

H2R Market Research

Reveal Your Customer's Full Experience

Visit Tampa Bay

***2018 Out-of-State Campaign
Marketing & Media Effectiveness Research***

Delivered July 2018

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Project Overview

PURPOSE

The purpose of this study was to measure the incremental impact Tampa Bay's Out-of-State Marketing Campaign had on visitation and spending and to calculate a marketing ROI. The results of this study were compared to previous Out-of-State campaigns (whole campaigns and direct market comparisons), historical averages and H2R's Proprietary Industry Norms for context.

TARGET AUDIENCE

The Tampa Bay Out-of-State Marketing & Media Effectiveness study was conducted among travelers living in select feeder markets: Chicago, Dallas, New York and Philadelphia. The research was conducted in June of 2018 to capture the travel and spending that was generated as a direct result of the Out-of-State Campaign (January-April) and to provide an accurate measurement of the marketing ROI.

SAMPLE

A total of 1,200 respondents were interviewed for this study. This sample size provides for a maximum margin of error of +/-2.8% at a 95% confidence interval overall, and +/-4.6% to +/-6.2% per individual market, depending on sample size. Due to large margins of error by market, the results by market should be used for directional purposes only.

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Executive Summary

“Florida’s Most” Campaign Delivers

- Despite a host of events disrupting the Florida marketspace over the past 12 months (Hurricane Irma, Stoneman Douglas shooting, Tampa Serial Killer, etc.), Visit Tampa Bay’s Out-of-State marketing campaign delivered record results.
- The “Florida’s Most” campaign continued in Chicago, Dallas, New York and Philadelphia this year with New York enjoying a significant* 4 point increase in advertising awareness. Overall ad awareness reached 37%, better than the campaign’s historical average.
- Extrapolated across travel households in these markets, the 2018 Out-of-State Campaign reached 4.4M households, also significantly higher than the historical average (31% or 3.6M households). Even with a smaller budget in these markets (-6%) this year, Visit Tampa Bay efficiently reached its target market. The cost per aware household averaged just \$0.16—more efficient than the historical average (\$0.19) and the H2R Proprietary Industry Norm (H2R Norm) of \$0.29 for destinations with similar marketing budgets.

**Throughout this report, the term significant refers to a statistically significant variance.*



Record Incremental Travel & ROI

- The 2018 Florida's Most campaign generated record incremental conversion and household visitation. The positive incremental conversion of 1.3% was a 0.4 point increase over last year (0.9% total and 1.0% in the same markets). When extrapolated across the pool of aware travel households, incremental visitation reached an Out-of-State campaign record of 59k incremental household visits. Likewise, this is the third year in a row for the Out-of-State campaign posted an increase in incremental visitation to the Tampa area.
- The average visitor party to Tampa Bay spent \$894 during their stay. With 59k incremental household visits, this equates to a total incremental spending in Tampa of \$53M—revenue that would not have occurred without the advertising efforts of Visit Tampa Bay.
- The significant increase in incremental traveler spending coupled with a lower advertising investment yielded an increase in Return on Investment that averaged \$77 in 2018, up from \$67 last year. This year's ROI is the second highest of any Out-of-State Campaign measured since 2014.



Advertising Creates Lift in Intent to Visit

- The Out-of-State marketing campaign is appealing to the target market, generating a likeability score of 63%—well above the historical average for likeability of Tampa ads (55%). Likewise, 69% of travelers felt the ads made Tampa seem more appealing as well, on par with 2017 (70%) and well above the campaign's historical average (62%).
- Travelers in the advertised markets consider the Out-of-State campaign to be relevant (66%) and differentiated (46%), both scores on par with 2017 figures. Travelers also felt the campaign fits the Tampa Bay brand well (86%), a significant increase over the 78% earned last year. Additionally, scores for brand fit, relevance and differentiation of the ads all delivered results well above the historical average.
- Travelers are most likely to take away the message that Tampa is an easy place to visit for a quick getaway (64%) and the ads show travelers interesting new things to do (63%). After viewing the ads, travelers say they are most likely to search for things to do in the area (53%) and visit the Tampa website (45%). More importantly, post ad exposure intent to visit reveals a lift of more than 8 points—comparable to the H2R Norm.



External Impacts on Tourism Perception

The perception travelers have of a destination can impact several factors in their travel planning process—including consideration of a destination and the impact advertising has upon their decision making.

2018 has been a rather tough year for the state of Florida, with many external factors impacting visitor perception around the state. Hurricane Irma made landfall in late 2017, and the news stories of the aftermath circulated well into the 2018 travel planning season. Additionally, negative news from across Florida has made national headlines in recent months, making Florida destinations seem a bit less safe. This is evident in the 2018 research as affordability (40%) and safety (26%) scores both experienced a significant decline compared to 2017 scores (-10%).

Responses to open ended comments indicate that 22% of travelers in these advertised markets had recently heard news stories about the region which they viewed as having negative content. These are uncontrollable factors that destination marketing efforts must work to overcome.

Given the nature of Florida's national headlines over the past 6 to 8 months, it is a very positive thing that Tampa Bay's marketing efforts were able to overcome these challenges and deliver record incremental visitation despite these challenges.

Verbatim Comments: News Stories Heard About Tampa

"That they were hit a little bit by the hurricane and how they are improving."

"I don't remember what specifically it was about—maybe bad weather or a sinkhole."

"School shootings and crime."

"News story about criminal activity."

"I recall plane crash news and news of convicts being captured."

"Area clearing up and beginning to grow naturally back to how was before storm."

Tampa Bay Out-of-State Campaign

Key Performance Indicators (KPI) Summary

Tampa Bay's 2018 Out-of-State Marketing Campaign generated a record breaking amount of incremental visitation to the area which in turn generated the second highest ROI seen to date.

The campaign was very efficient at converting travelers to visitors. Incremental visitation increased by 24% compared to the same markets last year. This generated incremental spending and ROI that was 15% higher than last year.

| Key Performance Indicator | 2018 | Tampa Historical Average |
|----------------------------|---------|--------------------------|
| Aware Households | 4.4M | 3.6M |
| Incremental Visitation | +1.3% | +1.3% |
| Incremental Trips | 59.0k | 43.3k |
| Incremental Revenue | \$52.8M | \$43.0M |
| NET Media Investment* | \$685k | \$585k |
| Cost/Aware Household | \$0.16 | \$0.17 |
| NET Return on Investment | \$77 | \$74 |
| GROSS Media Investment* | \$688k | \$639k |
| Cost/Aware Household | \$0.16 | \$0.19 |
| GROSS Return on Investment | \$77 | \$68 |

*Net Media investment and returns do not include costs associated with distribution, only consumer facing expenditures. Gross investments and returns include all campaign expenditures.

Marketing Efficiency

01

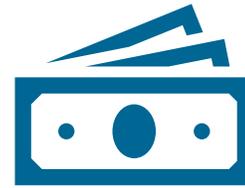
MARKETING EFFICIENCY KPIs



37% of travelers saw or heard a Tampa Bay Out-of-State advertisement



Tampa Bay's Out-of-State Campaign reached a record **4.4M** households

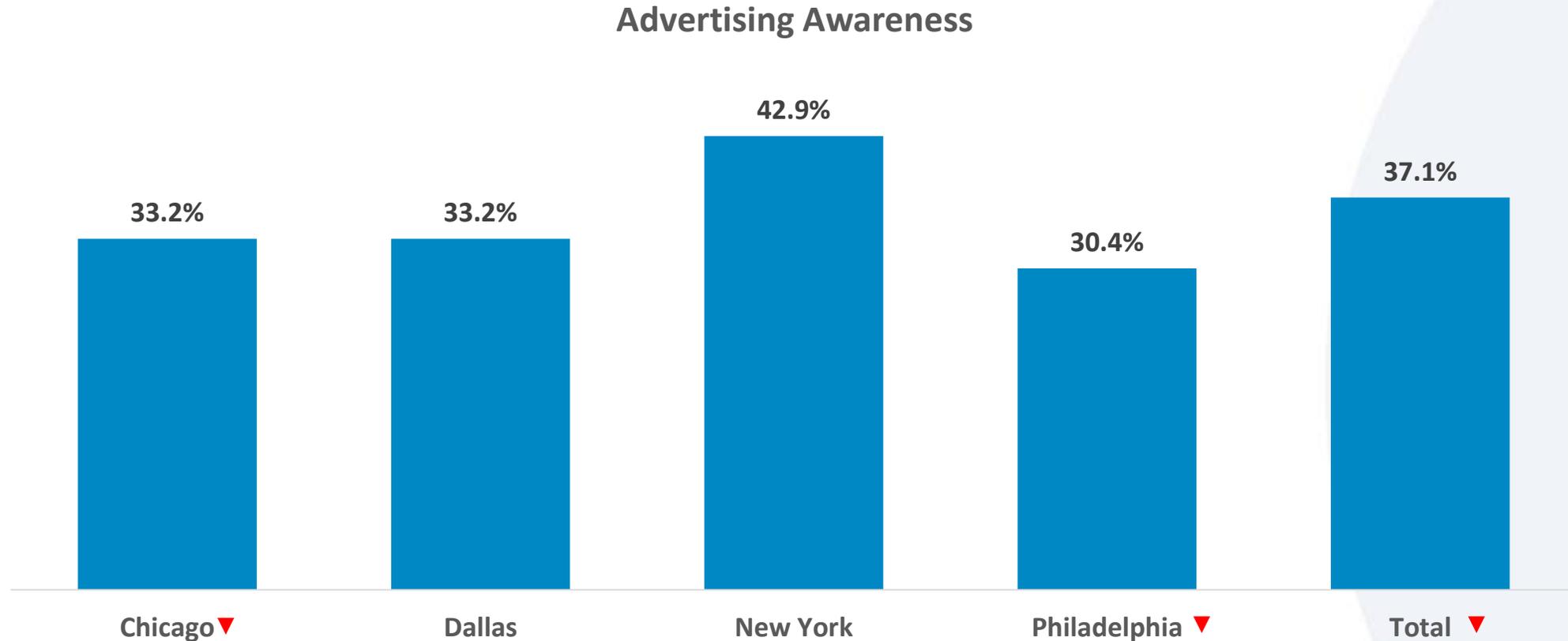


The cost per aware household averaged **\$0.16**



Tampa Bay invested more than **\$687k** in Advertising for the Out-of-State Campaign

Nearly four in ten (37%) travelers in these markets saw/heard the Tampa Bay ads. Awareness in New York increased by 4 points (+11.1%).



