



Pennsylvania  
pursue your happiness™

AN UPDATE ON PA  
TOURISM INITIATIVES

# Carrie Fischer Lepore

Deputy Secretary, Office of Marketing, Tourism, and Film  
Pennsylvania Department of Community & Economic Development





Launching the New  
Tourism Brand



# Behind the brand

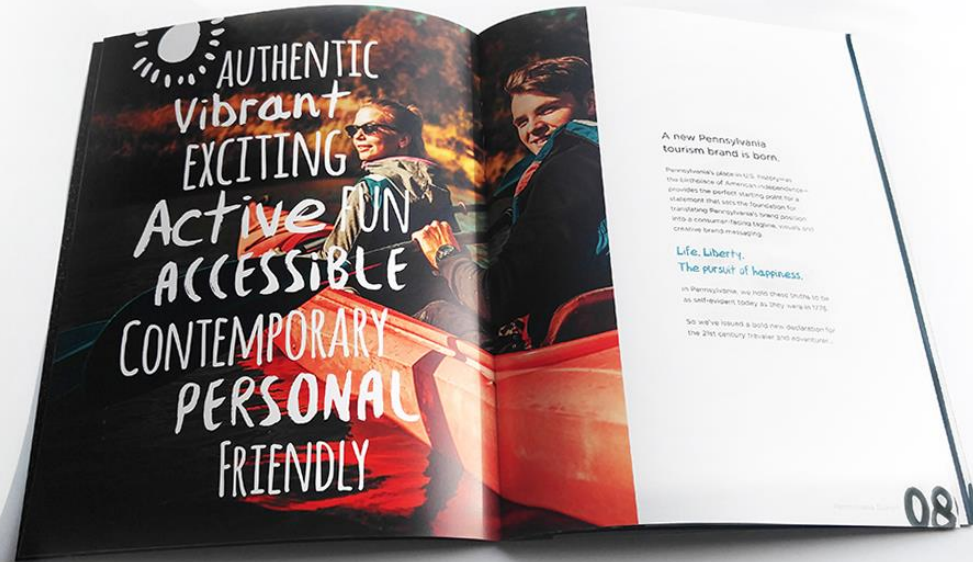
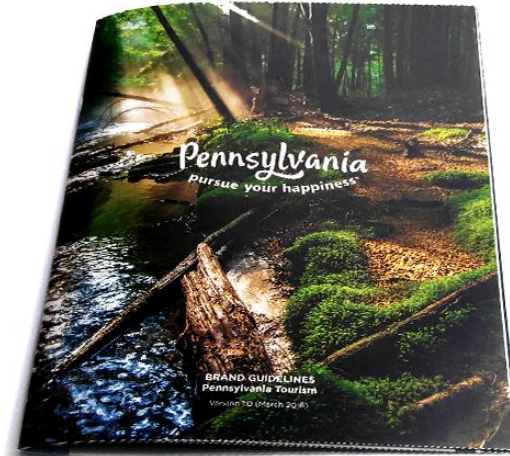
The new Pennsylvania tourism brand is fresh, bold and, well, happy. It was developed to accomplish three primary objectives:

- Motivate tourism prospects to come to Pennsylvania
- Energize stakeholders across the entire state
- Support tourism efforts at every level



Pennsylvania

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Window Cling



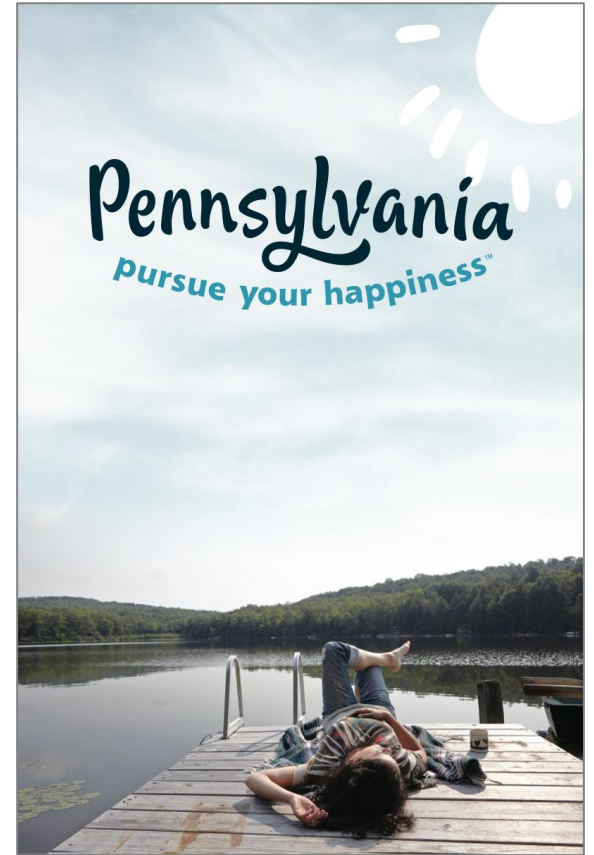
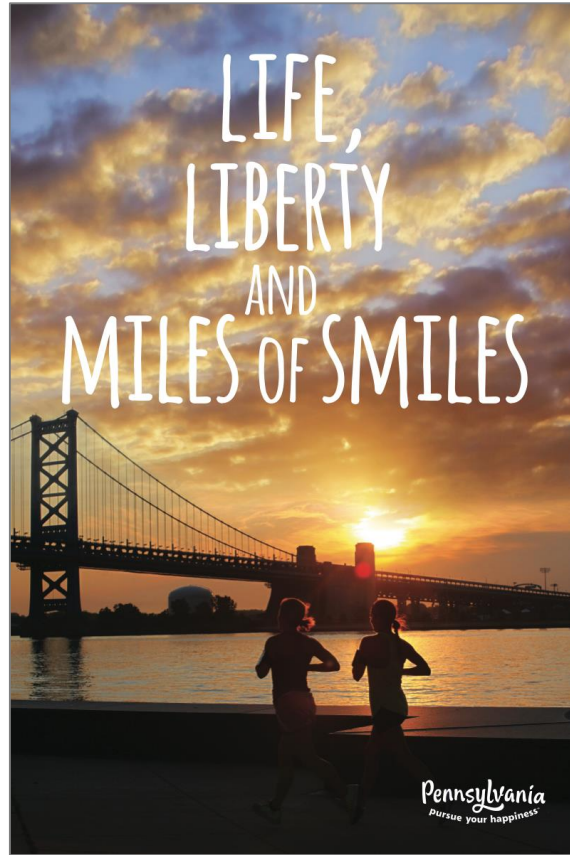
Button



