

# Spearfish Coop

**The Digital Repeat Visitor Program**  
**NY State Travel Industry Association**

# Background

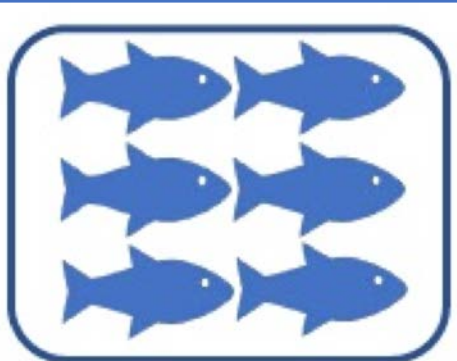


Since 1994 Phoenix International Publishing has served the international inbound travel market to the USA with media aimed at the repeat visitors that create the foundation of that market segment. Its products include the award-winning magazine Essentially America, domestic and international destination guides, digital content, social media, and now **Spearfish**.

PIP products reach international travelers in 15 countries across five continents. With its preview in 2019 and roll-out in 2020, **Spearfish** enhanced the company's digital presence and created to a robust US domestic tourism marketing presence as well.

***Spearfish** leverages credit card spending data as a means of identifying prior visitation. Destinations, lodging partners and attractions can hyper-target those who will account for 70% of their visitors, year after year. Your digital advertising is then delivered via a series of market-specific brand-safe webistes.*

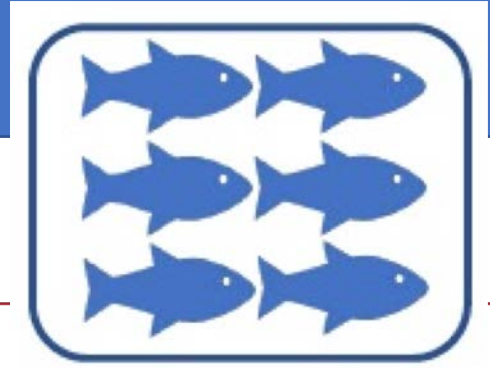
In just over one year, **Spearfish** is already partnering with more than 60 destinations, hotels and attractions, generating 160 campaigns accounting for nearly **145 Million impressions** domestically and internationally.



What is now called **Spearfish** was a pilot program 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



# Digital Repeat Visitor Program - 2019

The collage displays a variety of digital content, including:

- A Korean news website '한국경제' (Korea Economic Daily) with a headline about KDB.
- A travel agency ad for '미네소타행' (To Minnesota) with a 'Mall of America' ad.
- A 'Spearfish' ad featuring a fish logo.
- A 'Spearfish' ad featuring a person on a rock.
- Small news snippets and a list of '가장 많이 본 뉴스' (Most Viewed News).

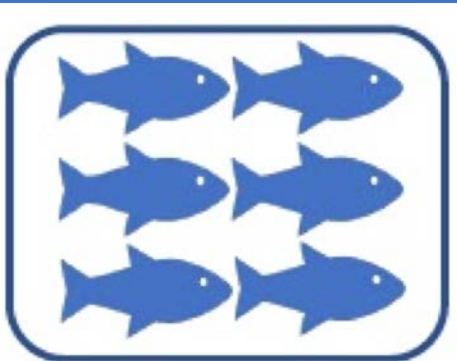
## Since July 2020 Launch...

That lead to  
the launch of  
Spearfish

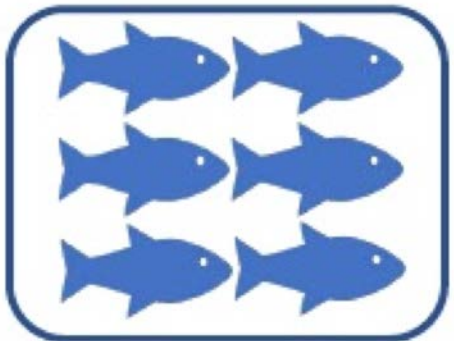
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From a  
standing start  
it has  
generated:

- 160 Campaigns
- 146 Million Impressions
- 41 CVBs
- 13 State Tourist Offices
- 5 Destination Coops
- 1 Foreign Tourist Office
- 1 Native American Nation
- 5 Hotels
- 4 Attractions / Transportation Companies
- Advertising Partners Located in 25 states
- Impressions Served Throughout the USA & in 12 Foreign Countries



