



## 2021/2022 Leisure Travel Recovery Advertising Plan

By focusing paid leisure advertising efforts on a multi-tiered strategy, we intend reach potential travelers at every stage of the purchase funnel in an effort to position Louisville as an ideal destination for all travelers looking for a long weekend. With this, we aim to get on and stay on top of their consideration sets when they are planning travel.



### **AWARENESS**

#### **Strategy:**

Utilize high reach platforms to continue to build awareness of Louisville as an ideal weekend getaway destination through brand-centric messaging.

#### **Tactics:**

##### Digital Awareness – Multicultural Travelers

- **Strategy:**
  - Use targeted digital media to specifically reach minority audiences for additional support of the boarder awareness campaign efforts.
  - Black Americans spent an estimated \$109.4 billion on leisure travel in 2019, representing roughly 13.1 percent of the U.S. leisure travel market
  - LGBTQ+ travels make up an estimated 7-10 percent of the U.S. leisure travel market.
  - Separate campaigns will be targeting African Americans and LGBTQ+ populations
  - Messaging and imagery will be tailor to specific audiences
- **Target Geography:**
  - Top key regional feeder markets, based on past visitation data
    - Atlanta, Chicago, Cleveland, Cincinnati, Columbus, Detroit, Indianapolis, Nashville and Saint Louis
- **Budget:**
  - \$500,000

##### Inbound Direct Flight Support Digital

- **Strategy:**
  - Build additional awareness of Louisville as a travel destination in direct flight markets as travelers become more comfortable to fly since the beginning of the pandemic
  - Collaborate with the Louisville Muhammad Ali International Airport to support efforts in new and other seasonal direct flights in key markets (LA)
- **Target Geography:**
  - Direct flight markets including new Spirit Airline markets
- **Budget:**
  - \$400,000





Digital Awareness – General Traveler

- **Strategy:**
  - Engage high reach digital platforms to cast a wider net in key markets through a variety of tactics
  - Channels could include Connect Television, Streaming Audio, Programmatic Display, Digital Video, Paid Social, Search, Native Digital
- **Target Geography:**
  - Top Key Regional Feeder Markets, based on past visitation data
    - Atlanta, Chicago, Cleveland, Cincinnati, Columbus, Detroit, Indianapolis, Nashville and Saint Louis
- **Budget:**
  - \$1,500,000



High Impact Out of Home

- **Strategy:**
  - Utilize high impact placements in highly trafficked areas within key feeder markets
  - Placements to run concurrently with the digital media campaigns to extend both the reach and frequency of the message
- **Target Geography:**
  - Key Regional Feeder Markets
    - Atlanta, Chicago, Cincinnati, Columbus, Indianapolis, Nashville, LA
- **Budget:**
  - \$1,250,000



Print Advertising

- **Strategy:**
  - Partner with national and regional publications to reach niche audiences within our broader leisure travel target
  - Engage with both traditional print advertising as well as content marketing opportunities in magazine and online
- **Target Geography:**
  - National & Regional
- **Budget:**
  - \$897,500





## INTEREST

### Strategy:

Target individuals, behaviorally and contextually, who have expressed interest in Louisville, have expressed interest in traveling in general and/or are looking for travel recommendations.

### Tactics:

#### Online Travel Agencies (OTA)

- **Strategy:**
  - Grow annual partnerships with the top OTA websites to get in front of consumers further down in the consideration process
  - As of 2019, OTA's represented 41% of all travel bookings
  - Focus efforts on leisure trips & utilizing past search activity for targeting
- **Target Geographies:**
  - Top Regional Feeder Markets
    - Atlanta, Chicago, Cleveland, Cincinnati, Columbus, Detroit, Indianapolis, Nashville and Saint Louis
  - Secondary Markets
    - Direct Flight Markets
- **Budget:**
  - \$375,000



#### Strategic Travel Site Partnerships

- **Strategy:**
  - Initiate annual partnerships with top travel and customer review platforms (i.e. TripAdvisor, Yelp!) to connect with travelers fully immersed in the planning phase
  - Utilize partnerships as content distribution hubs as well as platforms for direct interaction with potential travelers in the planning process
- **Target Geography:**
  - Five-Six hour drive radius inclusive of top feeder markets
- **Budget:**
  - \$335,000



## DESIRE

### Strategy

Continue the conversation travelers who are looking for reasons to make it back to Louisville.