Q28-34: Have you seen this advertisement?

▼▲ Denotes statistically significant changes

Market Reach (Aware Traveler Households)

Tampa Bay's 2018 Out-of-State Marketing Campaign generated a market reach of 4.4 million traveler households, much higher than the historical average for Out-of-State Campaigns.

This year Visit Tampa Bay jettisoned measurements in the Toronto Market to focus upon Chicago, Dallas, New York and Philadelphia. Visit Tampa Bay maintained a high level of awareness compared to past Out-of-State campaigns which averaged just 3.6M from 2014-2016.

| Market Reach | 2018 Market Reach | Tampa Historical Average |
|--------------------|-------------------|--------------------------|
| Chicago | 854k | 874k |
| Dallas | 633k | 623k |
| New York | 2,307k | 2,146k |
| Philadelphia | 619k | 840k |
| Total Reach | 4.4M | 3.6M |

Media Expenditures

Visit Tampa Bay invested more than \$687k in the Out-of-State campaign this year.

The campaign investment shifted advertising dollars from markets like Toronto that were not as effective and also moved some dollars from Chicago, Dallas and Philadelphia to fund an increase in New York – which paid handsome dividends this year.

| Media Expenditures | 2018 Spending | Tampa Historical Average |
|----------------------------------|------------------|--------------------------|
| Chicago | \$149,863 | \$148,844 |
| Dallas | \$88,352 | \$116,781 |
| New York | \$305,703 | \$262,320 |
| Philadelphia | \$140,633 | \$144,652 |
| NET Media Spending | \$684,551 | \$584,869 |
| Costs Associated w/ Distribution | \$3,074 | \$53,836 |
| GROSS Media Spending | \$687,625 | \$638,705 |

Media Efficiency

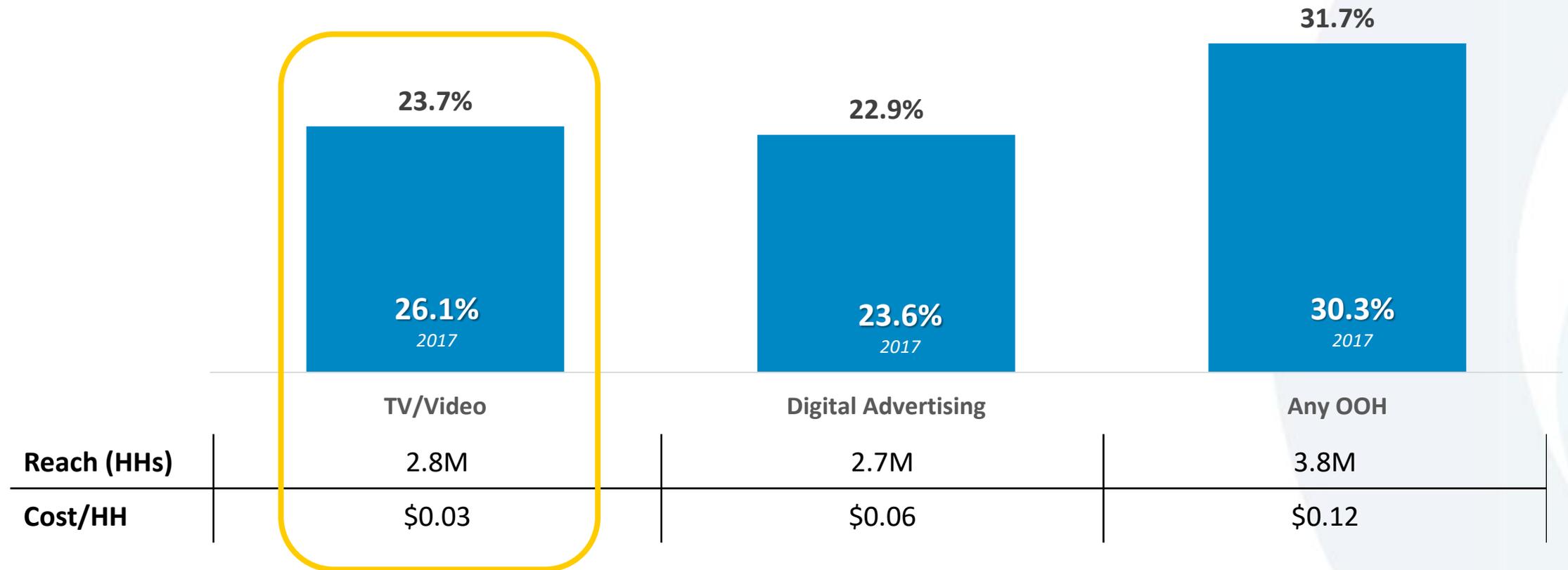
Visit Tampa Bay continues to run extremely efficient campaigns with a gross cost per aware household of just \$0.16.

And, despite the increased investment, New York garnered the lowest cost per aware household at just \$0.13. Likewise, the cost per aware household in Dallas continues to remain well below the historical average. More importantly, overall cost per aware household remains well below the H2R Industry Norm of \$0.29 for destinations with similar marketing budgets.

| Media Expenditures | 2018 Cost/ Aware HH | Tampa Historical Average |
|----------------------------|------------------------|--------------------------------|
| Chicago | \$0.18 | \$0.18 |
| Dallas | \$0.14 | \$0.22 |
| New York | \$0.13 | \$0.12 |
| Philadelphia | \$0.23 | \$0.18 |
| NET Cost/Aware HH | \$0.16 | \$0.17 |
| GROSS Cost/Aware HH | \$0.16 | \$0.19 |

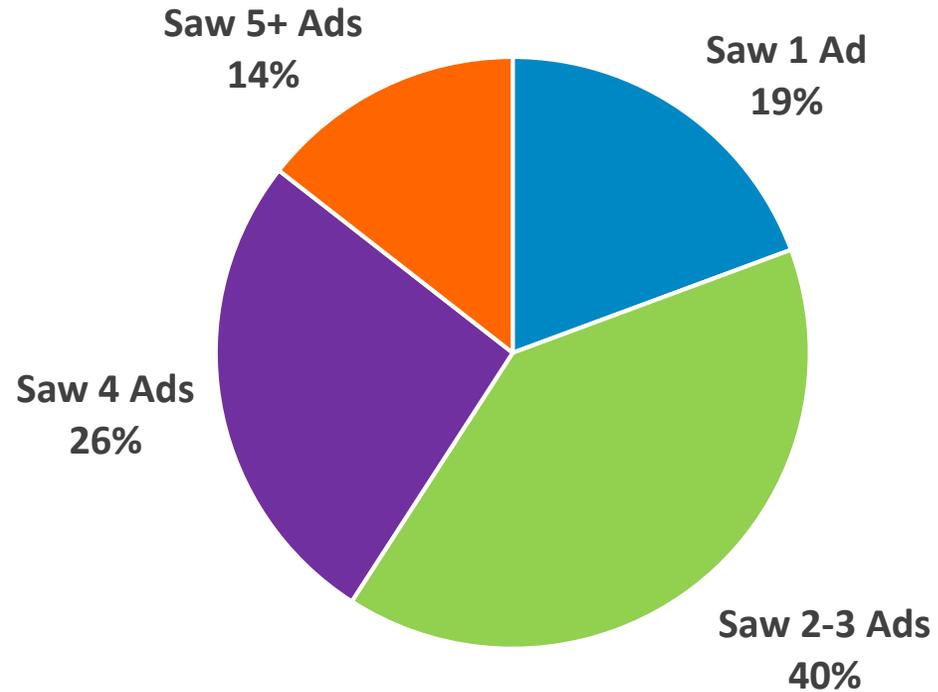
Awareness across advertising media was fairly consistent with OOH advertising generating the highest levels of awareness. However, TV/Video advertising was the single most efficient medium evaluated.

Advertising Awareness by Medium

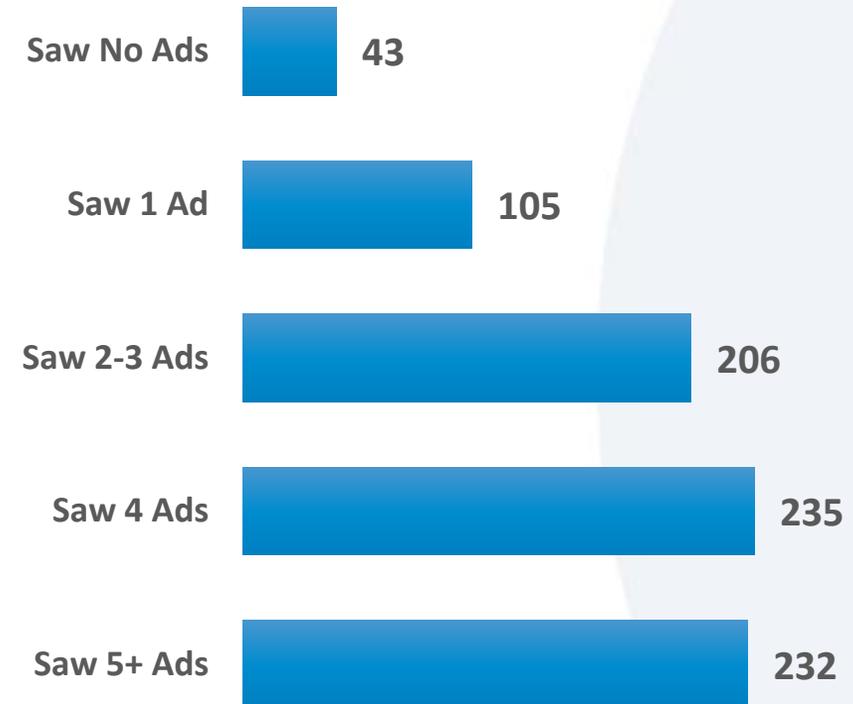


The more ads/channels travelers were exposed to, the more likely they were to have visited Tampa Bay.