**Here's Why The Use of Spearfish  
Is Growing So Rapidly.....**

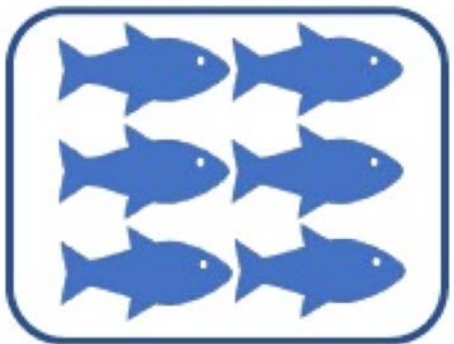
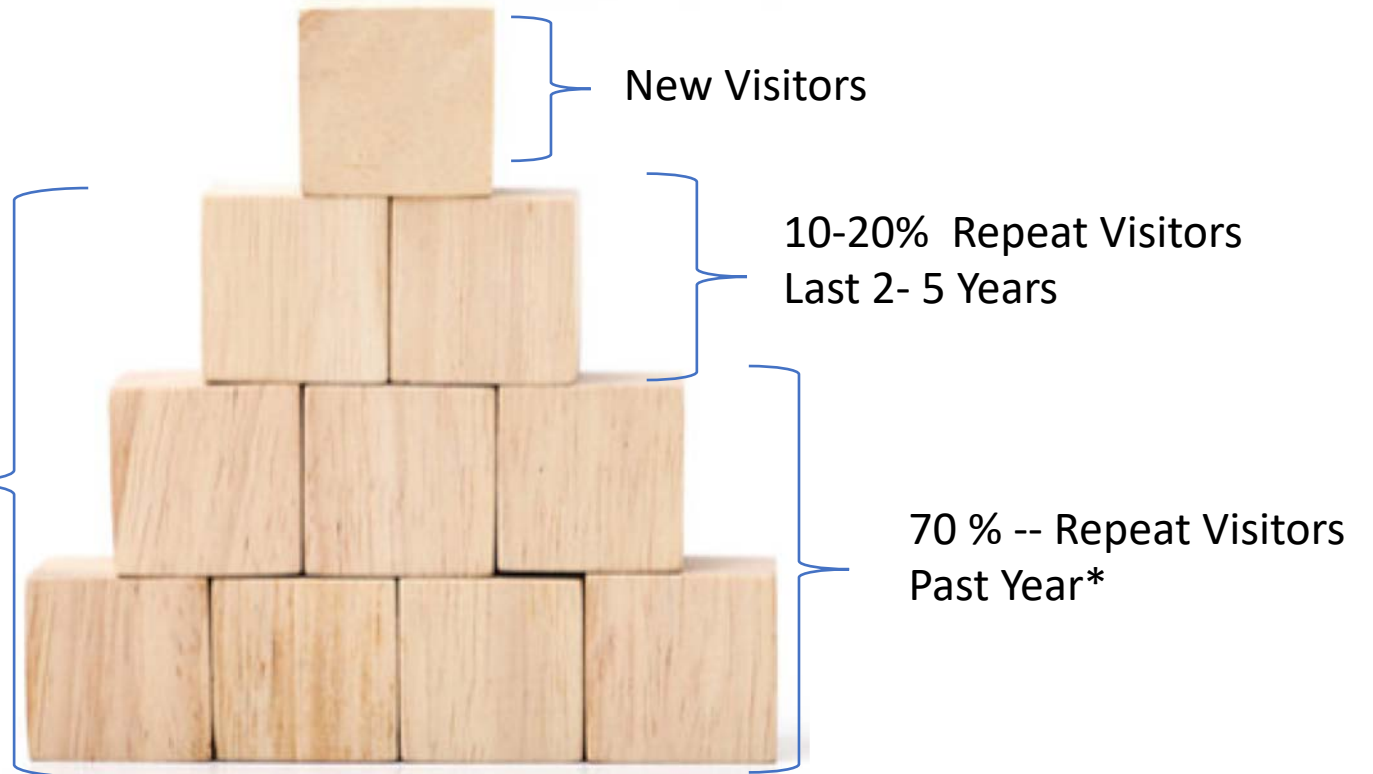


# Today -- Repeat Visitors Form as the Base Of Your Destination Visitation...As Much As 90%!

Domestically, for most destinations 70% of visitors in a given year had visited during just the prior 12 months.

The single most reliable indicator of future visitation is those who have visited in the recent past.

