

Philadelphia
2009-2010 Tourism Advertising
Evaluation Study

April 2011

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Research Objective



- ⊙ The purpose of this research was to provide *an evaluation of Philadelphia's 2009/2010 tourism advertising campaign in terms of:*
 - ⊙ *Awareness of the advertising*
 - ⊙ *The bottom line return on Philadelphia's investment in the campaign in terms of :*
 - ⊙ *Incremental travel to Philadelphia.*
 - ⊙ *Incremental traveler spending in Philadelphia.*
 - ⊙ *Incremental state and local taxes.*

Research Method



- The study was conducted among a representative sample of adult travelers residing in Philadelphia's advertising markets.
 - *'Travelers' means respondents had taken a day and/or overnight pleasure trip anywhere in the past 3 years and intend to take another in the next 2 years.*
- The survey was conducted via a major American online consumer panel which is demographically balanced to represent the national population.
 - *1,660 individuals responded to the research.*

Research Method (Cont'd)



- ◉ Questionnaire content included:
 - ◉ **Travel to Philadelphia**
 - ◉ Respondents reported the number of day and overnight trips they took to Philadelphia during and shortly after the advertising campaign.
 - ◉ **Advertising Awareness**
 - ◉ Actual creative from the 2009 and 2010 campaign flights were exposed and respondents reported recall of each.
 - ◉ We use this forced exposure approach to ensure that we are measuring the destination sponsored advertising only – not that of Philadelphia attractions and accommodation facilities.

Research Method (Cont'd)



- ROI calculation:

- *The **Longwoods R.O.EYE™** method quantifies the relationship between awareness of campaign elements and trip taking.*
- *A baseline measure is generated to estimate the level of visitation that would have occurred in the absence of advertising activity.*
- *Using the principles and techniques of experimental design, we control for the effects of internal and external factors that could otherwise influence the result.*

The Campaign

DEAR
WE ♥ NY,

LET'S CATCH UP. SOON. MY PLACE.

WE CAN HIT THE PHILADELPHIA
INTERNATIONAL FESTIVAL OF THE ARTS.
25 DAYS, AND OVER 300 PERFORMANCES.
PURE AMAZINGNESS. AFTER ALL
THAT CULTURE, I'M HUNGRY.
HOW 'BOUT A LITTLE LATE NIGHT NOSH?
SPEAKING OF LATE, YOU SHOULD
PROBABLY JUST SPEND THE NIGHT.

WITH LOVE,
PHILLY



DEAR LOVELIES

DEAR WORLD CHAMPIONS,
OH WAIT, THAT'S US.

GOPHILA

PA

WITH LOVE
PHILADELPHIA
XOXO

DEAR VINTAGE SHOPS, BOUTIQUE
AND DESIGNER STORES,

YOU COMPLETE ME.

GOPHILA.COM

WITH LOVE
PHILADELPHIA
XOXO

DEAR FELLAS,
THE SUN IS OUT.
SO ARE THE LADIES.

P.S. GET A FRONT-ROW
SEAT AT AN OUTDOOR CAFE.
BOOK ME AT
VISIT PHILLY.COM

WITH LOVE
PHILADELPHIA
XOXO

PA

PA

P.S. NOW?
BOOK ME NOW AT
VISIT PHILLY.COM

WHAT ABOUT NOW?

WITH LOVE
PHILADELPHIA
XOXO
2010

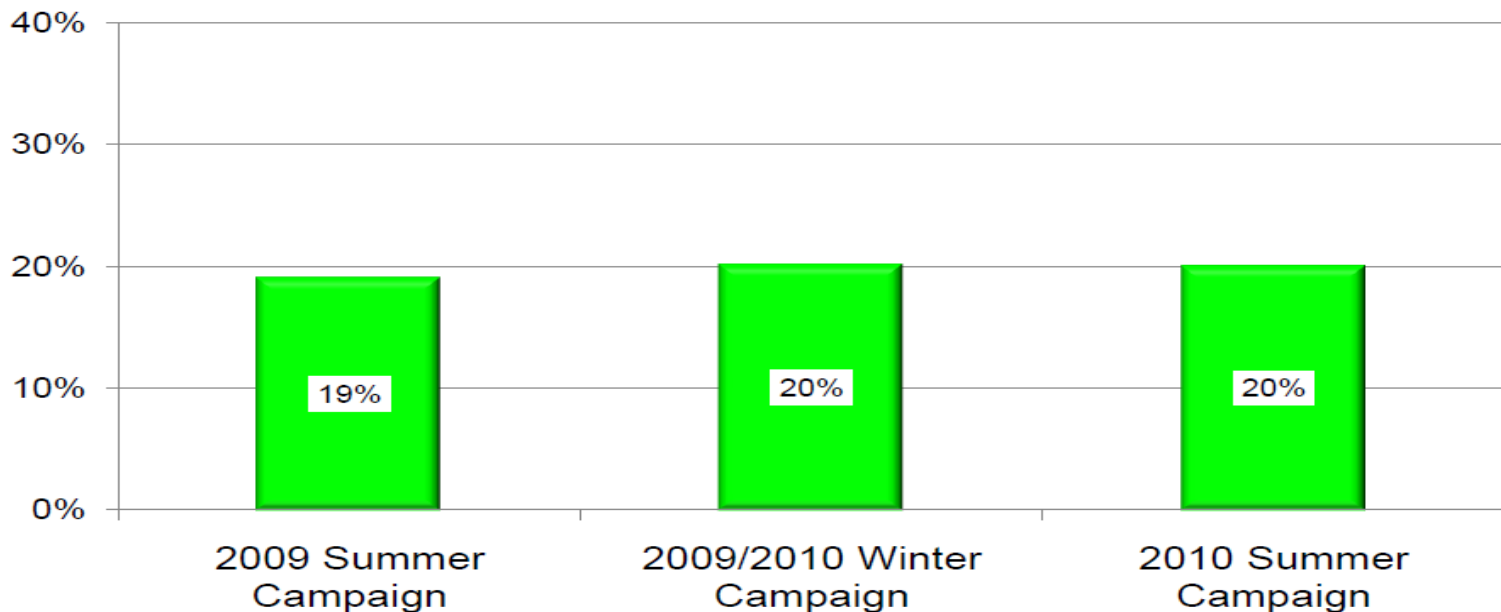
- ⦿ The Philadelphia *With Love* Campaign was spread across 3 seasons : Summer 2009, Winter 2009- 2010 and Summer 2010.
- ⦿ The media employed included print, television, internet and outdoor advertising.
- ⦿ The campaign consisted of a series of love letters incorporating famous figures, monuments, experiences and attractions the city has to offer, targeting specific demographics (i.e. family, women, men, teens).
- ⦿ Outdoor Advertising (billboards, transit Stations and street banners) was a heavy component of the campaign.
- ⦿ All of the ads directed people to visit www.visitphilly.com or www.gophila.com

