

2022 Market New York Grant: *Tourism Marketing Initiatives For Pandemic Recovery & Resurgence*

2022: Project #134852



Partners



About the proposal

This proposal is modeled after the highly successful [Market New York Grant AC682](#) administered by the New York State Tourism Industry Association (NYSTIA) in 2019. Through efforts led by NYSTIA, 32 regional and county Tourism Promotion Agencies (TPA's), major museums, attractions and collaborative itinerary programs were able to partner in a Market New York grant and jointly generate an estimated \$12.6 million in total sales impact – a \$24:\$1 return on investment.

NYSTIA is uniquely positioned to provide statewide private sector marketing leadership and collaborative initiatives for New York State's tourism industry. We are in regular communication with every New York State TPA as well as major destination attractions and related associations.

This proposal differs from AC682 in that it is specifically designed to address pandemic recovery and resurgence. It targets different consumer markets of opportunity, addresses pandemic related industry needs, and invests in longer term ROI in the area of professional sales and marketing skills and knowledge development.

This proposal also enables adaptation to the dynamics of a pandemic where conditions continue to change, and the travel industry must shift priorities and strategies in response to that environment.

About the applicant



The New York State Tourism Industry Association (NYSTIA)

advances economic growth, job creation, community revitalization,
quality of life and pride of place
by realizing the potential of New York State's tourism industry
and facilitating the success of its members.

We serve New York State's tourism industry through
collaborative initiatives, research, and exceptional marketing.

In the proposal

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4. Partner Roles
5. Program Budget Breakdown
6. Timeline

Approach to Recovery & Resurgence



Understanding Traveler Sentiment

Source: July 13, 2021 [Destination !\[\]\(919a2cb85b99741a73c0c31a427236a8_img.jpg\) Analysts](#)

- Travelers are getting ready to get back to travel with **80.7 percent of American travelers** saying they are ready to travel.
- **Americans are excited about traveling in the year ahead:** The percentage of American travelers excited about traveling in the next twelve months is up to 77.1% as of 7.09.21. Now, eight-in-ten American travelers are doing some travel dreaming or planning towards their next trip.
- About **90% of COVID-19-vaccinated travelers** said being vaccinated makes them more comfortable traveling.
- **Canadian travel is expected to start rebounding** in Q4 of 2021 and interest in international travel in general is ramping up.

Note: The pandemic continues to evolve with new variant information and vaccination recommendations announced each week. This proposal is intentionally written to enable responsive and flexible execution that take into account the dynamics of the health and travel environment in 2022 and beyond.

ONE WORD TO DESCRIBE TRAVEL RIGHT NOW (UNAIDED)