Campaign Exposures



Level of Visitation Indexed to Average



Incremental Impact

02

MARKETING RETURN KPIs



Tampa Bay's Out-of-State Marketing Campaign resulted in a record **59.0k** incremental trips



A record setting **\$52.8 million** was generated in incremental travel spending



Incremental room nights totaled **110k**



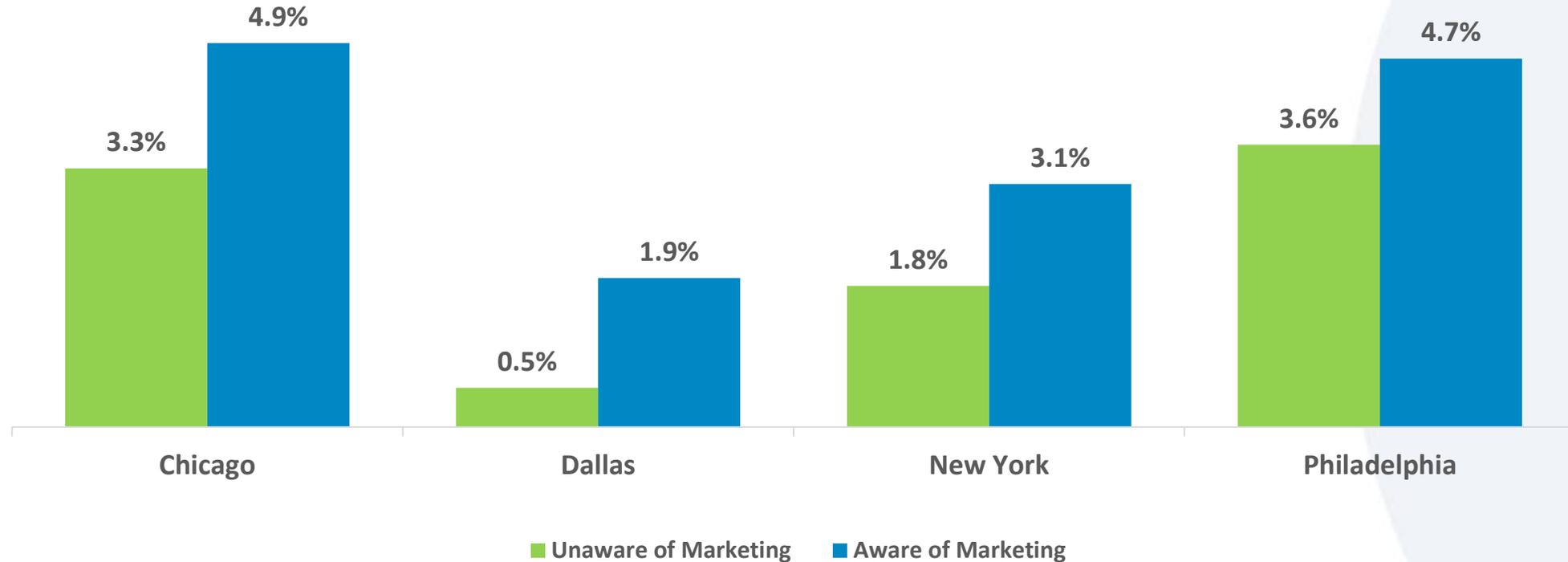
Tampa Bay invested nearly **\$688k** in gross marketing expenditures



ROI was \$77

Every advertised market generated incremental visitation in the Out-of-Market Campaign with Chicago (+1.6%) once again delivering largest incremental gain.

Visitation – Aware vs. Unaware Households



Incremental Visitation

Tampa Bay's 2018 Out-of-State campaign delivered a larger amount of incremental visitation to the Tampa area than in 2017 and an incremental commensurate with its historic average.

In their initial year, New York and Philadelphia generated comparatively little incremental travel. However, now that the marketing has had a chance to permeate, incremental visitation from these markets has nearly caught up to the other more established markets. Chicago continues to deliver the largest incremental visitation for the Tampa area.

| % Increment | 2018 Increment | Tampa Historical Average |
|------------------------|----------------|--------------------------|
| Chicago | 1.6% | 2.0% |
| Dallas | 1.4% | 1.9% |
| New York | 1.3% | 0.9% |
| Philadelphia | 1.1% | 0.7% |
| Total Increment | 1.3% | 1.3% |

Record Incremental Household Visitation

New York and Philadelphia helped drive the Out-of-State Campaign's record level of incremental visitation this year to a record setting 59k incremental visits.

The New York Market alone accounted for half of the incremental visitation to the Tampa area, delivering well upon the increased investment. Likewise, Chicago also generated more than its fair share of incremental visits.

| Incremental Visitation | 2018 Incremental Visitation | Tampa Historical Average |
|-----------------------------|-----------------------------|--------------------------|
| Chicago | 13.7k | 17.4k |
| Dallas | 9.1k | 11.2k |
| New York | 29.4k | 20.3k |
| Philadelphia | 6.7k | 5.1k |
| Total Inc Visitation | 59.0k | 43.3k |

Tampa Bay's Out-of-State Marketing Campaign generated a NET ROI of \$77 for every dollar invested, up \$10 from last year.



Party Trip Spending

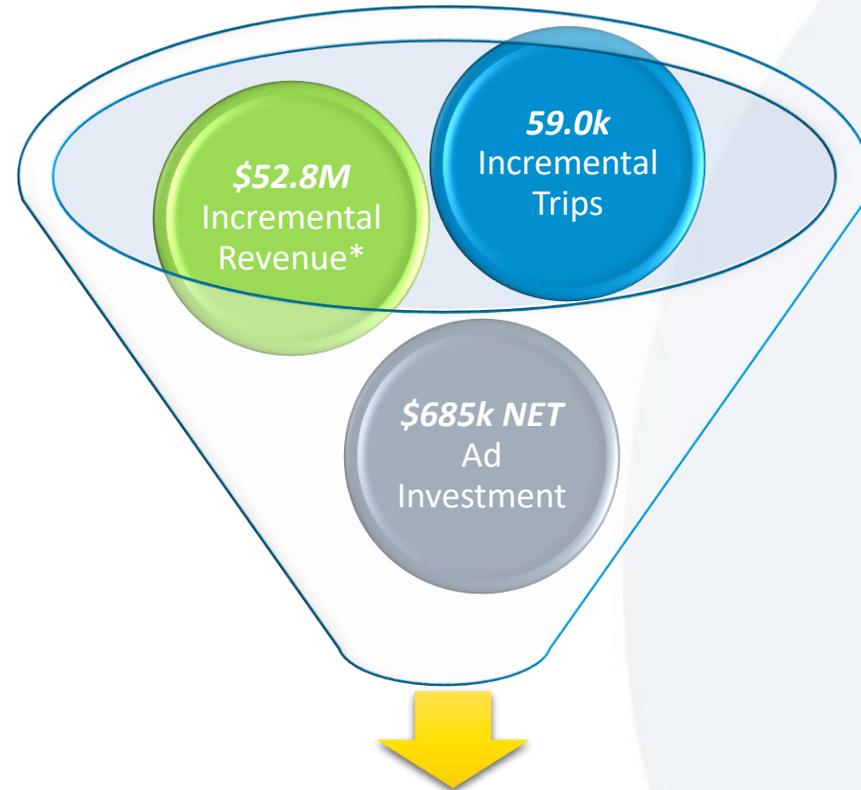
\$894

Out-of-State 2017: \$1,020

Out-of-State 2016: \$956

Out-of-State 2015: \$1,223

Out-of-State 2014: \$956



\$77 NET Return on Investment

\$688k Gross Investment | \$77 Gross ROI

*Incremental revenue is revenue generated that, without advertising, would not have occurred.

Record Incremental Visitor Spending

A larger number of incremental visits translated into record breaking incremental visitor spending for the area. This year incremental visits generated more than \$52M in spending that would not have occurred without the advertising.

The increase in incremental spending was driven in large part by the New York DMA, which enjoyed a \$7.5M increase over its historic average return.

| Incremental Spending | 2018 Incremental Spending | Tampa Historical Average |
|---------------------------|---------------------------|--------------------------|
| Chicago | \$12.3M | \$17.7M |
| Dallas | \$9.3M | \$12.1M |
| New York | \$24.0M | \$16.5M |
| Philadelphia | \$7.2M | \$5.4M |
| Total Inc Spending | \$52.8M | \$43.0M |

Record Return on Investment

The Out-of-State campaign generated an ROI of \$77, the second highest ROI for this campaign since measurements began in 2014.

Not only was Visit Tampa Bay able to generate a higher level of incremental visitation in 2018, but did so on a slightly smaller budget. In tandem, these two factors increased return on investment by \$9 (+13%) over its historic average. Contextually, the largest gains in ROI came from New York and Philadelphia, but all markets successfully contributed to the campaigns healthy results.

| Return on Investment | 2018 Return on Investment | Tampa Historical Average |
|------------------------|---------------------------|--------------------------|
| Chicago | \$82 | \$122 |
| Dallas | \$104 | \$112 |
| New York | \$79 | \$60 |
| Philadelphia | \$51 | \$38 |
| Total NET ROI | \$77 | \$74 |
| Total GROSS ROI | \$77 | \$68 |

Incremental Room Nights



The Out-of-State Marketing Campaign generated more than 110k incremental *room nights* (that would not have occurred otherwise) from those staying overnight in Hillsborough County at a Hotel/Motel, Bed & Breakfast, Condo, Cabin, Cottage or Resort.

Extrapolated across the number of rooms purchased and length of stay, it is estimated that the Out-of-State Marketing Campaign generated approximately 18% of the total room nights utilized by travelers in Hillsborough County during this timeframe.

