



WHY PARTNER WITH US?

In the world of destination marketing, more collaboration means more visitation. That's why Discover Lehigh Valley® has been teaming up with regional partners for years.

This outlines what we can do together to promote your business and Lehigh Valley to travelers. We want to share your stories through our communications, advertising, websites, and social media.

Once you renew your dues, use this piece as your partnership checklist, and get in touch with the people

listed for each tactic to find out how they can promote your attraction, event, exhibition, restaurant or hotel.

These opportunities are included in your partnership with us for no additional charge. [How often do you hear that?] It's a win-win strategy—and it's proven to be a successful model over our three decades of destination marketing.

Partnerships are what we do.





Tourism Supports Jobs

As of 2016, tourism is responsible for 24,750 jobs with earnings approaching \$1.2 million, up 3.8% from 2015.

Tourism Visits

The region hosts more than 4.7 million people overnight and receives 10.4 million day trippers annually. [2015]



Heads in Beds On average, a minimum of 4,368 rooms are occupied each night



Visitor Spending

Travel and tourism generated nearly \$2.2 billion in revenue in 2016, a 4.3% increase from 2015.



Hotel Room Nights Sold

As of 2017, 1.5 million hotel room nights sold, up 44% when compared to 1 million in 2009.

Tax Revenue

In 2016, \$481.1 million in tax revenue was generated (federal, local and state), up 8.8% over 2015.



Marketing

MEDIA BUY & CREATIVE

Discover Lehigh Valley® is constantly tweaking and enhancing our media plans and creative to be sure we are spending dollars efficiently and for the right audience. Ask us what we are doing so you may be able to better leverage your spend.

MARKETING

Our formula for marketing success includes a combination of paid, owned, and earned media.

Earned Media: Partner Networks: media stories, influencer outreach, word-of-mouth.

Paid Media: Advertising: paid search engine marketing, print and digital ads, paid ads and promotions on social media, television.

Owned Media: Digital Properties: websites, blog, social media.

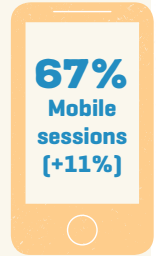


Growing Mobile Traffic

While the digital shift for acquisition of sessions by mobile device has been strong the last few years, DiscoverLehighValley.com has been seeing an average of 67% of its traffic arriving via mobile. This represents an 11% increase over the previous year. This trend should continue to grow and the gap between mobile and desktop users should widen.

From July 1, 2017 through April 30, 2018

- **MOBILE SESSIONS, 67% [+11%]**
- **DESKTOP SESSIONS, 25% [-9.7%]**
- **TABLET SESSIONS, 8% [-1.4%]**



MARKETING STRATEGIES & OPPORTUNITIES



CONTACT:

Alicia Quinn

alicia@DiscoverLehighValley.com

Communications

MEDIA RELATIONS

Our media relations team interacts daily with the press on the phone, via email and social media, and in person. We promote all aspects of the Lehigh Valley experience, and in doing so, generate hundreds of earned media stories each year in news, travel, lifestyle, and niche outlets (Meetings, Group Tour, Sports) in the U.S. and Canada. Keep us updated on your news, so we can include it in our pitches and press materials as appropriate.

PRESS MATERIALS

We write press releases about Lehigh Valley attractions and events and circulate them to media. Send your seasonal and event-related press releases and newsletters one month out for short-lead coverage and six months out for long-lead coverage. And, tell us about your fun, quirky or under-the-radar stories any time of the year.

PHOTOGRAPHY, VIDEO, & B-ROLL

We are always adding to our vast library of images and video footage—much of which is available to media, non-profits, and for-profit hospitality partners for editorial use. Let us know if you'd like us to consider adding your high-quality photos or b-roll to our expansive library, or if you'd like us to consider doing a shoot at your attraction or event.

VISITING JOURNALIST PROGRAM

As part of our media relations efforts, Discover Lehigh Valley® hosts Mid-Atlantic journalists—individually and in groups—to give them first-hand experiences based on key story themes. We can showcase your attraction or event to a visiting journalist, when appropriate, based on the trip's theme.



366 editorial stories earned
in 2016-17.



FOR MORE INFO, CONTACT:

Kaitie Burger

kaitie@DiscoverLehighValley.com

Social Media



@LehighValleyPA

Discover Lehigh Valley

FACEBOOK

We engage fans by sharing upcoming events, posting fun facts, and offering tips to [Facebook.com/LehighValleyPA](https://www.facebook.com/LehighValleyPA).

TWITTER

We keep our followers in the know about things to do, brag-worthy facts, hotel and restaurant deals, giveaways, and promotions throughout the day. [Twitter.com/LehighValleyPA](https://twitter.com/LehighValleyPA)

LINKEDIN

Followers keep up with tourism facts, industry trends, and must-read articles about Lehigh Valley in the press.

