



## 2016 Tourism Advertising Accountability Research

*Presented:  
January 25, 2017*

# Research Objective



- The purpose of this research was to provide *an evaluation of Oklahoma's tourism advertising in terms of:*
  - *Awareness of the advertising*
  - *The bottom line return on Oklahoma's investment in the campaign in terms of:*
    - *Incremental travel to Oklahoma*
    - *Incremental visitor spending in Oklahoma*
    - *Incremental state and local taxes*

# Oklahoma's 2016 Advertising Markets



# Research Method



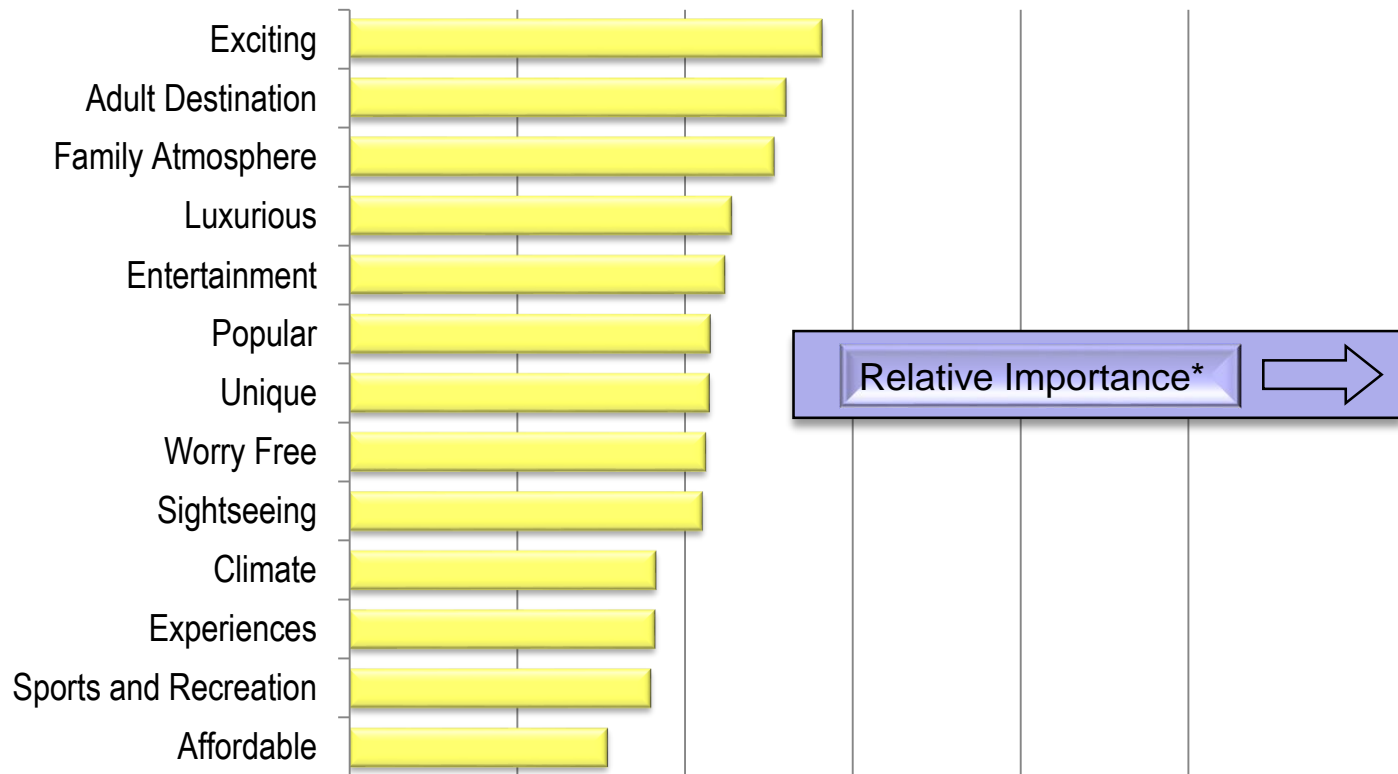
- The study was conducted among a representative sample of adult travelers residing in Oklahoma's advertising markets.
  - *'Travelers' mean respondents had taken a day and/or overnight pleasure trip anywhere in the past 3 years and intend to take another in the next 2 years. (70% of those sampled met these requirements.)*
- The study was conducted online with a sample demographically balanced to represent the population in the markets surveyed.
  - *1,407 individuals participated in this research.*

# **Travel Motivators and Hot Buttons**

# Travel Motivators



Base: Total Travelers



\*A measure of the degree of association between each factor and whether destination is a place "I would really enjoy visiting."