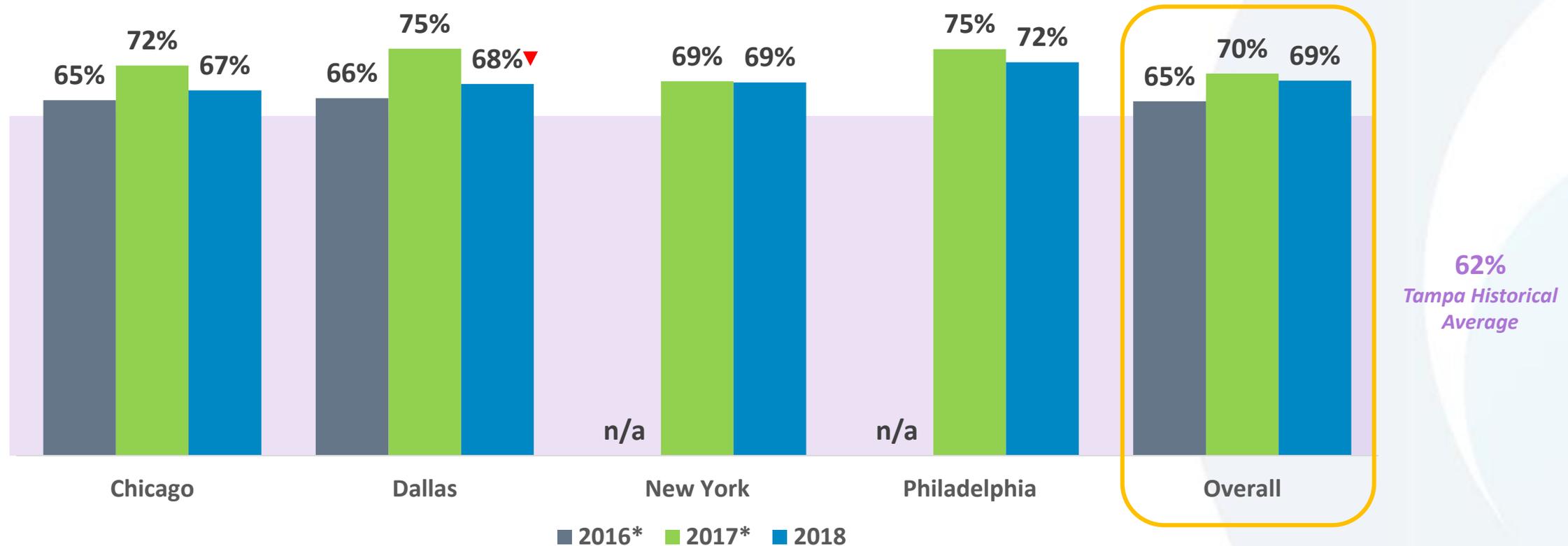
**The Out-of-State Marketing Campaign generated more than 323k incremental room nights for the entire Greater Tampa Bay area. Of those, 110k were overnight stays in Hillsborough County.*

Advertising Evaluation

03

Nearly 7 in 10 travelers believe the ads make Tampa Bay more appealing, on par with 2017 and 7 points above the historical average.

% Top 2 Box – Makes Tampa Bay Seem A Little/Much More Appealing

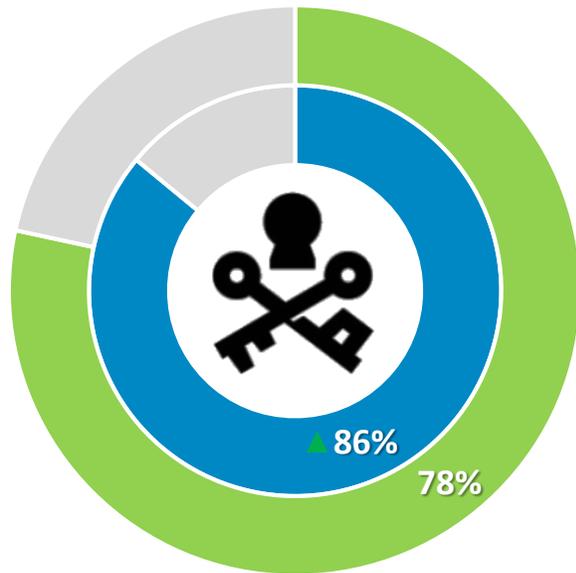


Q36: Using the scale provided, please indicate the degree to which these ads make Tampa Bay seem more appealing to you.

*2017 Markets: Chicago, Dallas, New York, Philadelphia, Toronto

*2016 Markets: Boston, Chicago, Dallas Detroit

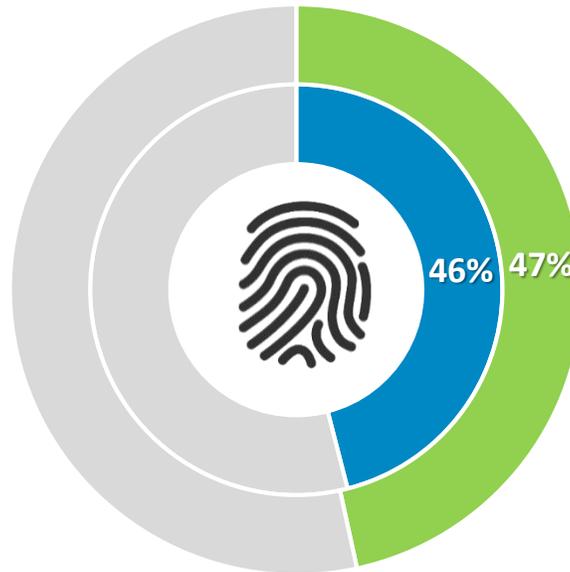
Travelers see the ads as being relevant, differentiated and fitting the Tampa brand well. Brand fit increased significantly this year and all three metrics remain above the historical average.



*Fits Brand
Somewhat/Very Well*

*Tampa Historical
Average*

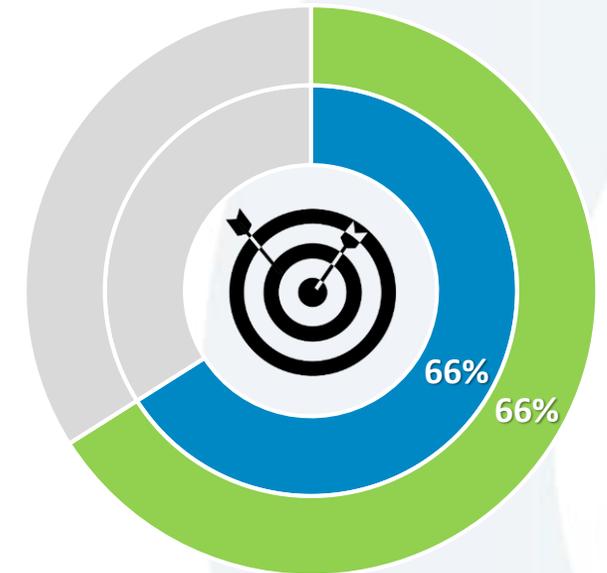
78%



*Pretty/
Much Different*

43%

■ 2017 ■ 2018



*Somewhat/
Very Relevant*

59%

Q37: Using the scale provided, please rate how relevant the points made in these advertisements are to you.
 Q38: Using the scale provided, please rate how well this advertisement fit with what you think about Tampa.
 Q39: Using the scale provided, please indicate how different this advertisement is from other advertising you've seen for destinations.

Traveler message takeaways all remain 4-6 points above their historical averages.

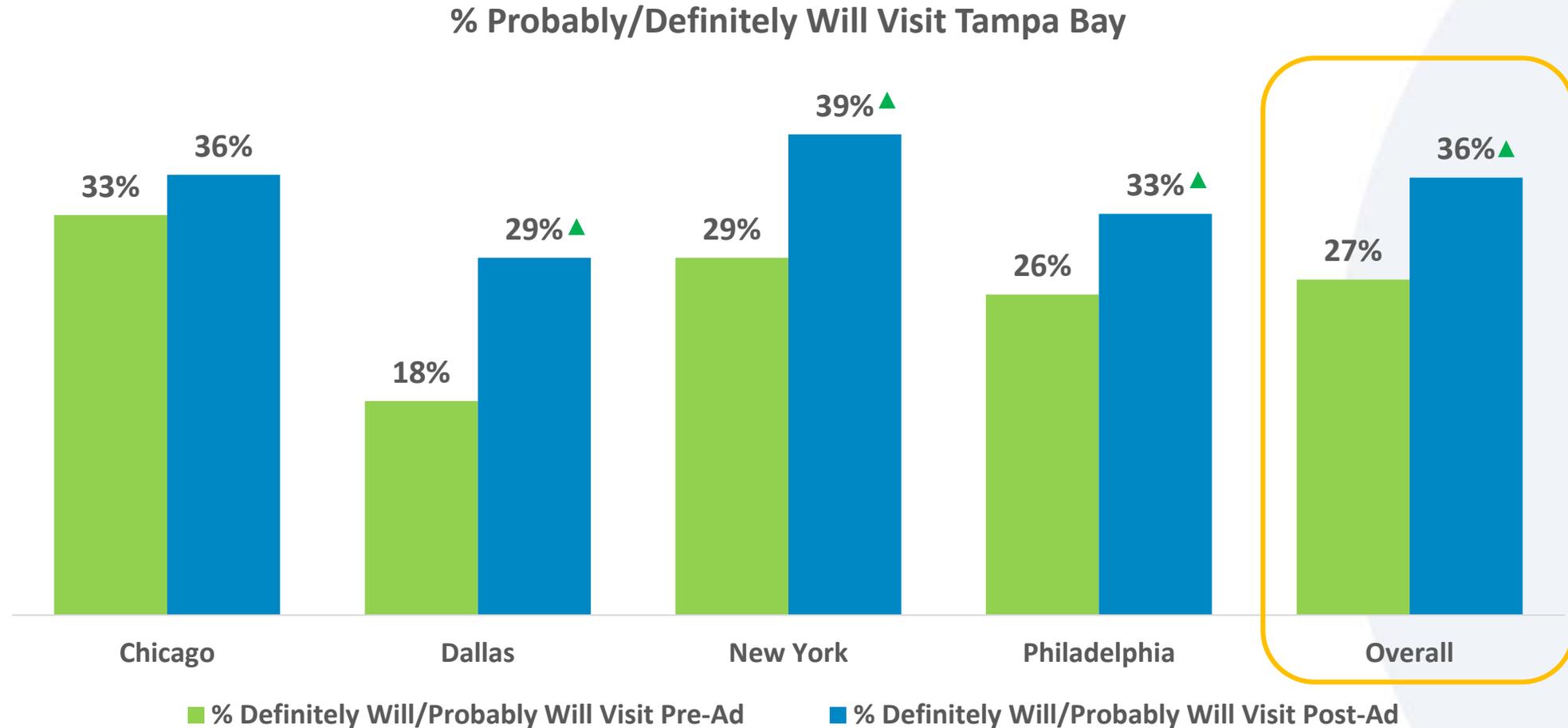
| % Agree/Strongly Agree with Statements | Out-of-State 2018 | Tampa Historical Average |
|---|-------------------|--------------------------|
| Make Tampa Bay seem like an easy place to visit for a quick getaway | 64% | 60% |
| Show me interesting new things to do that I'd like to explore | 63% | 58% |
| Make me likely to include Tampa Bay as an option for my next getaway | 55% | 50% |
| Make me want to find out more about planning a trip to Tampa Bay | 54% | 50% |
| Make me want to visit the Tampa Bay website to find out more | 53% | 49% |
| Make Tampa Bay seem like a unique destination that is different than other places I visit | 52% | 47% |

Q40: Based upon the message you took away from the advertisements you just reviewed, please indicate the degree to which you agree that these ads.