**Your Tourism  
Marketing Base**



**\*Sources Include Multiple Destination Visitor Profiles from companies such as Longwoods International, OmniTrak Group, Destination Analysts, Strategic Marketing and Research**

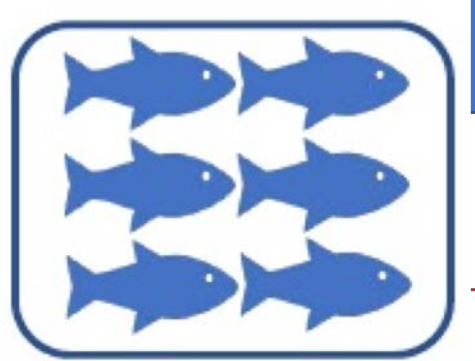


Here Are Examples of the percent of visitors from selected, key international source markets to the USA who were repeat visitors in 2019.

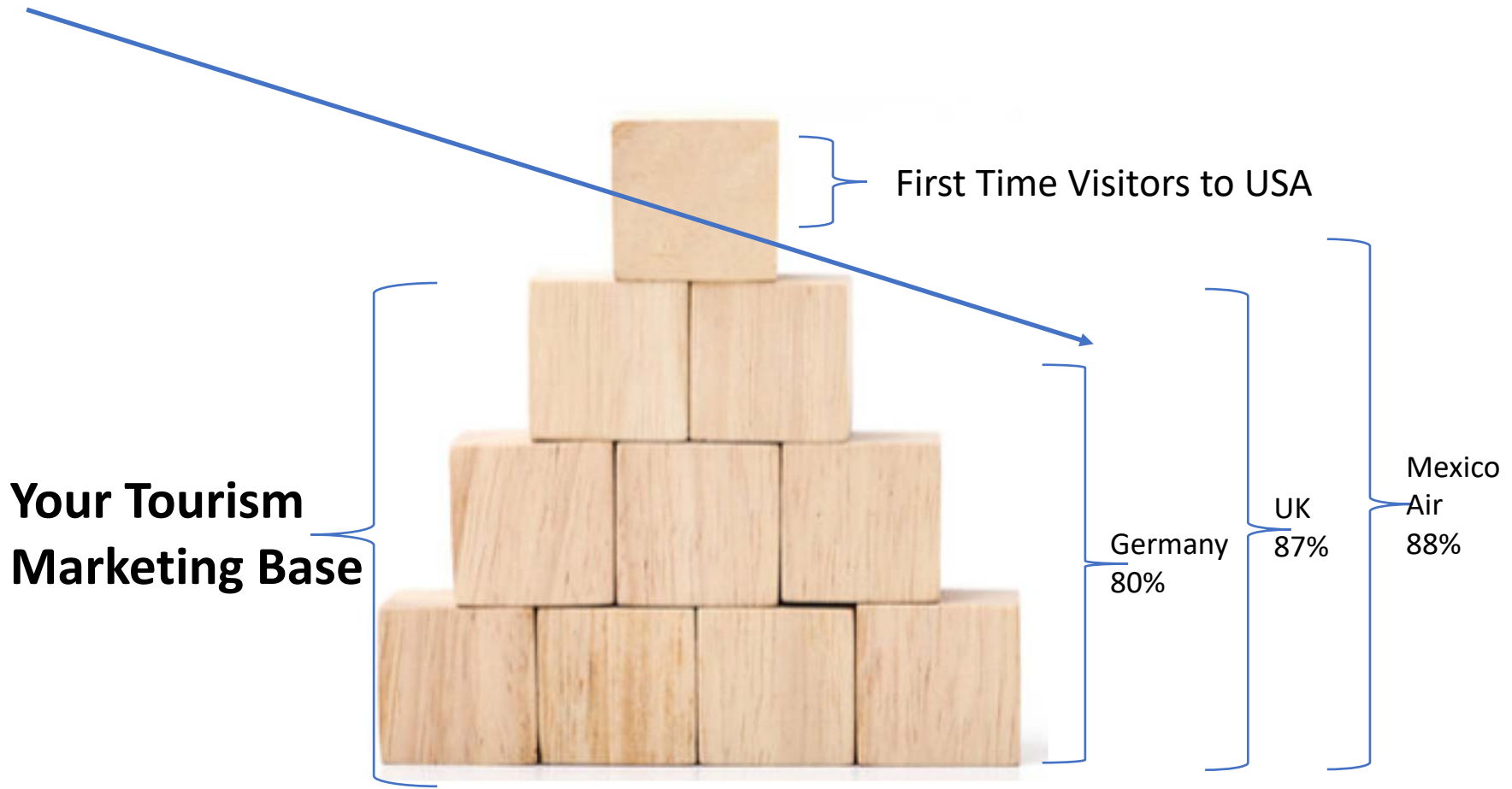
And they travel with velocity, averaging 1.6 visits per year!

