

Lancaster County

PA Dutch CVB
Annual Report
July 1, 2009 – June 30, 2010

In 2007, we launched a three-year branding campaign, “Wake up in Lancaster County,” intended to increase overnight stays and tourism-wide revenue.

During the course of the 2008/09 fiscal year we unveiled a new three-year strategic plan consisting of six strategic priorities, as identified below. The complete plan is located at padutchcountry.com/Presentation/ConsumerPage?PageID=1426. This plan also supports our new vision:

“Lancaster County is the most compelling experiential destination in America.”

1. Branding Strategy

PA Dutch CVB will develop a branding strategy.

2. City Tourism Products

The city is recognized for having exciting products that will be promoted as part of the county’s tourism mix.

3. County’s Rich Culture

PA Dutch CVB will promote Lancaster County’s rich culture ranging from the Amish to the arts in a variety of ways to different audiences.

4. Meeting and Convention Destination

PA Dutch CVB has an appropriate and important role in promoting the convention center and will act accordingly. Further, Lancaster County will be recognized as a leading mid-market meeting and convention destination with significant product countywide.

5. New Tourism Products

PA Dutch CVB will assume leadership for developing new (bricks & mortar) tourism products for Lancaster County.

6. Niche Marketing

PA Dutch CVB will incorporate niche marketing into the Bureau’s overall marketing strategy.

Niche: As a strategy, niche marketing’s aim is to be a big fish in a small pond rather than a small fish in a big pond. Marketing identifies needs, wants and requirements that are poorly addressed or not being addressed by other entities. Then, goods and services to satisfy them are developed, creating a niche market.

ADVERTISING

Television Advertising:

1st Quarter PA Dutch CVB

Wake Up Message

In July and August 2009 our message continued to encourage our visitors to spend the night as, due to the extremely soft market, we were able to targeted two new markets in anticipation of a downturn due to the poor economy and continued time poverty of our prospective visitors.

Television Philadelphia DMA (W25-54)

- Flying during weeks of July 6 through August 24
- Reach 98.3%/Frequency 6.1
- Total cost: \$122,990

Television New York DMA (W25-54)

- Flying during weeks of July 6 through August 24
- Reach 70.8%/Frequency 7.2
- Six week total cost: \$364,200

Television Wilkes/Barre-Scranton DMA (W25-54)

- Make good schedule from previous year weeks of July 6 and 13
- Reach 62.5%/Frequency 2.6
- Total cost: N/C

Television HLLY (Harrisburg / Lancaster / Lebanon / York) (W25-54)

- Flying during weeks of July 6 through August 24
- Reach 79.6%/Frequency 6.9
- Total cost: \$22,497

Television Baltimore DMA (W25-54)

- Flying during weeks of July 6 and August 24
- Reach 85.3%/Frequency 11.5
- Total cost: \$96,397

Radio Traffic Baltimore DMA (W25-54)

- Flying during weeks of July 6 through August 24
- Reach 58.7%/Frequency 4.8
- Total cost: \$23,532

Television Washington DC DMA (W25-54)

- Flying during weeks of July 6 through August 24
- Reach 88.8%/Frequency 10.4
- Total cost: \$279,671

Radio Traffic Washington DC DMA (W25-54)

- Flying during weeks of July 6 through August 24
- Reach 62.1%/Frequency 2.8
- Total cost: \$36,653

1st Quarter 2009 and 4th Quarter 2010 Member Co-ops (50/50% matching funds)

(Note: Some member co-ops began in June 2009)

Television/Philadelphia Dutch Wonderland (Children 2 – 11)

- Flying June 8 through July 26
- Reach 44.2%/Frequency 8.6
- Total cost: \$50,000

Television/Philadelphia Strasburg RR and Willow Valley (W25-54)

- Flying weeks of June 1 through July 20
- Reach 85.8%/Frequency 4.3
- Total cost: \$100,000

Television/Harrisburg Celtic Fling (W25-54)

- Weeks of June 15 and 22
- Reach 50.4%/Frequency 3.2
- Total cost: \$10,000

Radio/Philadelphia Celtic Fling (W25-54)

- Weeks of June 15 and 22
- Reach 34.3%/Frequency 2.0
- Total cost: \$15,000

Television/Philadelphia Rockvale Outlets (W25-54)

- Weeks of June 27 through August 17
- Reach 63.6%/Frequency 2.7
- Total cost: \$50,000