# Hot Buttons



Base: Total Travelers

## Top 10 Hot Buttons

**A fun place**

**An exciting place**

**A real adventure**

**Lots of things to see and do**

**Good for an adult vacation**

**Children would especially enjoy this place**

**Interesting cities**

**Unique vacation experience**

**Must see destination**

**Good for couples**

# Oklahoma's Image

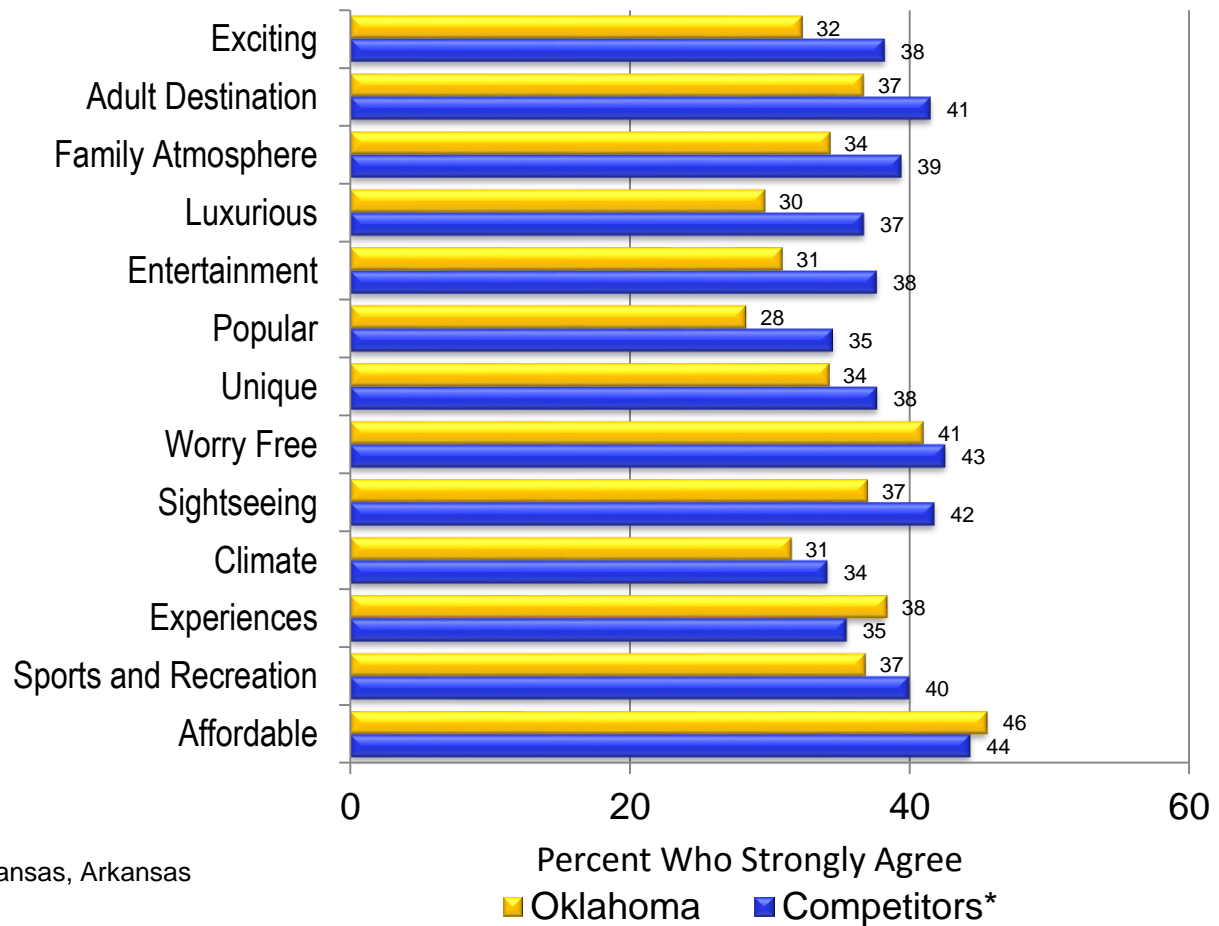


# Oklahoma's Image vs. Competitors



Base: Total Travelers

