, 2013 (FY12 – 6.77%, \$7,069,301)
6. Primary campaign goal is to generate interest and consumption of Idaho tourism content
 - a. Main metrics: Web traffic (unique visitors, videos, cards), TG inquiries, Email, subscription opt-ins, Contest entries, Social media engagements, Collateral requests (brochures, RV guides), PR measurements
 - b. Goal: Increase consumption by 10-15% by June 30, 2013
7. Media framework
 - a. Social/PR: Jan/Feb/March
 - b. Advertising: Prime season of April – June
 - c. Focus on online media platforms, reporting
8. 70% supporting 11 western states
 - a. Core national sites – Google, TripAdvisor, FB
 - b. Advanced geo & behavioral targeting
9. 30% supporting regional feeder markets
 - a. WA: Seattle/Tacoma, Bellevue, Spokane, Tri-Cities, Yakima
 - b. UT: Logan, Ogden, SLC/Provo
 - c. OR: Portland, Salem, Corvallis

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10. Target audience (geography/affinity/demography)
 - a. Paid media: Outdoor family adventure
 - b. Earned media: Niche markets, boomers
11. \$1,300,000 total advertising budget
 - a. \$1,015,500 for paid media, SEO, rich media hosting, niche advertising (RV)
 - b. 30% (304,650) for regional heavy-up, \$101,550 per region
 - c. 70% (\$710,850) for core national sites, Google, Facebook, TripAdvisor, Pandora
 - d. \$200,000 in Oppty (\$60K), Domestic (\$40K) and Canada Co-Ops (\$100K)
 - e. \$84,500 for agency services, tech licensing, production