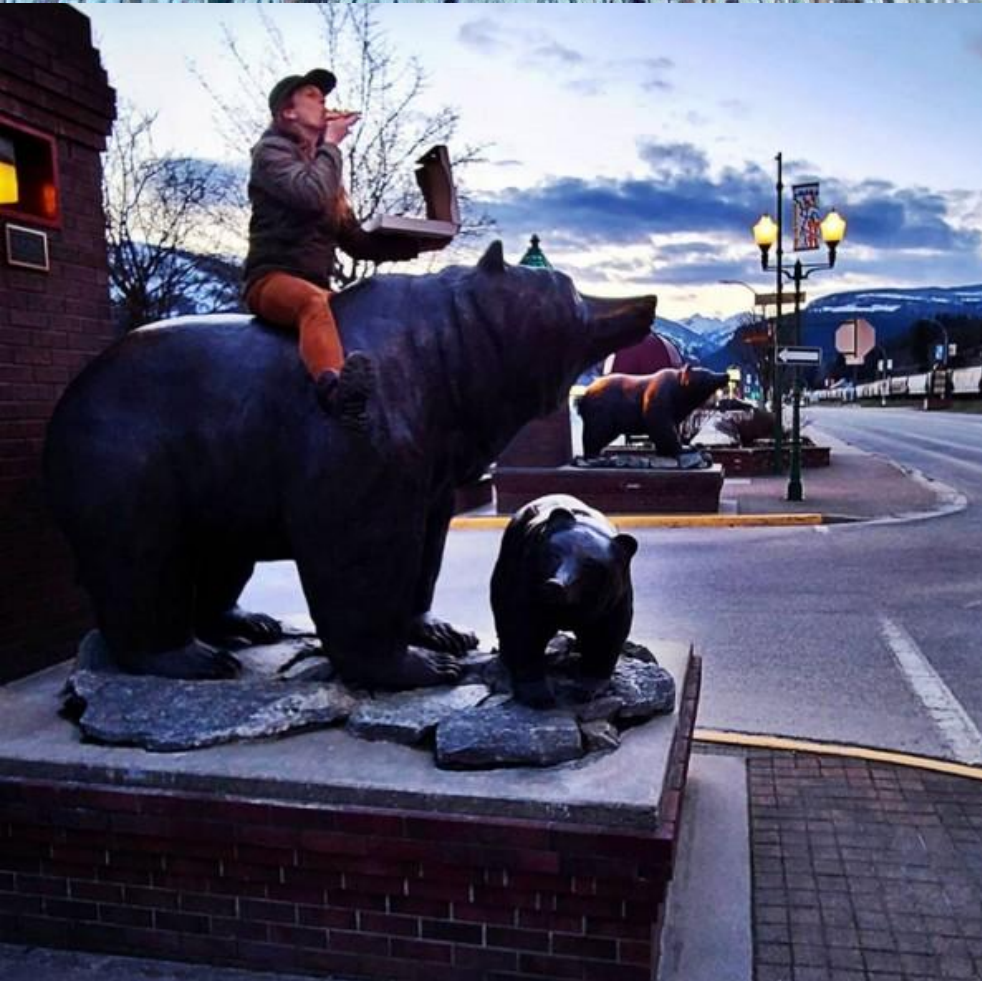




#TakeOutRevy





OVERVIEW:

March 29 - New Health Orders

April 5 - Campaign Launch

\$25 GC's Throughout April

250 Locals Participated

232 Redeemed GC's

Campaign Costs - \$5800

THE WHY:

Support Restaurants Drive

Positive PR

Improve Resident Sentiment

Engage Locals

Tourism As A Force For Good



DIRECT IMPACTS



MEDIA VALUE

250 pieces of content shared

Engagement Rate: 2.0%

Total Engagements: 3383.9

Cost per Click: \$0.85

Total Estimated Cost: \$2,876.30



PHOTOGRAPHY ASSETS

Semi-pro photographers (+5000): 3

Amateur photographers (500-5000): 112

Low-quality photographers (<500): 135

Total Estimated Cost: \$5,900.00



REVENUE FOR PARTNERS

Money spent by locals Pt 1: \$5,625.00

Money spent by DMO: \$5,800.00

Money spent by locals Pt 2: \$1,432.60

Total Estimated Cost: \$12,857.60

CONTRIBUTING TO A LARGER GOAL



ADDITIONAL ASSETS

Culinary Tourism:
An area of perceived weakness



COMMUNITY ENGAGEMENT

Locals were supportive and engaged
Improved resident sentiment & positive PR
Program "sold out"



COLLABORATION

First time an entire sector collaborated

CHALLENGES:

Honor System

Duplicates

Barrier To Entry

Some Crappy Photos

1 Meal / Multiple

Submissions





RESULT:

\$21,634

Tourism Revelstoke
& the community

+3.5X ROI

(based on \$5800 costs)

THANK YOU!

QUESTIONS?

Europe invites the curious

I am
#NaturallyCurious

I am
#CreativelyCurious

I am
#HistoricallyCurious

Social Media Numbers



* Facebook fans



* Facebook fans

- The first graph refers to data collect in March 2021.
- The second refers to data collected in October 2021.

I am
#NaturallyCurious



I am
#CreativelyCurious



I am
#HistoricallyCurious



Visit Europe - Best Practices & Tips

Hashtags Evolution



#NaturallyCurious

2.3M impressions*
89K engagements
109 mentions

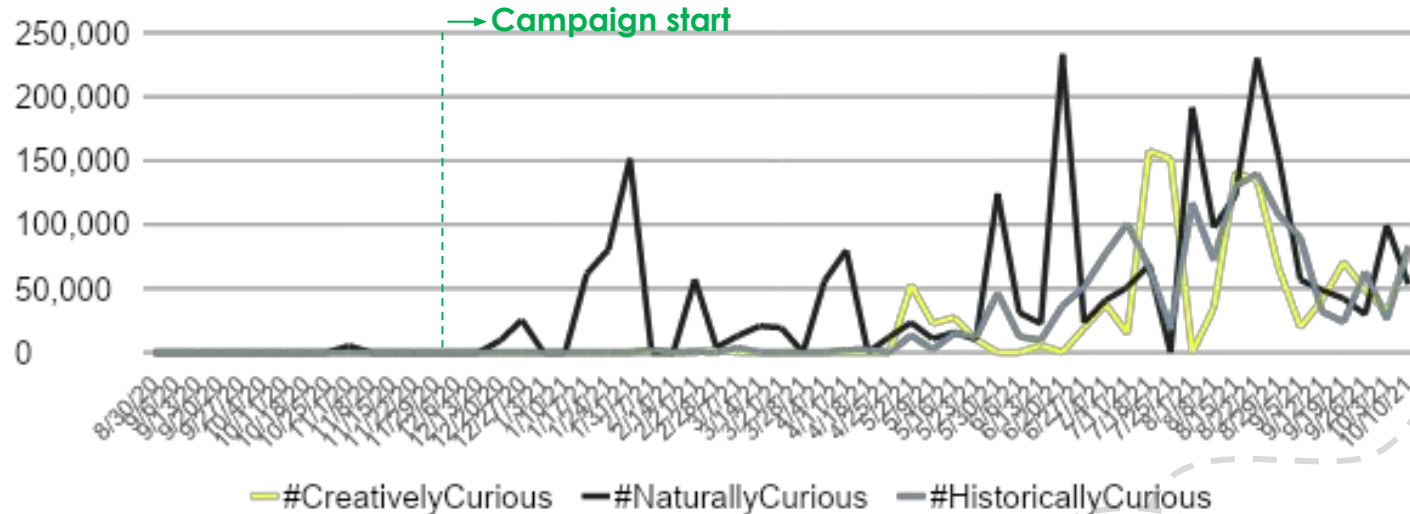
#CreativelyCurious

1.1M impressions*
36K engagements
84 mentions

#HistoricallyCurious

1.35M impressions*
38,5K engagements
87 mentions

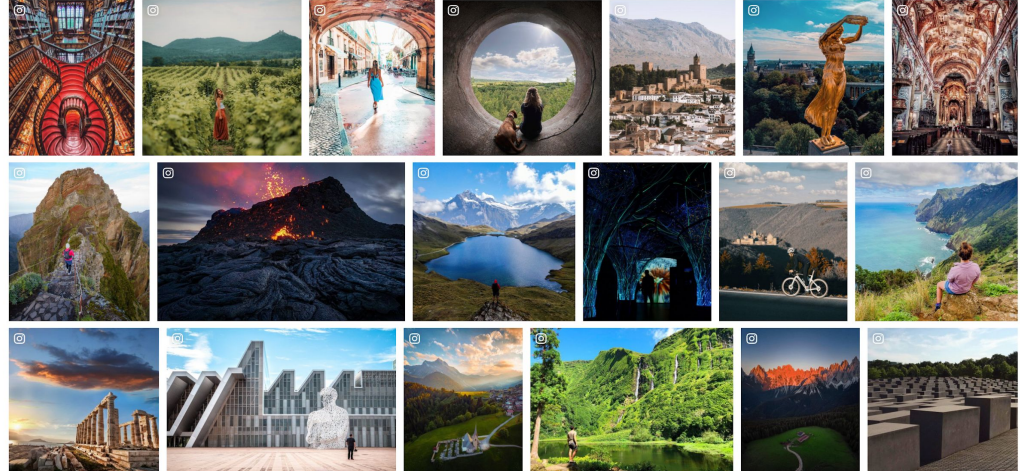
Chart: Reach by week



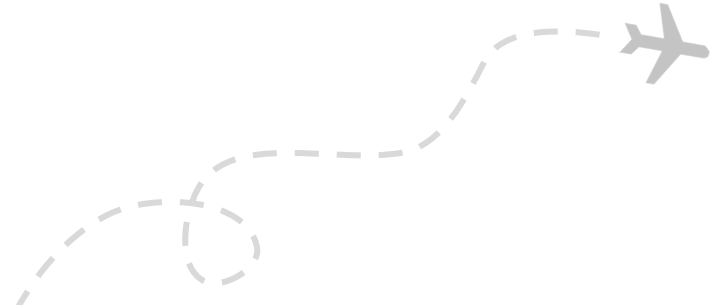
UGC Galleries

- Use of your UGC content on your landing page campaign.

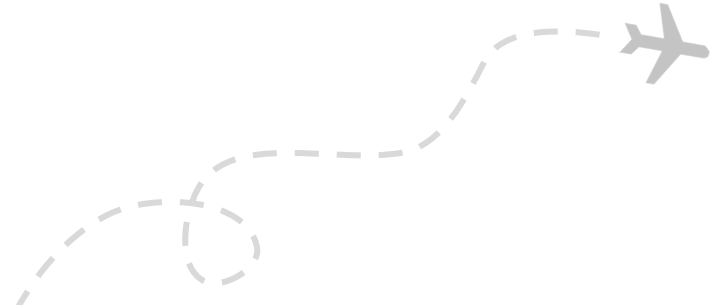
#NaturallyCurious | #CreativelyCurious | #HistoricallyCurious



UGC Content



UGC Content



Story Network

EUROPE I AM CURIOUS DESTINATIONS EXPERIENCES EVENTS TRIPS COVID-19 INFO My Trips

Experience Europe through our stories

Swamps, fjords & mountains. A glimpse of Europe's diverse nature.

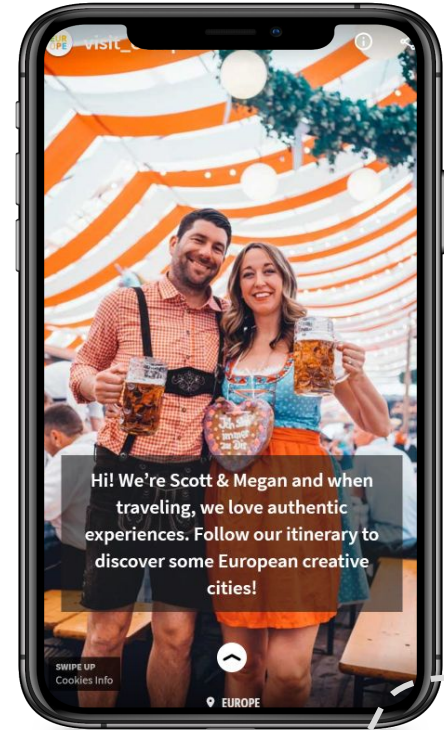
Europe: an endless cultural place to explore

The living history and heritage in Europe

Cooler off-the-beaten-path history in Europe

Story Network

- Showcase the KOL content on your website.
- Create content accessible in many ways so you can reach your consumer through their preferred platform (articles, stories, videos...).
- Synergies between the different projects.
- Repurpose Instagram stories into the Story Network.
- Interconnect the Story Network with your website and partners' websites to drive traction.



The Questions

Networking



Diogo Paciência
Digital Marketing Manager
diogo.paciencia@visiteurope.com



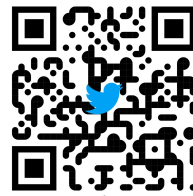
SCAN ME



SCAN ME



SCAN ME



SCAN ME



“I was there.”

- Launched June 2021
- NYC’s largest tourism campaign to date
- Needed to counter “ghost town” image from 2020
- NYC & Company’s first-ever national TV spot
- Tactic: To induce FOMO in visitors

My NYC Itinerary

nycgo.com/my-itinerary/shared/arnsta-rs-galaxy-...

NYC The Official Guide

New in NYC Explore Neighborhoods Stay & Plan

Back

A Voyage to Arnstar's Galaxy

By Arnstar

Here's one NYC lover's ideal itinerary—and it could be yours too. Copy these items to your own itinerary to get started.

[Copy Itinerary](#)

[Return to your personal Itinerary](#)

Map labels: North Bergen, 69th St, 79th St, Hudson River, Henry Hudson, BLOOM, MA, 9A, Riverside Dr, Broadway, UPPER WEST S, 5, 2, MANH, Amsterdam Ave, West End Ave, W 72nd St, LINCOLN SQUARE, 7th St, Central Park West, E 65, 9th Ave, 8th Ave, W 59th St, KITCHEN, 4, 6th Ave, 5th Ave, THEATER DISTRICT, MIDTOW

My NYC

- Customizable itineraries
- Curated by notable locals, celebrities, influencers, and even NYC & Company staff
- Showcasing the variety and vibrancy of NYC
- Encourage locals to invite visiting friends & relatives
- Itinerary sweepstakes



Desired results

- **Influence traveler perceptions of NYC as the ideal place to visit now**
- **Generate hotel room nights within the five boroughs of NYC**