Notes:

- 1.Canada data is currently not available.
- 2. Even including emerging markets, the average of repeat visitors across all overseas markets is 70%



# Repeat Visitation Is Just As Important Internationally



\*Source: NTTO / US Department of Commerce

# Previous Visitors Are Much Further Down-Funnel

## New Visitors Need Much More Work And Are More Expensive to Acquire

Reaching prior visitors  
also makes your  
advertising more  
productive

New Visitors Acquisition is  
also expensive venture.

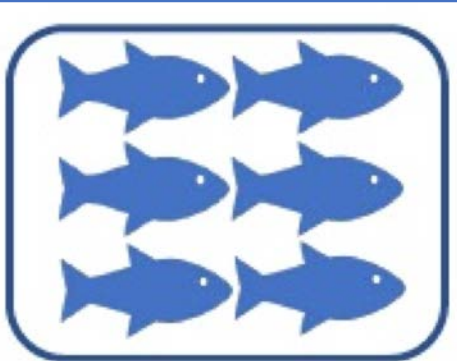
Finding new customers  
can be as much as 6x  
more expensive than  
retaining current ones\*

Source: American Express

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

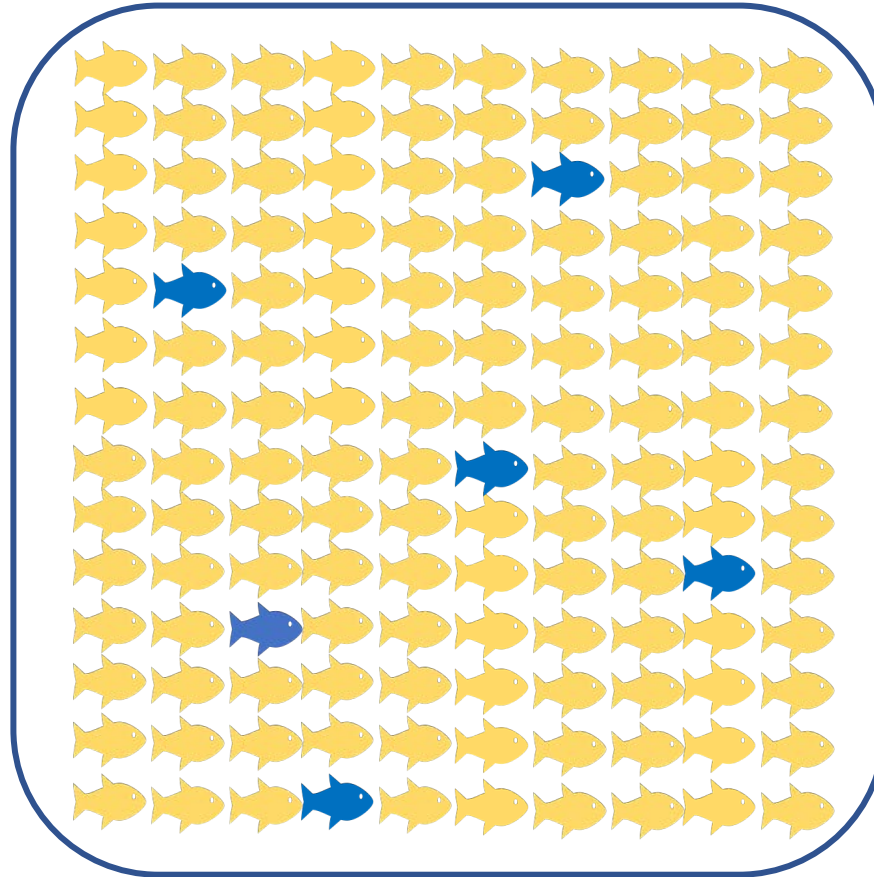


Repeat Visitors Are  
Already Down-Funnel  
And More Likely to Convert  
Sooner

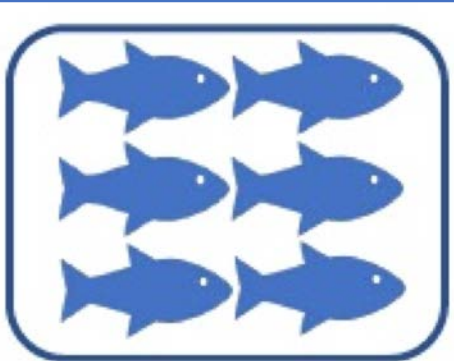
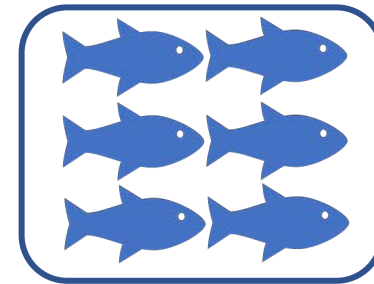