Television/Harrisburg Pennsylvania Renaissance Faire (W25-54)

- Weeks of July 27 through August 18
- Reach 83.0%/Frequency 5.7
- Total cost: \$40,000

Radio/Philadelphia Pennsylvania Renaissance Faire (W25-54)

- Weeks of July 27 through August 3
- Reach 43.8%/Frequency 3.1
- Total cost: \$30,000

Television/Philadelphia Pennsylvania Renaissance Faire (W25-54)

- Weeks of July 27 through August 17
- Reach 91.3%/Frequency 4.1
- Total cost: \$100,000

Radio/Baltimore Long's Park Arts and Crafts Festival (Upscale W25-54)

- Week of August 31
- Reach 11.3%/Frequency 2.6
- Total Cost: \$5,471

Radio/HLLY Long's Park Arts and Crafts Festival (Upscale W25-54)

- Week of August 31
- Reach/Frequency N/A (utilized only public radio stations not measureable)
- Total cost: \$1,358

Radio/Philadelphia Long's Park Arts and Crafts Festival (Upscale W25-54)

- Week of August 31
- Reach 35.0%/Frequency 2.0
- Total cost: \$23,134

4th Quarter 2010 Member Co-ops (50/50% matching funds)

American Quilter's Society Quilt Show & Contest

- Print (various quilting publications): total cost: \$16,148.46
- Television: Total cost: \$9,965
- Radio: total cost: \$3,155

Radio/Philadelphia Lancaster Arts Hotel (Upscale W25-54)

- Weeks of March 1 through March 22
- Reach 11.3%/Frequency 3
- Total cost: \$20,000

Television/HLLY Tanger Outlet (W25-54)

- Weeks of March 22 through April 5
- Reach 83.9%/Frequency 3.6
- Total cost: \$33,114

Television/Baltimore Rockvale Outlets (W25-54) – to support their cable buy

- Weeks of March 30 through April 1
- Reach 24.6%/Frequency 3.3
- Total cost: \$13,439

Television/Philadelphia Rockvale Outlets (W25-54) – to support their cable buy

- Weeks of March 30 through April 1
- Reach 40.0%/Frequency 2.5
- Total cost: \$26,200

NOTE: Several members' co-op media buys began in June, 2010. These media co-ops will be recorded in the 2010 – 2011 report.

Member Co-op Print Opportunities

PA Dutch CVB members were invited to participate in the following co-op print opportunities contributing more than \$44,000 in cooperative advertising revenues:

- 2010 *Pursuits Magazine*
- 2010 Woodall's Campground Directory

Online Advertising: 1st and 2nd Quarters

Getaway Today to Lancaster via couponclipper.com

Monthly e-blast program to approximately 136,000 targeted HHs with an average CPC of \$.09 (Note: this program was discontinued in January of 2010.)

Google Ad Words

Our monthly SEM program is pacing well within industry parameters with a CTR of 4.5% and an average CPC of \$.72. The PA Dutch CVB website is ranking higher in most search categories. Our monthly budget for this online advertising is \$5,000 per month.

LANCASTER COUNTY RESERVATION CENTER ROOM NIGHTS BOOKED

• July '09	888	• January '10	962
• August '09	1,192	• February '10	654
• September '09	986	• March '10	516
• October '09	1,116	• April '10	305
• November '09	1,250	• May '10	309
• December '09	4,694	• June '10	525

Total 2009/2010 Room Nights: 13,397

TRADE DEVELOPMENT

The primary goal of the PA Dutch CVB's Sales Department is to generate qualified leads specific to tour companies, meeting planners, church groups, special interest groups, military and family reunions and AAA. The qualified leads are communicated to members of the PA Dutch CVB interested in expanding their group sales business, which in turn increases the number of visitors to Lancaster County. To ensure a sales culture and to streamline the sales process, the PA Dutch CVB continues to utilize SimpleView for an automated sales lead tool system.

Our primary group tour sales message during 2009/2010 continued to target the group tour hands on experience, as well as our ongoing value message. A new overnight product for the student market was developed with Amish Camp, a 24 hour experiential product that allows student to live the life of an Amish child their own age. A brand new show, "Joseph," at Sight & Sound Theatre was also in the forefront of our marketing efforts due to its large draw and appeal to this market.

