



**Tourism Expenditure Review Committee Report**  
**FY 2021/2022 County 30% Fund Allocation (as of 11/3/2021)**

	<b>BUDGET</b>	<b>SPEND</b>
Visitor Services Programming	\$5,000	
Tradeshows	\$90,000	
Public Relations	\$62,000	
Telephone	\$5,000	
Accounting Services	\$6,500	
Digital/Social/Web	\$15,000	
Research	\$20,000	
Visitor Guide	\$59,000	
<b>TOTAL</b>	<b>\$262,500</b>	<b>\$0</b>

# CY2021 Media Plan Executive Summary



## LEISURE MEDIA PLAN

### Tourism Recovery Business Goals:

- Utilize a travel promotion economic strategy to revitalize our local small business economy (put people back to work; save small businesses from shuttering or permanently closing; encourage visitor/resident spending and drive new tax revenue generation)

### Business Objectives:

- Increase hotel visitation for overnight leisure stays in the City/County of Greenville, SC
- Drive visitation and spend; acquire new and repeat customers/visitors

### Paid Media Goals and Objectives:

- Grow awareness that Greenville, SC is Open for Business and welcoming visitors (overnight and day trips)
- Keep Greenville, SC top-of-mind and in the consideration set positioning the destination as an affordable, convenient, fun, safe escape (weekend getaway, year-round vacation destination) where they can stay with confidence WHEN audiences are ready to travel
- Drive traffic to VisitGreenvilleSC.com & booking sites to capture and convert existing lower funnel travel audiences ready to travel NOW

### Target Audiences:

Prioritize reaching the Open Minded Traveler audience segment representing GVL's best prospects to travel NOW, while also protecting base of core audience of Greenville travelers and expanding reach to a potential younger target ready to travel in the near future

- Priority Audience**—Open Minded Traveler – 'COVID-comfortable' travelers open to traveling now/in the short term with interests in outdoor recreation, culinary experiences, wine/beer enthusiasts, fine arts, culture, entertainment, shopping, and overall curious travelers seeking out new experiences
- Secondary Audience**—younger millennial audiences likely willing to travel widely as COVID conditions become more manageable; historical fans/frequent travelers to Greenville, SC

### Target Geography:

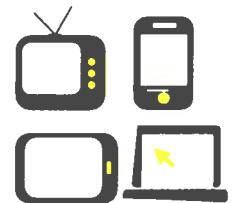
Focus on reaching priority audiences primarily within a ~200mi radius of Greenville, SC most likely to convert now. These markets currently represent the highest volume and propensity to travel given proximity and lingering COVID conditions limiting most travel beyond driving/weekend trips.

- Core Emphasis States:** Georgia, North Carolina, South Carolina, Tennessee
- Core Emphasis Nearby Markets/ 10 DMAs:** Asheville, Atlanta, Augusta, Charleston, Charlotte, Columbia, SC, Greensboro/Winston-Salem, Knoxville, Raleigh, Tri-Cities TN

**Seasonality and Flighting:** Paid media flighted 12 mos/year, prioritizing March through May & August/September timing informed by historical visitation data as well as by anticipated timing for widespread vaccinations indicating likely expansion of travel habits (SMARInsights, ADARA, Trip Advisor).

**Media Mix:** Focus on layered media mix with channels most influential in driving awareness, consideration and trial among priority target audiences. Investment consolidated to top performing partners.

**Television/OTT:** Screen-agnostic video driving awareness of Greenville, SC, as tourism destination



- Geography:** Focus traditional TV & OTT investment in priority near market DMAs (Asheville; Atlanta; Charlotte; Columbia; Raleigh) to maximize opportunity in highest volume/value areas. Markets prioritized for TV/OTT informed by Adara Q4 booking data and partner search trend data.
- Units:** Utilize :30- and :15-second ads to maximize audience reach while driving frequency.
- Daypart Mix:** Inclusive of weekday, primetime and weekend placements across customized list of networks by DMA best reaching our target audience.
- Delivery:** 14,000+ spots and 15.9MM impressions on Broadcast/Cable TV and 13.3MM impressions on OTT TV for an estimated 29.2MM overall total TV/video impressions in 2021 across TV and OTT.

