



Essentially America

Digital Repeat Visitor Program

Background

UK Magazine Launched 1994

For British Travelers
Planning Their Next Visit
to the USA

The heart of what we do...
Reaching Repeat Visitors

Historically, 80+% of
British visitors are Repeat
Visitors Averaging 1.7
Trips to the USA per year

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Plus Germany, Nordic Region, China 2013-2019

Also Aimed At Repeat
Travelers to the USA From
These Markets

80% From Germany Are
Repeat Visitors to USA

80% from Nordic Region
are Repeat Visitors to USA

67% from China are
Repeat Visitors to USA

Source: US Dept. of
Commerce 2019 Year-end



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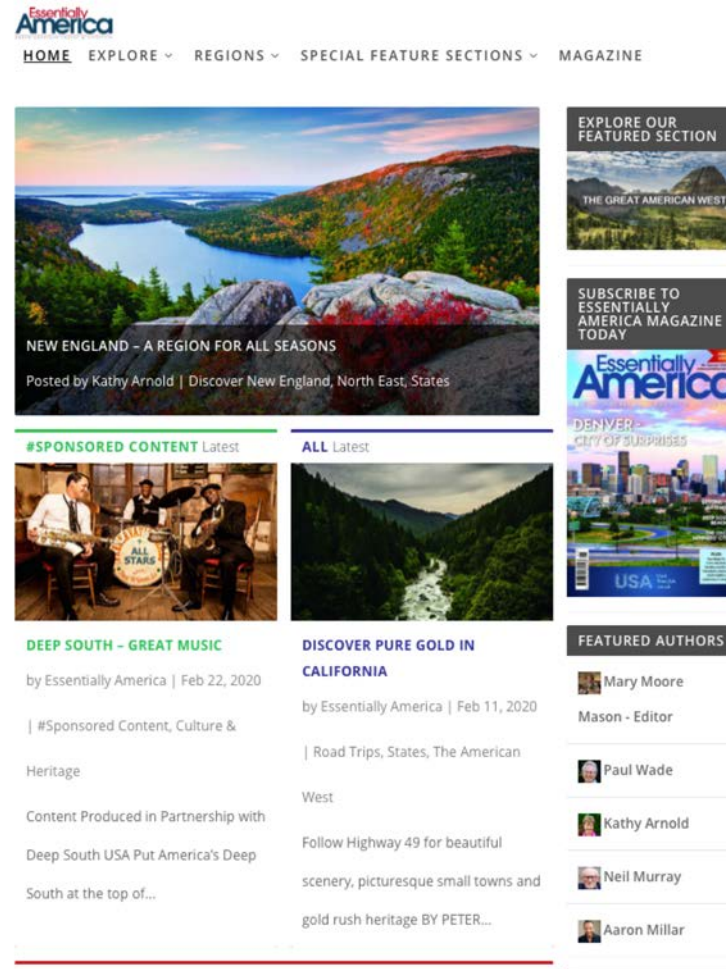
Consumer-Facing Website

EssentiallyAmerica.co.uk - 2018

Nearly 30,000 Visitors per Month Interested in Travel Ideas to the USA....Largely from the UK and Europe

100% Content

No Display Advertising
Sponsored Content Only



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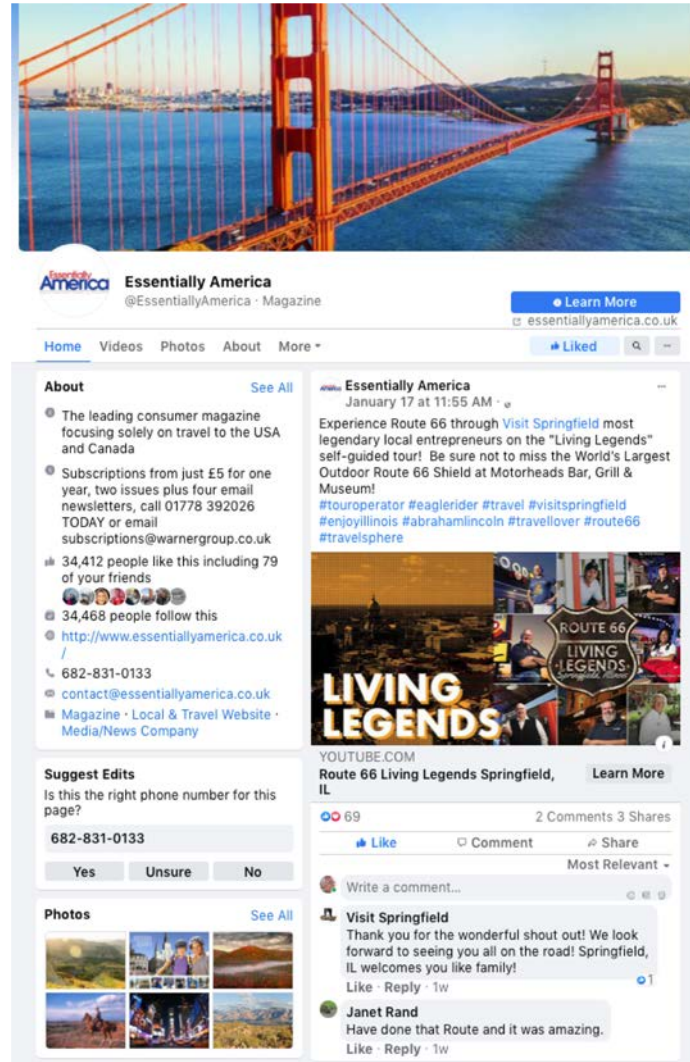
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Social Media – Facebook - 2018

Nearly 35,000 Facebook
Fans in the UK & Europe
With An Interest in Travel
to The USA

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Digital Repeat Visitor Program - 2019

Launched with Explore Minnesota Tourism and Partners in Support of a New Delta Flight to MSP from Korea.

1.5 Million Impressions to South Koreans Who Had Visited the USA in Prior 12 Months

Click-Through-Rate was 10x the norm for IAB Standard Display Ads

The collage displays various digital assets used in the program, including news articles, travel advertisements, and promotional banners. The 'Essentially America' logo is visible in the bottom left corner of the collage.