***Rather than casting an  
expensive, wide net...***

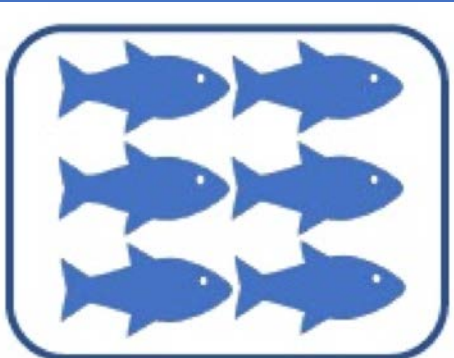
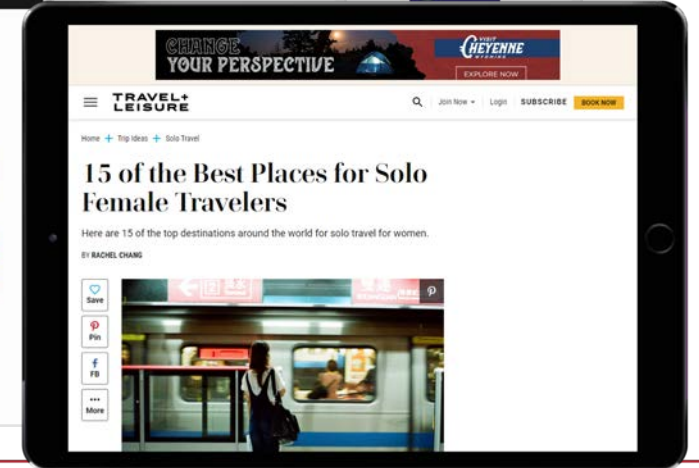
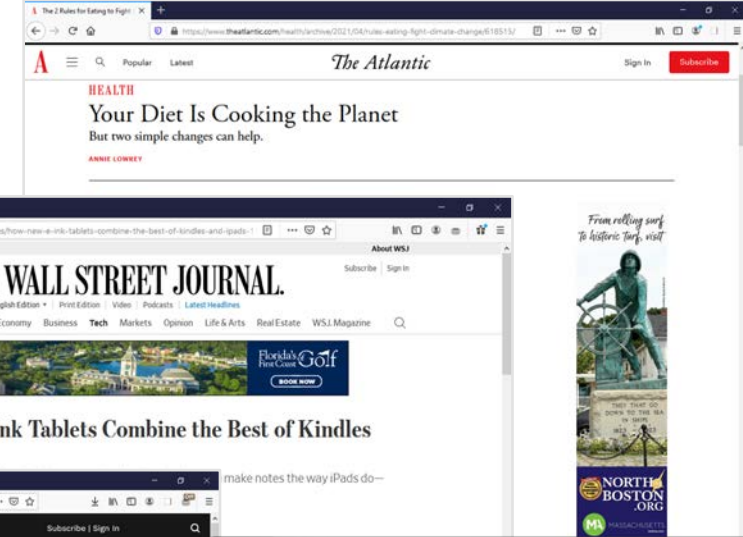
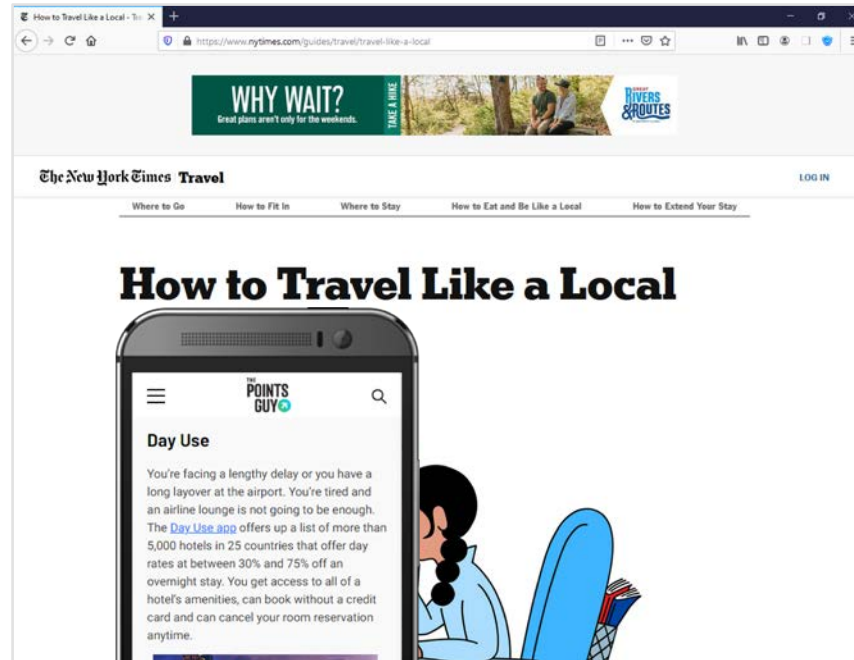


