

# TREETOP TRAILS CAMPAIGN Recap

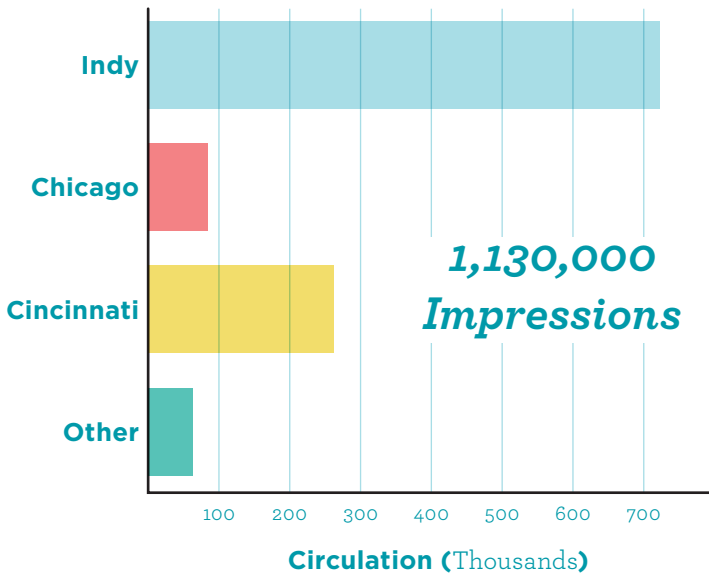


## Treetop Tactics

Through hosting influential writers from key markets and paid social efforts, Hamilton County Tourism's fall campaign aimed to raise awareness and drive traffic to the trio of treetop adventures available in Hamilton County. Combined with special hotel rates, HCT's goal was to attract tourists to our area for a fun family fall break getaway.

## Public Relations Efforts

Total Circulation



## Publications & Blogs Hits

### Local

Indianapolis Star

### Chicago

Chicago Parent  
Chicago Tribune  
Little Lake County  
She Buys Cars  
Traveling Mom

### Cincinnati

Cincinnati Family  
Cincinnati Magazine  
Cincinnati Parent Magazine  
Family Friendly Cincinnati

### Dayton

Dayton Parent Magazine

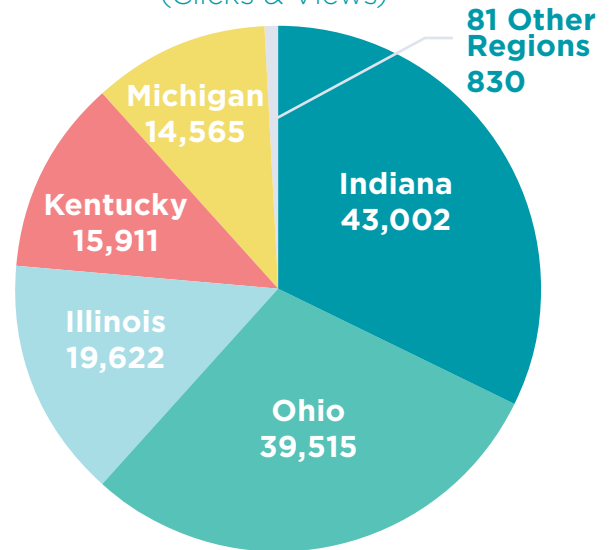
### Providence

InsureMyTrip.com

## Social Media Efforts



Total Results  
(Clicks & Views)



**133,445 Results**

**\$4k** Spent    **13** Ads    **347,482** People Reached

**796,295** Impressions    **3,524** Link Clicks

**128,790**

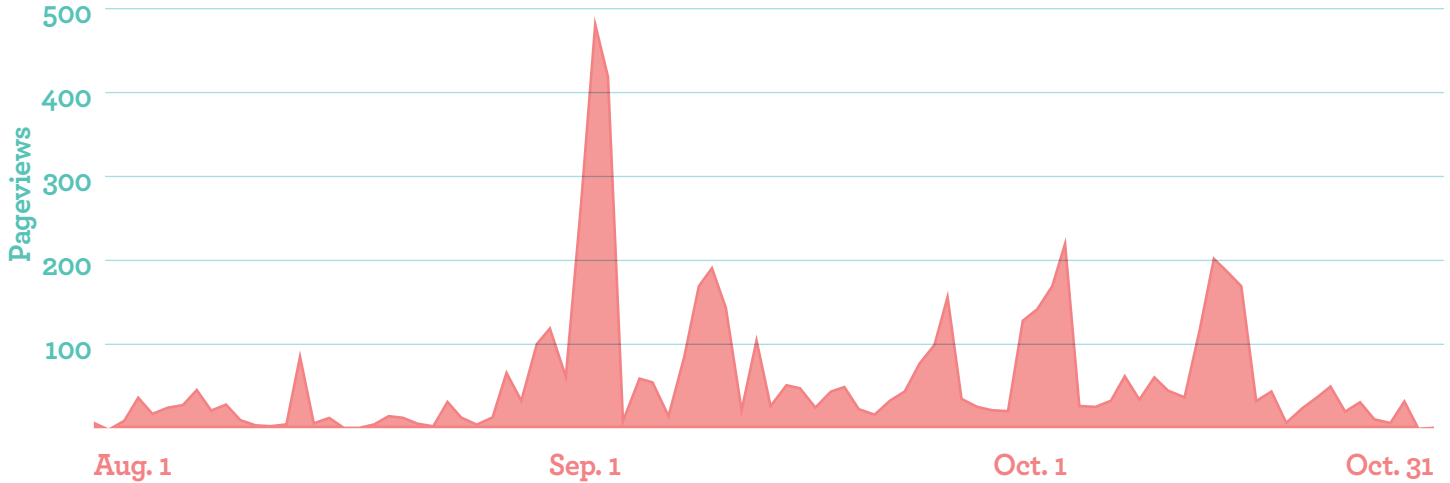
Video Views  
\*Does not include YouTube

**7,109**  
Click-Troughs

# TREETOP TRAILS CAMPAIGN Recap



## Treetop Microsite



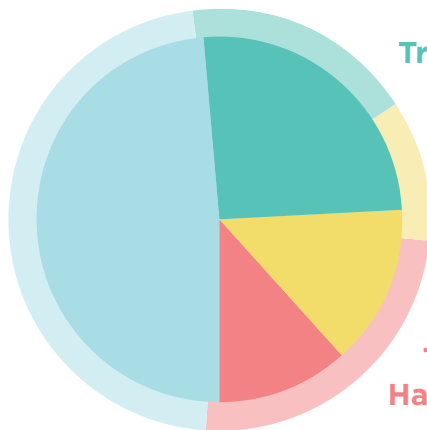
**2,867** Website Sessions on Treetop Microsite

**156** Email Click-Troughs 

## YouTube Efforts

### Video Views

**Treehouses at Flat Fork Creek Park Video**  
209 Views  
79 Minutes



**Koteewi Aerial Treetop Trails Video**  
109 Views  
30 Minutes

**Conner Prairie Treetop Outpost Video**  
61 Views  
18 Minutes

**Tree Adventures in Hamilton County Video**  
49 Views  
41 Minutes

**428** Video Views

**2 hrs 48 min** Total Watch Time