The primary message developed for the meetings and conventions industry encompassing the city energy, urban style and spotlight of the new convention center remains to be "High Style, Small City, Big Surprises." We are not just a retreat to get away from it all, but also a central meeting spot, walkable, full of new life, outstanding entertainment, an explosion of galleries, and fabulous dining options for convention groups of all sizes. Both campaigns were showcased during the calendar year 2008-2009 in

several major industry trade publications and press releases. The downtown businesses and city district also adopted the “High Style” message into their advertising campaign.

Our **Group Tour E-newsletter** underscores Lancaster County as a value-based destination with excellent theatre and shopping amidst an idyllic landscape and Amish communities. Recognizing the challenge group tour operators are faced with, we tailored content in the e-newsletters to promote special values, new product and the newly launched experiential tours. E-newsletters were sent to approximately 3,000 tour planners in our database in:

- October 2009 – open rate was 24.24%
- December 2009 – open rate was 21.91%
- March 2010 – open rate was 24%
- March Sight & Sound testimonials – open rate was 18.48%
- May 2010 – open rate was 20.5%

- **Advertising – Meeting and Convention Sales**
 - *Mid Atlantic Events Magazine – fall 2009 & spring 2010*
 - *Meetings East – fall 2009*
 - *Network Media – Association Forum of Chicago land – June, 2010 – Harrisburg/Hershey/Lancaster CVB regional message.*

Meeting and Convention E-Marketng - Stats

Subject	Sent On	Delivered	#	%	Opened	%	Read	%	Clicks	Total/Repeat/New	%
Lancaster County Convention Center Opens	7/7/2009 11:51:43 AM	2399	261	10.88%	651	27.1%	538	22.4%	393	75/4/71	3.1%
Survey Results & Giveaway Winner!	5/3/2010 04:38:27 PM	2851	151	5.296%	482	16.9%	420	14.7%	8	6/3/3	0.2%
Complete brief survey & enter to win	3/22/2010 09:00:00 AM	2939	16	0.544%	749	25.5%	643	21.9%	460	420/27/393	14.3%
Lancaster County Meeting & Convention News	3/5/2010 03:30:10 PM	2922	89	3.046%	632	21.6%	479	16.4%	104	64/0/64	2.2%
Lancaster County Meetings & Convention News - May 2010	5/12/2010 04:19:15 PM	2499	9	0.36%	576	23.0%	444	17.8%	117	74/3/71	3.0%
Totals		13610			3090	22.8%	2524	18.6%	1082		

Tour & Travel FAMS/Site Inspections/Training

Throughout the year, the sales department conducted 30 individual site inspections for AAA offices, military reunion planners, educational planners, tour operators, and international tour operators. Additionally we hosted several group leader and travel agent FAMS. The goal of the department is to connect these valuable partners with the appropriate facilities and attractions that will enhance their program, event or tour.

- | | |
|--|--|
| <ul style="list-style-type: none">• AAA North Jersey Site Visit• AAA Allied Group Site Visit• CI Travel Site Visit• Palm Beach County T & T Site Visit• Wayfarer Travel Site Visit• Kewl Tours Site Visit• Heartheringotn & Associates Site Visit• Bob Mann Tours Site Visit• Fantastic Tours Site Visit• AAA East Central Site Visit• Team America Site Visit• Swarhout Coaches Site Visit• AAA Mid Atlantic Site Visit• OH Travel Treasures Site Visit• Nancy's Tours Site Visit• Travac Tours Site Visit | <ul style="list-style-type: none">• Heritage Festivals Site Visit• RJ Fun Travel Site Visit• AAA Mid Atlantic Site Visit• New Century Tours Site Visit• South Quay Travel (UK) FAM• Chinese Tour Operator FAM• A Total Travel Experience Site Visit• Fun Tours Group Leader FAM• Group Voyages Quebec FAM• Judy LoSasso Site Visit• Student Travel Associates Site Visit• NJ Executive Group Site Visit• Wolfe Adventures & Travel Teacher FAM• TN Motorcoach FAM• Gunther Charters Group Leader FAM |
|--|--|

Meetings/Convention FAMS/Site Visits:

The meetings department hosted several successful personal Site Visits and FAM programs during the past year which included spotlighting the new downtown environment and project, and bringing light to our multitude of meeting venues and conference facilities. The affordability, value message and close proximity to other competitive meetings destinations such as Philadelphia, Baltimore, Hershey and Harrisburg, really allowed us to welcome new potential customers due to the opening of the Lancaster County Convention Center. It gave them another reason to check out what we are known for while uncovering new meeting possibilities such as unique venues, accessibility, downtown night life and our rich culture and urban style.