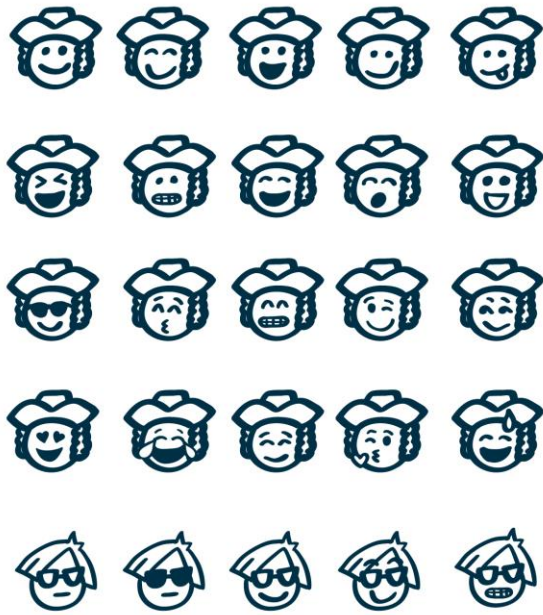
Bumper sticker

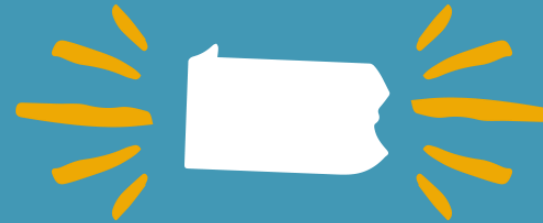






Posters





# International Tourism Marketing

# International Tourism Marketing

Leveraging industry relationships to increase overseas visitation:

- Utilized New American Development Fund resources to support:
  - May 2016 – A sales and public relations mission, U.K./Ireland, six destination marketing organizations (DMOs) participated.
  - June 2016 – Attended U.S. Travel’s IPW tradeshow, 6,000 attendees from 73 countries, 500 travel writers. Eight DMOs participated.
  - Cooperative marketing initiatives with Brand USA, the public-private partnership which markets the United States to international visitors.
  - Proud sponsor of International Marketing 101!



NORTHEAST | PENNSYLVANIA

**PENNSYLVANIA**  
**APPEALING**  
 history & nature

A place of urban adventures and natural beauty, Pennsylvania is full of wonderful traditions that come to life in its bustling cities and small towns. History buffs can experience Revolutionary War heritage at Valley Forge and the Brandywine Valley or explore Gettysburg, a major battle site of the U.S. Civil War. In this year-round playground, discover the state's rugged, wild beauty, with rolling hills, forested mountains, rushing rivers and vast state parks.



Above: Philadelphia skyline



Above: Independence Hall

**PHILADELPHIA**  
 Discover Philadelphia, the birthplace of America and a modern city where history meets innovation and culture. Located between New York City and Washington, D.C., it's the second largest city on the East Coast. See the Liberty Bell and Independence Hall in Independence National Historical Park, along Museum City, visit The Barnes Foundation and Philadelphia Museum of Art. Enjoy the city's wonderfully diverse dining scene, with more than 2,500 restaurants, breweries and food trucks. Enjoy tax-free shopping in high-end boutiques along Rittenhouse Row and in vintage shops in Old City. [discoverPA.com/interiorland](http://discoverPA.com/interiorland)

INTERIORLAND



**HERSHEY-HARRISBURG**  
 Explore the wonders of chocolate and make your own Hershey's candy bar at Hershey's "Chocolate Valley" attraction. Tour the Susquehanna River on an authentic goldendoodle river boat. Try your luck on the slot machines or follow your favourite horse at Hollywood Casino. The arena on easy drive from New York City and Washington, D.C. [www.hersheyland.org](http://www.hersheyland.org)



**GETTYSBURG**  
 Discover the city where thousands battled in 1863 during the U.S. Civil War and where President Abraham Lincoln delivered his famous Gettysburg Address. Tour the National History Park by car, bus, Segway, horse-drawn carriage, or take a guided tour on foot back to learn about the major Civil War battle. [www.nationalgettyburg.com](http://www.nationalgettyburg.com)