INSTAGRAM

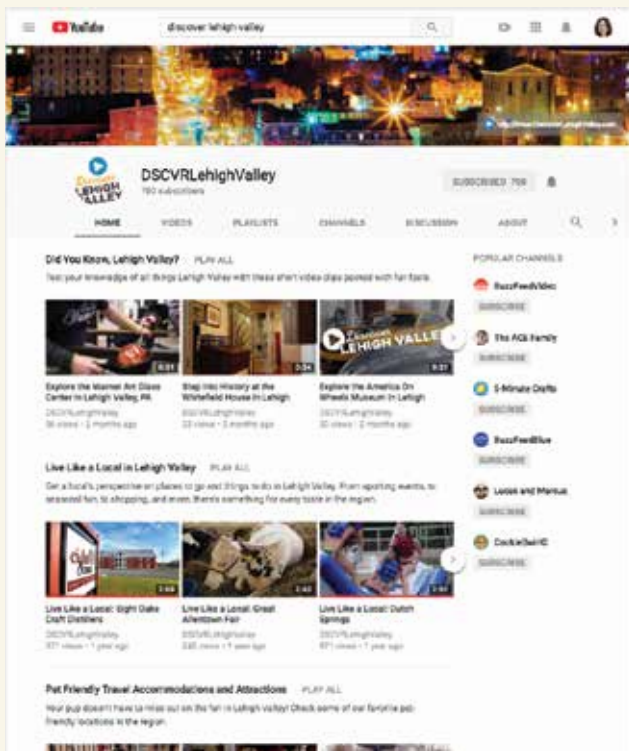
We show off the region using #LiftYourSpiritsDLV in all our posts and encourage partners to do the same. [Instagram.com/LehighValleyPA](https://www.instagram.com/LehighValleyPA) posts day-in-Lehigh-Valley life photos, along with local photographer submissions.

PINTEREST

[Pinterest.com/lehighvalley](https://www.pinterest.com/lehighvalley) highlights content along specific themes, such as Festivals, Food, and Family Fun.

WEB VIDEOS & YOUTUBE

Discover Lehigh Valley® creates, hosts, and shares plenty of videos—regional chefs, cool fashions, craft beers, and more—on [youtube.com/DSCVRLehighValley](https://www.youtube.com/DSCVRLehighValley) and other video-sharing sites. Feel free to request that we “favorite” your content from our YouTube channel, and share opportunities for us to broadcast live from Facebook.



SOCIAL MEDIA HIGHLIGHTS

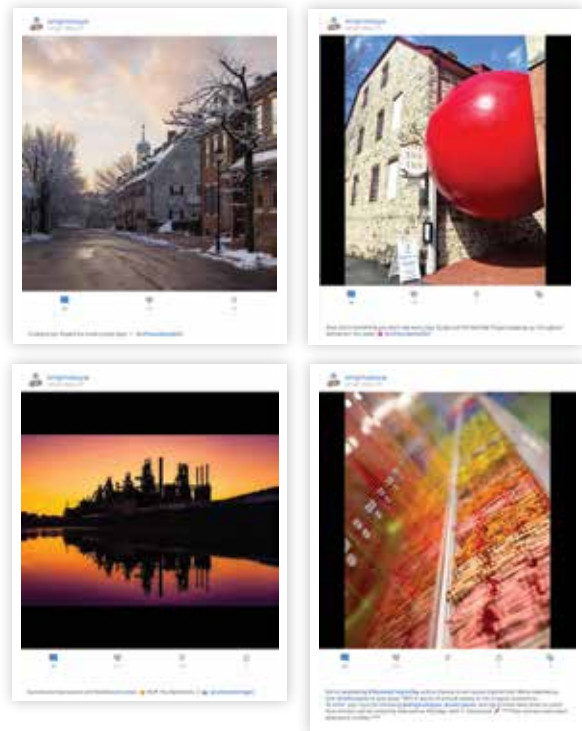
We’re making fans and friends from all around and are recognized in the state as one of the top engaged destinations in Pa.! More than 95,000 visits to [DiscoverLehighValley.com](https://www.discoverlehighvalley.com) and [LehighValleyInSite.com](https://www.lehighvalleyinsite.com) came from social media in fiscal year 2016 - 17.

Over 180,000+ fans

across Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn, Google+



#LIFTYOURSPIRITSDLV



SOCIAL MEDIA OPPORTUNITIES

For more information on any of these opportunities listed,

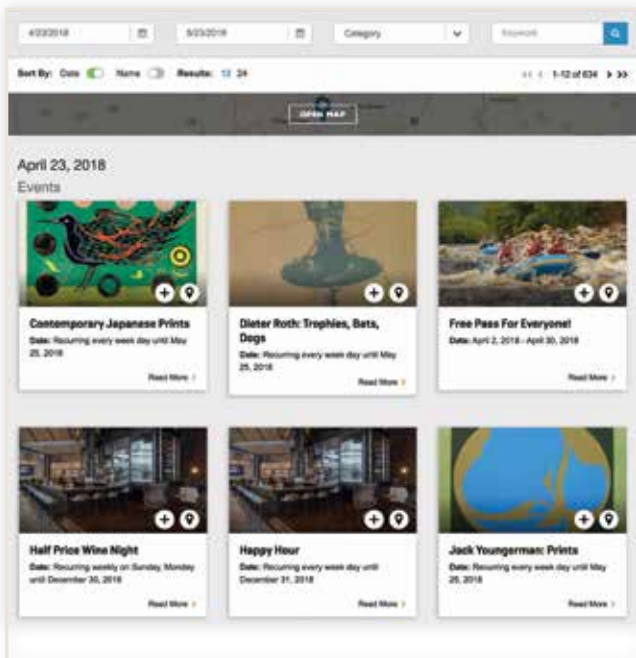


CONTACT:

Kaitie Burger

kaitie@DiscoverLehighValley.com

Events



DIGITAL CALENDAR OF EVENTS

Discover Lehigh Valley® provides a comprehensive online events calendar. You can submit an event via UploadYourEvent.com. We frequently feature partner events on social media and on DiscoverLehighValley.com's homepage, so be sure yours is listed. Plus, the earlier you post your event, the more exposure you'll have!

CONTACT: Kaitie Burger, kaitie@DiscoverLehighValley.com

TO GET MORE EYES ON YOUR EVENT, CONSIDER THE FOLLOWING:

1. Feature an eye-catching photo that is free of any text or logos.
2. Be sure that you're including all relevant details including time, location, ticket, pricing, and a detailed description of the event.

CALENDAR OF EVENTS

DiscoverLehighValley.com/events consistently ranks in the top 5 most-visited pages of our website.

Sales

PARTNERSHIP

Partnerships are what we do. In addition to these free benefits, Discover Lehigh Valley® has a wide range of advertising opportunities for you to further extend your business. Let us help you decide what makes the most sense for you at the time.



PARTNERSHIP CONTACT: Dan Ginter
dan@DiscoverLehighValley.com

MEETINGS

We work very close with the business travel community in making sure we know what's new about the region's properties that have meeting and event space. This allows us to continue to target meeting and event planners to come to Lehigh Valley.



MEETINGS CONTACT: Suzanne Stianche
suzanne@DiscoverLehighValley.com

SPORTS

The sports market in Lehigh Valley continues to be one of the fastest-growing segments of economic impact for the region. Discover Lehigh Valley® Sports works hard to actively promote Lehigh Valley to event organizers as the perfect place to hold a sporting event or tournament.



SPORTS CONTACT: Michael Kusmuk
kuzy@DiscoverLehighValley.com

GROUP TRAVEL

We continue to work diligently with those partners who are group tour-friendly, and the harder we work, the luckier we seem to be in attracting tours to Lehigh Valley.



GROUP TRAVEL CONTACT: Jamie Zackey
jamie@DiscoverLehighValley.com

Partner Resources

ACCOUNT[s] / LISTING[s]

Your listing[s], on DiscoverLehighValley.com may be a visitors first impression of your companies brand, so you'll want to keep it looking sharp and engaging! By using the Extranet regularly, you'll be able to submit events and special offers, respond to sales leads, keep your assets updated, and more. You'll also want to check out your Benefit Summary from time-to-time to see all the ways we are sharing your story to visitors and business travelers alike. DiscoverLehighValley.extranet.simpleviewcrm.com

SPECIAL DISCOUNTS

We coordinate seasonal and event-related hotel packages and promotions to increase hotel occupancy and provide visitors with a fun, memorable and experiential visit. We also promote hotel-specific packages, restaurant specials, attraction deals, etc.

PRIZE DONATION

From time to time, we offer prizes to visitors and social media followers who share their photos using #LiftYourSpiritsDLV. We welcome donations of items [tickets, gift certificates, overnight stays, passes] from our partners for use on an as-needed basis.

BROCHURE DISTRIBUTION

Our four Visitor Centers and more than 70 local businesses accept partner brochures, and we distribute them to visitors for free.



CONTACT: Alan Levin
alan@DiscoverLehighValley.com

INVOICING & PAYMENTS

If you need another copy of your invoice or have questions about payments, we can help you!



CONTACT: Ed Eppler
ed@DiscoverLehighValley.com



RESOURCES AT-A-GLANCE

OUR BRAND GUIDELINES

Our complete brand guidelines and logo files are available for download at DiscoverLehighValley.com/logo.

MEDIA KIT

Need to reference our current advertising specifications and pricing? Visit DiscoverLehighValley.com/MediaKit

EXTRANET

Keep your listing up to date with current events, photos, special offers, and more. DiscoverLehighValley.extranet.simpleviewcrm.com

SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

They're small, medium, and large in scope and completely customizable. The only consistency? All of our partnerships helped build the region's image and drive visitation. Sponsorships also drive our events. Work with us to sponsor one of our events, like our Lunch & Learns, Tourism With A Twist, or Tourism Marketing Day. You'll build valuable relationships with other active Discover Lehigh Valley partners, gain brand recognition with local influencers, and foster collaboration with other local businesses.

CONTACT: Dan Ginter, dan@DiscoverLehighValley.com