MARCH 2020



FEBRUARY 2021

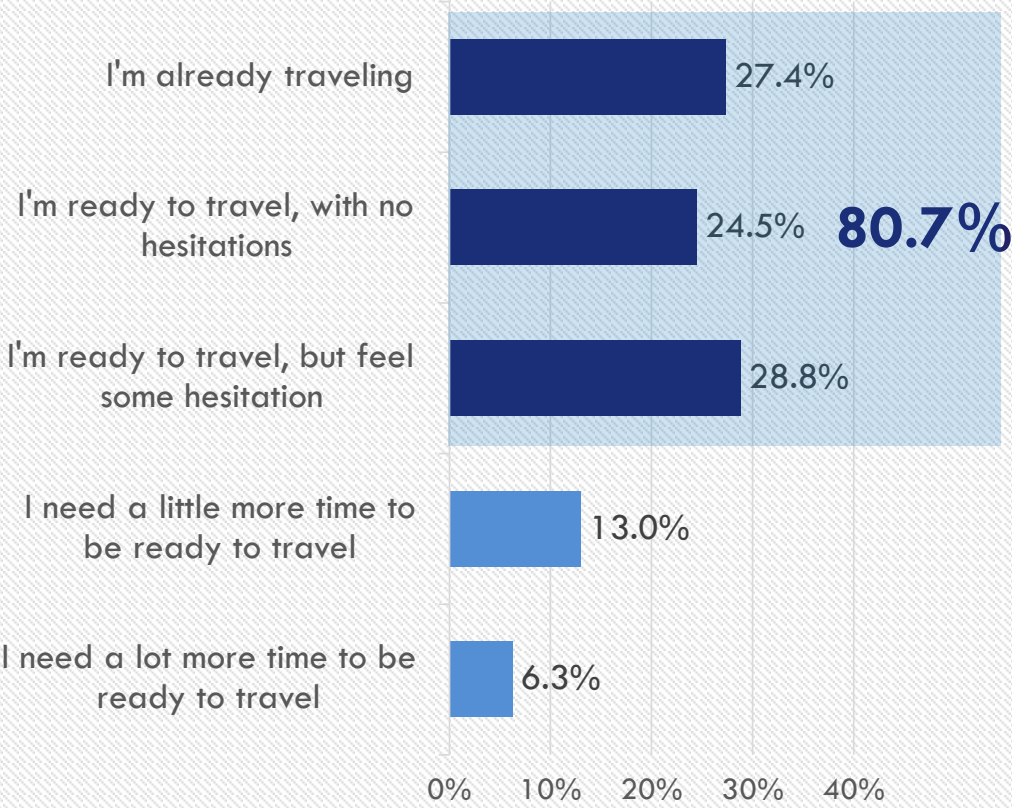


JULY 2021

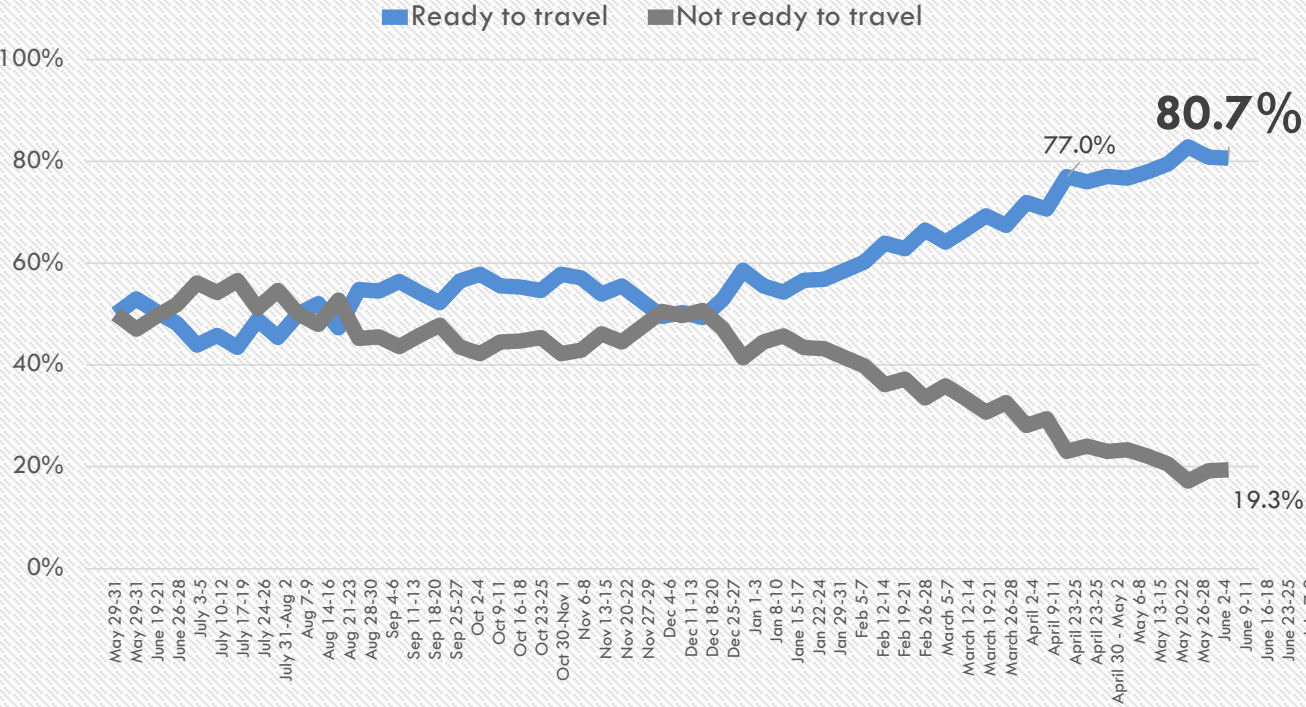


TRAVEL STATE-OF-MIND

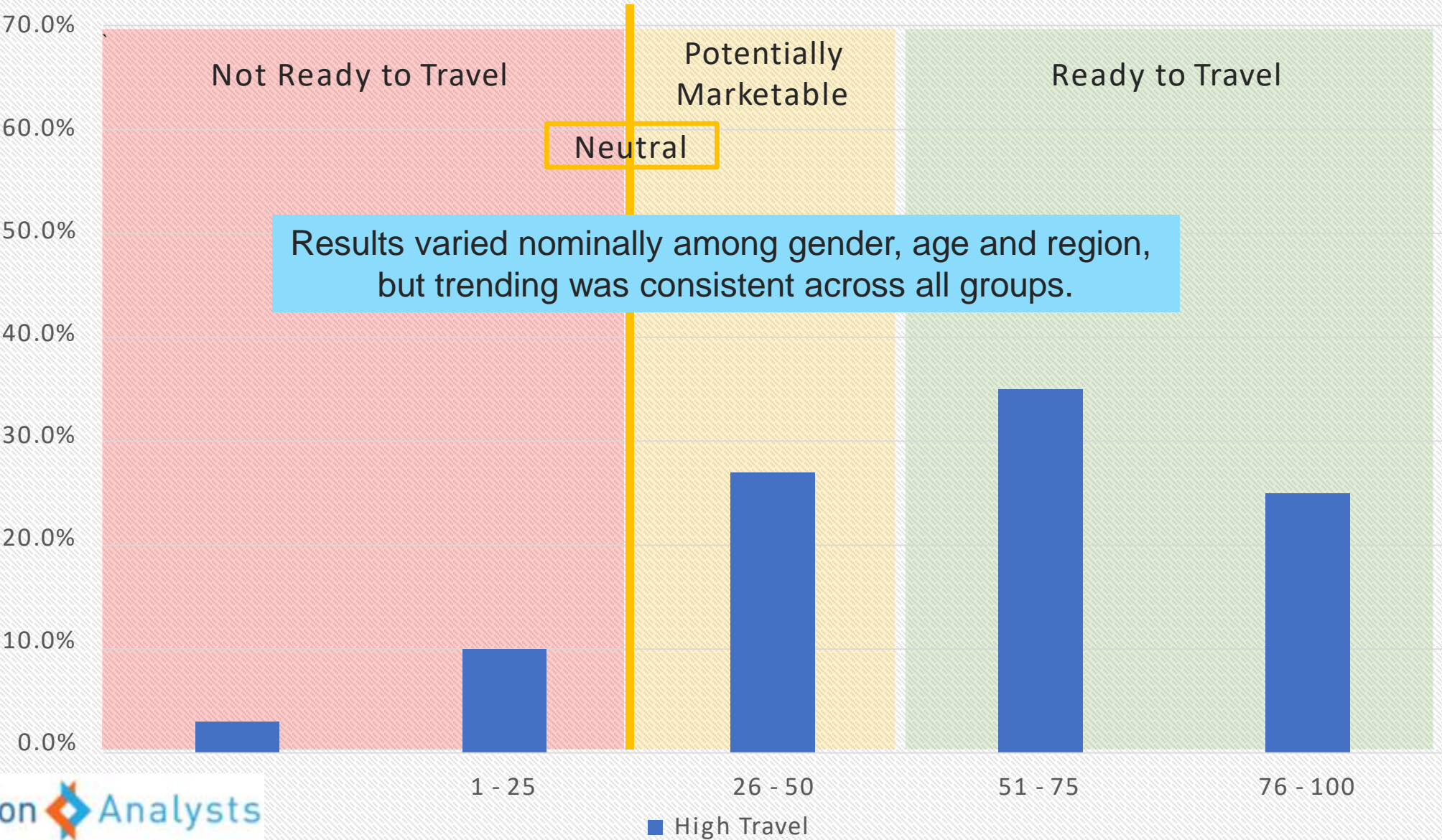
Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)



Historical data



July 9: Predictive Index Among American Travelers Supports A Healthy Travel Marketing Outlook