Relative Importance\*

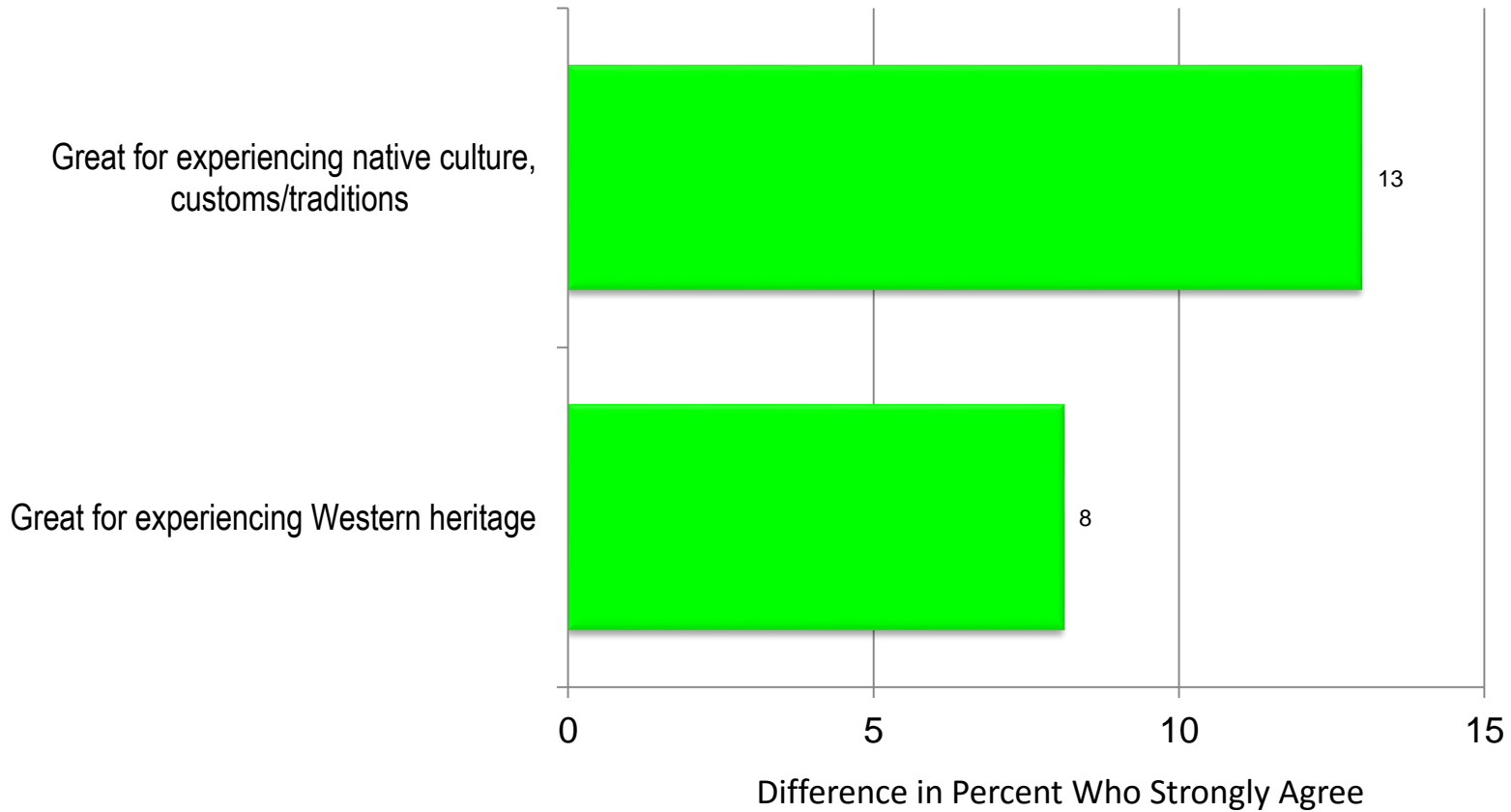


- Competitors: Texas, Missouri, Kansas, Arkansas

# Oklahoma Image Strengths vs. Competitors



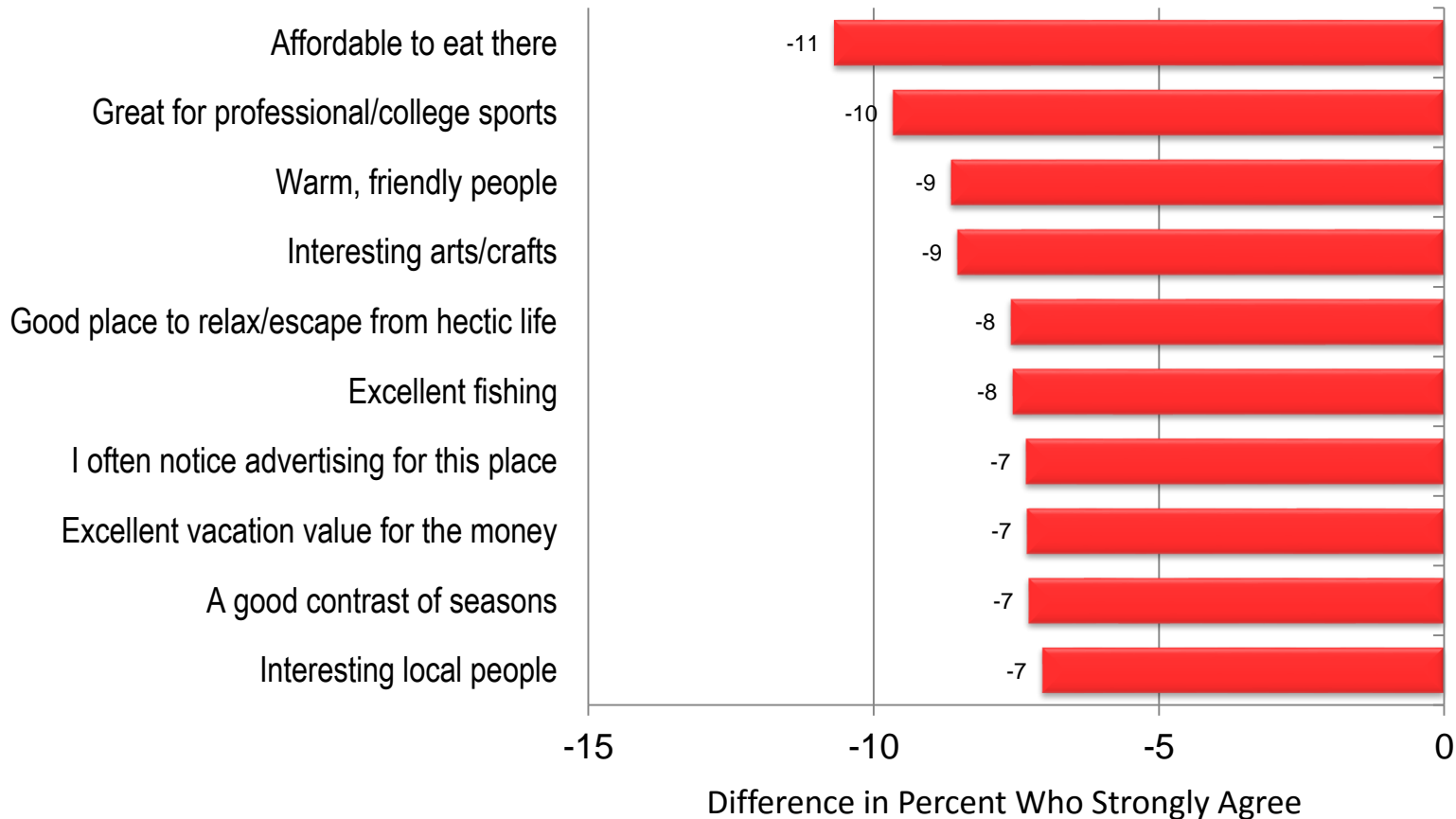
Base: Total Travelers



# Oklahoma Image Weaknesses vs. Competitors



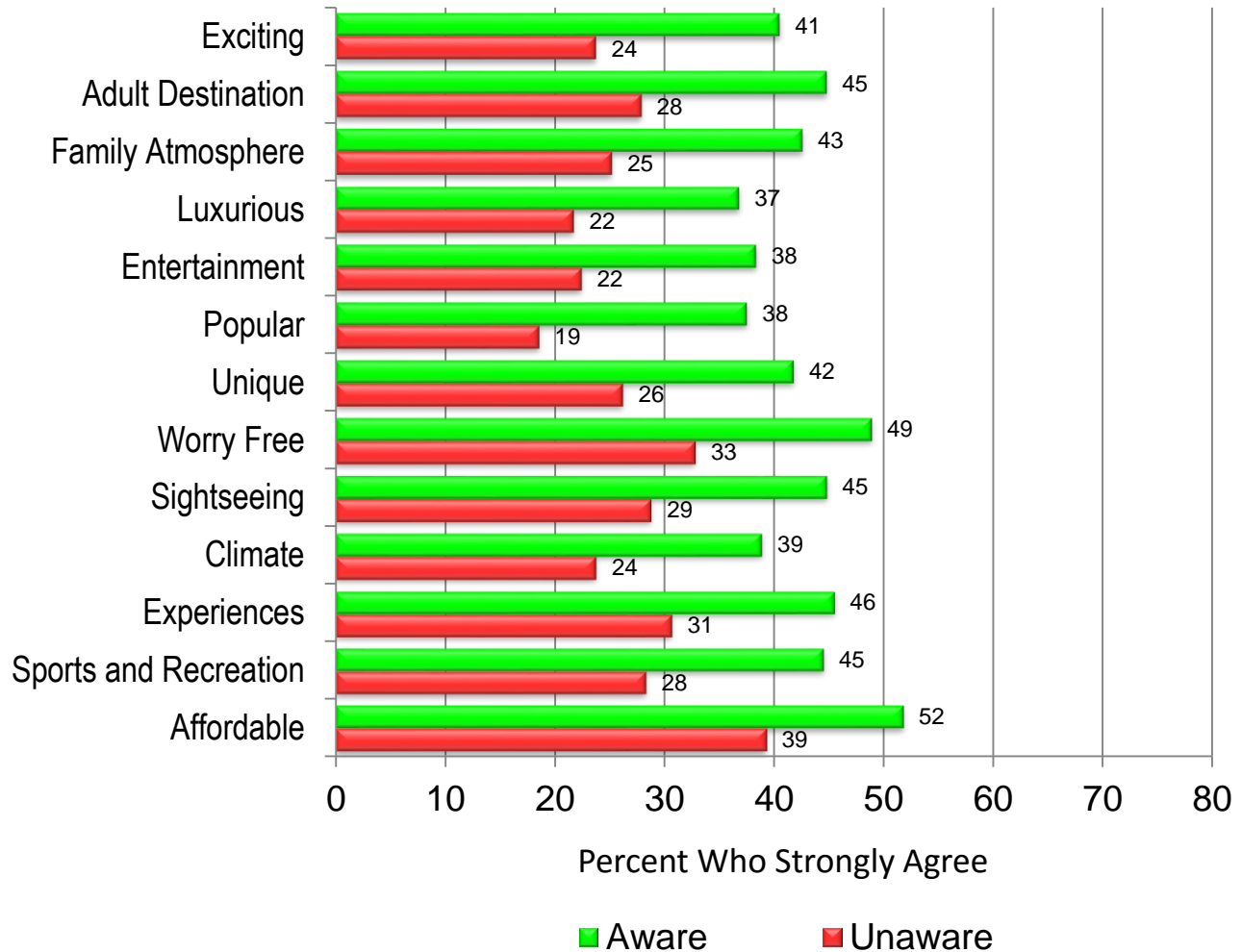
Base: Total Travelers



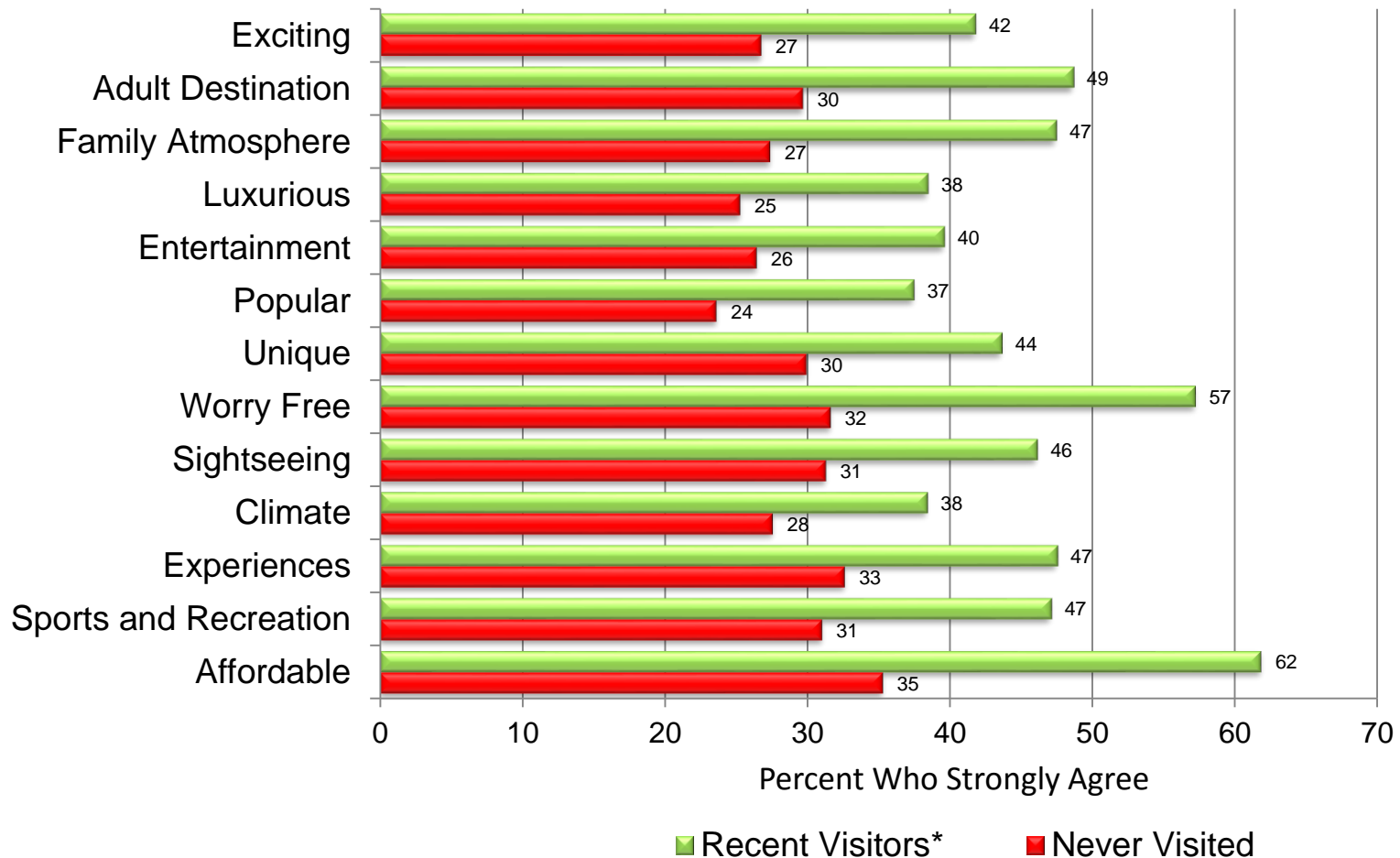
# Impact of Advertising on Oklahoma's Image