***Spearfish!***



# Examples Of Spearfish Domestic Placements

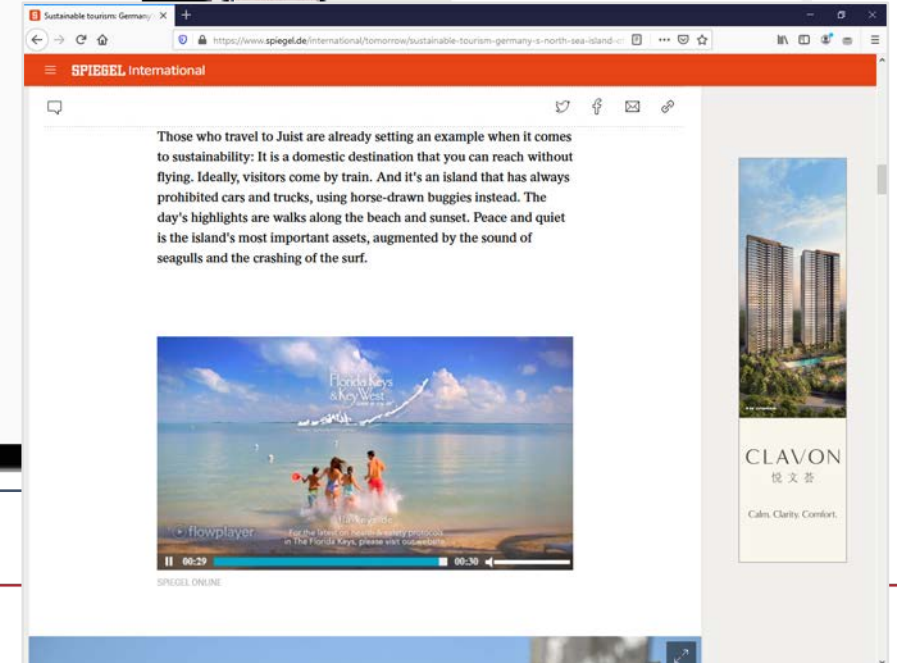
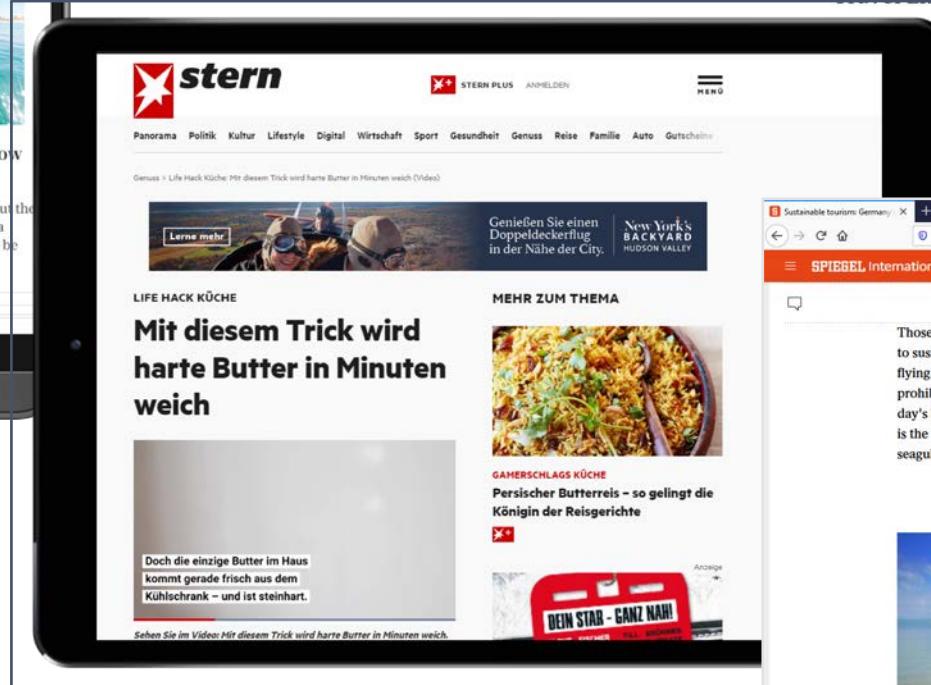
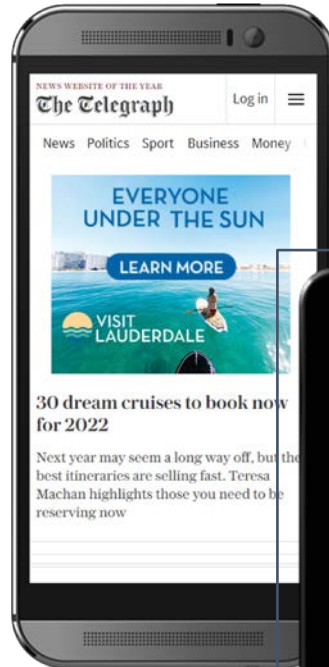
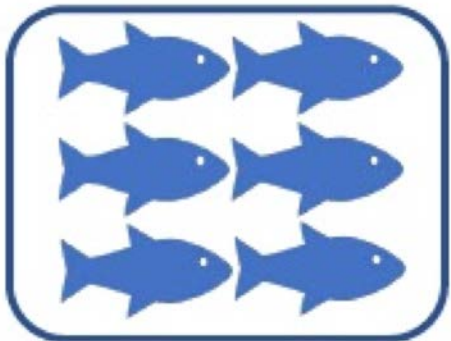
Here's a sampling of domestic activations from South Carolina, North of Boston, Florida's First Coast of Golf, Great Rivers & Routes (IL) and Cheyenne WY aimed at prior visitors from key source markets for each