#### Come Back Campaign

- **Strategy:**
  - Utilize media partners to target individuals who have visited Louisville in the past based on credit card information and spending patterns.
  - Over 96% of Louisville's visitors said they would make a return trip and over 75% of visitors in 2019 were repeat visitors according to the 2019/2020 Visitor Profile Study
- **Target Geography:**
  - Five-Six hour drive radius inclusive of top feeder markets
- **Budget:**
  - \$425,000

**TOTAL: \$5,682,500**



# The Power of Travel

## How Travel Dollars Support Louisville



**American Rescue Plan  
Louisville Metro Government  
Project Proposal Submission Form**

**Project Owner (Organization):** Louisville Tourism

**Project Contact:** Cleo Battle

**Contact Email:** cbattle@gotolouisville.com

**Contact Phone:** 502.472.6002

**Project Name:** Louisville Tourism ARP Marketing Funds

**Are you requesting a continuation of current funding or a new allocation?**

**First time request.**

**Does the owner organization have sufficient capacity to lead project without hiring new permanent staff?**

**Yes, projects will be handled by our staff.**

**Project Executive Summary (please specify if COVID-related. Maximum 200 words):**

Louisville Tourism's pre-pandemic **2020/21 budget** was poised to be **\$24.9 million**. Adjustments to marketing plans had to be made rapidly due to the avalanche of cancellations of conventions and events reducing the budget to **\$8.6 million**. **As conventions and events continue to make a gradual comeback, it is more important now than ever that we stay competitive within our regional competitive set of Nashville, Indianapolis, St. Louis, and Chicago in attracting all types of leisure visitation to our city.** In order to accomplish Louisville Tourism will implement a multi-faceted paid advertising plan to position Louisville as a top-tier travel destination and keep our city at the forefront of travelers' consideration sets.

**Goal Statement (Maximum 50 words):**

Travelers with pent up demand will search out authentic, one-of-a-kind experiences. Louisville's is uniquely positioned to capture this motivated audience and convert them into visitors. With this, the overarching goal for this program is to increase overall visitation to levels equal to or greater than levels prior to the pandemic.

**Please briefly explain what actions/steps your project proposes to address the above-stated problem (Maximum 150 words):**

Through our multi-tiered paid leisure advertising strategy, we plan to reach potential travelers at every stage of the purchase funnel in an effort to position Louisville as an ideal destination for all travelers. Utilizing out of home media, print advertising and various forms of digital media tactics, we aim to get and stay on top of travelers' consideration sets when they are planning travel, and therefore convert them into future visitors.



**Besides this one-time funding, what other resources does your project require? (How many staff, type of space, special equipment, ongoing funding, etc.):**

**Non – applicable**

**Could the project begin serving target populations and addressing the problem(s) described above on or before September 1? What is the anticipated length of this project?**

**Yes – we have identified (attached plan) a specific market reach that is proven to provide an ROI for Louisville**

**Amount of Funding Requested:**

\$5,682,500

**How will this project define and measure success?**

This project will define success by increasing total visitation to Louisville to level equal to or great than that of what we saw prior to the pandemic. This will be measured through established digital media/website goals monitored through Google Analytics, as well as monitoring total arrivals to our city as tracked by Louisville Tourism subscription to Arrivalist. Arrivalist is a leading location visitation intelligence company that provides actionable insights on consumer behavior, competitive share, media effectiveness, and market trends.

### **Equity Impact Statement**

**Organization Racial Equity Vision Statement:**

Louisville would not be the creative, innovative, passionate city that it is without our Black community. For all that inspires tourism in our city – from bourbon, to horse racing, to food traditions and even the Greatest himself, Muhammad Ali – countless people of color have contributed their gifts to build our vibrant culture. We stand with our community in advocating for racial equality and respect for all.

**Organization Equity Goals**



**Specific/Identified Racial Equity Goals under a SMART framework (Specific, Measurable, Achievable, Relevant, Time Bound) Note: Organizations can have more than one racial equity goal, and the KPIs and goal measures from your SMART goals should be listed in question directly below**

1.

**Racial Equity Goal Measures and KPI's: Based on your equity goals that you have developed in Section 2, what will be your goals and outcomes measures?**

1. Our goal is to grow African American Visitation to Louisville from 11% in 2019 to 14% by 2024.

**Louisville Metro Use Only**

Equity Impact Statement was reviewed by ARP Team Member (Name/Date)

Equity Impact Statement was reviewed by Agency Chief (Name/Date)

Equity Impact Statement was reviewed by and was/was not approved by LMG Chief Equity Officer:

