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 websites.

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
Since July 2020 Launch...

That lead to the launch of Spearfish

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......
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.

*Sources Include Multiple Destination Visitor Profiles from companies such as Longwoods International, OmniTrak Group, Destination Analysts, Strategic Marketing and Research*
Repeat Visitation Is Just As Important Internationally

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%

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First Time Visitors to USA

Your Tourism Marketing Base

UK 87%

Mexico Air 88%

Germany 80%

*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

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 pool of potentialrepeat 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:*
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.

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Note: Prices on requests for campaigns that include Larger Volume, More Granular Targeting, Video
Great Value
Great Coverage
Great Targeting