# Examples Of Spearfish International Placements

Destinations such as Santa Monica , Dutchess County (NY), Florida Keys / Key West and Fort Lauderdale are already advertising in the UK, Germany, Nordic Region, France & Canada.

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Florida Keys entire campaign was video. Fort Lauderdale is a mix of IAB Standard Display & Video

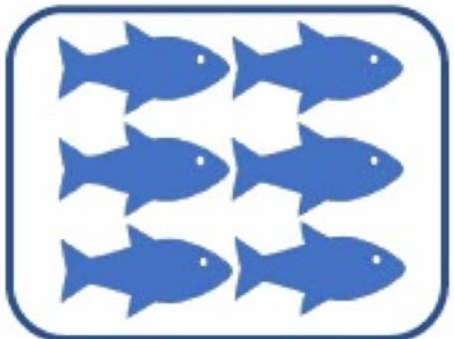




# When is the Last Time An Algorithm Visited Your Destination?



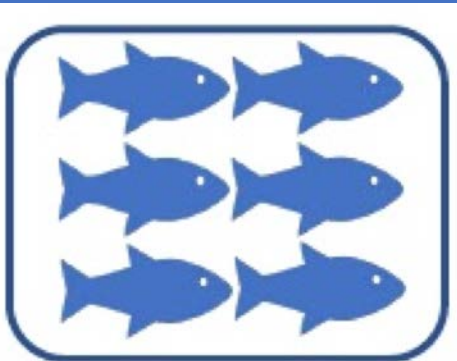
Which All Leads to A Big  
Question for Digital Media  
Buying!



## Other Digital Media Strategies

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

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

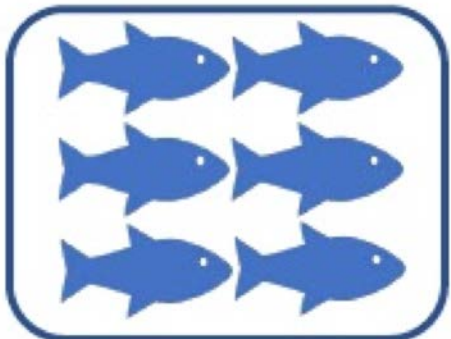


## Real Travelers, Who Spent Real Money On Real Credit Cards in Your Destination

Here's  
What We  
Are.....