Travelers indicated they were more likely to take action from the 2018 Out-of-State campaign than from historic averages. In fact, every potential action tracked delivered above average results.

| % Probably/Definitely Would... | Out-of-State 2018 | Tampa Historical Average |
|---|-------------------|--------------------------|
| Search for things to do in the Tampa area | 53% | 49% |
| Visit the Tampa travel website www.visitTampaBay.com | 45% | 41% |
| Visit with friends or family who may have visited before | 40% | 36% |
| Seek out travel blogs and review sites that discuss Tampa | 37% | 33% |
| Call or go online to request a Visitor's Guide or additional information | 37% | 34% |
| Book a trip to Tampa Bay | 35% | 30% |
| Visit Tampa social media pages (i.e., Facebook, Twitter, Instagram, etc.) | 34% | 28% |

Post-ad exposure intent generated a positive lift in all four markets, averaging +8.3 points overall.



Q8: Using the scale provided, please indicate how likely you are to visit each of the following destinations in the next 12 months.

Q42: Using the scale provided, please indicate how likely you are to visit the Tampa area in the next 12 months.

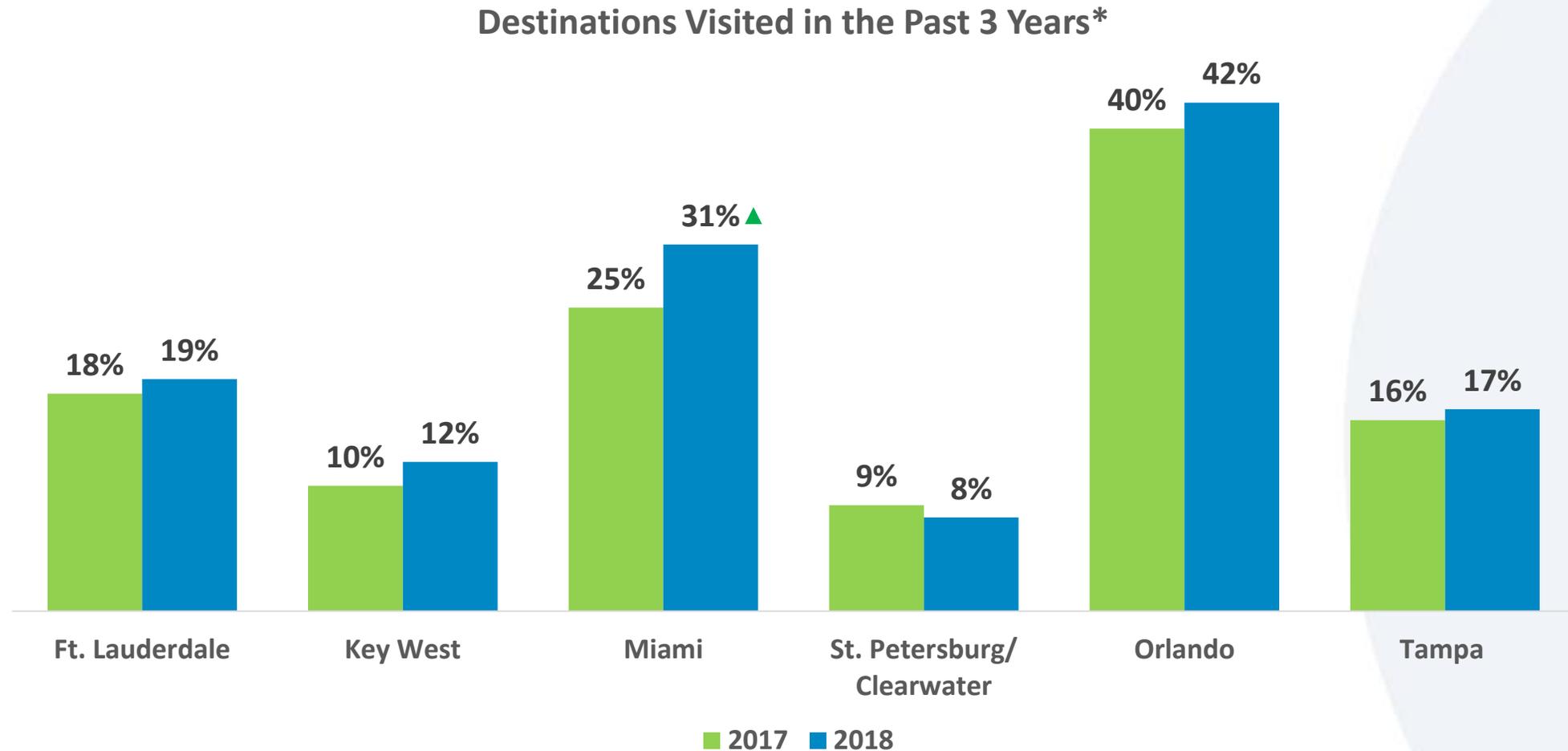
Travel Landscape

+ *Competitive travel landscape*

+ *Making travel plans*

04

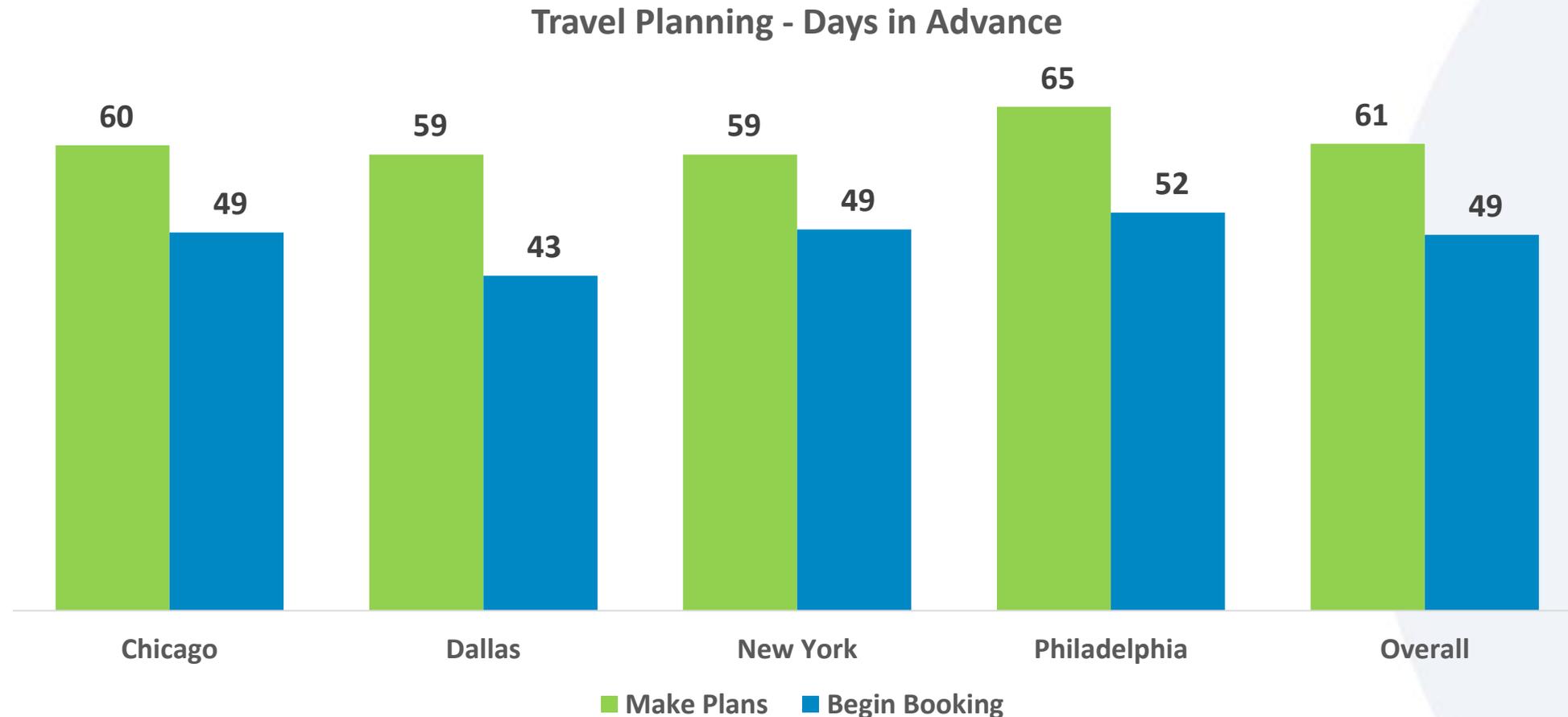
Visitation to most Florida markets has increased over the past 3 years.



Q7: Please indicate which of these destinations, if any, you have visited in the past 3 years.

*2017's respondent markets differed from 2018's, and direct comparisons are not apples-to-apples.

On average, travelers begin thinking about where they'd like to travel 61 days prior to their trip, and they begin booking accommodations 49 days in advance.

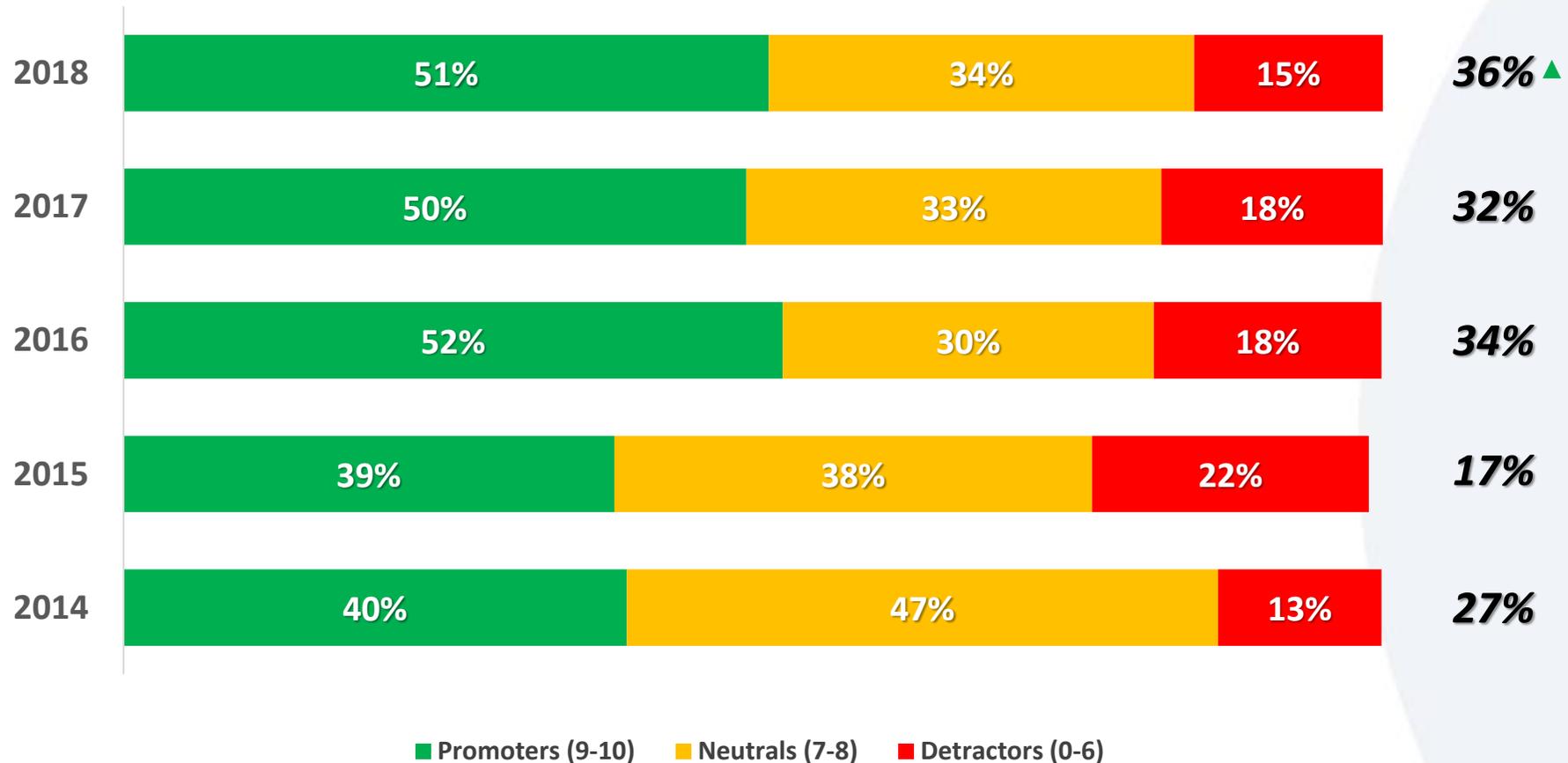


Q5: How many days in advance do you normally begin to consider making a decision on where you will travel on a leisure trip? Q6: How many days in advance do you normally begin booking your travel accommodations once you've made a decision on where to visit?

Tampa Bay Traveler Profile

05

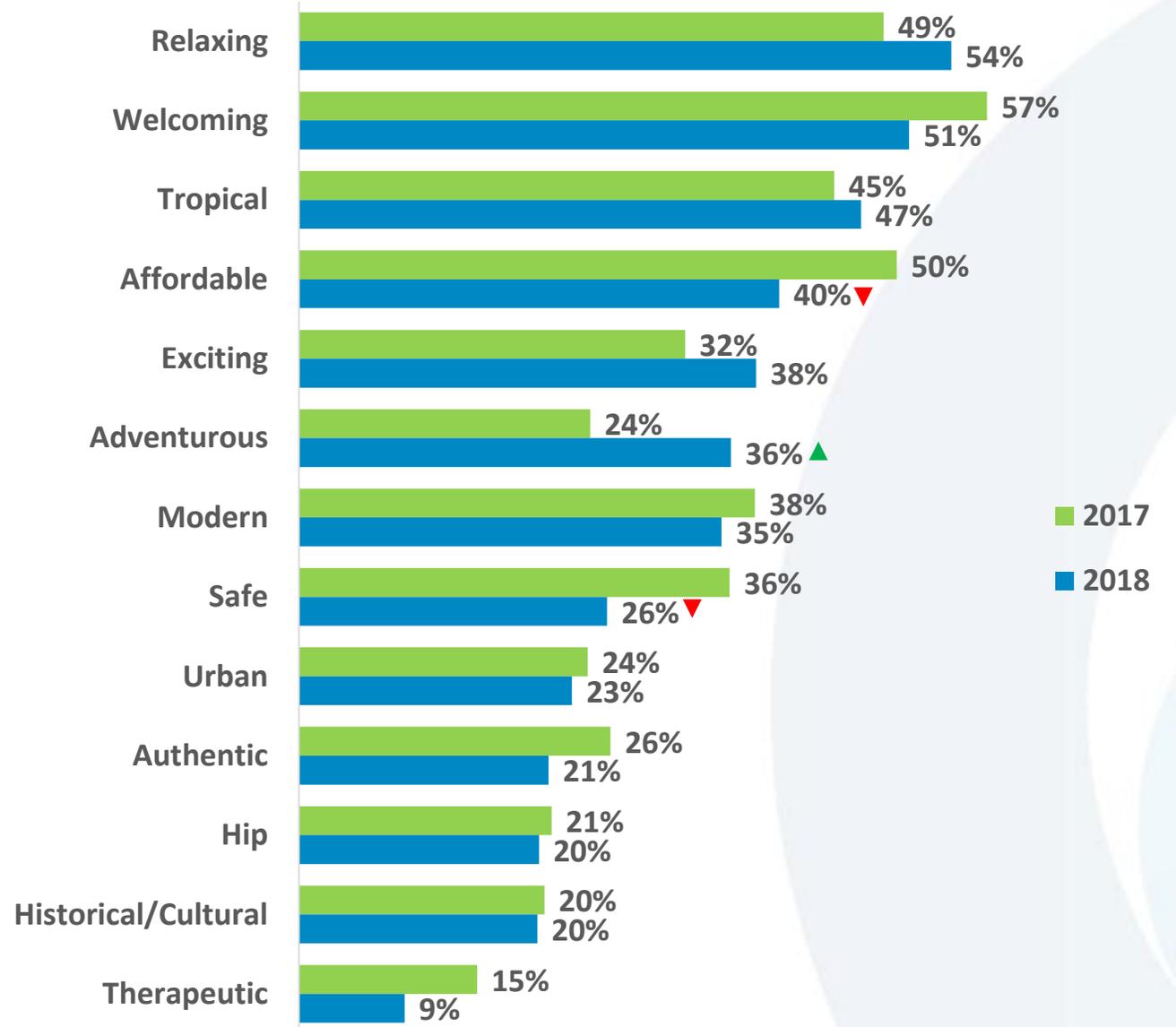
Brand Promoters remain well above the historical average (46%) and increased this year by 4 percentage points.



Tampa Bay Characteristics

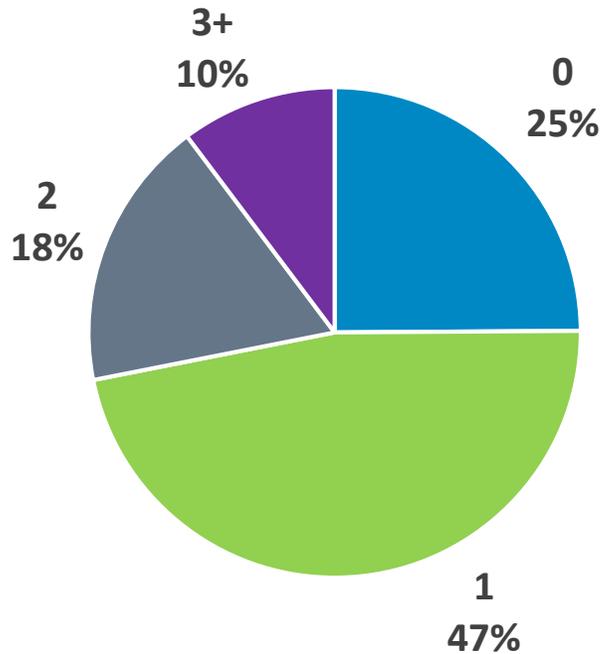
Perceptions of Tampa Bay continue to evolve. This year more visitors interviewed indicated they view Tampa Bay as a Relaxing, Tropical, Exciting and Adventurous destination than results yielded last year.

Conversely, fewer said they view Tampa Bay as welcoming, affordable or safe. Similar to residents of Philadelphia in the Make it Tampa Bay campaign. Travelers from Philadelphia also rated safety the lowest in this campaign (18%).