- In June, 2010, we hosted 14 professional meeting planners for 3 days. This was the 3rd and final year for this type of event which was designed to showcase the new convention center and downtown vibrancy, arts and entertainment options for meeting planners to consider.

Additional site visits we conducted included, among others, the following companies:

- | | |
|---|---|
| <ul style="list-style-type: none">• PA Music Educators Association• International Gem and Jewelry Show• Best Entertainment - Sporting events/soccer• EPYSA and US Youth Soccer – Region 1 Championship• Central Warrior Challenge• American Quilter's Society• PA Municipal Authorities Association | <ul style="list-style-type: none">• Hoof Trimmers Association• PA Bus Association• International Motorcoach Group Association• Training Officers Conference• Global Awakenings Ministries• Arrowhead Ministries, Campus Crusade for Christ |
|---|---|

- Pennsylvania Assn for College Admission Counseling
- Regional VP of HelmsBriscoe
- PA Academy of Family Physicians
- A.M.E. Zion Churches Philadelphia Eastern Shore District
- Northeast Regional Tax Collectors
- Keystone State Reading Association
- Environmental Protection Agency – Wetland Division

- Environmental Protection Agency- Environmental Scientists Division
- Immense Business Solutions
- Lancaster Lock Show
- Reinke Sports Group
- Triple Crowne Sports
- Warrior Dash
- LST 700
- Dutchland Rollers

Trade Show Attendance and Sales Efforts

During the 2009/2010 fiscal year, the sales department generated 1,163 leads through direct sales methods: sales calls, events, trade shows, and phone and web inquiries. Previous leads and contacts for this fiscal year produced by the PA Dutch CVB had the potential to produce 71,828 room nights with an estimated economic impact in excess of \$68.5 million.

2009/2010 Fiscal Year Sales Activity:

MARKET	DATE	SHOW	LOCATION	# CONTACTS
2009				
Tour	7/18-21	GA Motorcoach	Athens, GA	14
Tour	7/6 – 7/10	OH Sales Mission	OH	11
Tour	8/5-7	IMG	Branson, MO	14
M&C	8/8-9	PA County Commissioners	Seven Springs, PA	???
Tour	8/11-8/14	Long Island Sales Mission	Long Island, NY	11
Tour	8/24-27	SC Motorcoach	Columbia, SC	16
Tour	8/20-22	Going on Faith Conv.	Grapevine, TX	30
Tour	8/28-9/1	SYTA	Norfolk, VA	24
M & C	9/10 - 11	Affordable Meetings	Washington, DC	104
Religious	8/15	Victory Explosion	Delaware	n/a
Tour	8/17-18	King Ward	Chicopee, MA	n/a
Tour / M&C	9/26-30	VA Motorcoach	Lancaster, PA	29
Tour	9/14-17	FL Motorcoach	Pensacola, FL	6
Tour	10/6-8	MD Sales Mission	All over Maryland	13
M & C	10/28-30	Rejuvenate	Birmingham, AL	22
Tour	11/4	Greater NJ Motorcoach	Atlantic City, NJ	n/a
Tour	11/8-11	OMCA	London, Ontario	36
Tour	11/14-18	NTA Convention	Reno, NV	33
M & C	12/1-12/7	National Coalition of Black Meeting Planners	Daytona Beach, FL	20
M & C	12/17	Holiday Showcase Luncheon FAM	Lancaster, PA	25