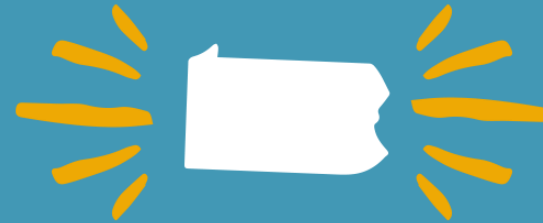


**THE COUNTRYSIDE OF PHILADELPHIA**  
 Explore "America's Garden Capital" with more than 20 stunning horticultural displays within 40 acres of Philadelphia's Clifftop Longwood Gardens, a 1,077-acre masterpiece of formal gardens, woodlands and meadows. Stay at a romantic inn, shop at boutiques and galleries or spend the day at the renowned King of Prussia Mall. [www.longwoodgardens.com](http://www.longwoodgardens.com)



**THE POCONO MOUNTAINS**  
 The Pocono Mountains are home to rolling mountain terrain, breathtakingly beautiful waterfalls, thriving woodlands and winding rivers, as well as nine state parks and two national parks. Find yourself in nature or unwind at a spa, where you can take advantage of one-on-one fitness training and enjoy a deliciously healthy menu. [www.visitpoconos.com](http://www.visitpoconos.com)





# Public Relations

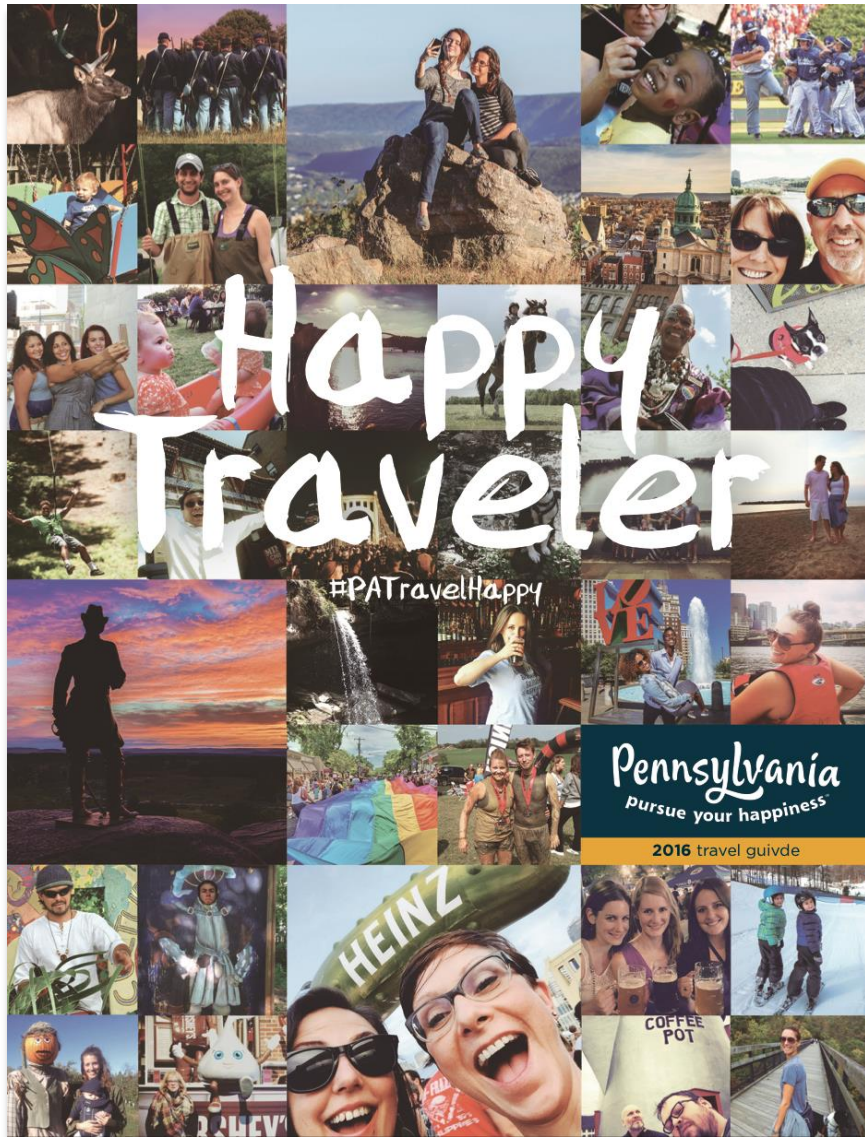
# Public Relations results 15/16

231 placement, 1.8 billion impressions including:

- WASHINGTONPOST.COM, “The smartest route to Pittsburgh: The one with no shortcuts.” July 16, 2015
- NATIONALGEOGRAPHIC.COM, “Pleasure Pedaling on the East Coast.” September 7, 2015 (Great Allegheny Passage)
- HUFFINGTONPOST.COM, “10 Most Beautiful US Towns to Visit in the Fall.” September 28, 2015 (Bethlehem)
- TRAVELANDLEISURE.COM, “10 Affordable Family Getaways for Summer and Fall.” May 18, 2016
- PARENTS.COM, “8 All-American Drives With Google Maps.” June 2016
- USATODAY.COM, “Treat yourself to Pennsylvania’s snack foods.” September 1, 2015
- RECREATIONNEWS.COM, “Art by the lake: Erie, Pa., is awash in possibilities.” May 5, 2016
- BETTERHOMESANDGARDENS.COM, “Places Every History Buff Needs to See in Pennsylvania,” March 2016



Happy Traveler &  
Happy Thoughts



# THE Happy Traveler

THE HAPPY TRAVELER FOLLOWS THE RIVER.