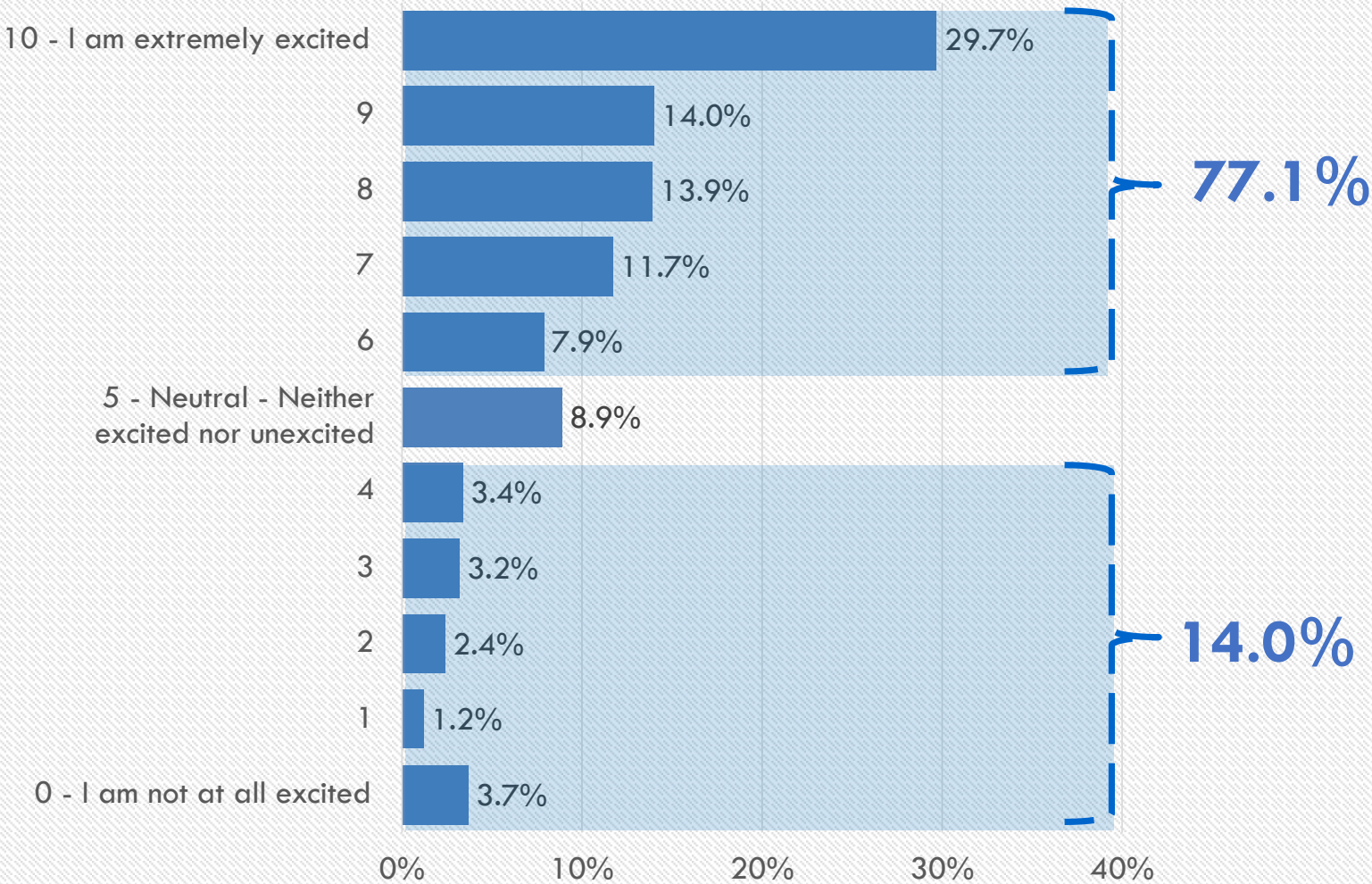


EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

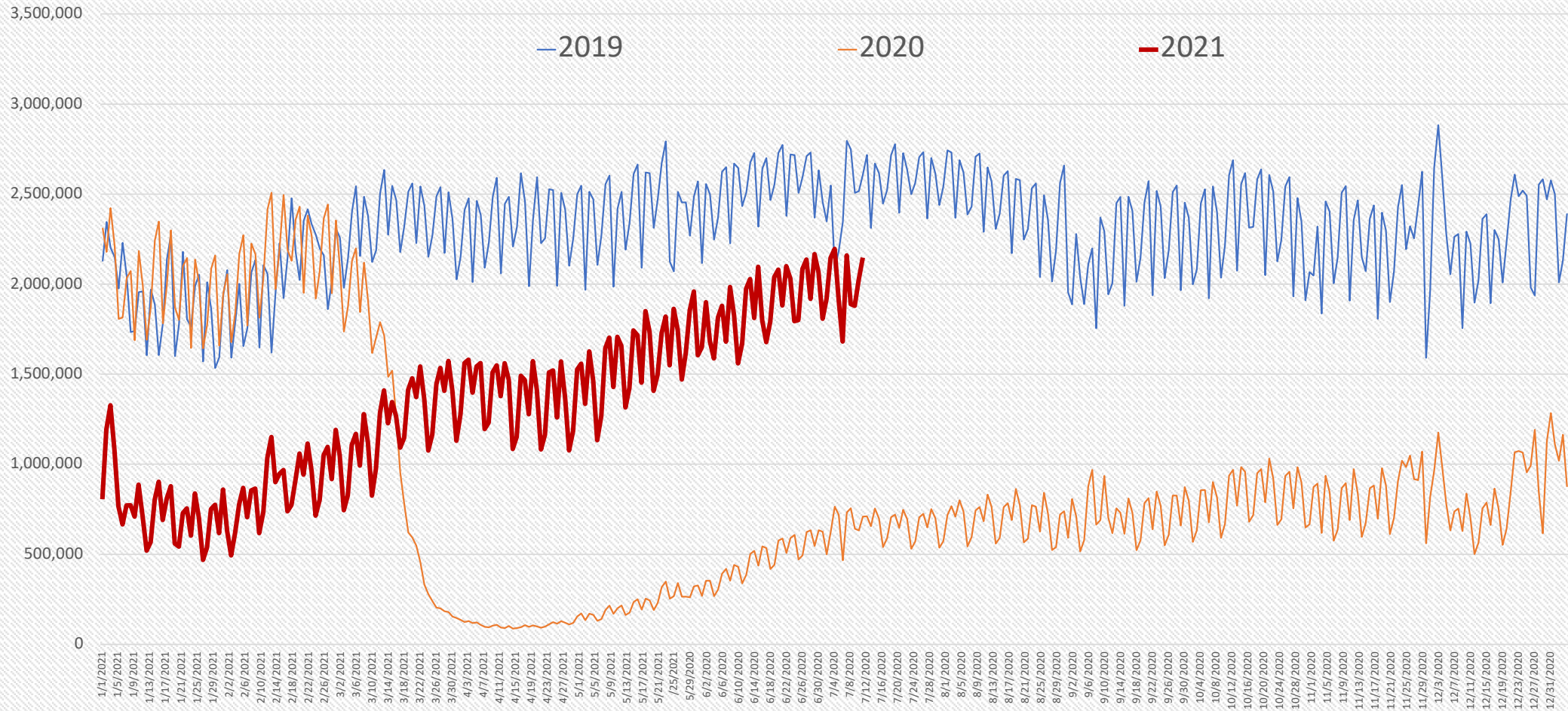
Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11- point scale below)