M & C	12/15-17	Holiday Showcase Association Forum	Chicago, IL	60+
2010				
Tour	1/15-1/19	ABA	Washington, DC	118
M & C	1/19 – 22	Helms Briscoe	Las Vegas, NV	40
M & C	1/26-30	RCMA	Fort Worth, TX	32
Tour	2/8-2/10	TN Motorcoach	Chattanooga, TN	15
M & C	2/10	Destination Showcase	Washington, DC	36
M & C	2/17 – 18	PASAE	Lancaster, PA	20
Tour	2/19-2/21	Heartland Travel Showcase	Columbus, OH	34
Tour	2/23-2/27	UMA	Las Vegas, NV	n/a
AAA	3/5-7	AAA New England	Foxboro, MA	n/a
M & C	3/11 – 12	PAMPI – Leadership Retreat	Baltimore, MD	15
Tour	3/23	PA Bus Association	Harrisburg, PA	n/a
Tour	4/26-4/30	PACVB Sales Mission	OH	13
M & C	4/13 – 15	NASC Symposium	Columbus, OH	20
M & C	5/9	Pampi Education Day/Expo	Philadelphia, PA	7
Int'l	5/15-5/19	Pow Wow	Orlando, FL	28
Tour	6/14-6/17	PA Bus Sales Retreat	Chesapeake, VA	7
M & C	6/4 - 5	Meeting Planner FAM	Lancaster, PA	15
Tour/Regional	6/14-6/15	Travel Expo New England	Sturbridge, MA	n/a
M & C	6/25	Destinations Showcase	Chicago, IL	30
Tour	6/22-24	Sales Mission	NJ/Long Island area	21

- **Group Tour and Travel Activities and Projects**

- Mass distribution of the 2010 Group Planning Guide to 3000 clients in our established database
- Bimonthly e-newsletter communications to approximately 3,000 tour operators, motorcoach operators, group leaders, and reunion planners
- Attended the PACVB Pre-Convention Caucus
- Conducted a Pre-Convention Caucus for Lancaster County delegates
- Hosted/sponsored Virginia Motorcoach Association Annual Marketplace
- Developed and implemented Dutch Dollars Incentive Program for VMA operators
- Prepared and printed the 2010 Group Tour Profile Sheet
- Staff served as vice-chair of PACVB Group Tour Committee
- Participated in the PACVB Sales Mission to the OH area
- Continued participation with the Dutch Country Roads Tour & Travel Committee
- Sent 2010 Year of Lancaster Calendar to Top 100 tour operator clients
- Staff implemented Sales/Membership/Media Database (CRM) upgrade, and conducted member & staff training.
- 2010 ABA Convention Sponsor (tour operator staplers)
- 2010 ABA – Philadelphia Final Night Dinner co-sponsor

- **2009/2010 Meeting & Convention activities:**

- Developed Convention Services collateral piece to promote using the CVB as a one stop shopping point for meeting and event planners and to effectively lead the coordination for off site venues, tours, transportation and other services.
- Staff involved in leadership roles in both MPMPI and PAMPI
- Staff (2) successfully achieved their CMP designation in September, 2009.
- Developed regional partnership with HBG/Hershey CVB to collectively market the region to large associations. This includes developing pre-show direct mail campaigns for (2) Chicago based shows and joint sales missions.
- Continued a progressive launch of our sports marketing initiative and sales efforts to lure new sporting events to the county. This includes but is not limited to outside sales calls and trade show participation.
Passkey – Group online reservation system – Event marketing capabilities and event tracking and reporting.
- Coordinate and developed partnership with our in-house housing bureau to work in concert with our meetings department to effectively solicit and target larger events for our destination.
- Sponsorship and support of the following organizations and various levels:
PASAE, MPMPI, Keystone Games, Triple Crown Sports, SPIN Events, PAMPI

AAA

PA Dutch CVB sales staff and Lancaster Lodging and Meeting Association (LLAMA) representatives continue to personally call upon individual tour and travel offices on sales missions. Efforts in 2009/10 include representation at AAA Southern New England. Getaways to our region and value products will continue to be our sales messages.

INTERNATIONAL

The PA Dutch CVB participated in the International RMP which includes the development of International FIT itineraries through American Driving Vacations. The PA Dutch CVB participated in Pow Wow '10 with CVB members. We also participated in the Media Marketplace establishing additional press leads and contacts. Additionally, PA Dutch CVB opted into the VisaVue reports for 2009.

In partnership with the PA Tourism Office, the PA Dutch CVB hosted tour operators, travel agents, and journalists from Europe and China.

REGIONAL MARKETING

When polled as to what places other than Lancaster County were you/are you considering for a getaway, respondents identified in-state getaways including Hersheypark and Gettysburg. We plan to work more closely with these partners to ensure that visitors recognize they can take advantage of *all* the Dutch Country Roads region has to offer in a multi-day stay, rather than choosing one destination over another. This will enforce our main goal of increasing overnight stays. If we can do that for the entire Dutch County Roads Region, so much the better. However, discussions are ongoing with the Harrisburg/Hershey CVB for more directed efforts.