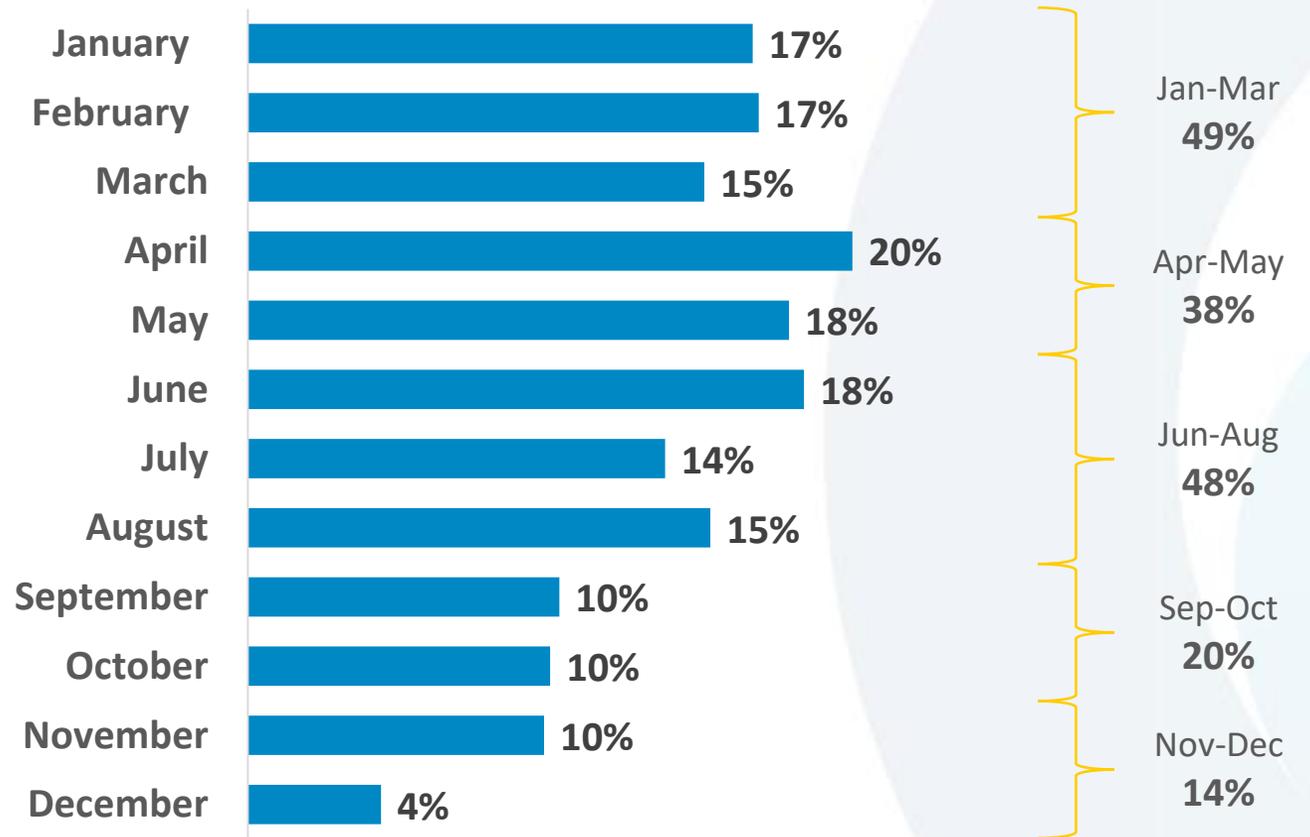


The Jan-Mar time frame continues to be the most popular time for out-of-state visitors to visit the Tampa area in the Out-of-State campaign.

Number of Trips in Past 12 Months – 1.6



Months Visited Tampa Bay in the Past 3 Years

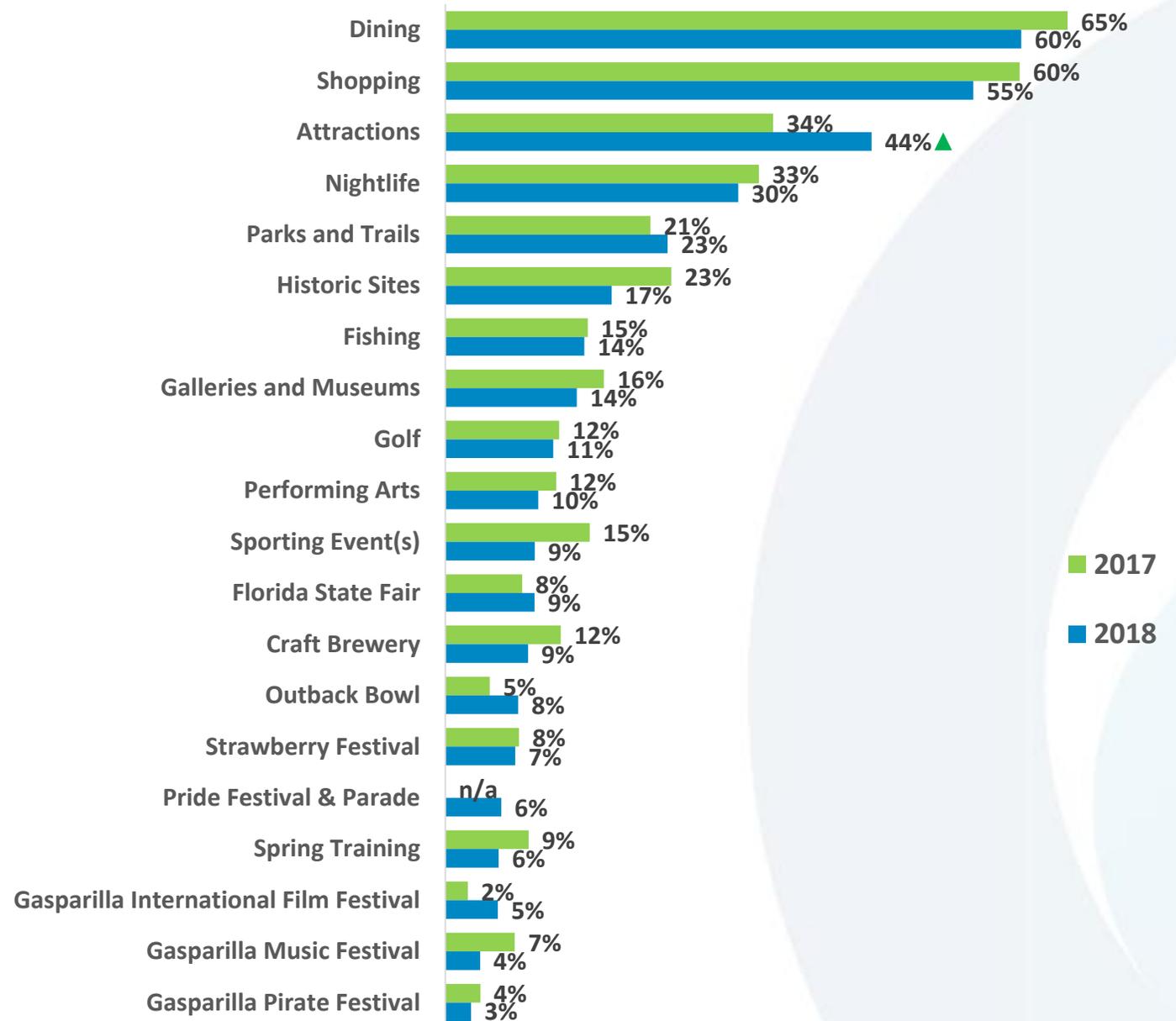


Q11: In the past 3 years, which months have you visited Tampa?
 Q12: How many trips did you make to the Tampa area in the past 12 months?

Area Activity Participation

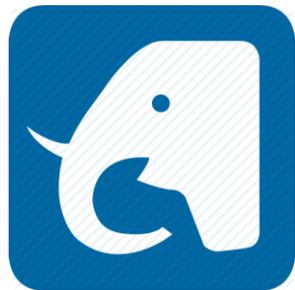
Dining and shopping continue to be the most popular activities, as they are for many destinations. But, it was attractions that experienced the largest increase in participation this year (+10 points).

While some activities noted small declines this year, most were on par with visitation levels from the past.



Attractions, dining and shopping continue to drive visitation to the area, and nightlife held its spot in the top 4 drivers for the second year in a row.