(Please answer using the 11-point scale below)

(Base: Wave 69 data. All respondents, 1,205 completed surveys. Data collected July 7-9, 2021)



TSA Traveler Throughput



Approach to **Recovery**

The Path Forward

- Build a research-driven strategy
- Support the local industry, communities and businesses
- Targeting of drive/direct flight markets first
- Create a plan:
 - Craft marketing messaging to respond to traveler desires
 - Instill confidence in industry and consumers
 - Balance inspiration with lower funnel activities and activation to demonstrate immediate bookings
 - Balance marketing outreach and market preparedness.

As people start to travel again

- Continue to support local businesses, the backbone of tourism.
- Explore tools and platforms to reach new leisure audiences with a primary focus on drive/direct flight markets suited to New York State destinations
- Promote inspirational content followed by strong calls to action promoting road trips, outdoors experiences, and other things to do away from large crowds
- Build consumer confidence through optimizing strategic platforms for travel discovery and planning
- Prepare the travel marketers and destination partners to successfully compete for the traveler and be prepared to properly receive them

What do
we do?

Create a Plan

- Everyone's situation is unique – craft appropriate messaging and other assets
- Empower your stakeholders, be sales ready!
- Meet consumers where they are and instill confidence
 - *Channels/content sources*
 - *Mental/emotional states*
- Move from marketing to messaging
- Emphasize activation
- Staffing: prepare businesses and staff to best attract, sell and serve the traveler.

Program Objectives

1. Support the effort to recover and rebuild tourism to New York State partner destinations as quickly as possible
2. Drive measurable results for New York State partner destinations and attractions by engaging the right consumers at the right time with the right messaging.
3. Leverage matching dollars where possible to increase the impact of marketing efforts and lift the overall reach of New York State partners' collective efforts.
4. Develop and implement programs designed to enhance the effectiveness and efficiency of New York State travel marketing in recruiting, acquiring and satisfying leisure and group visitors from domestic and international markets.
5. Work with domestic/international media and event partners who offer the best-practice, measurable, digital-centric opportunities to connect with their respective audiences and generate increased visitation.

Proposed Program Types

Targeting Key Drive & Regional Flight Markets

1. Destination Optimization Partnership Program
2. Canada / International Marketing Programs*:
 - a. Multi-Channel Program leveraging Brand USA
 - b. Canada / International Programmatic Program
 - c. Canada / International Public Relations Program
3. Travel Trade Activation Program
4. Regional Marketing Outreach Programs

** Current conditions indicate Canada as the optimal initial international target for 2022. Evolving health and travel dynamics may call for the inclusion of additional or alternate prime international markets, like the United Kingdom, Germany, etc. We indicate Canada / International to reflect this possibility.*

Destination Optimization



Destination Optimization Program



This program is designed to give destinations a voice and empower local economic recovery inside the major travel search & planning products

- Google is where consumers start their travel planning and destinations must have accurate and compelling content in Google to inspire and create confidence
- Program improves completeness, accuracy and quality of destination information and provides digital marketing upskilling* for local travel businesses
- Drives measurable reach of destination assets to millions of consumers
- Miles has worked with more than 200 destinations of all sizes on the program
- Similar state programs have successfully been executed in North Carolina, Louisiana, Colorado, Florida, Arkansas, Oregon, Kentucky, Pennsylvania, New Mexico and Utah
- This grant component represents the development of digital infrastructure that will pay dividends immediately and in the future with local, main street businesses benefitting for the long run.