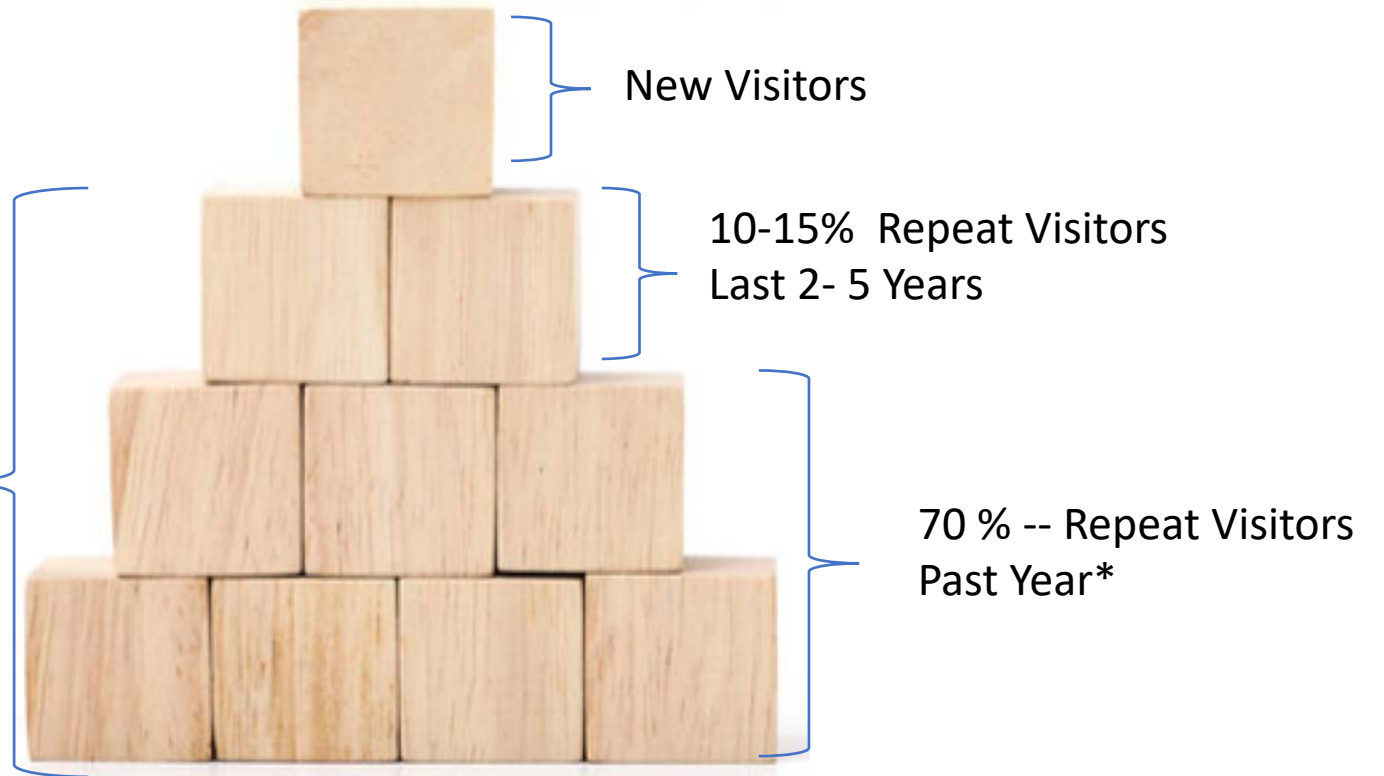
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2020 = Pivot to Domestic

Today -- Repeat Visitors Form as the Base Of Your Destination Visitation...As Much As 85%!

**Your Tourism
Marketing Base**



Here Are Some Examples Of Destination Research on Repeat Visitation

Research – Maine

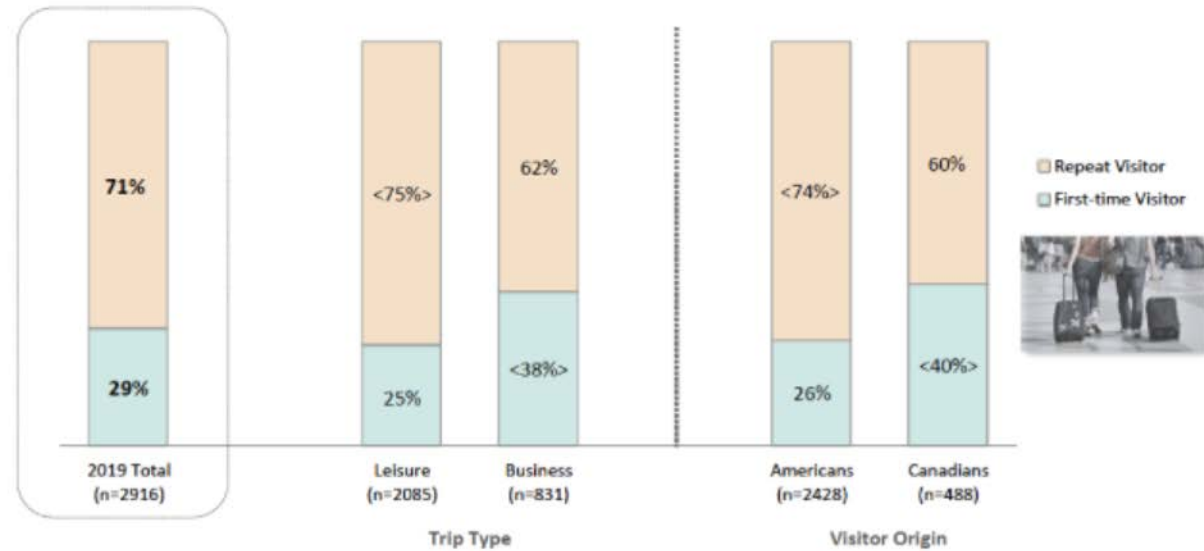
2019 Annual Report

Overnight Visitor Travel Logistics

Was this your first visit in Maine?

REPEAT VERSUS FIRST-TIME VISITORS

71% Repeat



[Q11]

<>, and/or a/b/c/etc. indicate a significant difference between subgroups at the 95% confidence level.

Red text indicates a significant decrease from the previous year and green text indicates a significant increase from the previous year.