Base: Total Travelers



# Oklahoma's Product vs. Image



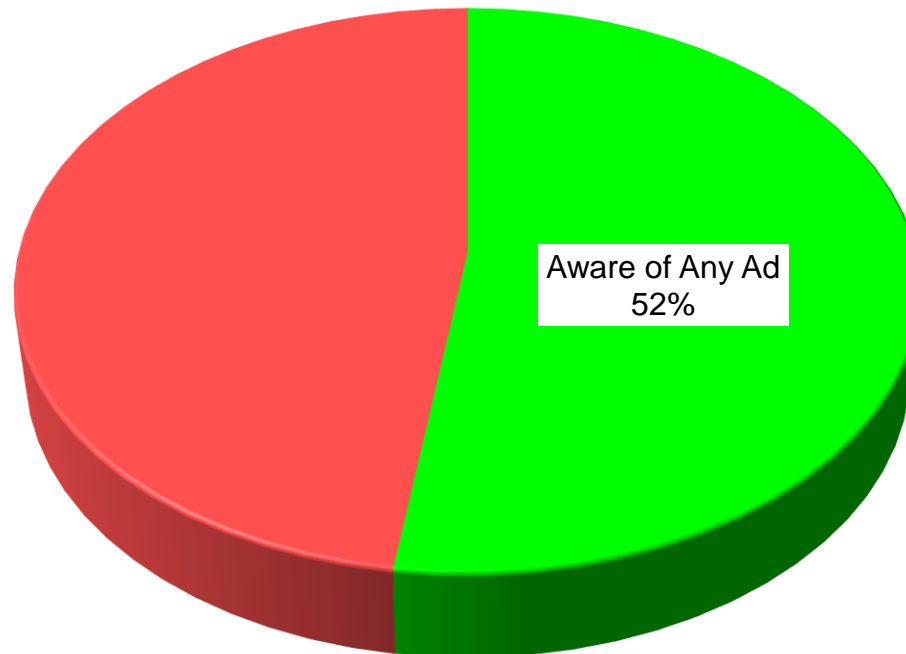
\* Visited in the past 2 years

# Advertising Awareness

# Awareness of Oklahoma's Advertising



Base: Total Travelers

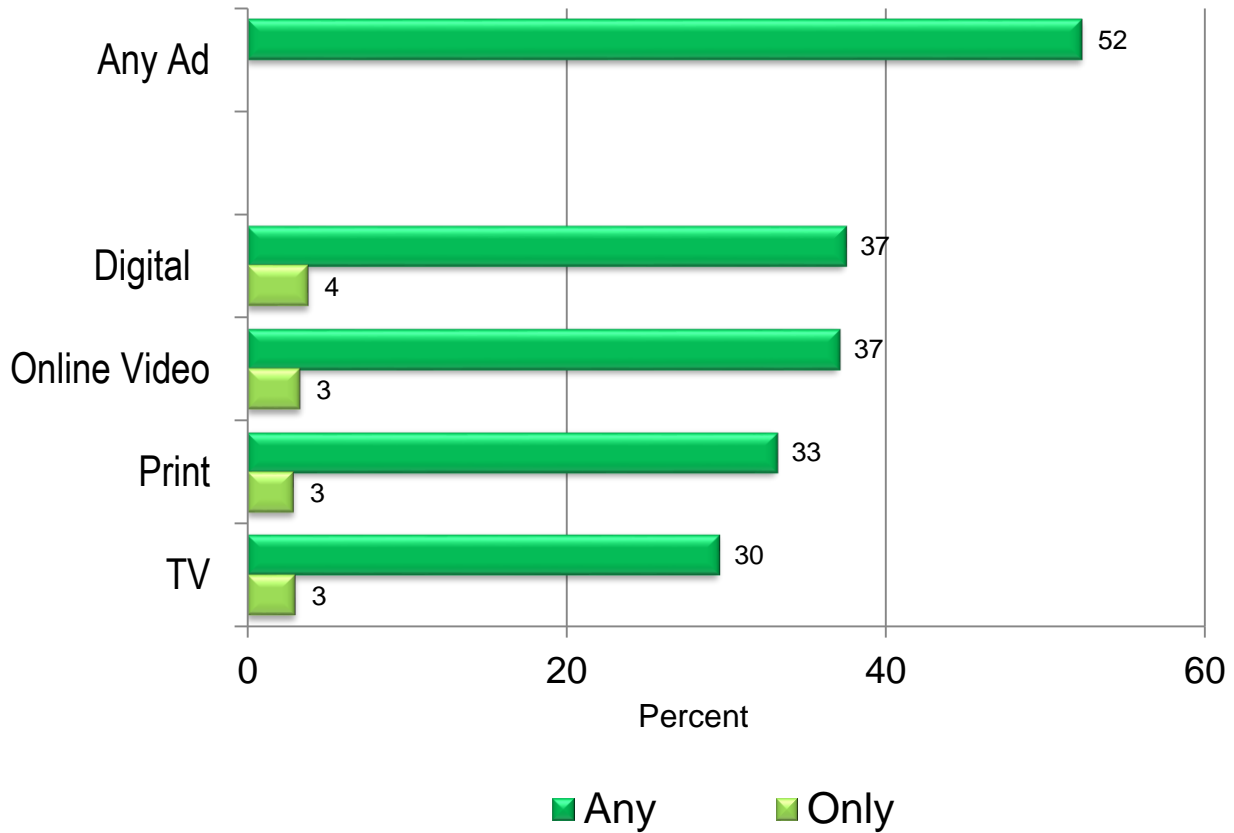


**Awareness level  
is up 5% from  
47% in 2015**

# Awareness by Media



Base: Total Travelers

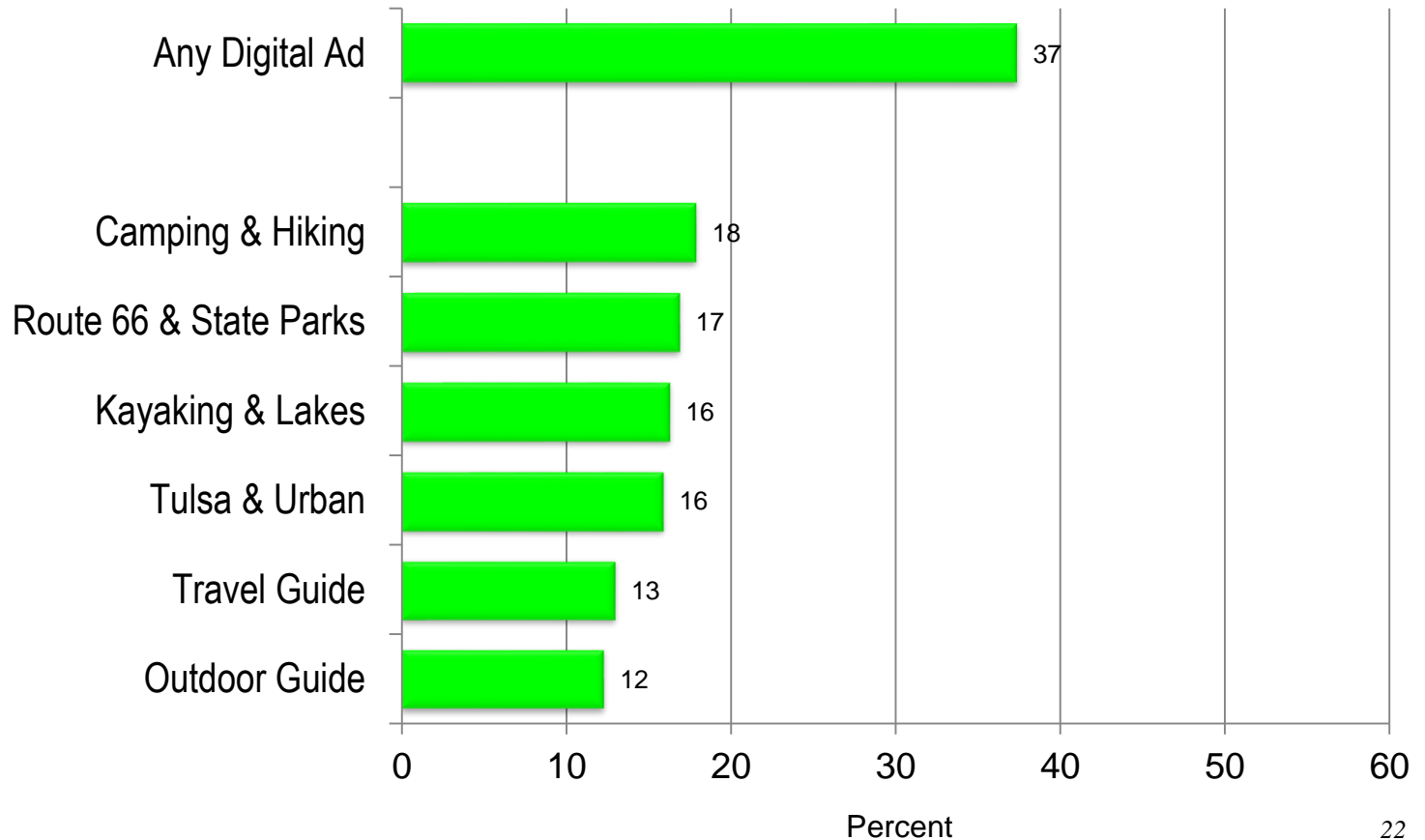




# Awareness of Individual Ads – Digital



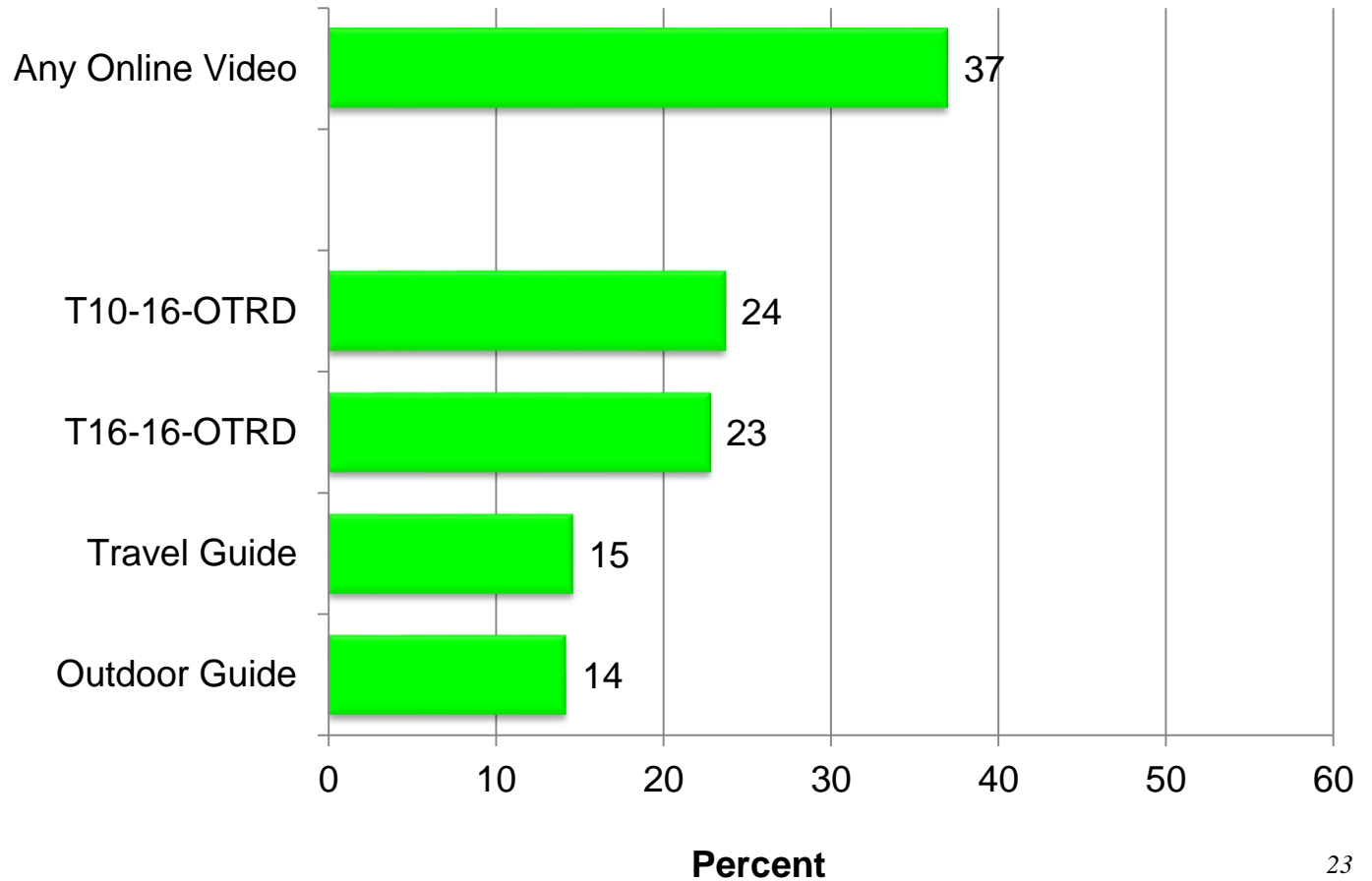
Base: Total Travelers



# Awareness of Individual Ads – Online Video



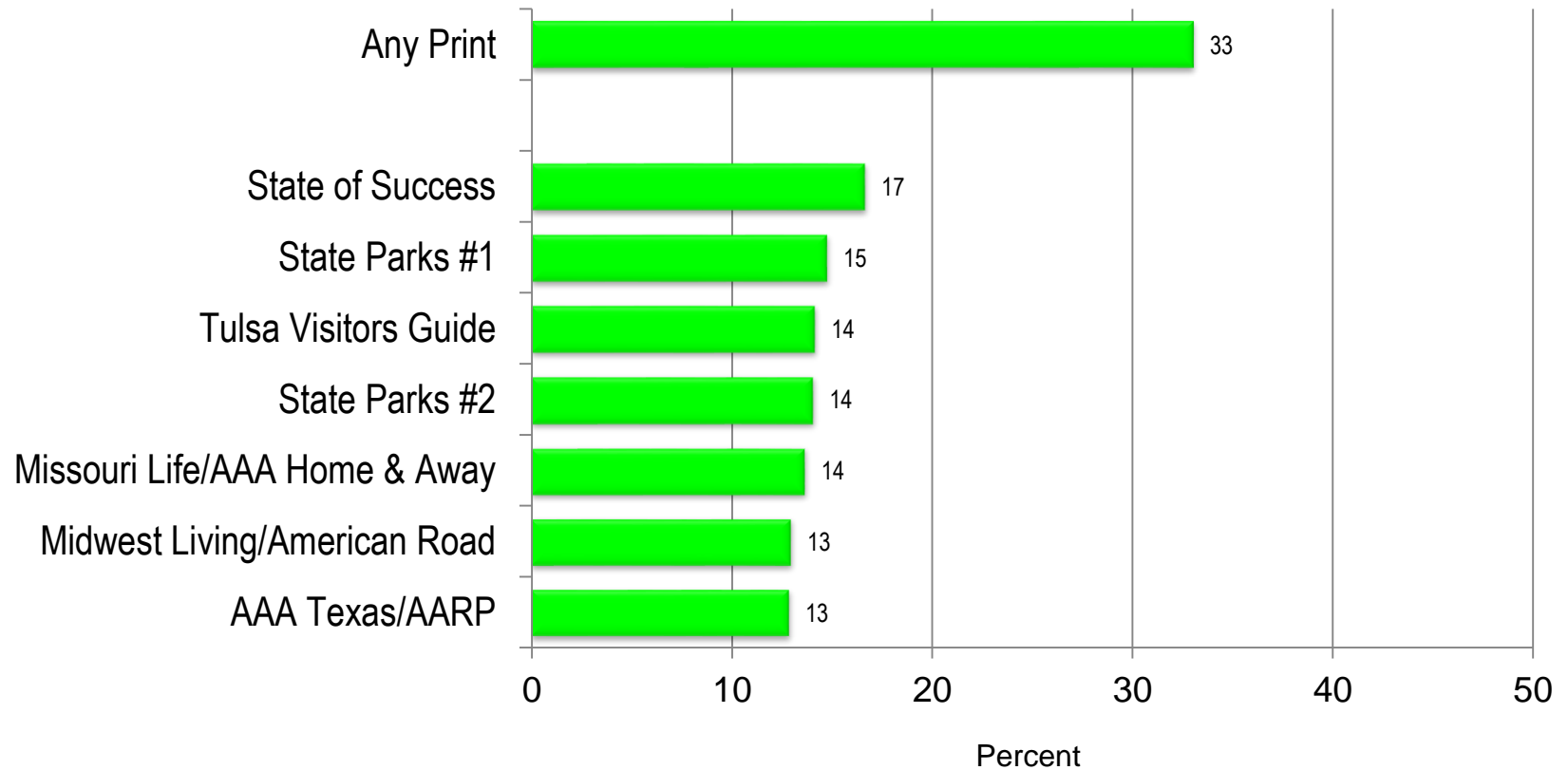
Base: Total Travelers



# Awareness of Individual Ads — Print



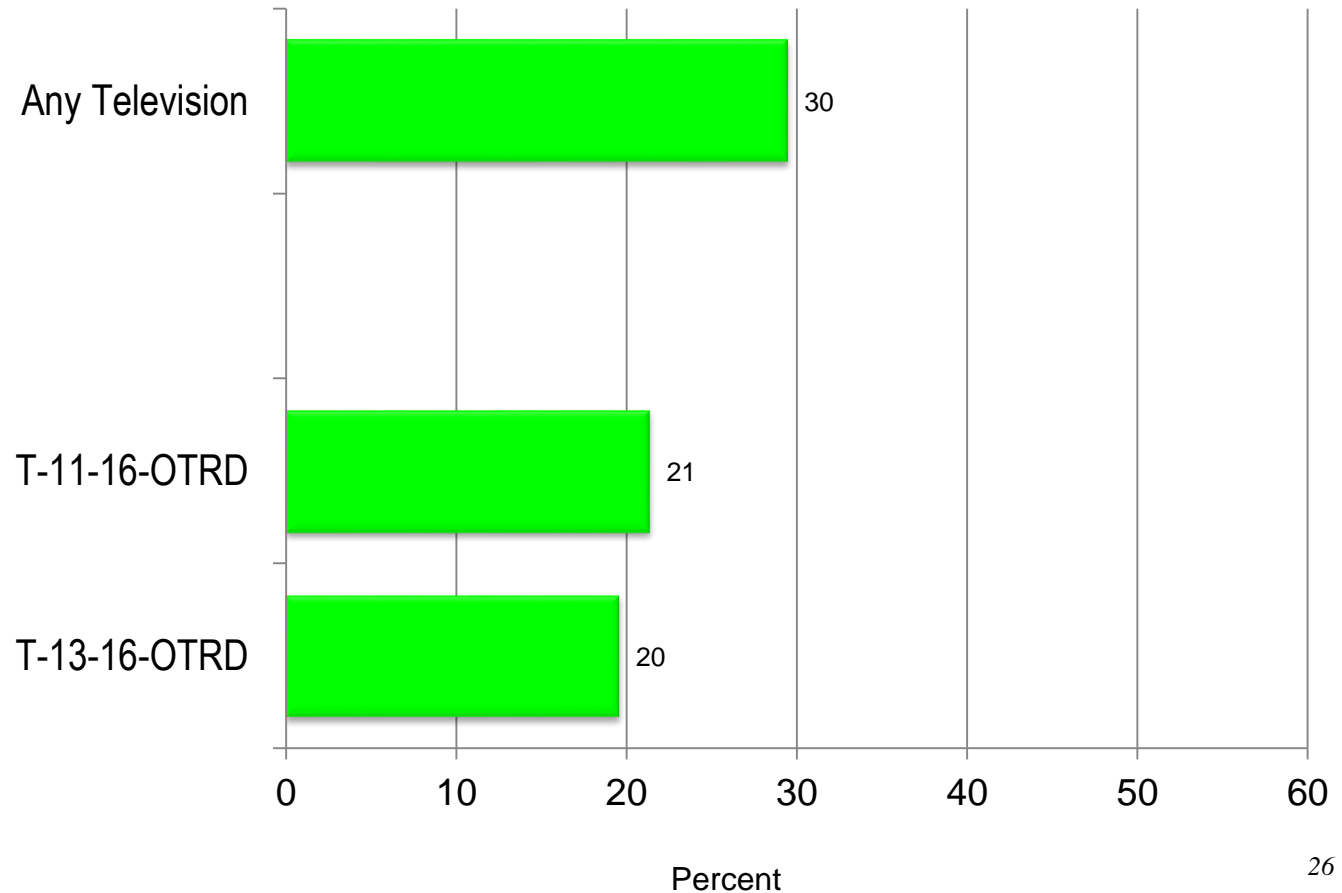
Base: Total Travelers



# Awareness of Individual Ads – Television



Base: Total Travelers



# Short-Term Impacts of the Advertising

# Short-Term Impacts of The Advertising



	2015	2016	% Change
Ad Investment	\$2,249,972	\$2,255,337	+0.2%
Incremental Visits	1,222,257	1,422,071	+16.3%
Incremental Spending	\$204.6 M	\$210.0 M	+2.6%
State and Local Taxes	\$15.5 M	\$16.6 M	+7.1%
<b>Spending ROI*</b>	<b>\$91</b>	<b>\$93</b>	<b>+2.2%</b>
<b>Total Tax ROI**</b>	<b>\$7</b>	<b>\$7</b>	<b>nil</b>
<b>State Tax ROI**</b>	<b>\$4</b>	<b>\$4</b>	<b>nil</b>
<b>Local Tax ROI**</b>	<b>\$3</b>	<b>\$3</b>	<b>nil</b>

- Incremental visitor spending per ad \$ invested.