We've also partnered with other TPAs in heritage activities (Quest for Freedom and the Underground Railroad) as well as international efforts with the Gettysburg CVB. We also fund and participate in the Lancaster/York Heritage Region.

We have used all vehicles at our disposal, but have mostly concentrated upon the electronic vehicles such as the web as well as PR which have brought us success. We have targeted similar demographics

as we would for transient and group as we have attempted to weave the message in as often as possible for maximum exposure.

Dutch Country Roads activities during FY 2010/11 included:

- Dutch Country Roads Radio Campaign (traffic sponsorships) for all CVBs as well as DCR. Includes an online buy in the Washington Post to support the radio schedule. In addition, a small test buy will be placed on Facebook
- Media campaign runs in June, July and August
- Campaign Cost: \$140,000
- Target Market:
 - Washington, DC

QUEST FOR FREEDOM

Media hits for Live & Learn and the Civil War Trails included *Lancaster Intelligencer-Journal*, *Recreation News*, *Central Penn Business Journal's 10 Things To Do This Weekend*, *USA Today*, and *AAA World*.

SPECIAL EVENTS AND SPONSORSHIPS

- Produced the second Great Pennsylvania FlavorFest™, Memorial Day Weekend 2010. An estimated 12,000 guests from the region enjoyed the culinary event.

COMMUNICATIONS/PUBLIC RELATIONS

- **Media Relations**
 - During FY 2009-'10, the PA Dutch CVB reported a domestic earned media ad equivalency of more than \$12 million and impressions totaling more than 870 million. The destination was featured in *Country Living*, *National Geographic Traveler*, the *Washington Post*, WTOP radio (D.C.), Good Morning America, the *Philadelphia Inquirer*, *AAA World*, *USA Today*, Yahoo! News, GoNomad.com, the *Baltimore Sun*, *La Tribuna Hispana* (NY/NJ/DC), the *New York Times*, and many other outlets. Stories were a result of various press pitches, media missions, and a growing relationship with top travel writers.
 - Coverage of Lancaster as a meetings & conventions destination has continued to increase, including stories regarding the Lancaster County Convention Center (LCCC) during its first year of operation and the rising number of sporting events that are coming to Lancaster County. Trade coverage of the LCCC has included *Small Market Meetings*, *Lodging Hospitality*, *Meetings & Conventions*, *Meetings East*, and *Mid-Atlantic Events*, (not to mention leisure coverage of the adjoining Lancaster Marriott in *AAA World*, Amtrak's *Arrive* magazine, *Washingtonian*, and JustSayGo.com). Significant local coverage focused on new sporting events (MLK Volleyball, upcoming U.S. Youth Soccer), "growing" M&C business (including 15+ stories for the inaugural AQS show), and the facility's one-year anniversary.
 - We have been pitching a variety of story lines, including: "comfort" travel, the new Sight & Sound show *Joseph*; our latest hands-on Experiential Tourism offerings; new lodging properties (Lanc. Marriott, Cork Factory, Willow Valley DoubleTree); the year-long Lancaster Roots 300 celebration; the size and diversity of our B&B community; various promotional deals; our growing arts & cultural scene; Amish "mud sales;" and

holiday getaways, plus a variety of local stories focusing on the value of the tourism industry and the need for an adequate level of state tourism promotion funding.

- We have also continued working with our counterparts in the eight other counties of the Dutch Country Roads region to significantly augment our PR partnership. Steps have included regular regional releases; an April 2010 media trip to NYC to share DCR material with 10 editors; partnering on PR outreach for the DCR “Tourism Day” event in Harrisburg on 4/21/10; and regular group meetings / conference calls. During FY09-10, DCR media “hits” included *USA Today*, *Recreation News*, and the *Washington Post*.
- **Visiting Journalists Program**
 - **Domestic** – More than 20 domestic visiting journalists toured Pennsylvania Dutch Country during FY 2009-'10 with assistance from the PA Dutch CVB, including journalists from *Ohio Valley Outdoors*, *Pursuits* magazine, *USA Today*, the *Washington Post*, *AAA Times*, *Small Market Meetings*, and numerous other publication staff and freelance writers.
 - **International** – We hosted film crews from Russia, Italy and Japan; and multiple writers and photographers from each of the UK, Finland, France, Denmark, China and Japan.
- **Media Visits**

We visited approximately 15 editors apiece in D.C./Baltimore and NYC during media trips in July 2009 and November 2009, respectively, to pitch upcoming stories for the leisure market. Each trip has resulted in three or four stories thus far.