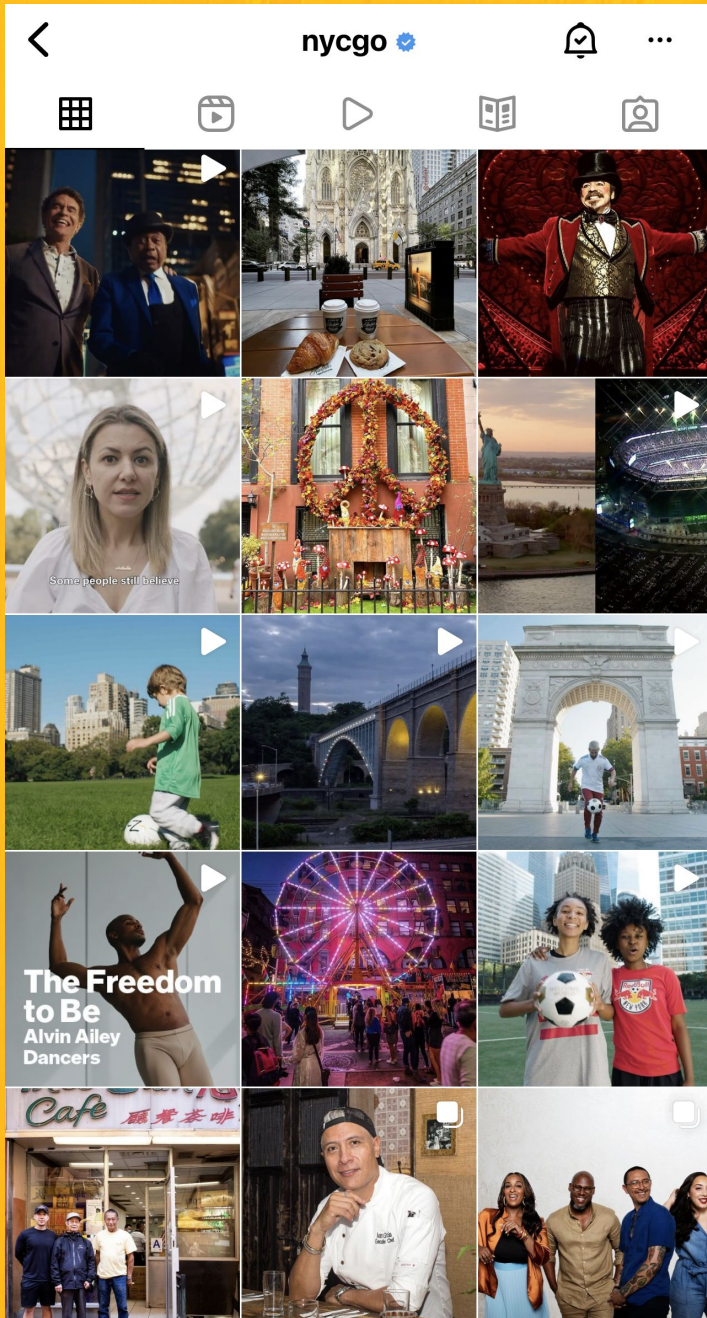


Actual results

(June 24–September 5, 2021)

- **Locals inviting friends and family** to visit accounting for 34% of booked flights and 23% of hotel bookings*
- **81K total sweepstakes entries** exceeded our goal of 71K entries by 13% (19k unique entrants)
- **7K invites shared by entrants** via email share option

**Per Adara predictive booking data*



Lasting effects

The campaign:

- Brought more of a human element into our social

nycgo and laura_peruchi
New York Botanical Garden



Mican
from Poughkeepsie, NY

I'm coming to see one of my favorite artists' exhibit.

8,621 views · Liked by jberman35 and truly_rachel
nycgo It's time for another @NYCgo x @Laura_Peruchi
#OnTheStreet video—this week at the New York
Botanical Garden, where we asked visitors what it's
like to visit NYC right now. Watch for future
installments from around NYC's five boroughs!

Note that the @NYBG's KUSAMA: Cosmic Nature
exhibition mentioned in the video runs through
October 31 and is part of @NYCgo's
#ItsTimeForCulture program, which offers 20%
savings on Kusama Garden Pass Tickets. Visit
NYCgo's bio link for info.

It's time for the Bronx. #ItsTimeForNYC.

@laura_peruchi / @renan.lincoln

Lasting effects

The campaign:

- Brought more of a human element into our social
- Spurred ongoing dialogue with New Yorkers



Lasting effects

The campaign:

- Brought more of a human element into our social
- Has spurred an ongoing dialogue with New Yorkers
- Led to the “talk-show approach”



Thank you!

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- [nycgoofficial](#) on YouTube
- [nycgo.com](#)
- [@akuban](#) on Instagram for all your NYC pizza needs