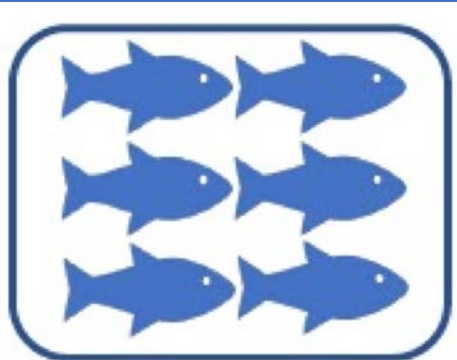


**Those who will likely account for 7 out of 10 your  
destination's visitors in the next 12 months**





# Here's How It Works



- 1. Partner defines 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 their 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. All IAB ad units are available at the same CPM. The most popular units are 300x250, 728x90 and 160x600
- 4. Partner 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)

# The Market

The pool of potential repeat visitors within and to New York State is HUGE!

## In-State

Spearfish has identified **Millions & Millions** of active In-State travelers, defined by being residents of the New York State and having charged on their credit cards in regions of the state other than where they live. Spearfish has identified some 50 Million inter-regional trips made by New York state in-state travelers in the past 18 months.

## Nearby States

More than 20 Million travelers from PA, CT, MA, VT & NJ visited the State during the past 18 months.

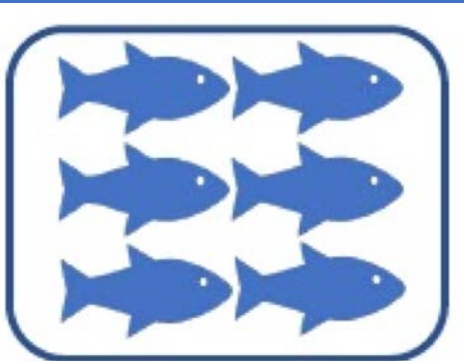
## Canada

A further 2.6 Million visitors from Ontario & Quebec visited New York State.

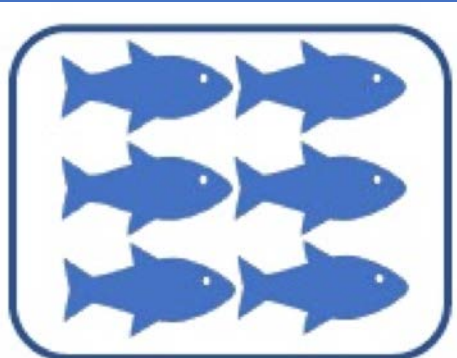
## Overseas

Between the UK and Germany another 1.4 Million visitors traveled to New York State.

***Spearfish will reach as broad or as narrow a portion of that audience as you wish....Here's how:***



# The Opportunity



**Your campaign will focus on your most important in-state, out-of-state, Canadian or Overseas source markets to your region with an affordable prior visitation/repeat visitation strategy.**

This would be a NEW tactic that is already being used successfully and enthusiastically by more than 60 destinations, large and small, all over the country

In-State		
Live In New York State and Visited Your Region or its Competitive Set		
Package Tier	Cost	Impressions
Tier 1	\$2,000	260,000
Tier 2	\$4,000	520,000
Tier 3	\$6,000	784,000
Tier 4	\$8,000	1,046,000
Tier 5	\$10,000	1,308,000

Out-of-State		
Live Outside of NY State and Visited Your Region or its Competitive Set		
Package Tier	Cost	Impressions
Tier 1	\$2,000	260,000
Tier 2	\$4,000	520,000
Tier 3	\$6,000	784,000
Tier 4	\$8,000	1,046,000
Tier 5	\$10,000	1,308,000

Canada		
Live In Ontario or Quebec and Visited Your Region or its Competitive Set		
Package Tier	Cost	Impressions
Tier 1	\$2,000	260,000
Tier 2	\$4,000	520,000
Tier 3	\$6,000	784,000
Tier 4	\$8,000	1,046,000
Tier 5	\$10,000	1,308,000

Overseas		
Live in UK or Germany and Visited New York State or Northeast of USA		
Package Tier	Cost	Impressions
Tier 1	\$2,000	232,000
Tier 2	\$4,000	464,000
Tier 3	\$6,000	696,000
Tier 4	\$8,000	928,000
Tier 5	\$10,000	1,160,000

Note: Prices on requests for campaigns that include  
Larger Volume  
More Granular Targeting  
Video

**Great Value**  
**Great Coverage**  
**Great Targeting**