43

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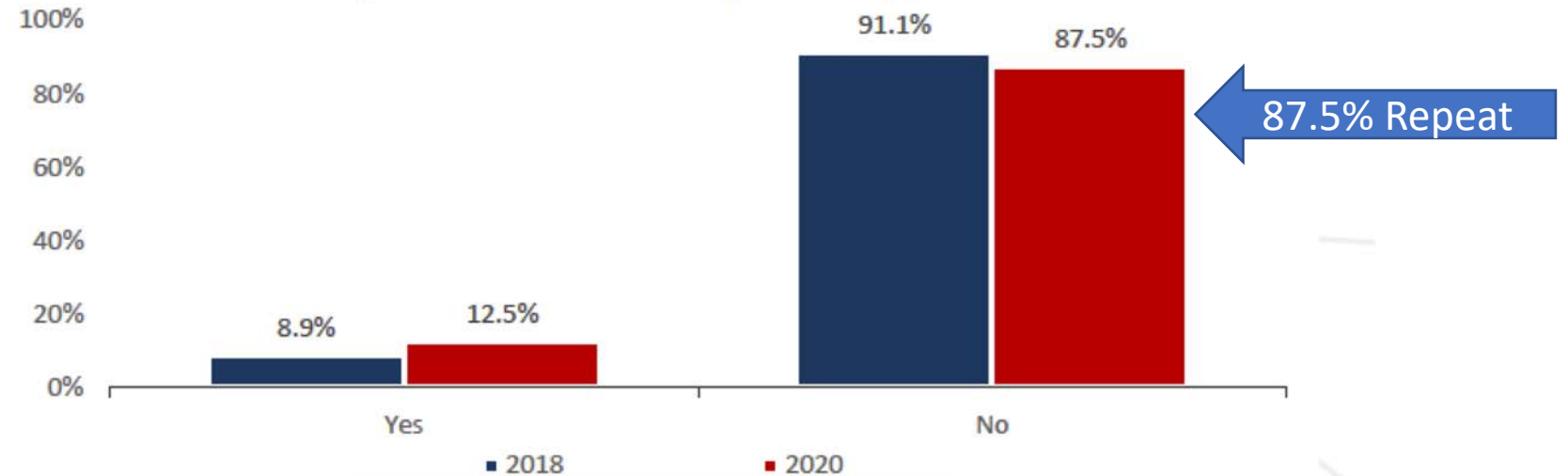
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Research – Hilton Head

Travel to Hilton Head Island

Was that your first visit to Hilton Head Island?

Figure 5: First time visitor vs. repeat visitor by year



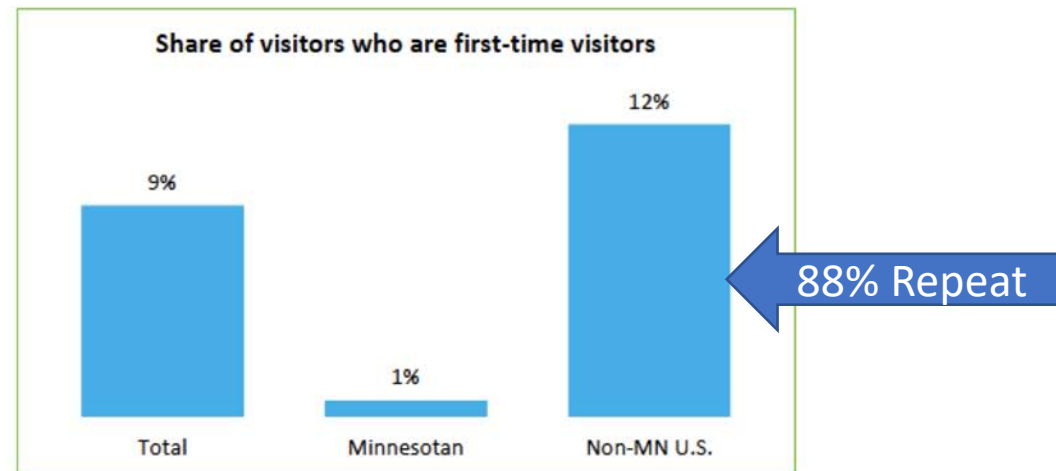
	2018	2020
Yes	8.9%	12.5%
No	91.1%	87.5%
	709	946

Table 9: First time visitor vs. repeat visitor by year

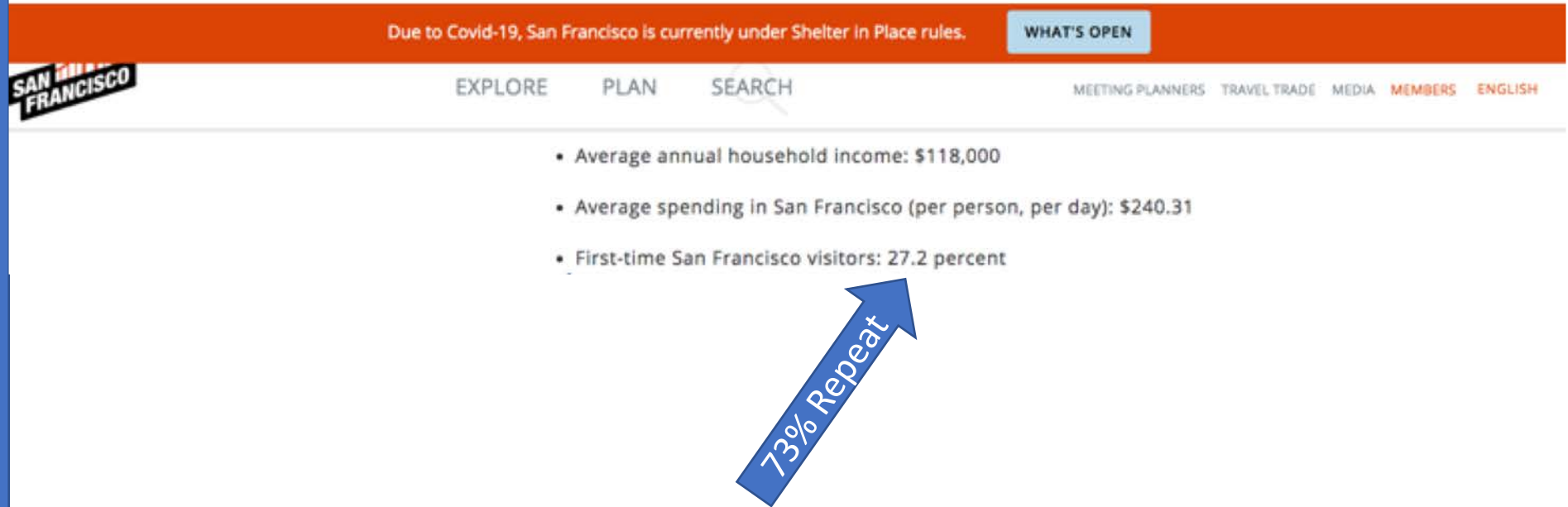
Research – Minnesota

FIRST-TIME VS. REPEAT VISITORS

- Overall, fewer than 10% of spring and summer visitors are first-time Minnesota visitors.