On the international front, we participated in the Pow Wow media marketplace.

INTERACTIVE

- **www.padutchcountry.com**

In response to the upsurge in visitor preference for researching travel destinations online, we work diligently to continuously enhance the usability, functionality, and measurement of our web presence.

In the 3rd quarter of FY 09/10 we implemented a completely redesigned website. This redesign focused on strengthening 5 major online initiatives:

- Increasing overall ease-of-use for the end-user.
- Developing a comprehensive, fun, and easy-to-use itinerary builder weaved throughout the site.
- Creating a flexible content management environment that allows us to better integrate our traditional and non-traditional media campaigns into our web offerings.
- Incorporating new and pre-existing social media content into the overall fabric of the site.
- Increasing both web traffic (through enhanced search engine optimization, paid search engine marketing and organic traffic).

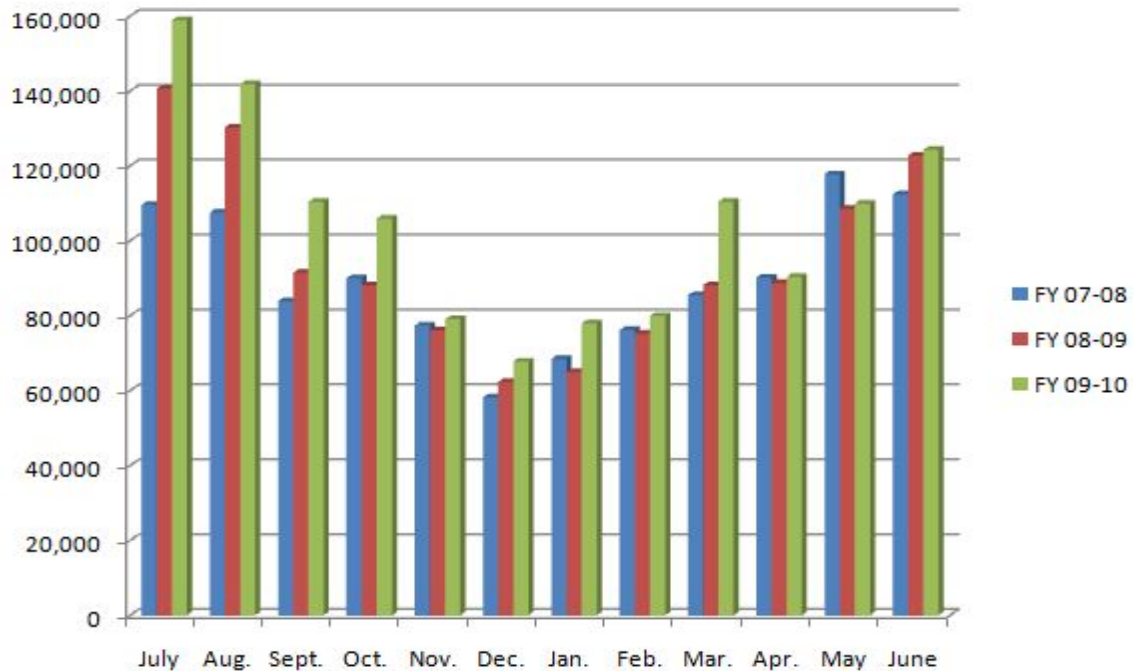
Since the launch of the new site, we have seen a 8% increase in our Absolute Unique Visitors year to year as well as increased time spent on the site as well as a 5% increase in new visitors to the site year to year.

- **Visitation Statistics**

During the 2009/2010 fiscal year, we had:

- Visits: **1,600,201**
- Unique Visitors: **1,161,189**
- Avg. # of pages viewed per visit: **5.95**
- Avg. time spent on site: **05:26**

Unique Visitors



- **Social Media**

We have two active contributors to the VisitPA blog (www.thesavvygrouse.com) focusing their posts solely on the Lancaster County region and tying that content into the fabric of our own online initiatives thereby boosting the relevancy for all sites involved.