THE HAPPY TRAVELER IS CALLED BY HISTORY AND CHASES A GOOD STORY.

THE HAPPY TRAVELER LOVES AMUSEMENT PARKS BY DAY AND TASTING MENUS BY NIGHT.

THE HAPPY TRAVELER FINDS THE ODDBALL MUSEUMS.

THE HAPPY TRAVELER COUNTS COWS.

THE HAPPY TRAVELER KNOWS WHO TO ASK WHERE TO EAT.

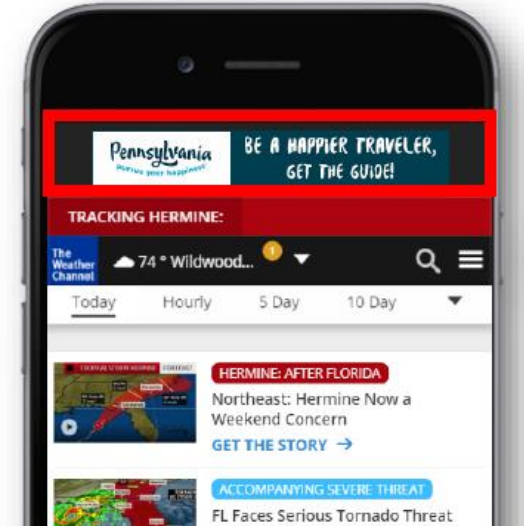
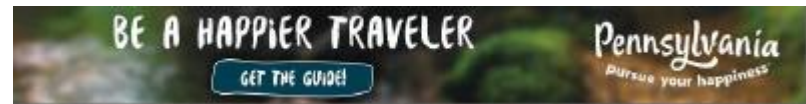
THE HAPPY TRAVELER LETS SERENDIPITY RIDE SHOTGUN.

THE HAPPY TRAVELER ALWAYS HAS THE BEST STORIES TO TELL.

UNCOVER MORE STORIES ABOUT THE HAPPY TRAVELER.

# New distribution channels:

- New York Times, Washington Post, Columbus Dispatch
- Targeted email campaign with Roadtrippers.com
- Digital display advertising
- Social Media advertising
  - Facebook





## e-Newsletters

The Tourism Consumer monthly e-Newsletter was taken in house in tandem with the website on July 5, 2016:

- Current list size- 154,206
  - Facebook advertising – 402 new emails
- Undergone new creative changes with new design and name
- Miles Media continues to sell advertising



## Haunted Attractions

From spirit-filled battlefields to ghost-ridden hotels and spooky tours that are sure to give you chills, PA is full of many haunted attractions.

[READ MORE](#)



## Happiness on the Horizon: Places to Honor Veterans

Discover some of Pennsylvania's history-filled locations that are dedicated to our men and women who have served in the armed forces.

[READ MORE](#)

## HAPPY TRAVELER TIPS



Paulus  
ORCHARDS

# Happy Traveler

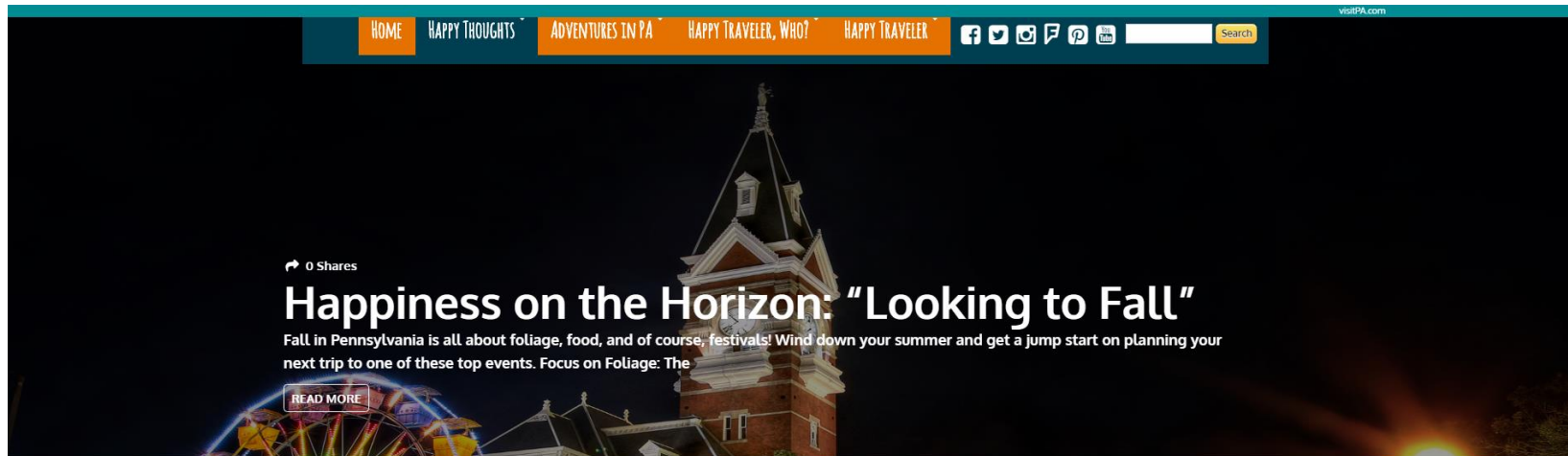
☀️tips☀️





# “Happy Thoughts”

This Fall/Winter, the Tourism Office will be launching a new “Happy Thoughts” microsite that will be a content generator for social media channels.