Research – San Francisco



Due to Covid-19, San Francisco is currently under Shelter in Place rules. [WHAT'S OPEN](#)

SAN FRANCISCO

[EXPLORE](#) [PLAN](#) [SEARCH](#) [MEETING PLANNERS](#) [TRAVEL TRADE](#) [MEDIA](#) [MEMBERS](#) [ENGLISH](#)

- Average annual household income: \$118,000
- Average spending in San Francisco (per person, per day): \$240.31
- First-time San Francisco visitors: 27.2 percent

73% Repeat

Research – Bemidji MN


Past visitation

Respondents made an average of 3.1 visits to the Bemidji area during the past 12 months and an average of 7.3 visits during the past five years (Table 2). Specifically, 27.7 percent of respondents made one visit to the Bemidji area during the past 12 months, and another 23.5 percent make no visit (Figure 12). Close to 30 percent of visitors (27.4 percent) made one or two visits to the Bemidji area during the past five years, and another 22.5 percent made no visit (Figure 13).

Table 2: Descriptive statistics of past visitation by respondents to Bemidji area visitor survey

	Mean	Median	Standard Deviation
Number of visits in past 12 months (n=2,502)	3.13	1	5.57
Number of visits in past 5 years (n=2,146)	7.29	3	15.33

17.5% Repeat

 Bemidji area visitor profile, final report

Previous Visitors Are Much Further Down-Funnel New Visitors Need Much More Work And Are More Expensive to Acquire

New Visitors Acquisition is an expensive venture.

Finding new customers can be as much as 6x more expensive than retaining current ones*

Source: American Express

No Prior Visitation Experience
===== Start at the Top of the Funnel
===== Conversion Could be Years Away



Repeat Visitors Are Already Down-Funnel And More Likely to Convert Sooner

Since July 2020 Launch...

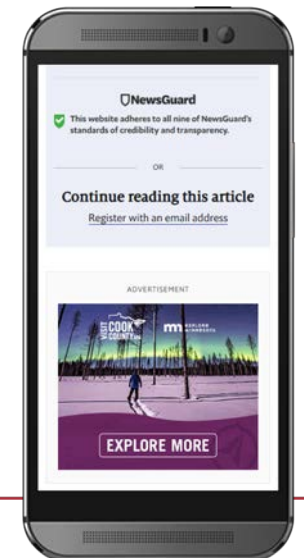
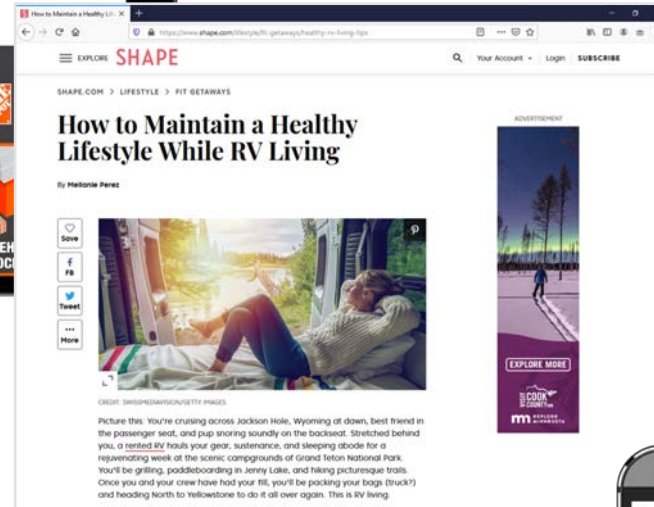
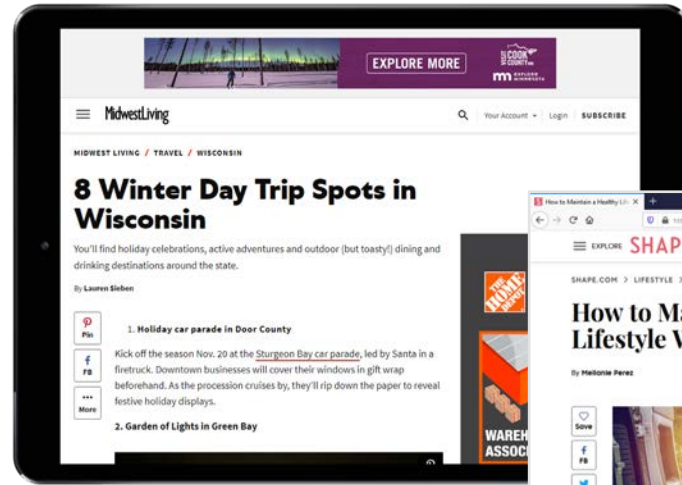
From a
Standing
Start

- 30 Campaigns Having Run or On Order
- 18 CVBs
- 2 States
- 3 Hotels
- 2 Attractions
- 15.3 Million Impressions Delivered
- 73,000 Clicks/Visits to Client Websites Delivered
- Additional 6.1 Million Impressions on Order for Future Activations (next 90 days)

Some Examples Of Destinations/Attractions Including the Digital Repeat Visitor Program In Their Media Plans Since July

Explore Minnesota Tourism Co-op Program

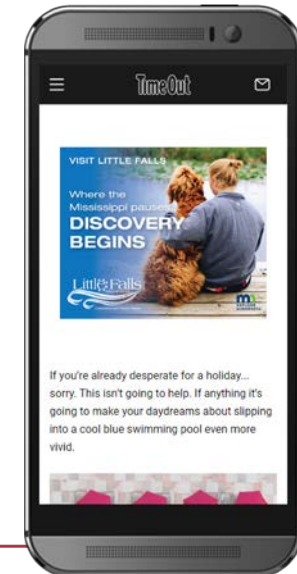
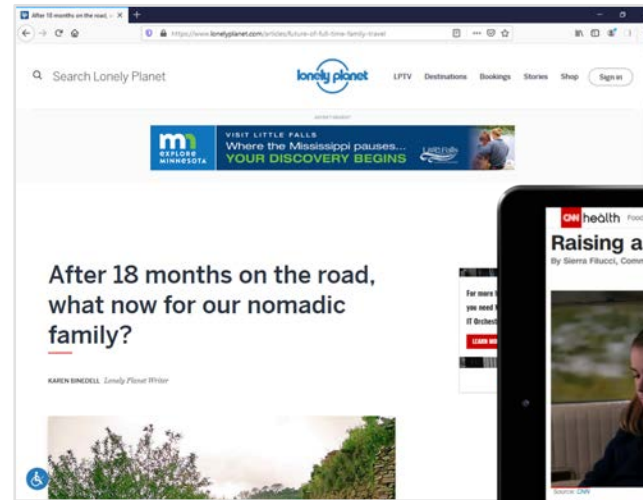
Cook County MN to Prior
Visitors to to the Region
from Southern MN and
Surrounding States



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Explore Minnesota Tourism Co-op Program