#### OTT Sample Partners



#### Inventory Across Multiple Devices



#### Broadcast/Cable Sample Partners



#### Broadcast/Cable Sample Programming



(continued)



• **Digital Display & Social:** Device-agnostic plan across mobile, desktop and tablet to drive traffic to key areas of VisitGreenvilleSC.com website and drive conversion via hotel and flight bookings. Leverage first and third party data to identify post-Covid relevant audiences based on their most recent travel and research behavior.

• **Targeting:** Focused primarily on priority nearby markets (200mi radius), Open Minded Traveler audience segment with additional contextual and behavioral targeting where appropriate, leveraging a mix of top-performing creative ad units across partners, channels and tactics. *Delivery:* Estimated 47MM+ total impressions across digital channels and tactics.

• **Channels:** Programmatic Video, Search and Social, direct display and video partnerships with ADARA and Trip Advisor, as well as Conde Nast Media Digital Content Partnership.



- **Google, Bing:** Leverage demand of travelers actively searching for relative topics and travel searches; expanded geographic radius to 300 miles to maximize demand potential, 86K total clicks



- **YouTube:** Target travel intenders and travel enthusiasts based on content they are consuming overlaid with 3<sup>rd</sup> party data; 3.25MM guaranteed completed views of :15 and :30 spots



- **Facebook, Instagram:** Target people who are interested in traveling, researching upcoming trips, sharing travel related content. Includes targeted video ads, carousel and static image ads, popular post boosts and Story Ads; 13.6MM impressions



- **TikTok:** Run small test on TikTok. Travel is among the top trending topics on TikTok. Includes in-feed video ads, vertical video ads, targeting nearby states, opportunity to leverage influencers for content, 4.2MM impressions



- **TripAdvisor:** Target travelers via contextual strategies (Greenville travel intenders, travel searches within 200 miles – based on IP) and top performing non-traditional ads (carousel, horizon top of page banner), 12.7MM impressions



- **Adara:** Leverage Adara Insights for a data-first approach with predictive targeting across screens. Magellan subscription allows for real-time optimization towards best performing audiences and geographies and capitalize on best prospects as travel begins to open up. Includes cross device digital display ads and 15: and 30: video as well as conquering of travelers searching in real-time for travel to top competitor DMAs with a 200 mile radius, 14.5MM impressions.

• **Print/Cross-Platform Custom Content Print Partnership:** 2021 Leisure Media Plan also includes 5x regional insertions across top endemic print magazine titles, with Full Page 4 Color ads targeted to reach nearby markets & states (primarily NC, SC, GA, TN; secondarily East of Mississippi). Total print circulation: 1.4MM. Additionally, a custom, cross-platform digital custom content opportunity will leverage Conde Nast Traveler’s designation of Greenville, SC as “America’s Friendliest City”. Additional 4.38MM digital impressions with CNT.

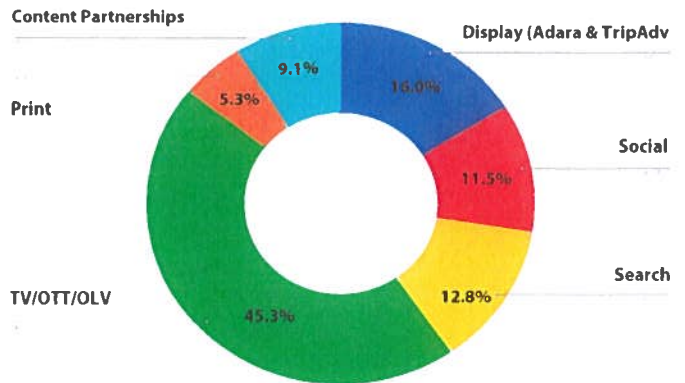
• **Print Publications:** Conde Nast Traveler (3x Full Page 4C), Southern Living (1x Full Pg 4C), Travel & Leisure (1x Full Pg 4C)



• **Cross Platform CNT Custom Digital Content Program:** Includes feature on CNT social original show “Walking Around In” which showcases what life and travel looks like in places all over the world. Greenville will be a featured story on the show. Tactics additionally include: Instagram Story Post, Geo-targeted placement video posts and display ads, run-of-network VGSC display banner ads.