## LATEST POST



### Green Experiences In Pennsylvania

Pennsylvania's commitment to the preservation of its prized natural resources is exhibited by its many environmentally-

[READ MORE](#)



### Happiness Now: “Ice Cream Shops”

What's in a name? Sweetness, flavor and refreshment! Travelers to Pennsylvania and residents alike are familiar with

[READ MORE](#)



### Fall Foliage

Discover Pennsylvania's Fall Foliage by Water, Air, Car or Foot. Crisp crimsons, burnt oranges, and vibrant yellows

[READ MORE](#)



visitPA ✓

@visitPA

Home

About

Photos

Likes

Videos

Twitter

Pinterest

Roadtrip-A-Matic

Extended Info 2.0

Contest

Poll

Posts

Like Message Save More

1 share



Write a comment..



visitPA

September 9 at 3:00pm · 🌐

September is National Mushroom Month! Did you know PA is the nation's #1 producer of mushrooms? Watch Chef Barry from the Pennsylvania Governor's Residence put them to good use in this mushroom ragout, thanks to Buona Foods, Inc, D & S Produce, Fasta & Ravioli Co. and PA Preferred!



1K Views

Like Comment Share





[visitPA.com](http://visitPA.com)

# visitPA.com

The agency website was brought in-house on July 5, 2016.

Spring/Summer Metrics				
	Sessions	Users	Pageviews	Unique Visitors
Apr-16	314,875	271,438	595,732	86%
May-16	383,550	327,935	736,276	85%
Jun-16	474,782	402,619	899,298	85%
Jul-16	705,249	562,449	1,242,205	80%
Aug-16	713,157	553,688	1,200,889	78%
Sept-16	613,186	494,651	1,026,564	81%

# visitPA.com

## Updated Look & Feel

Coming soon! visitPA.com will undergo a new look and feel.

A reskinned design will give the website a more visual appeal to consumers.





# Summer Marketing and Promotion



## Media Plan Overview

- June – September 2016
  - 100% targeted digital media
    - ✓ SEM
    - ✓ Online video
    - ✓ Display
    - ✓ Social media
  - 20% in Pennsylvania
  - 80% out-of-state
    - ✓ New York City metro
    - ✓ Southern New Jersey (Philadelphia metro)
    - ✓ Washington, D.C.
    - ✓ Baltimore
    - ✓ Cleveland
    - ✓ Columbus
  - Investment - \$1,000,000
- Pennsylvania**  
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IMDb - Movies, TV and Cele... | www.imdb.com

Find Movies, TV shows, Celebrities and more... All

Logout | Help

Movies TV News Trailers Community IMDbPro Apps Your Watchlist

BATTLEFIELD, BALLPARK, BREWPUB, REPEAT.  
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**Life of Pi** [HD First Trailer](#)

**Bachelorette** [HD First Trailer](#)

**The Hannibal Lecter Collection** [Deal of the Week](#)

See featured HD Trailers »

**In Theaters Near You**  
 Items in your Watchlist appear first.

Sherlock Holmes: A Ga...  
[Watchlist](#)

See all 59 movies near you »

**Free IMDb App Update Now Available!**

- more ways to share
- more to learn about your favorite titles
- easier to discover new movies & TV shows

[Free download »](#)

**Summer Movie Guide**

The summer isn't over just yet -- find out what's coming up in August with our [Summer Movie Guide](#), where we'll give

970x250 Digital Banners



LIFE, LIBERTY AND THE  
PURSUIT OF GOOSEBUMPS.

Pennsylvania  
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PURSUE AWAY!



PURSUE YOUR RIGHT TO  
ROCK AND ROW.

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HAPPINESS STARTS HERE!



BATTLEFIELD, BALLPARK,  
BREW PUB, REPEAT.

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PURSUE AWAY!



PURSUE AN  
ELEVATED ART RATE.

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970x250 Digital Banners



Pandora Radio and 300x250 Banner

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YAHOO! NEW ZEALAND

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Telecom Sign in Mail

**The 10 most beautiful Unesco sites**  
 Take a visual journey through 10 of the world's most dazzling UNESCO heritage listed sites.  
 Natural and man-made beauties » 1-5 of 10

The Australian mountains Pregnant acrobat NZ retail sales rise 1.2% in Q2 Test for Price's hubby Top 10 heritage sites

All Stories News Sport Finance Entertainment More

**Brazil party plans to launch Marina Silva presidential bid**  
 By Jeferson Ribeiro BRASILIA (Reuters) - The Brazilian Socialist Party plans to launch environmentalist Marina Silva as its presidential candidate next week, replacing party leader Edua...  
 Reuters

**Robin Williams feared consequences of illness**  
 Robin Williams reportedly sunk into depression because he feared his battle with Parkinson's Disease would stop him from being able to cycle.  
 Bang Showbiz