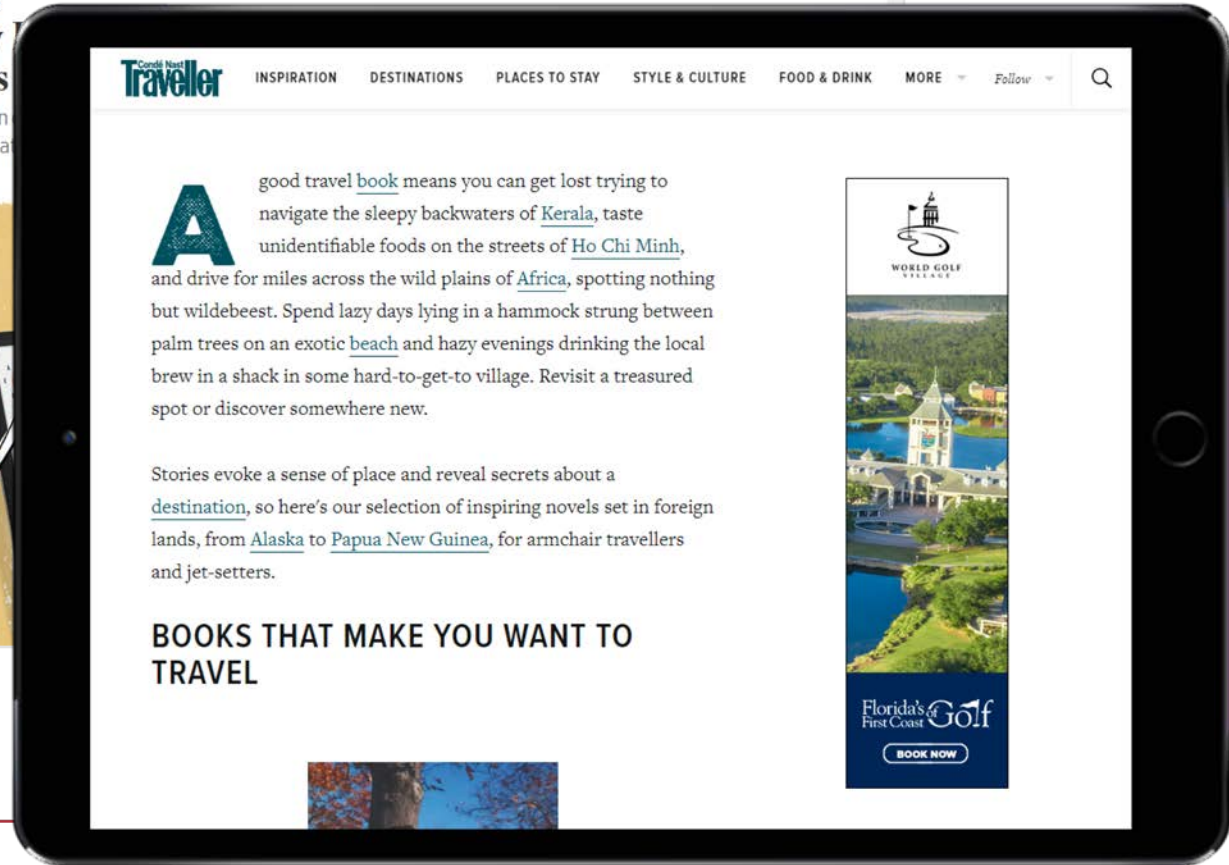


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Florida's First Coast of Golf

Reaching Prior Visitors to
Northeast Florida from
Florida & Georgia Drive
Markets



Nashville, TN

Reaching Prior Visitors to
Nashville from In-State
and Surrounding State
Drive Markets

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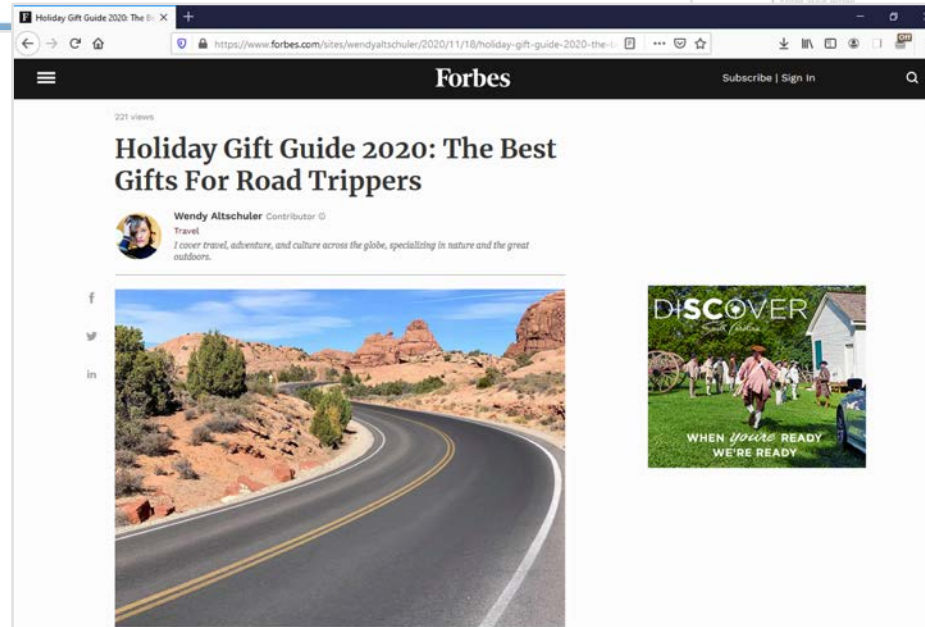
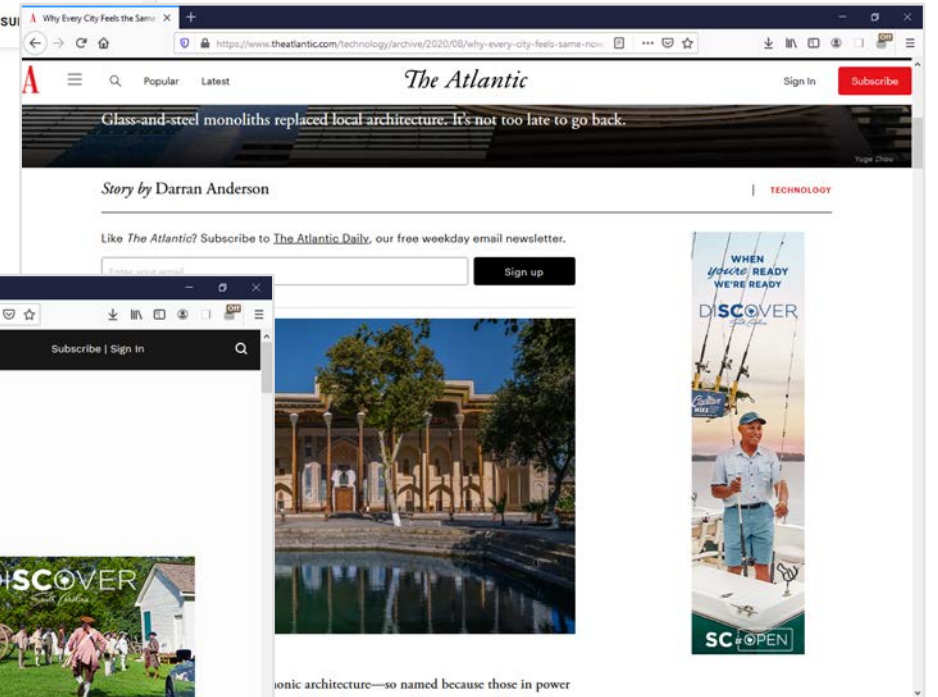
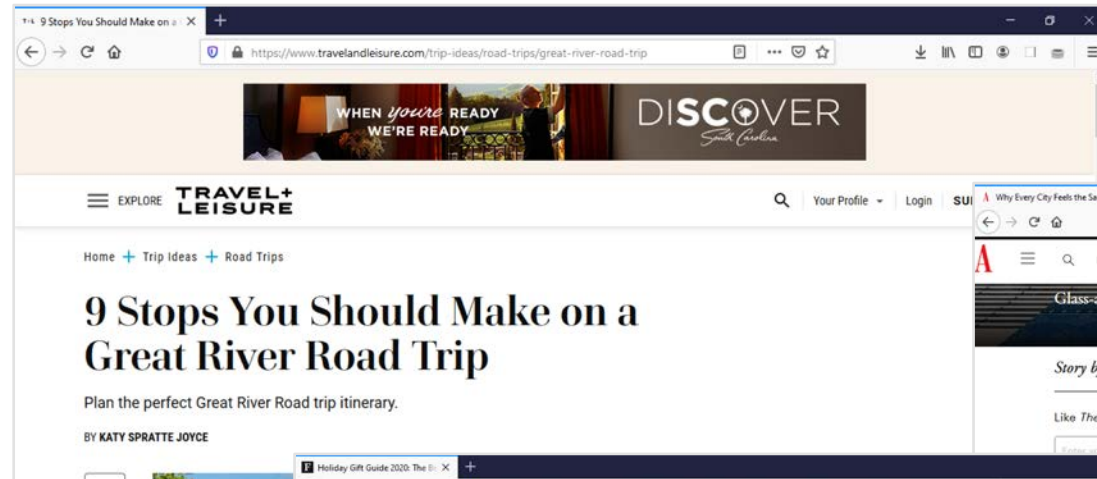
South Carolina

