Success Stories Come To Life: Moneyball, Cowtown Style

E-Tourism Summit 2015

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Summer 2015 Campaign: Parameters

Budget: $300,000

Live Dates: April - August 2015

Paid Media Objectives:

1. Generate 3,000 attributed room nights
2. Increase consumer email database by 10,000
3. Show increases in share of search and bookings vs. regional comp set
4. Track one (1) visit for every 3,000 paid media exposures
5. Show increase in ADR for exposed vs. non-exposed visitors
Summer 2015 Campaign: Media Mix

- Expedia
- ShopAcrossTexasDotCom
- TripAdvisor
- ADARA
- Orbitz
- Midwest Living
- Houstonia
- Texas Monthly
- Pandora
- WBEZ 91.5
- Facebook
- Twitter
- Clear Channel Outdoor
- Lamar Outdoor Advertising
Summer 2015 Campaign: Creative

Discover the Fort Worth Getaway
Cool off this summer at riverfront concerts, horseback rides and neighborhoods filled with cafes, shopping and museums.
Saddle Up. See Fort Worth, Texas.

Plan your trip now at FortWorth.com/Summer
Stay on Target...
The 4 Dubyah’s:
1. Where
2. Who
3. What
4. When
Where: Origin Market Targeting

Region | Demand Share | Region | Booking Share
-------|--------------|-------|---------------
SOUTHWEST | 20.07        | SOUTHWEST | 24.59
MIDEAST  | 18.05        | MIDEAST  | 18.69
FAR WEST | 17.11        | FAR WEST | 16.52
SOUTHEAST | 16.04       | GREAT LAKES | 14.40
GREAT LAKES | 14.16      | SOUTHEAST | 13.72
PLAINS   | 5.10         | NEW ENGLAND | 4.55
NEW ENGLAND | 4.96        | ROCKY MOUNTAIN | 3.85
ROCKY MOUNTAIN | 4.47      | PLAINS   | 3.64

Source: insightfortwist.com
Where: Origin Market Targeting

**Avg Daily Rate & Length of Stay by Origin State**

- California
- Missouri
- Texas
- Louisiana
- Oklahoma
- Illinois

**Graph Details:**
- **ADR** (Average Daily Rate)
- **Length of Stay**
- **Y-axis:** $0 to $200
- **X-axis:** California, Missouri, Texas, Louisiana, Oklahoma, Illinois

**Graph Observations:**
- California has the highest ADR and Length of Stay.
- Texas has a lower ADR compared to California but a similar Length of Stay.
- Missouri has a moderate ADR and Length of Stay.
- Louisiana, Oklahoma, and Illinois have similar ADRs but varying Length of Stay.
California
• 3,759 impressions per Arrival
• $185 ADR
• LOS = 2.3 days
• Daily Trip Spend = $257

Florida
• 5,355 impressions per Arrival
• $139 ADR
• LOS = 3 days
• Daily Trip Spend = $262
Who & What: Using Data to Provide Creative Direction
When: Media Gravity
Example: Trip Advisor

Need more lead time!
Results & ROI

Goals:
• 10,000 Consumer Emails
• 3,000 Attributed Room Nights
• 1 Tracked Arrival Per 3,000 Exposures
• Increase share of search and booking vs. regional comp set
• Show increase in ADR for exposed vs. non-exposed visitors

Results:
• 12,800 Consumer Emails
• 5,426 Attributed Room Nights
• 1 Tracked Arrival Per 1,927 Exposures
• Share of search increased 45% YOY
• Share of bookings increased 10.55% YOY
• $189 ADR Blended Average for Exposed Visitors
• $168 ADR for Non-Exposed Visitors
• Approx. Attributed Room Night Revenue: $1,025,514
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