Spending is based on \$192.31 per person for overnight trips and \$45.15 per person for day trips in 2015

- \*\* Incremental taxes per ad \$ invested 7.9% (4.6% state and 3.3% local)

# Campaign Efficiency



	2015	2016
Incremental Visits	1,222,257	1,422,071
Ad Investment	\$2,249,972	\$2,255,567
<b>Ad \$'s per Trip</b>	<b>\$1.84</b>	<b>\$1.59</b>
<b>Trips per Ad \$</b>	<b>0.5</b>	<b>0.6</b>

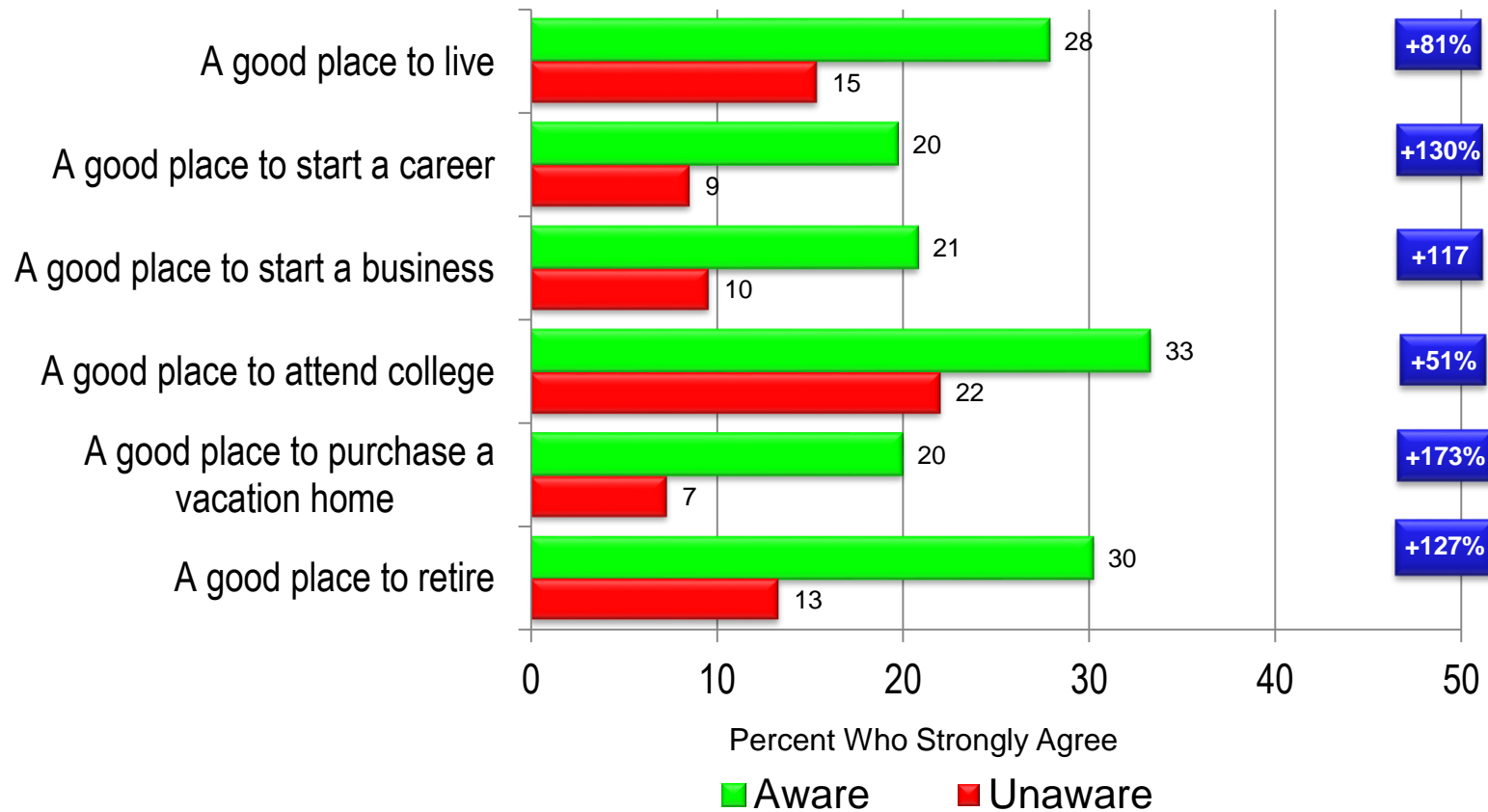
# Economic Development Image Ratings



# Impact of Oklahoma 2016 Tourism Campaign on State's Economic Development Image



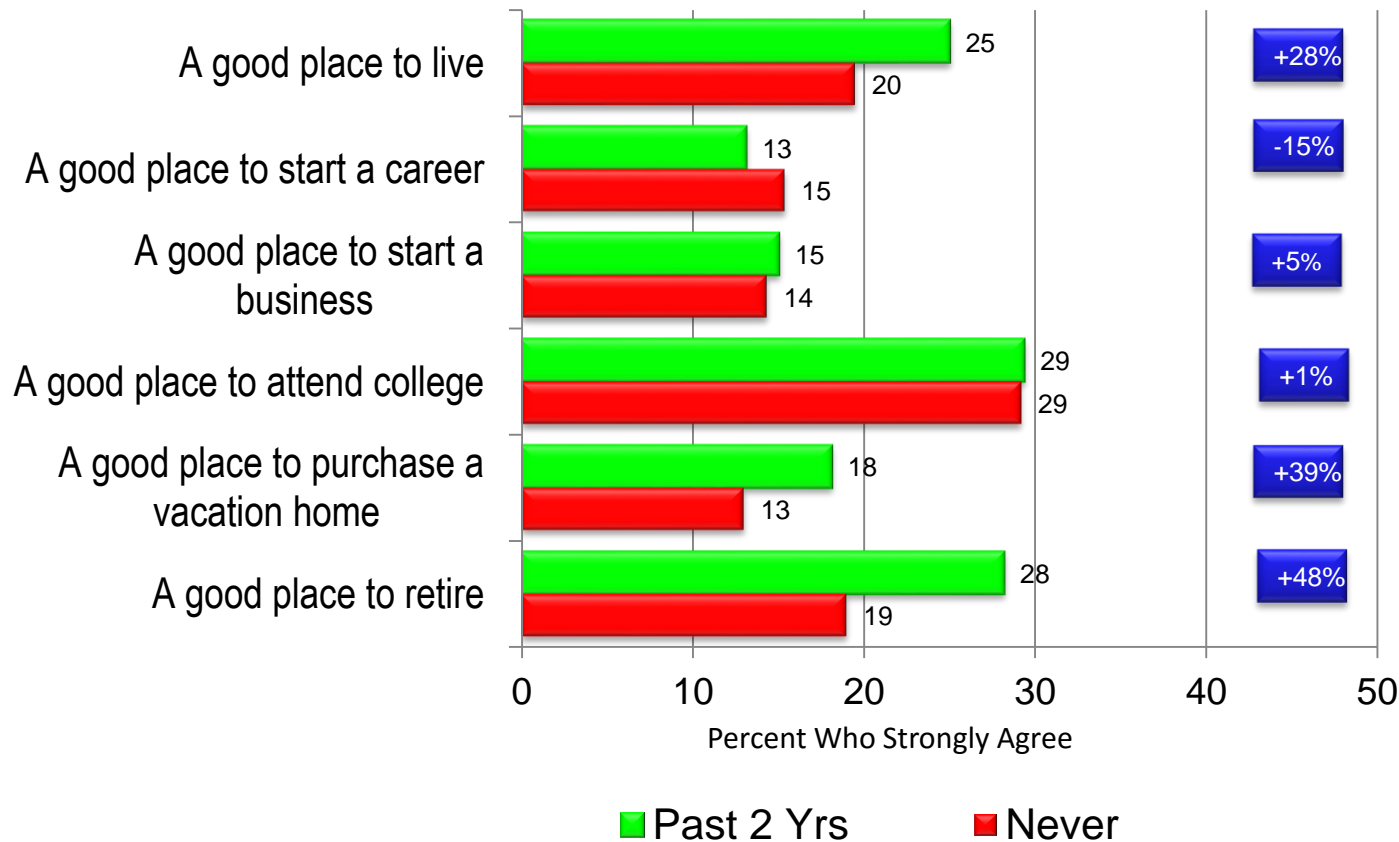
Base: Out-of-State Residents



# Impact of 2016 *Visitation* on Oklahoma Economic Development Image



Base: Out-of-State Residents

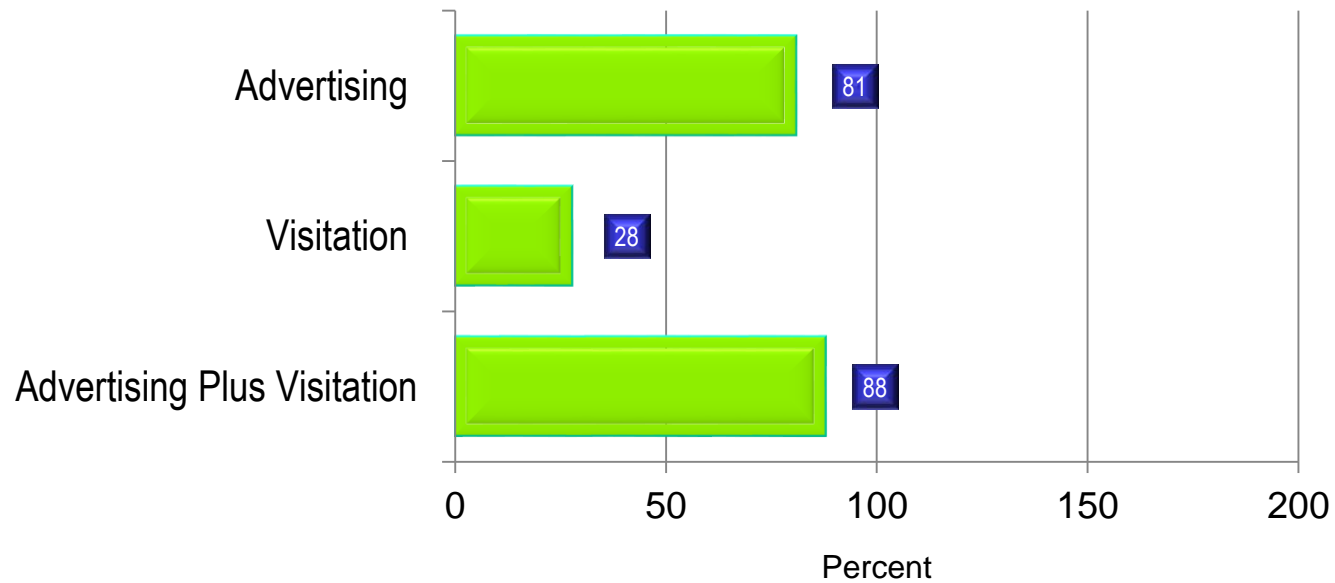


# "A Good Place to Live"



Base: Out-of-State Residents

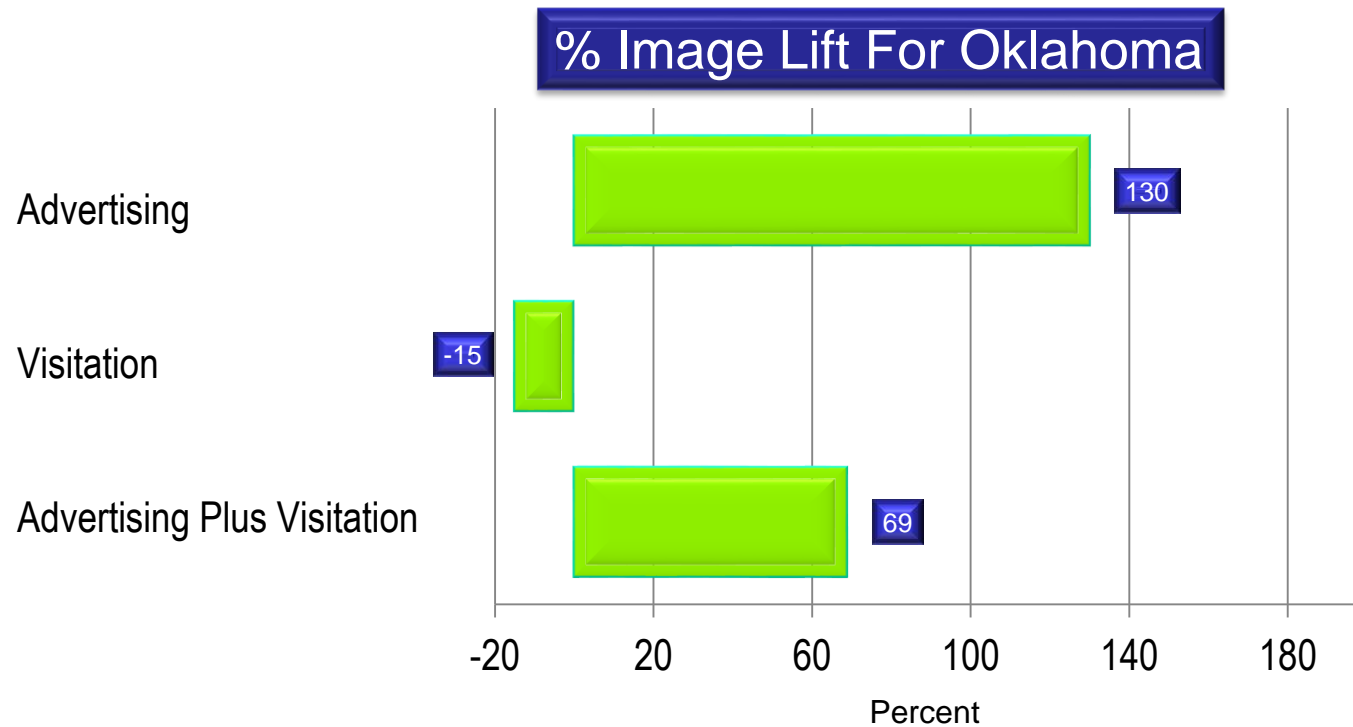
## % Image Lift For Oklahoma



# “A Good Place to Start a Career”



Base: Out-of-State Residents

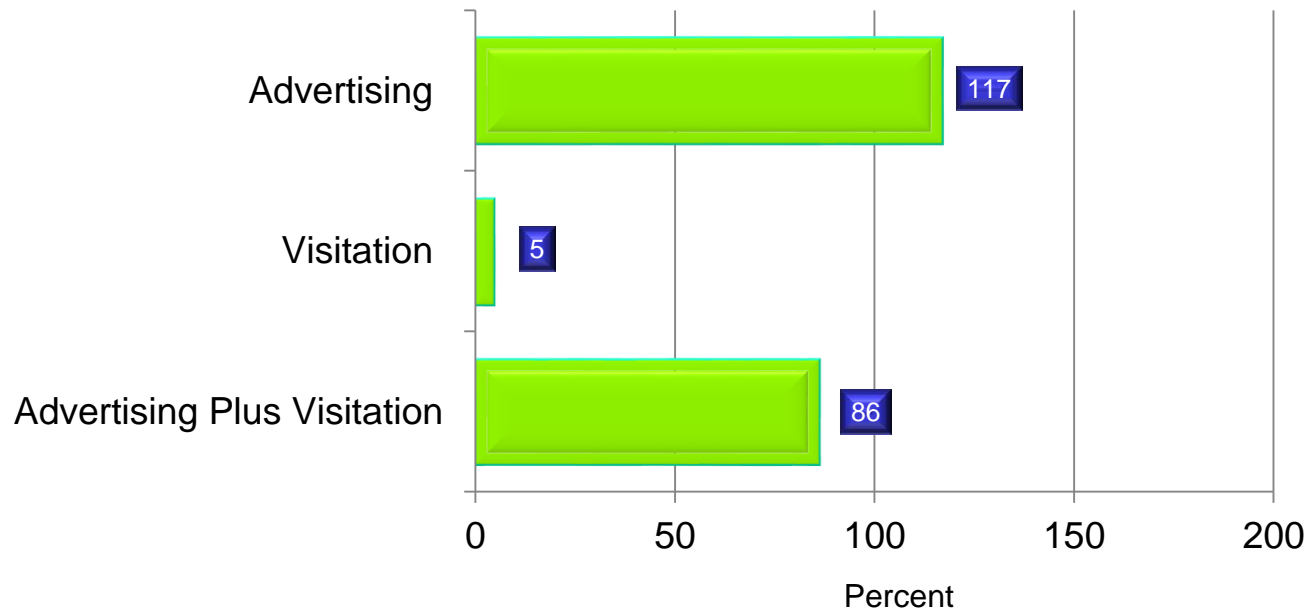


# “A Good Place to Start a Business”



Base: Out-of-State Residents

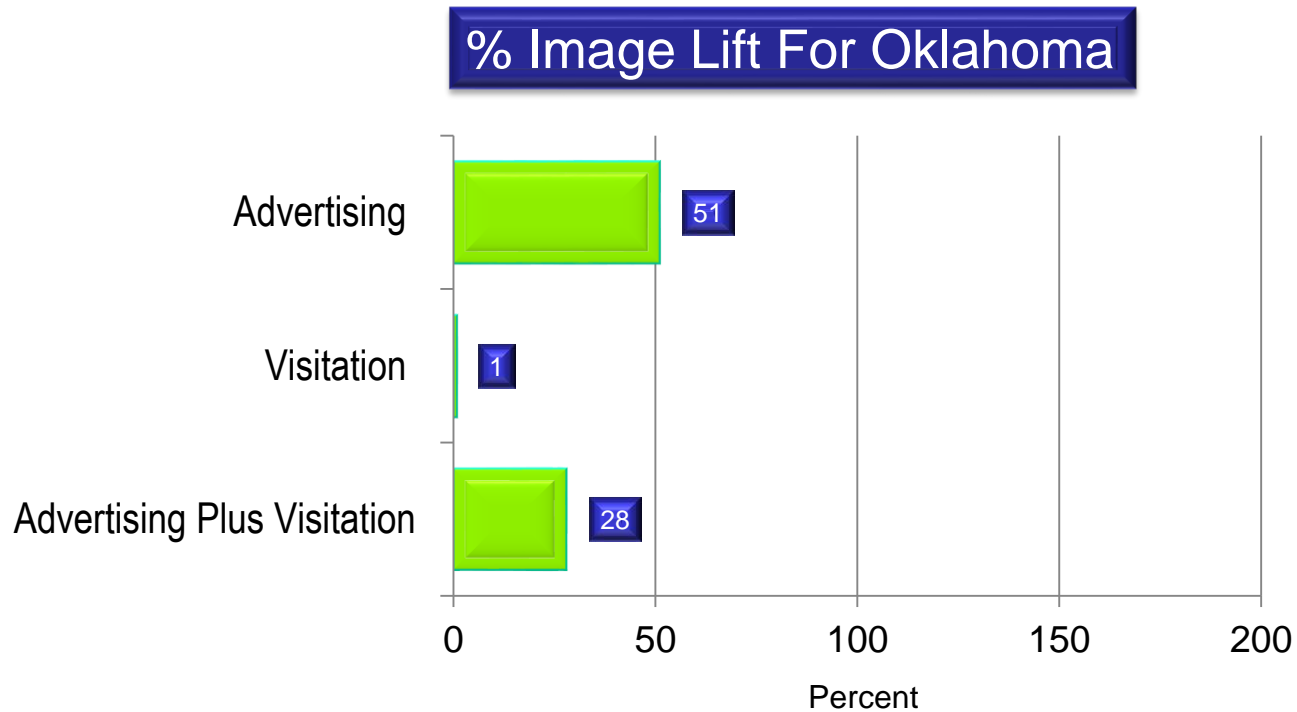
## % Image Lift For Oklahoma



# “A Good Place to Attend College”



Base: Out-of-State Residents

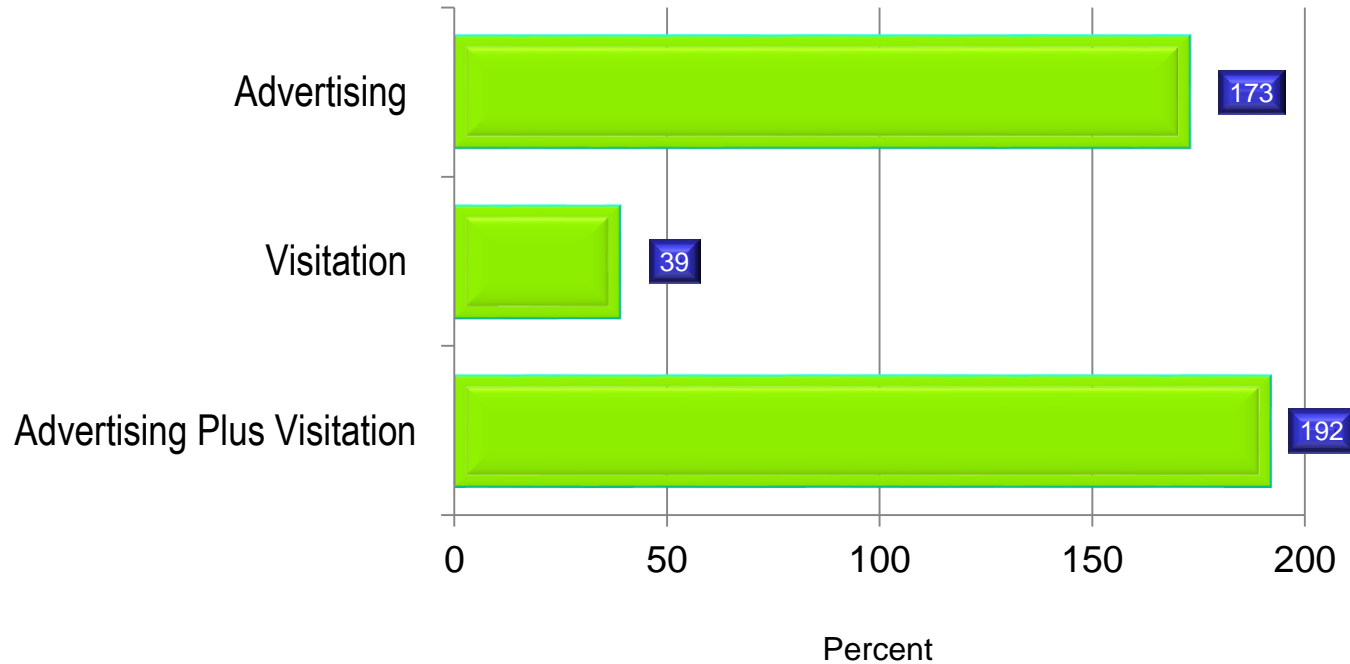