DESTINATION OPTIMIZATION PROGRAM PROCESS

AUDIT

Comprehensive Destination Audit

- Google Travel
 - Top Things to Do
 - Hotel & Vacation Rentals Finder
 - Recent photos
- Google Maps & Street View
- Business Listings on Google, Yelp & TripAdvisor



ACTIVATION

Six Month Activation Program

- Priority action items identified & addressed
- Submission of critical missing data & locations
- Trackable distribution of DMO's high-quality photos
- Rollout of best practices & new tools
- Results reporting



INDUSTRY OUTREACH

Local Business Outreach & Empowerment

- Two virtual workshops
- Assistance to claim business profiles
- One-on-one support from program specialists

Destination Optimization Program **Benefits**



Facilitate Economic Recovery Locally



Optimize Content to Improve Perception



Extend Reach Beyond Owned Channels



Empower Local Businesses



Drive Measurable Results

Industry Outreach & Activation

Our goal is to improve awareness and use of Google My Business by local businesses and help them maximize their exposure & conversion.

- Two virtual live workshops to business owners
- Google My Business “Check Up” allows claimed businesses to evaluate their performance ahead of or during the event
- Office Hours following the workshops with Miles team experts to help troubleshoot issues and assist businesses who need to claim their listing
- The outcome is marketing benefit driven for both the lead (destination) organization and empowered local businesses at the grassroots level.



Destination Optimization Program Results

*We started working with Miles on the Destination Optimization program in 2020, despite the pandemic, because it was clear that the program was particularly relevant as a proactive approach to help the community rebound from the impacts of COVID-19. It has **helped to empower our local businesses** so that they have their best foot forward, digitally, as travel resumes. By evaluating more than 700 businesses profiles in the market and contributing more than 200 images to Google Maps locations, we've seen measurable improvement in the completeness and quality of Westchester's online presence. In fact, in just the first three months our content has been **viewed more than 3.5 million times across Google** products. We highly recommend this program for other New York's destinations, large and small.*



Natasha Caputo, Director
Westchester County Tourism & Film

Destination Optimization Packages



Tier 1: Counties & Regional DMOs

- Comprehensive Destination Audit (including Google, Yelp & TripAdvisor)
 - Up to **1,000 business listings** audited: Google (all) + Yelp (attractions, dining & accommodations) & Trip Advisor (hotels)
- Six-month Activation and Support Program
 - Up to **200 DMO-owned images** added to locations on Google Maps
- Two Virtual Google My Business Activation Workshops
- One-on-one Support for the DMO and local businesses

Tier 2: Single-Market DMOs

- Comprehensive Destination Audit (including Google, Yelp & TripAdvisor)
 - Up to **500 business listings** audited: Google (all) + Yelp (attractions, dining & accommodations) & Trip Advisor (hotels)
- Six-month Activation and Support Program
 - Up to **150 DMO-owned images** added to locations on Google Maps
- Two Virtual Google My Business Activation Workshops
- One-on-one Support for the DMO and local businesses

Tier 3: Small/Rural DMOs

- Comprehensive Destination Audit (including Google, Yelp & TripAdvisor)
 - Up to **250 business listings** audited: Google (all) + Yelp (attractions, dining & accommodations) & Trip Advisor (hotels)
- Six-month Activation and Support Program
 - Up to **75 DMO-owned images** added to locations on Google Maps
- Two Virtual Google My Business Activation Workshops
- One-on-one Support for the DMO and local businesses

Canada / International Markets



Canadian Marketing Program



- Canada Spring 2022 Brand USA Multichannel campaign in collaboration with NY State Participation
- Canada Programmatic Campaigns
- Canada PR Campaign
- Additional and/or alternate international markets as the evolving health and travel environment indicate is appropriate.

CANADA / INTERNATIONAL MULTI-CHANNEL OVERVIEW

- Brand USA's Multi-Channel program campaigns guide travelers from inspiration to booking using customized calls to action, which generate real, measurable results.
- This innovative marketing opportunity creates deeper engagement with destination content.
- Leverages Brand USA's Full-funnel campaigns to generate awareness, engagement and measurable conversions through media partners: Google Display, Expedia, AdTheorent, Facebook.
- Leverages significant Brand USA investment in both the program and market to create a comprehensive campaign in-market.
- All Partners receive inclusion on the New York State Custom Expedia Page and benefit from the Expedia impressions driving to this NY Expedia Page