Main Findings

Advertising Awareness



Recall of the three phases of the *With Love* campaign was consistent at 19%, 20% and 20% for the summer of 2009, winter of 2009-2010 and summer 2010 campaign flights.



Campaign Efficiency



2009-2010 Philadelphia With Love Campaign

| | |
|------------------------------|-----------------|
| Campaign Spend | \$4.321 million |
| Incremental Trips | 3.72 million |
| Trips per \$1 of Advertising | 0.86 |
| Industry Average per \$1 | 0.82 |
| Incremental Spending | \$432.4 million |

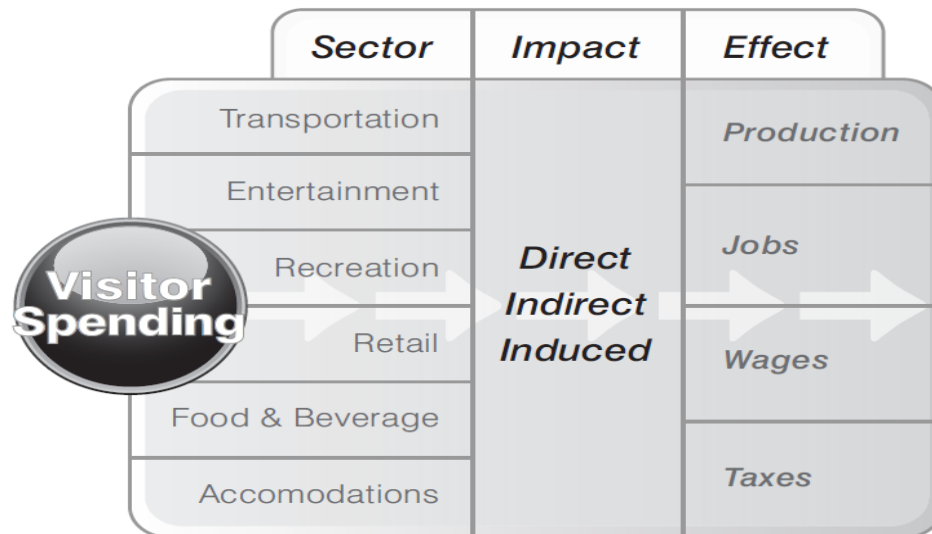
- In addition to the short term impacts, we estimate that the advertising has influenced the planning of a further *4.4 million trips* to Philadelphia in 2011.
- While not all of these planned trips will happen, we expect that a significant percentage will convert, adding significantly to the return on Philadelphia's investment in Tourism Marketing.

How Visitor Spending Generates Impact



Data was sent to Tourism Economics in order to determine the economic impact.

- Travelers create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
- Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.
- Lastly, the induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the state economy.



Campaign Economic Impact



| ROI Impacts (US \$ Million) | | | | |
|--|---------|----------|---------|---------|
| | Direct | Indirect | Induced | Total |
| Business Sales | \$432.4 | \$137.1 | \$132.1 | \$701.6 |
| Jobs (persons) | 5,239 | 899 | 1,052 | 7,191 |
| State and Local Taxes | | | | \$46.1 |
| State Taxes | | | | \$24.0 |
| Local Taxes | | | | \$22.1 |
| Total Taxes (State, Local and Federal) | | | | \$104.3 |



AN OXFORD ECONOMICS COMPANY

Return on Investment



| Return Per \$1 of Advertising | |
|---|--------|
| | Return |
| Total Business Sales | \$162 |
| Direct Business Sales | \$100 |
| State and Local Taxes | \$11 |
| State Taxes | \$6 |
| Local Taxes | \$5 |
| Total Taxes (State, Local and Federal) | \$24 |

\$600 of advertising per job created