**Storm score 48-6 NRL win over Sharks**  
 Melbourne have rebounded from a shock loss to Newcastle with a nine-try 48-6 win over Cronulla in their NRL clash at AAMI Park.  
 NewsWire

**Dragons smash 14-year Raiders hoodoo**  
 St George Illawarra have beaten Canberra 34-16 at Canberra Stadium, ending a 14-season drought in the nation's capital.  
 NewsWire

**LIFE, LIBERTY AND THE PURSUIT OF GOOSEBUMPS.**  
 Pennsylvania  
 pursue your happiness

**PURSUE AWAY!**  
 with Pennsylvania taxpayer dollars.

Today's Headlines

**news** Man charged with Connor Morris murder  
**news** One dead in Palmerston North smash  
**golf** Ko closes in on LPGA Championship lead  
**election** Polls show National still in front  
**finance** World week ahead: Economic reality check  
**cricket** Williamson falls just short of double ton

300x600 Digital Banners

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AND THE PURSUIT  
OF GOOSEBUMPS.

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PURSUE YOUR RIGHT TO  
ROCK AND ROW.

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BATTLEFIELD,  
BALLPARK,  
BREW PUB,  
REPEAT.

Pennsylvania  
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**PURSUE AWAY!**

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PURSUE AN  
ELEVATED ART RATE.

Pennsylvania  
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**HAPPINESS STARTS HERE!**

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300x600 Digital Banners

achtung! 12:30 30%



visitPA  
Sponsored

Our declaration to all history, culture and outdoor lovers: pursue your happiness in Pennsylvania.



**Battlefield, brewpub, ballpark, repeat.**  
History in the making.



**Pursue an elevated art rate.**  
Art, theater and music.



**Pursue your right to rock and row.**  
Amazing outdoor adventures.



**Pursue Your Happiness**  
VisitPA.com

241 Likes • 12 Comments • 6 Shares

Like

Comment

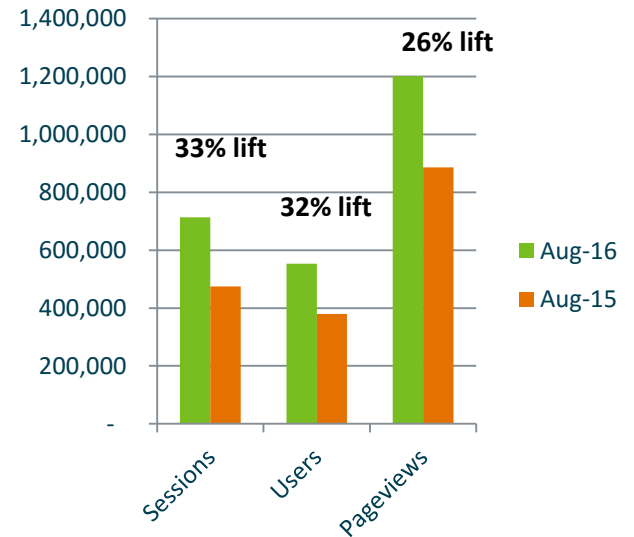
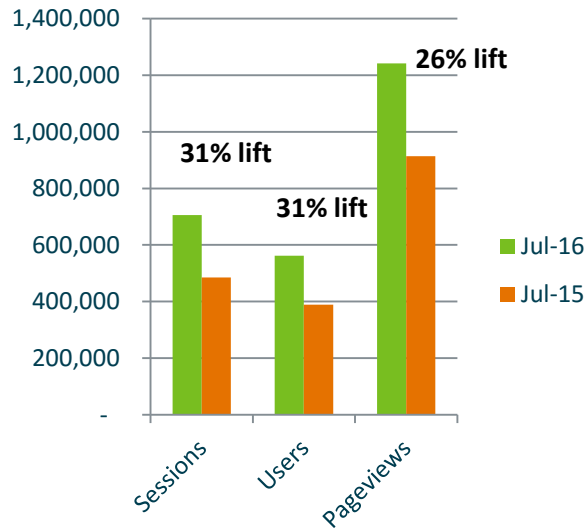
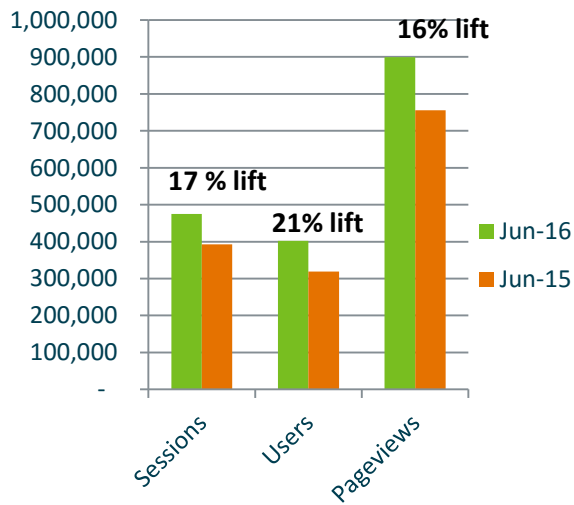
Share

Facebook Carousel Ad

# Digital Advertising Performance

PERFORMANCE TO DATE			
	Impressions	Clicks	CTR %
June-September	75,791,201	719,176	0.95%