CANADA/INTERNATIONAL MULTI-CHANNEL PROGRAM PACKAGES



Partner Contribution	Mobile Takeover Impressions (AdTheorent)	Expedia Impressions	Hotel Search Results Page	GDN Clicks	Facebook Carousel Tile
Tier 2:	250,000	415,000	Yes	3,250	1 Tile (3 rd or 4 th tile placement)
Tier 3:	125,000	N/A	No	1,625	Added Value
Tier 4:	62,500	N/A	No	812	N/A

Canada / International Programmatic Campaign Overview



- Dedicated campaigns available at multiple tier levels to reach travel intenders in key international markets
- Option to geotarget in drive market in neighboring states
- Includes customizable brand safety and fraud protection
- Utilizes native ads and display banners and ongoing optimization for best performance
- Includes ad creative development
- Option to run for 30 or 60 days
- We operate all of our programmatic media campaigns in-house using Centro Basis DSP, which is a platform that gives full visibility into targeting, performance and optimizations throughout every campaign.

PROGRAMMATIC MEDIA PACKAGES



Package	Impressions (Display + Native)	Targeting	Run Time	Added Value
Tier 1	1,817,000	Travel Intenders + Geotargeting (Drive Markets)	30 or 60 Days	Customized Ad Creative + Brand Safety and Fraud Protection
Tier 2	908,000	Travel Intenders + Geotargeting (Drive Markets)	30 or 60 Days	Customized Ad Creative + Brand Safety and Fraud Protection



CANADIAN PUBLIC RELATIONS PROGRAM DESCRIPTION

The Canadian PR Co-op will provide participants with earned media support services focused on enabling them to better respond to earned media coverage opportunities provided by NYS ESD/ILNY and maximize interest in/coverage of partner destinations and attractions reaching Canadian markets.

PROGRAM GOAL

To inspire travel and visitation among leisure travelers in Toronto, Ottawa, Hamilton, and surrounding areas within neighboring provinces of Canada through earned media coverage of partner destinations and attractions.

PROGRAM STRATEGY

Throughout our public relations strategy, we will support NYS ESD/ILNY earned media efforts by:

- Working 1:1 with each participant, pitching out themes and stories consistent with their top products and attractions and relevant to ILNY priorities.
- Highlight experiences, packages and events relevant to key audience segments within the Canadian market.
- Drive visitors to partner websites to plan and book their NYS vacation.



CANADIAN MEDIA OUTLETS & STRATEGY

- Break the Ice Media's proximity to Toronto and Ottawa has enabled them to develop media relationships with Canadian media that are part of their owned database of active relationships with over 1,200 media members and publications.
- For this program, targeted media lists will be developed that align with the target markets of each partner within the program.
- The media list will include; top-tier travel and lifestyle editors & journalists, influencers, bloggers, and niche media.
- Efforts will be coordinated with and supportive of NYS ESD efforts and enable participants to more robustly engage with opportunities provided through I LOVE NEW YORK.



Tactical Execution Components

- **Media kit** including a one-sheet for each program partner detailing top offerings & attractions, and destination overview, story starters that align with key pitching themes, media hosting form, photography, and other relevant press information.
- **Pitching** organized by key themes outlined on an editorial calendar coordinated with ILNY that will be used as a guide for long-lead PR opportunities and help balance opportunities for exposure for each partner within the program.
- **Media events and deskside visits** as follows will be included in the program:
 - Deskside visits with media will take place 2x in key Canadian markets
 - Attendance at Discover America Day in 2022
 - Participation in TMAC (Travel Media Association of Canada) and attendance at travel events.
- **Media FAM pitching and planning.** The most valuable and in-depth travel stories often come from firsthand experiences within the destination. A robust visiting journalist program will be facilitated within the program including; planning, booking and coordination of press trips and on-site media assistance as needed for hosted visits. Securing post-visit coverage including coordination of interviews and additional assets as needed by the writer upon their return home is also included.

Measuring Success

Results will be shared with all partners along with original strategy, key messages and goals, providing a full and complete picture of all campaign activities.

Monthly reports will contain:

- Current statistics/success of program
- Trends in media conversation, coverage and outreach
- Benchmarks for success and growth
- Campaign adjustments and course-correction, as needed
- Clips of all earned media placements
- Overview of placements and their scores

Campaign success will be evaluated using these metrics:

- # of publications pitched
- # of total placements
- Total # of impressions, unique visitors monthly (UVM) and/or circulation
- # of media FAM leads
- # of media FAMs and/or hosted visits as a result of campaign outreach
- # of placements resulting from a media event
- Overall media impact

Travel Trade Activation Program



About: Travel Trade Activation Program

For New York State DMO's
and their tourism stakeholders



ALON Marketing Group is the country's leading inbound marketing consultancy. ALON has successfully helped tourism suppliers and destinations with B2B inbound tourism strategies to attain their tourism marketing and sales goals.