# “A Good Place to Purchase a Vacation Home”



Base: Out-of-State Residents

## % Image Lift For Oklahoma

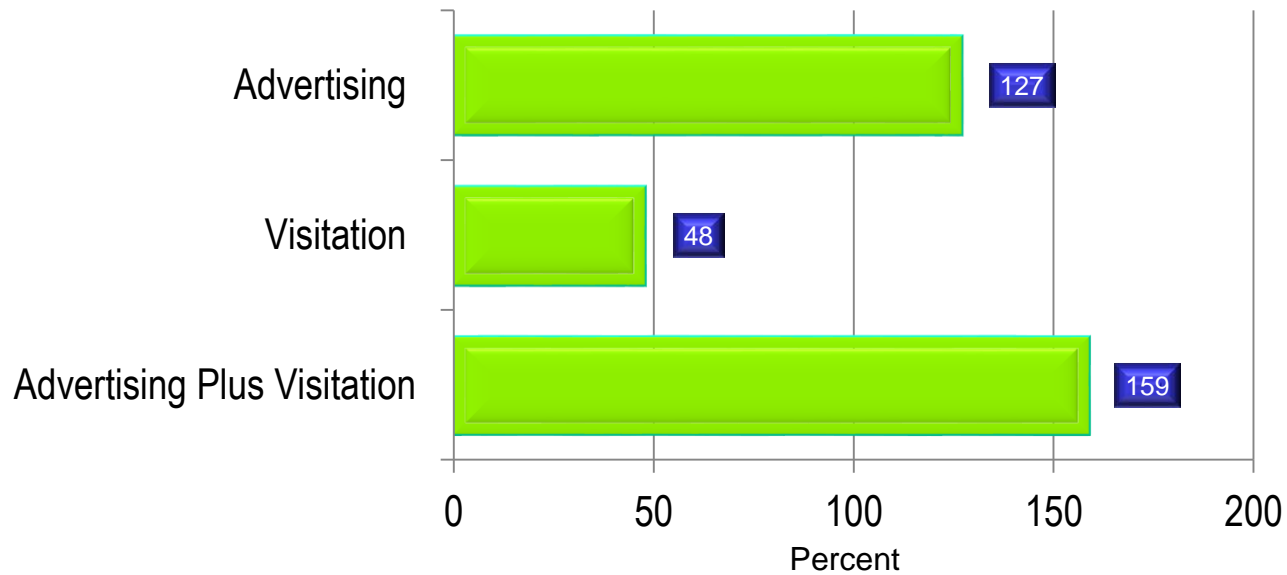


# "A Good Place to Retire"



Base: Out-of-State Residents

## % Image Lift For Oklahoma





# Economic Development Image Ratings



- Through Longwoods research, a link has been established between tourism advertising and economic development image ratings.
- This link also occurs in Oklahoma's 2016 advertised markets. On average, the Oklahoma economic development image ratings increased 113% in advertising awareness and 18% in visitation.
- The combination of the awareness and visitation provides a sizeable lift for all image attributes, especially for “a good place to buy a vacation home” and “a good place to retire.”

# Advertising Impacts



- For the 2016 campaign, Oklahoma's advertised markets, awareness across all media was 52%. The awareness level increased 5% from 47% in 2015. For the individual media types, Digital and Online Video had the highest awareness at 37%. Print and Television awareness were slightly lower at 31%.
  - Among the individual media types, for the Digital ad awareness was similar for four of the six digital ads, with the travel guide and outdoor guide ads being lower.
  - Similarly, the two of the four Online Video ads had similar awareness, with the travel guide and outdoor guide ads being lower.
  - Each Print ads had similar awareness levels. Similarly, each of the Television had similar awareness levels.

# Advertising Impacts (Cont'd)



- Based on Longwoods methodology, we estimate that the investment of \$2.26 million dollars generated in the short term, increasing:
  - *1.42 million new visitors to Oklahoma who would not otherwise have come, this up 16.3% from 2015*
  - *these incremental visitors spent approximately \$210 million in Oklahoma, this increased 2.6% from 2015*
  - *the incremental spending resulted in \$16.6 million in incremental state and local taxes up 7.1% from 2015 but still generating but with the same return on investment of 7:1*
    - *the incremental spending resulted in \$9.7 million in incremental state taxes or return on investment of 4:1 and \$6.9 million in incremental local taxes or a return on investment of 3:1.*

# Advertising Impacts (Cont'd)



- In addition to the short term impacts, we estimate that the advertising influenced the planning of 1.22 million additional trips to Oklahoma in the next 12 months.



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