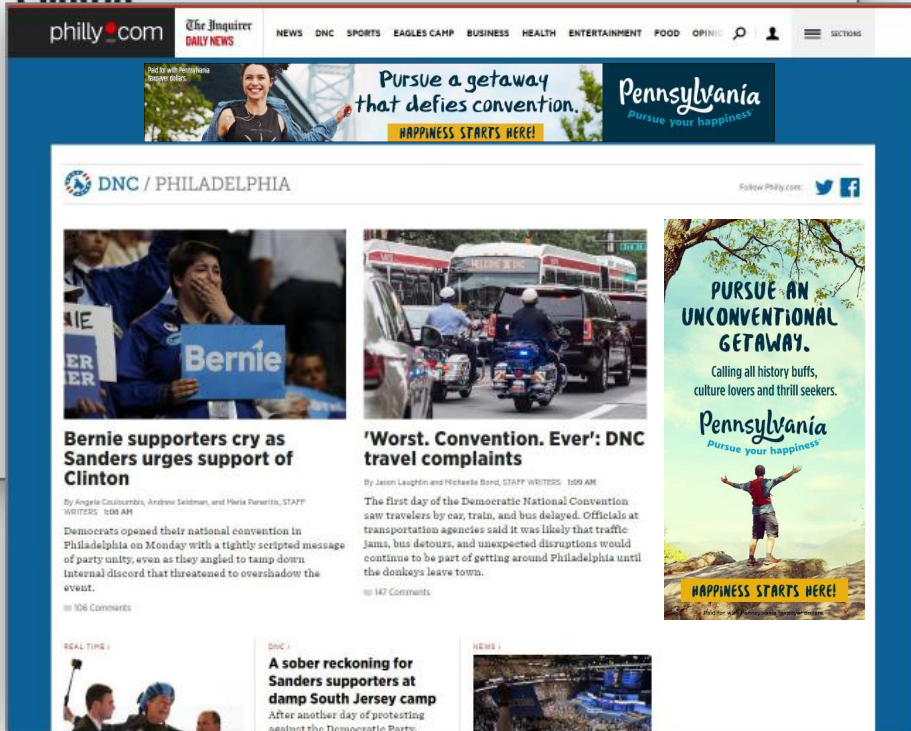
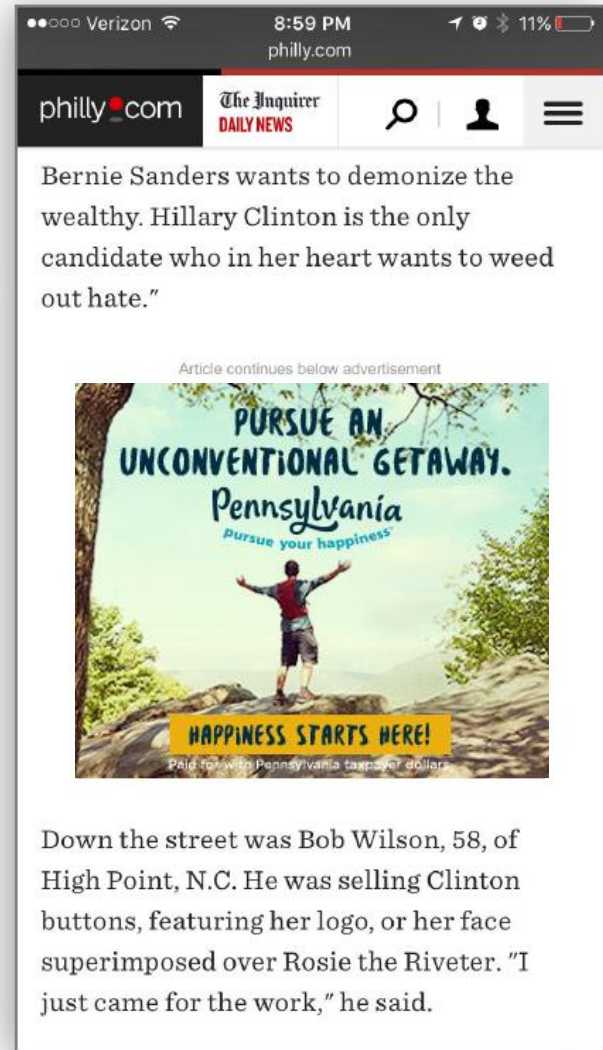
## Website Advertising Performance







#PHLDNC2016  
Promotion



Down the street was Bob Wilson, 58, of High Point, N.C. He was selling Clinton buttons, featuring her logo, or her face superimposed over Rosie the Riveter. "I just came for the work," he said.



philly.com The Inquirer DAILY NEWS NEWS DNC SPORTS EAGLES CAMP BUSINESS HEALTH ENTERTAINMENT FOOD OPINION

LIFE, LIBERTY AND THE PURSUIT OF WOW! HAPPINESS STARTS HERE! Pennsylvania pursue your happiness

## News

NEWS - **500 million years later, sink holes still a problem in King of Prussia**  
By Grace Tobler 5:33 AM

BROAD STREET - **After protest, Philly takes down Mississippi's flag**  
By Chris Palmer and Amy S. Rosenberg 1:09 AM

NEWS - **Strong storms cause flooding, power outages, evacuations**  
about 2 hours ago

NEWS - **After assault, a diminished man's life is further diminished**  
By Julie Shaw about 2 hours ago

DNC - **A sober reckoning for Sanders supporters at damp South Jersey camp**  
By Robert Moran about 1 hour ago

INSIDE NEWS  
Breaking News Video Blogs Philadelphia New Jersey Politics Education Opinion Obituaries Nation/World Weather Lottery

BRAND CONTENT  
The Houdini Museum is perfect for magic and paranormal lovers alike  
Paid for by Lackawanna County

PURSUER AN UNCONVENTIONAL GETAWAY.  
Calling all history buffs, culture lovers and thrill seekers.  
Pennsylvania pursue your happiness  
HAPPINESS STARTS HERE!

Verizon 5:35 AM 100%

philly.com

philly.com The Inquirer DAILY NEWS

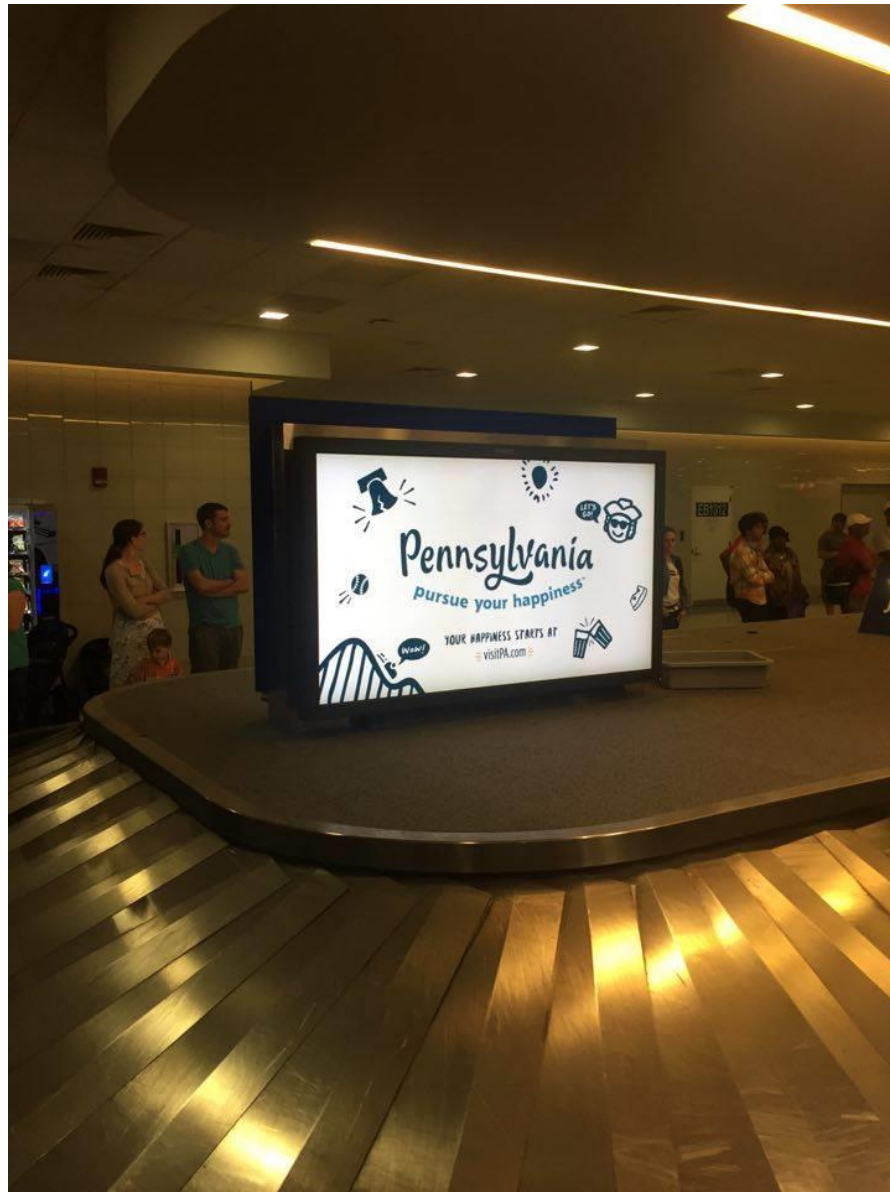
NORTHEAST

PURSUER AN UNCONVENTIONAL GETAWAY.  
Pennsylvania pursue your happiness  
HAPPINESS STARTS HERE!

Paid for with Pennsylvania Taxpayer Dollars

By Jason Laughlin and Michaelle Bond, STAFF WRITERS

Guess where Elizabeth Warren went for a cheesesteak



# Philadelphia Welcome Desk For Media







What's Next?

# Fall/Winter

This Fall/Winter, we will create new content, launch a new social media partnership, secure face time with travel writers, and bring back a successful promotion.

- New promotional videos highlighting Fall and Winter
- Six “tips and trips” videos
- More Happy Harvest videos
- Roadtrippers.com – 11 new road trips
- Deskside visits with New York City travel writers and influencers
- Sweepstakes – Cabin Fever promotion
- Launch Happy Thoughts microsite
- Refresh visitPA.com
- ???





# Partnerships

We see opportunities for many strategic partnerships.



**pennsylvania**  
DEPARTMENT OF AGRICULTURE



**pennsylvania**  
DEPARTMENT OF TRANSPORTATION



**pennsylvania**  
DEPARTMENT OF CONSERVATION  
AND NATURAL RESOURCES



**pennsylvania**  
LIQUOR CONTROL BOARD



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Historical & Museum  
Commission



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Happy Travels!