Placeholder Campaign
for Drive & Fly Markets
To Prior Visitors to SC

“When You’re Ready
We’re Ready”

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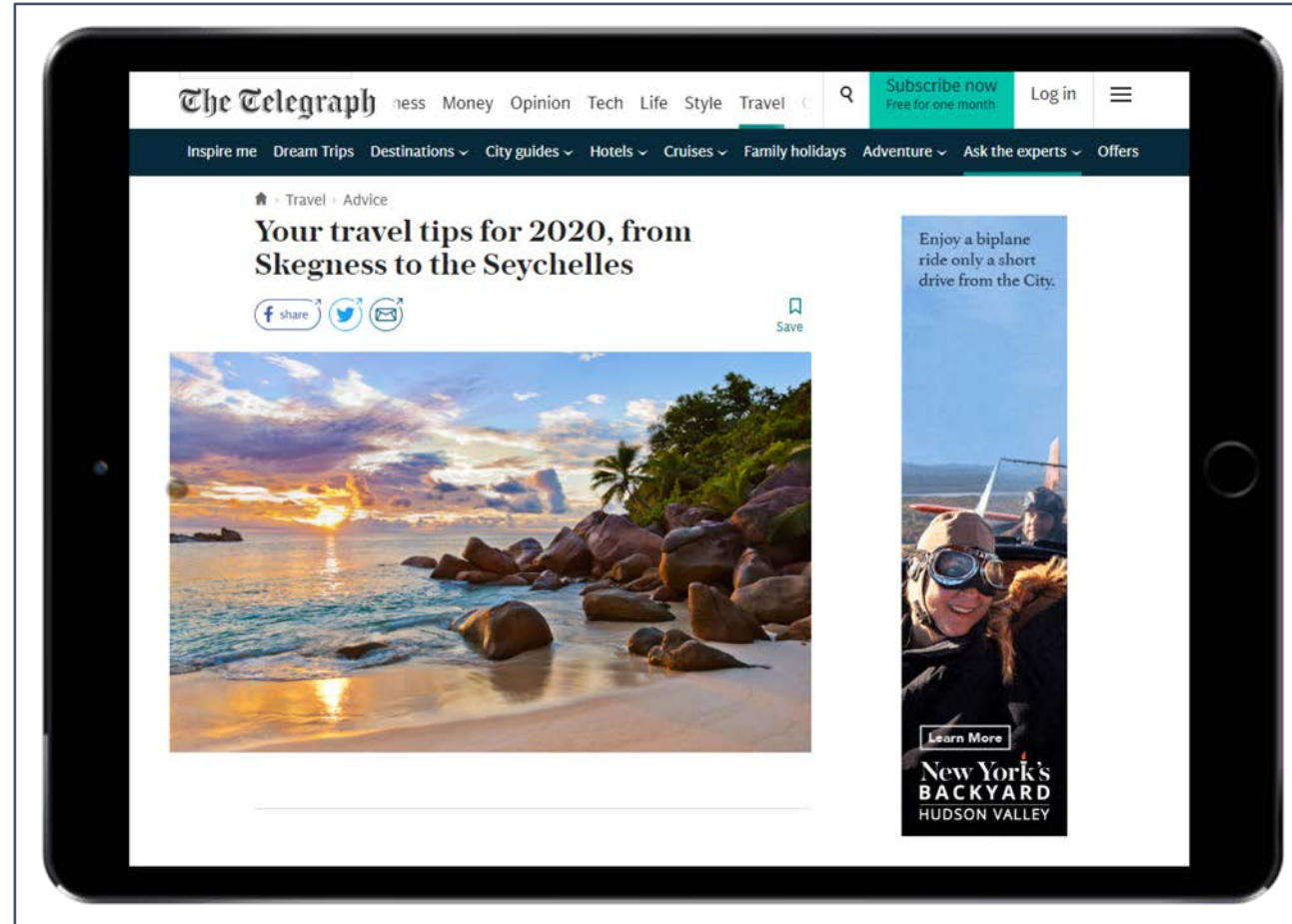
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...And A Resumption of International

Dutchess County, NY

Dutchess County NY to
Prior Visitor to NYC from
the UK & Germany

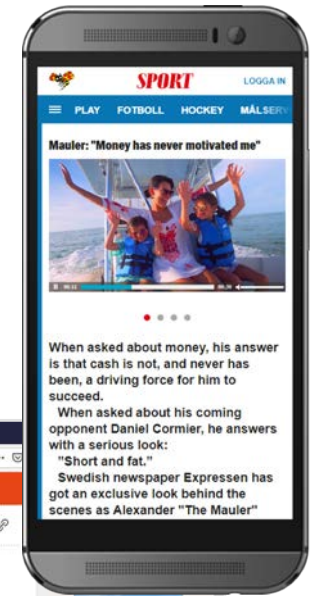
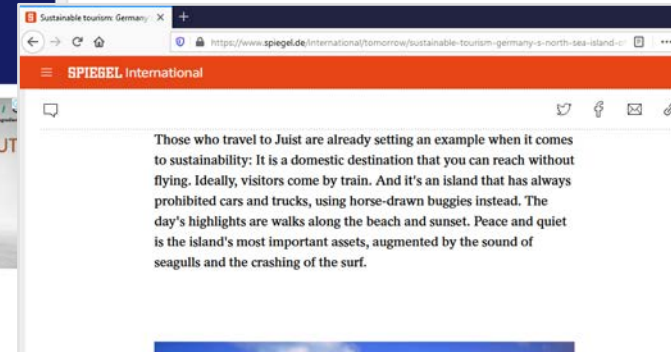
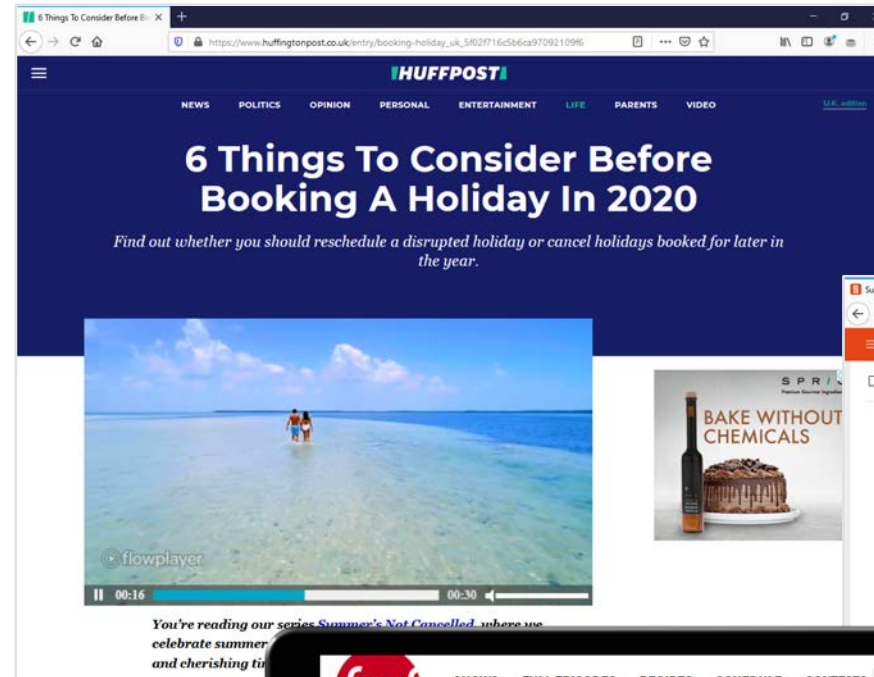


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Florida Keys / Monroe County

Florida Keys (Monroe County) Video Ads to Prior Florida Visitors from the UK, Germany, Nordic Region & Canada



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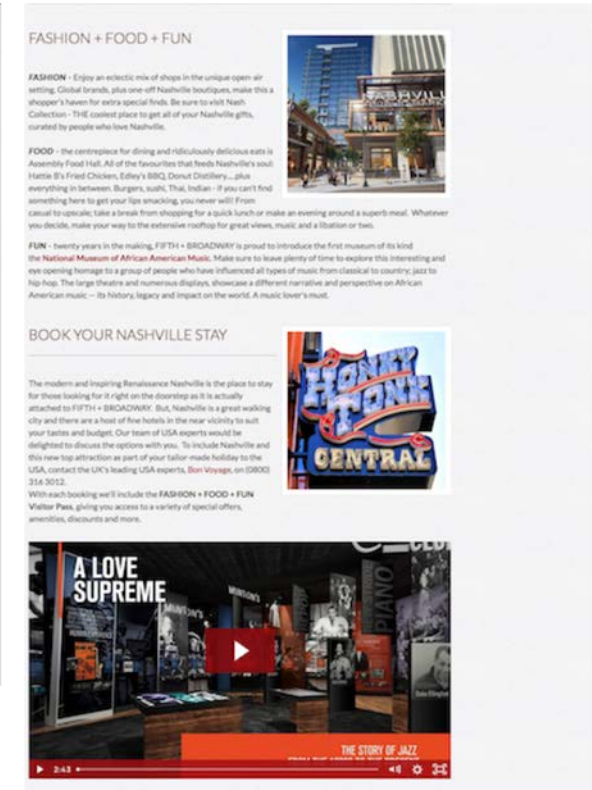
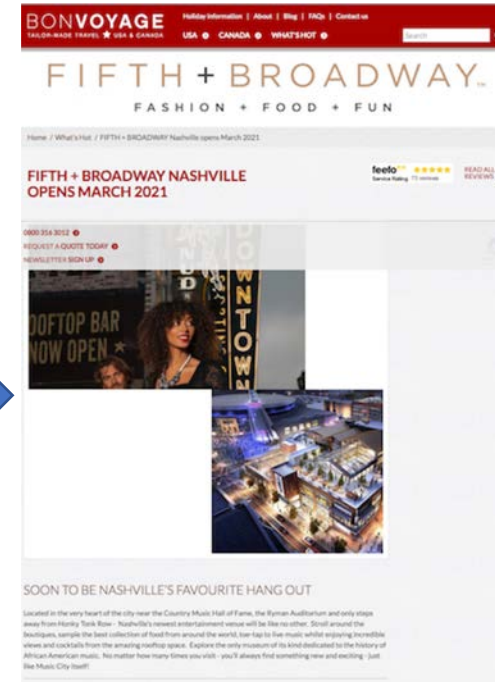
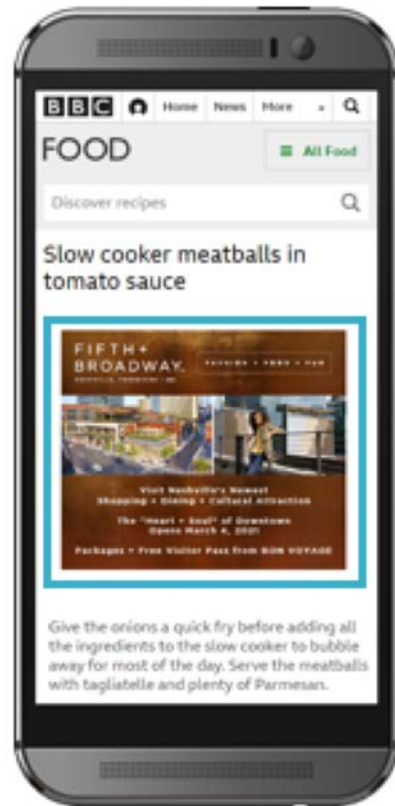
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Fifth+Broadway / Nashville TN

Fifth + Broadway
Nashville, TN
To Prior Visitor to
Nashville and Similar US
Cities

Brought in a Tour
Operator Partner to
Which Clicks Were
Directed

Germany to Follow



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When is the Last Time An Algorithm Visited Your Destination?



Which All Leads to A Big
Question for Digital Media
Buying!

Other Digital Media Strategies

Here's What We
Are Not.....

- Travel Intender Algorithms
- Personas
- Audience Models
- Look-Alikes

Here's
What We
Are.....

Real Travelers, Who Spent Real Money On Real Credit Cards in Your Destination



**Those who will likely account for 7 out of 10 your
destination's visitors in the next 12 months**

Here's How It Works

1. You define the Geographic Source Market In-State & Out-of-State.

This can be as granular as Metro Area or County or as broad as a country.

2. We pull credit card data identifying prior visitors to your destination.

This will show the number of travelers from those source markets who personally charged on a credit card while in your destination during the past 18 months. An example of both a domestic and international audience search is on the following pages

3. Jointly we create your customized media buy.

This will be based on your budget and preference of reach, frequency or a combination of the two.

4. Your campaign will run at the right time to the right audience.

Ads will be delivered to prior visitors to your destination from key source markets as they visit one or more of the brand-safe websites in our curated network.

These sites are in three main categories: News, Travel, Lifestyle. (See examples on previous pages for a sampling of the sites commonly used)

Domestic Audience Example

As an example...prepared for a client in the Minneapolis/St. Paul area

In-State:

Those who live in Minnesota outside of the greater Minneapolis metro area and visited Hennepin or Ramsey Counties in the last 18 months

Audience Size: 250,000

Out-of-State:

Those who live in ND, SD, IA, WI or IL and visited Hennepin or Ramsey Counties in the last 18 months

Audience Size: 700,000

International Audience Example

As an example....for clients in the Upper Mid-West and Great Lakes Region:

Visited Great Lakes/Upper Midwest past 18 months (MN,
MI, IN, IL, IA, WI, SD, ND)

From UK: 250,000

From Germany: 150,000

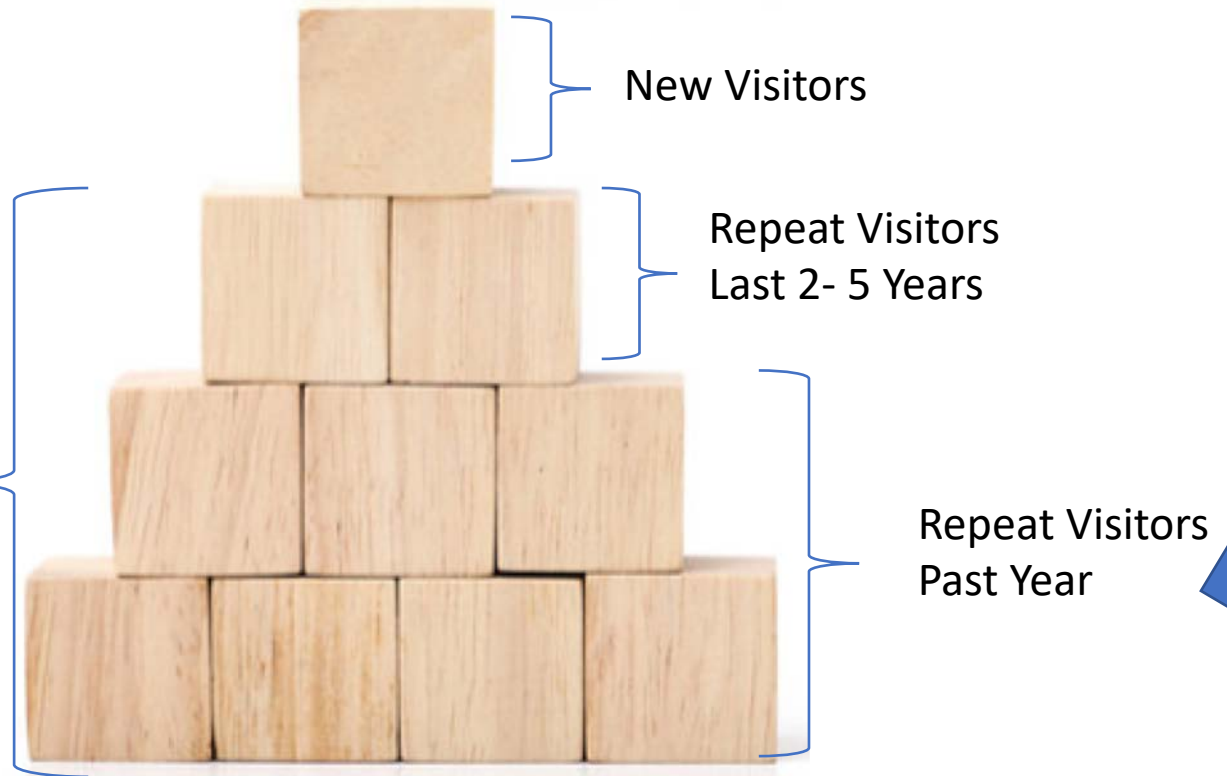
From The Netherlands: 50,000

From Nordic Region: 50,000

Total: 500,000

From There, Your Advertising Will Reach These Travelers Forming the Base of Your Destination's Marketing Success

Your Tourism Marketing Base



Real Prior Visitors Who Spent Real Money On Real Credit Cards While in Previously In Your Destination



Thank You