TOURISM & MARKETING

A Happy Marriage
HELLO, NEIGHBORS!

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

- 200,000 printed editions
- 125,000 digital copies
- 2+ million readers
visitPA.com is our official state tourism website.

- 3.5+ million website visits annually.
- On license plates, drivers’ licenses, publications, and maps.
Social media is also an important tool for promoting our tourism assets.

Follow our visitPA channels.

• 5 channels
• 1.3 million monthly impressions
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?
In 2017, the U.S. tourism industry:

- Contributed $2.4 trillion to the U.S. economy
- Supported 15.6 million jobs
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 promotion has several measurable direct outcomes.

- Influencing visitor behavior and perceptions
- ↑ visitation numbers
- ↑ hotel rooms sold
- ↑ consumer spending
BUT WAIT,
THERE’S MORE!
Tourism promotion influences all perceptions about a location.

This is called the “Halo Effect.”
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

- Image Building
- Reputation Management
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.
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 Stay to Stay Weekends
Converting visitors to residents during a weekend vacation spent connecting with employers, realtors, entrepreneurs, and potential neighbors.
**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, 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.”
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
Tourism and economic development collaborations are happening here too.

- Lehigh Valley
- Philadelphia
- Lycoming County
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 Brings Philly To Seattle As Part Of Amazon HQ Bid
Campaign Showcases Philly's Art, Food & Neighborhoods to Amazon Community
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.
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.
You might be surprised at the efficiencies you can achieve by working together.

Think about sharing services & assets, and cross-promoting campaigns.
They want conferences and business travelers.

You want industry to be exposed to your location.

Pinpoint your targets.
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?