One of our contributors was featured in the *Pursuits Magazine* 2010 summer edition as a featured Savvy Grouse blogger. The full page article allowed us to promote Lancaster County as well as driving more traffic to our blog.

- “The Electronic Culture,” one of the eight super-trends discussed in Destination Marketing Association International’s (DMAI’s) *Futures Study* expands on the need to focus efforts on social networking. We have implemented social technologies such as social networking and community building, and are planning to incorporating user-generated content, as well as content that we have generated on these sites, on our website.

We have continued our social media interactions on the following pages: Twitter, YouTube, Flickr, our blog, and two pages on Facebook, one for Lancaster County as a whole, and one

for Lancaster, PA (a more specific page for Downtown Lancaster, on which the message is less about Amish and more about the arts, events, and activities that appeal to this audience).

We have tied photos from our Flickr page directly into our website so that when we add photos for a property and tag them with the property name it automatically gets pulled directly on to that members page on our website. We also have a place to link videos we do for properties on their member page, as well as places for them to link to their own social media pages.

We have continued to closely monitor blogs and micro-blogs mentioning our destination and have begun joining in the conversation. In addition to monitoring these conversations, we have also been reaching out to the T-list (top travel-related blogs relevant to our destination). We started monitoring Mommy & Daddy Bloggers this year to connect with this demographic with families who are traveling.

We have developed a Social Media Plan which includes specific goals and strategies as well as put measurements in place for each goal. Our goals include:

1. Drive traffic to www.padutchcountry.com
2. Engage locals and visitors
3. Raise awareness of members, events, and general information about Lancaster County
4. Increase digital assets (photos & videos)
5. Customer Service
6. Outreach

We are measuring our goals success by using Google Analytics, Facebook stats, CoTweet stats, and keeping spreadsheets of statistics that we manually tally.

We will continue to closely monitor and analyze website traffic patterns as we determine the effectiveness of our promotions and as a means of better understanding our consumer.

o **Consumer E-blasts**

We currently send our themed *TravelGuide* e-newsletter as well as an events-themed email to a database of more than 152,000 leisure traveler subscribers on a bi-weekly basis, to share information on attractions, lodging, dining, events and deals and discounts within Lancaster County.

We have also segmented our list by interest as indicated by our leisure travelers and will begin sending targeted e-newsletters based on segments (Antiquing, Back Roads Exploring, Family Fun, Shopping, Couples & Arts & Culture) in the 1st quarter of FY '10-'11.

We are using statistical data from our Google AdWords campaign as well as search information for our website in general and on the web as a whole to help us shape the content of these niche e-newsletters. For example, after noticing an increase in the frequency of certain member properties showing up in our various data sets we make sure to include mention of those specific properties more often.



- In all of our e-newsletters and promotions targeted at the leisure traveler we promote overnight stays and provide a link to book a stay.

INQUIRIES/FULFILLMENT

During 2009/2010 a total of 661,558 *Map & Overnight Getaway Guides* were distributed as follows:

- ◆ Direct Mail: 51,270
- ◆ PA Welcome Centers: 76,772*
- ◆ Visitors Centers: 34,960
- ◆ Lancaster County Distribution: 429,758
- ◆ AAA Offices: 50,385
- ◆ Group Sales Department: 15,710
- ◆ Government: 2,703

*Includes skids to Pennsylvania on Display

EDUCATIONAL/PROFESSIONAL SEMINARS AND TRAINING

The PA Dutch CVB continues to offer free customer service training as a member benefit. The seminar, "Basic Training-The Guest" has been facilitated for more than 169 attendees for this year. The subsequent seminar, "The Difficult Guest" was facilitated for 20 attendees. This year we introduced a new seminar, "Give 'em The Pickle" and had 83 attendees.

PA Dutch CVB communications staff also offered two free social media seminars to its members as a free benefit. The first seminar, Social Media 101, was split into two groups of approximately 40 attendees per group. The second seminar was requested by members, and detailed specifically Social Media for Bed & Breakfasts. We have also helped two other PA CVBs start up their social media program.

VISITOR SERVICES

The PA Dutch CVB's Visitors Centers, located along Route 30 at the Greenfield Road exit and at Penn Square in Downtown Lancaster greeted more than 165,000 visitors in FY 2009/10.

Respectfully submitted,

Christopher S. Barrett
President & CEO
PA Dutch CVB
717-391-6001
cbarrett@padutchcountry.com