**2021 LEISURE MEDIA PLAN – INVESTMENT RECAP**

<b>\$2.0MM GROSS MEDIA BUDGET</b> <b>\$1,869,159 Net Media</b>			
Partner/Tactic	\$	% Allocation	Impressions
TV/OTT	\$750K	40%	29.2MM
Social	\$210K	11.5%	17.8MM
Search*	\$240K	12.8%	86k*
YouTube**	\$100K	5.3%	3.25MM
Adara (Display, Video)	\$150K	8%	14.5MM
Trip Advisor (Display, Dest. Spnr)	\$150K	8%	12.745MM
Cross-Platform Content Partnerships	\$170K	9.1%	4.38MM
Print	\$100K	5.3%	1.686MM
<b>TOTAL</b>	<b>\$1.87MM</b>	<b>100%</b>	<b>83.647MM</b>





CY2021 Leisure Media Schedule



August 10, 2021	CY2021												CY2021		CY2021								
Media Partner	Start Date	End Date	Details	Space	Materials	Jan '21	Feb '21	Mar '21	Apr '21	May '21	June '21	Jul '21	Aug '21	Sep '21	Oct '21	Nov '21	Dec '21	TOTAL NET COST \$	TOTAL GROSS COST \$	GROSS BREAKOUT	BILLING CODE		
																				\$ 1,508,613	\$ 1,614,216	\$ 1,614,216	
<b>DIGITAL MEDIA:</b>																				\$ 867,830.00	\$ 928,578.10	\$ 928,578.10	
Facebook/Instagram/TikTok	01-Jan-21	31-Dec-21	Video & Posts															\$ 210,000.00	\$ 224,700.00	\$ 224,700.00	70002		
Facebook/Instagram/TikTok	01-Jan-21	31-Dec-21	Video & Posts															\$ 210,000.00	\$ 224,700.00	\$ 224,700.00			
YouTube	15-Mar-21	31-Dec-21	1,495,758 Views															\$ 100,000.00	\$ 107,000.00	\$ 107,000.00	70016A		
YouTube																		\$ 100,000.00	\$ 107,000.00	\$ 107,000.00			
Google/Bing Search	01-Jan-21	31-Dec-21	12,327 Clicks															\$ 240,000.00	\$ 256,800.00	\$ 256,800.00	02000B3		
Google/Bing Search																		\$ 240,000.00	\$ 256,800.00	\$ 256,800.00			
Adara	15-Mar-21	31-Dec-21	Cross Device Display Ads 300x250, 728x90, 300x600, 160x600, 300x50															\$ 83,915.00	\$ 89,789.05	\$ 89,789.05	02000B3		
Adara Display	15-Mar-21	31-Dec-21	Cross Device Display Ads 300x250, 728x90, 300x600, 160x600, 300x50															\$ 83,915.00	\$ 89,789.05	\$ 89,789.05			
Adara	15-Mar-21	31-Dec-21	Pre-roll Video :15															\$ -	\$ -	\$ -	70016A		
Adara Pre-roll	15-Jan-20	31-Dec-20	Pre-roll Video :15															\$ 167,830.00	\$ 179,578.10	\$ 179,578.10			
TripAdvisor	04-Jan-21	31-Dec-21	Annual Destination Sponsorship															\$ -	\$ -	\$ -	70016A		
TripAdvisor Annual Destination Sponsorship	04-Jan-21	31-Dec-21	Annual Destination Sponsorship															\$ -	\$ -	\$ -			
TripAdvisor	15-Mar-21	30-Nov-21	Display 320x50, 300x600, 728x90, 300x250															\$ 150,000.00	\$ 160,500.00	\$ 160,500.00			
TripAdvisor Display	25-Mar-21	30-Nov-21	Display 320x50, 300x600, 728x90, 300x250															\$ 150,000.00	\$ 160,500.00	\$ 160,500.00			
Digital Ad Seving Fees																		\$ -	\$ -	\$ -			
<b>TV/OTT:</b>																				\$ 370,483.44	\$ 396,417.28	\$ 396,417.28	
Atlanta Broadcast/Cable	22-Mar-21	29-Aug-21						4/1-4/25										\$ 83,197.38	\$ 89,021.20				
