



# State of Tourism

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**February 20, 2008**

# PA Dutch CVB 2008

- We currently represent 645 tourism related operations that employ 40,000 individuals
- Received DMAI Accreditation in December of 2007
- Are celebrating our 50<sup>th</sup> year as a tourism promotion agency (TPA)

# PA Dutch CVB 2008

- We realized a 3.1% increase in Occupancy and a 4.5% increase in Room Rate in 2007
- Generated and estimated \$18 million in overnight impact for a total of 31,000 Room Nights
- Received \$2.3 million in hotel tax in 2007 for an increase of 11.29%

# PA Dutch CVB 2008

- Invested over \$1.8 million in direct advertising via electronic media
- Advertised in Philadelphia, and the New York markets
- Produced approximately 1 million map and visitors guides (MOGG)
- Invested over \$150,000 in interactive initiatives

# PA Dutch CVB 2008

- Will invest a greater amount in advertising in 2008
- Continue our Wake Up Message
- Vary media timeframes to fill in slower seasons
- Continue to invest in the selling and marketing of the Lancaster County Convention Center and act as a coordinator of corporate and tour and travel groups who will utilize the facility

# PA DUTCH CVB - Challenges

- State Funding 2008-09 FY
- Economy
- Global Threats
- Emergence of competitive destinations with better funding streams

# Thank you for your leadership and support!

- Questions?