Functional Drivers of Visitation



Attractions

30%



Dining

26%



Shopping

24%

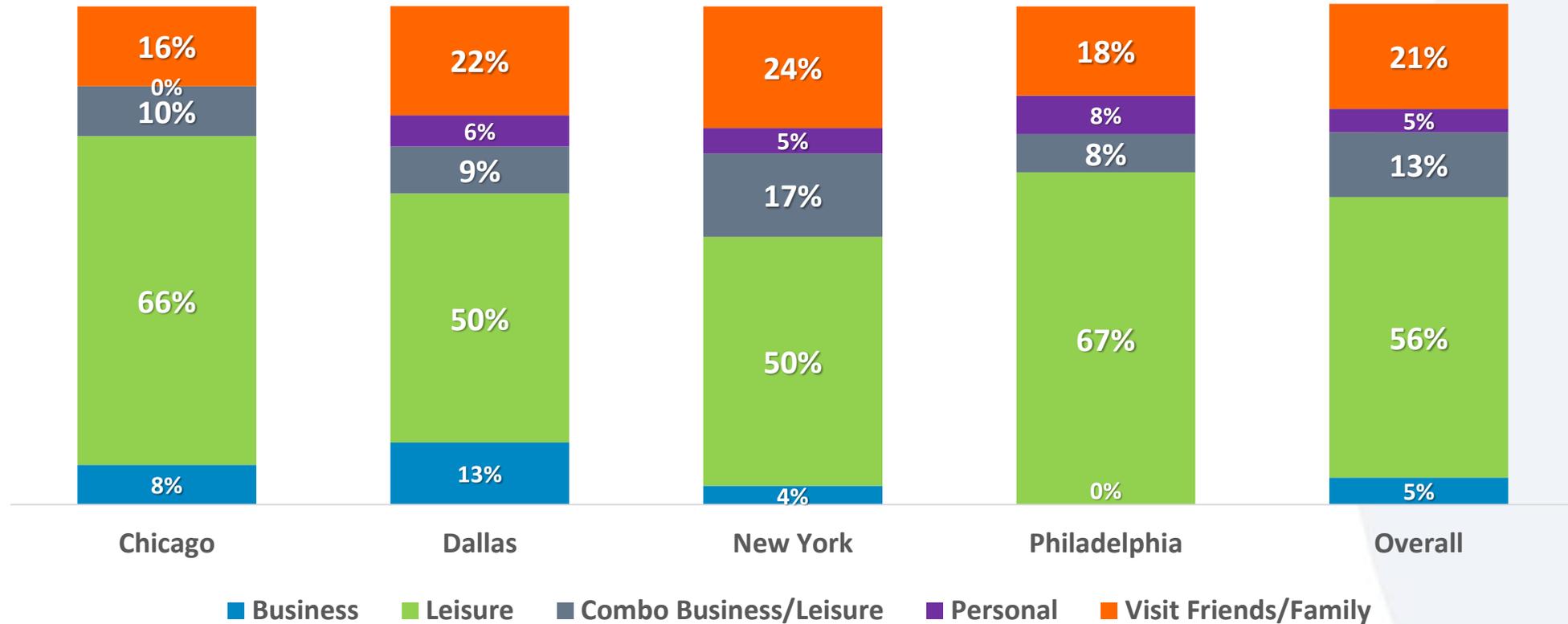


Nightlife

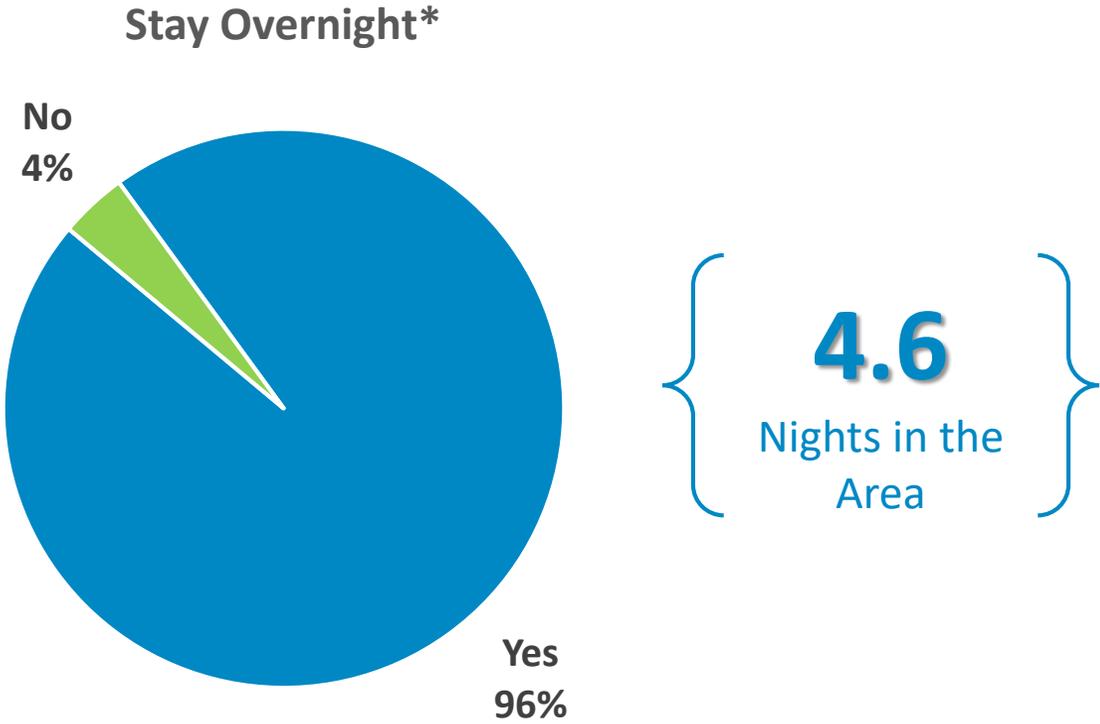
17%

The majority of Tampa visitors from each market visited the area on a leisure getaway. This was followed distantly by visiting friends/family.

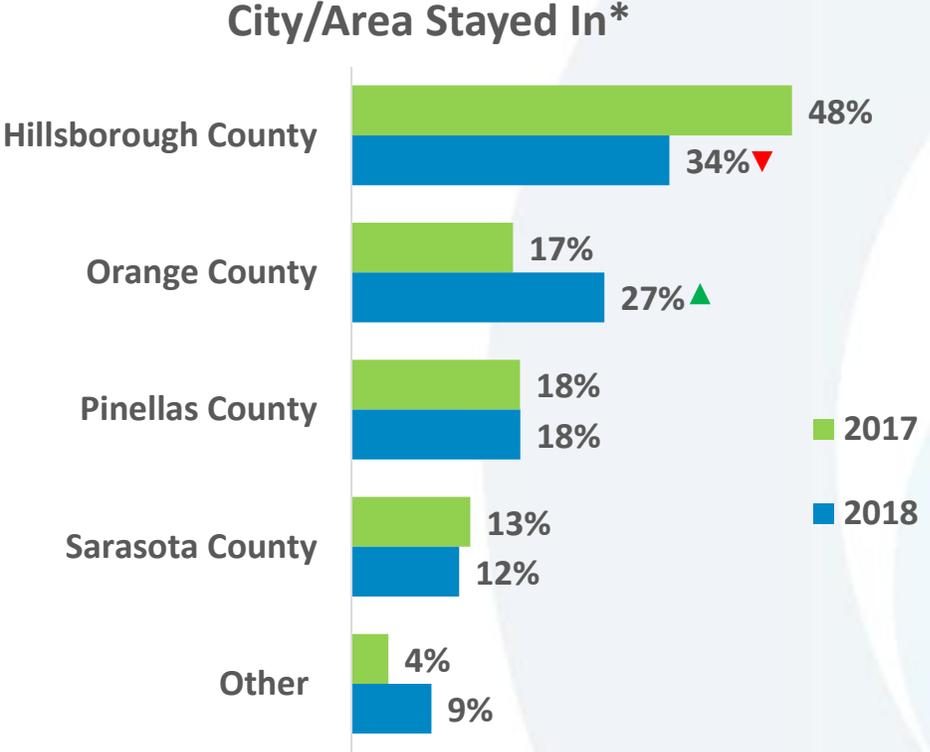
Primary Purpose of Visit to Tampa



The majority of Tampa Bay visitors spent the night on their last visit and stayed an average of 4.6 nights. Overnight visitors were more likely to choose Orange County for their stay this year.



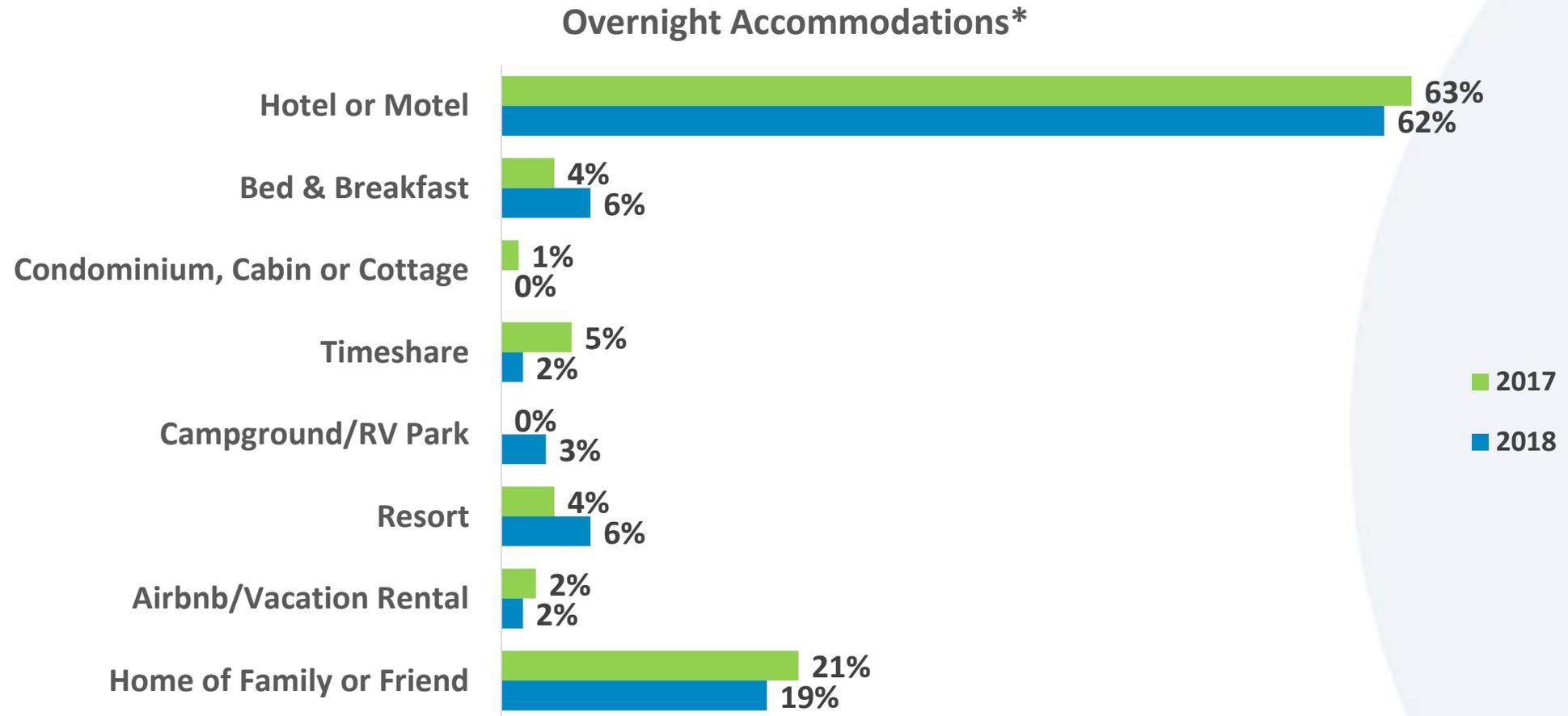
RESPONDENT BASE: TAMPA BAY VISITORS LAST 3 YEARS | N=199



RESPONDENT BASE: ALL OVERNIGHT VISITORS | N=191

Q17: How many nights did you spend in the area on this trip?
 Q18: In which of the following cities/areas did you spend the night on your most recent visit to the Tampa area?
 *2017's respondent markets differed from 2018's, and direct comparisons are not apples-to-apples.

Hotels remain the most popular choice for those staying overnight in Hillsboro County.



Q19: Which of the following best describes the type of accommodations you used on your most recent trip?

*2017's respondent markets differed from 2018's, and direct comparisons are not apples-to-apples.

Tampa Bay’s Brand Advocates are a bit older than recent visitors or prospects, and are less likely to have children living at home. The Brand Advocates also earn somewhat less household income than recent visitors, but still more than prospects.

| | Visitors Since Jan 2018 | Prospects* | Brand Advocates** |
|----------------------|-------------------------|------------|-------------------|
| Respondent Age | 35 | 36 | 38 |
| Children in the Home | 51% | 48% | 45% |
| No Children | 49% | 52% | 55% |
| Males | 43% | 39% | 35% |
| Females | 58% | 61% | 65% |
| HH Income | \$81.1k | \$74.9k | \$78.6k |
| Distance | 989 miles | 987 miles | 984 miles |
| % College Graduate + | 56% | 52% | 53% |

*Prospects are non-visitors who intend to visit the area after viewing the digital ads.

**Brand Advocates are visitors who rated NPS for Tampa Bay 9 or 10 and will probably/definitely return.

Thank You!



Reveal Your Customer's Full Experience

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Springfield, MO 65804

417.877.7808

@H2RMktResearch