Atlanta Broadcast /Cable																							
Charlotte Broadcast/Cable	22-Mar-21	29-Aug-21																\$ 35,577.60	\$ 38,068.03				
Charlotte Broadcast/Cable																							
Columbia Broadcast/Cable	22-Mar-21	29-Aug-21																\$ 4,250.85	\$ 4,548.41	\$ 178,633.29			
Columbia Broadcast /Cable																							
Raleigh Broadcast/Cable	22-Mar-21	29-Aug-21																\$ 35,569.92	\$ 38,059.81				
Raleigh Broadcast /Cable																							
Greenville-Asheville Broadcast/Cable	22-Mar-21	29-Aug-21																\$ 8,351.25	\$ 8,935.84				
Greenville-Asheville Broadcast/Cable																							
Nearby OTT	22-Mar-21	29-Aug-21	Markets: Atlanta, Charlotte, Columbia, Raleigh, Greenville-Asheville															\$ 203,536.44	\$ 217,783.99	\$ 217,783.99			
Atlanta, Charlotte, Columbia, Raleigh, GVL/ASH																		\$ 370,483.44	\$ 396,417.28	\$ 396,417.28			
<b>PRINT:</b>																				\$ 140,300.00	\$ 150,121.00	\$ 150,121.00	
Meredith Media (T&L, Southern Living)	15-Mar-21	31-Dec-21	FPAC	Various	Various													\$ 80,300.00	\$ 85,921.00	\$ 150,121.00			
Conde Nast Traveler	15-Mar-21	31-Dec-21	FPAC	Various	Various													\$ 60,000.00	\$ 64,200.00	\$ 64,200.00	02000B3		
																		\$ 140,300.00	\$ 150,121.00	\$ 150,121.00			
<b>CONTENT PARTNERSHIPS</b>																				\$ 130,000.00	\$ 139,100.00	\$ 139,100.00	
Conde Nast Traveler	15-Mar-21	31-Dec-21	FPAC	Various	Various													\$ 130,000.00	\$ 139,100.00	\$ 139,100.00			
Conde Nast Traveler	15-Mar-21	31-Dec-21	FPAC	Various	Various													\$ 130,000.00	\$ 139,100.00	\$ 139,100.00			
																		\$ 130,000.00	\$ 139,100.00	\$ 139,100.00			
<b>GRAND TOTAL</b>																				\$ 1,508,613.44	\$ 1,614,216.38	\$ 1,614,216.38	

EP MEDIA ONLY	\$1,508,613.44	\$1,614,216.38
VGSC DIRECT MEDIA ONLY	\$0.00	\$0.00
TOTAL	\$1,508,613.44	\$1,614,216.38



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						4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	\$	1,508,613	\$	1,614,216	\$	1,614,216	
																		<b>DIFFERENCE</b>		\$0.00	\$0.00	\$0.00																																										

REVISION HISTORY	
3/18/2021	Leisure flowchart changes: updated TV/OTT spring flight to start wk of 3/29; Facebook, google, Adora also to start on 4/1 2021
	Leisure budget tracker changes: changed Youtube's budget plan to start in April, changed Google/Bing Search to April, Changed Adara display to April, Changed TripAdvisor to April ; added \$300 net to Southern Living insertion
4/21/2021	updated Spring OTT & TV/Cable spends to reflect PURCHASED vs PLANNED
5/27/2021	shifted flighting of Conde Nast 'lookalike of walking around in' custom content to be early July launch based on current timelines
8/10	shifted August OTT/Bcast flighting to October, then eliminated the flight & reduced the total 2021 TV/OTT \$\$