Through 20+ years of hands-on experience, ALON has developed a **travel trade activation program** that is designed specifically to enable destinations and their tourism stakeholders to grow ROI and sales with the travel trade.

Travel trade is an industry term used to describe both international and domestic 3rd party resellers of travel collectively. B2B relationships are developed with the travel trade who contract with tourism suppliers and sell their products to visitors providing the opportunity for repeat, volume, and off-peak seasonal business.

This sales positioning strategy is an accelerated process to expedite tourism development in New York State. DMOs and their tourism stakeholders will implement sales and marketing tactics to establish and/or increase ROI from successful B2B tourism partnerships.

With effective travel trade relationships, it is possible for:			
DMO'S:	SUPPLIERS:	TRAVEL TRADE:	VISITORS:
To increase marketing ROI by representing a sellable NYS destination in addition to a place promoted.	To obtain a new repeat revenue stream and grow their NYS businesses.	To secure capable NYS partners, bookable products and expand their revenue opportunities	To enjoy a broader selection of authentic NYS destination experiences.

Statewide Activation Sessions

A travel trade overview



ALON Marketing Group will deliver virtual activation sessions for all New York State regions

New York State DMO's and tourism stakeholders will be able to :

- *Enhance their ability to work effectively and efficiently with B2B travel trade to develop and increase domestic and international inbound business.*
- *Understand the necessary protocols to work with the travel trade and take advantage of its many benefits.*
- *Complete the session with the capacity and support to implement processes that will save time and money while generating increased sales bookings.*

Destination Specific Program

Stage 1-3



Virtual or Live Program Series for Individual New York State Destinations.

New York State DMO's and their tourism stakeholders will be familiarized with the framework of principles and best practice tactics to work with the travel trade. We will provide the tools, resources and the necessary protocols to be successful.

After completing the framework, destination businesses (attractions, hotels, restaurants, etc.) are eligible for one-on-one coaching to apply best practice guidelines to their individual business marketing efforts.

Step 1: Travel Trade Sales Orientation

Development of professional sales and marketing programs strategically aligned with travel trade needs

- *3 sessions/workshops*

Step 2: One-On-One Business Adaptation

Individual business 'drill down' to implement strategic sales and marketing positioning with team intensives

Step 3: Travel Trade Sales Activation

Full circle development to ROI travel trade sales meetings:

- *Virtual and in-person events*
- *Tradeshow presence opportunity coops (e.g. RTO Summit, IPW, NYC, LA, MIA, MCO Sales Missions, WTM and ILNY sales missions - TBD)*

Regional Consumer Marketing Programs



Regional Consumer Marketing Programs

- Suite of media and event initiatives in New York and contiguous markets to be selected based on relevance and value to New York State tourism partners/participants.
- Would be offered a la carte to allow partners to customize their strategy to fit their needs and visitor targeting.
- Managed by MWBE subcontractor(s)
- Would likely include offerings from awareness to engagement and/or activation
- Would emulate the BrandUSA model wherever possible to ensure quantifiable outcomes.
- Media & event partners will be invited to programs that advance best practice in their offerings and packaging and potentially participate in the grant outreach:
 - Pre-submission webinar to provide guidance and requirements (measurable, targeted, etc.) for program submission
 - Meetings with each media or event partner to discuss their potential participation and recommendations

Partners, Budgets, Timeline



Partner Roles



New York State Tourism Industry Association

- Coordinates grant development, submission and administration
- Manages member relationships
- Approves overall program strategy
- Develops and evaluates marketing programs

Miles Partnership

- Provides industry outreach, sales and service for BrandUSA programs
- Executes specific programs (Canada, DO, Programmatic)
- Provides program reporting to NYSTIA

Break The Ice Media (MWBE)

- Manage grant related participant outreach & workflow
- Manage regional media programs
- Execute strategic Canada Public/Media Relations initiative

ALON Marketing Group (MWBE)

- Manage grant related participant outreach & workflow
- Execute sales-ready market & business activation programs

Next Steps

- **July 30:** Grant submission
- **August:** Begin follow-up needs assessment and grant concept exploration with potential NYS tourism partners, NYS media outreach and workforce development affiliate communications.
- **From Grant Approval*:** *approximate*
 - 60 days to initiate contracts and begin scheduling implementation with tourism partners across New York State
 - 120 days to begin activations across all program components
 - Grant program completion in 12 to 18 months, with ongoing work continuing post-grant as appropriate to industry needs and means.

*** Grant Approval is a condition of moving forward as indicated**

Thank you – we're looking forward to the adventure!

