

MCKEE WALLWORK CLEVELAND

Albuquerque Convention & Visitors Bureau FY12 – FY13 Leisure Media Placement Rationale

Following, please find the reasoning and rationale for the media placement selections in the FY12-FY13 leisure plan. As McKee Wallwork Cleveland (MWC) reviewed and evaluated a myriad of media opportunities, they used the insights gathered during the MWC Charrette® Planning process along with the insights found in the Destination Master Plan to narrow the publication list.

The Charrette® Planning process found the bull's-eye target to be a 45-65 year-old couple, with the female as the primary travel planner. They are well-educated, with an income of \$100,000+, who most likely live in a neighboring state or have access to a direct flight. They are frequent, sophisticated travelers who are looking for a unique experience – historical sites, natural attractions, scenic drives, festivals, local culture, outdoor activities, art galleries and museums.

The DMP outlined the following destination strengths, which tie-in directly with our target audience's interests:

- Culture and heritage, and related cuisine
- Climate and geography, and related outdoor activities (golf, hiking, biking, etc.)
- Albuquerque's unique relationship with hot-air ballooning

We also took into account, where available, research conducted through Mediamark Research Inc. (MRI) to gain further insight to our targets' media habits and usage.

Online Advertising

Online advertising has become a staple in our advertising efforts. The objective of this effort is to use online media to promote both a brand message as well as seasonal attribute marketing (i.e. golf, outdoor activities, cultural experiences, and more), drive traffic to ItsATrip.org, generate Visitor Guide requests and ultimately, convert travelers.

Tools like comScore allow us to measure demographic, psychographic and lifestyle metrics against a wide array of websites and advertising networks.

Pre-roll placements (which are short advertising videos viewed prior to user-selected video content) on video ad networks are being used to promote a brand message. Video ad networks allow for access to high-volume, high-quality online video inventory. Targeting capabilities include geographic, demographic, behavioral and content.

Flash banners are running on ad networks as well as on endemic southwest and travel sites like *Sunset.com* and *TripAdvisor*.

Banner placements in targeted eNewsletters with *National Geographic* and *Sunset* allow ACVB's message to reach opt-in subscribers.

Look-a-like targeting was integrated into the online media plan this fiscal. By finding internet users who "look like" the users who have visited ItsATrip.org we are able to expand our reach. The objective of look-a-like targeting is to find individuals who have similar online behaviors to those who have previously requested a Visitors Guide or signed up for email newsletters and serve them the ACVB message.

Retargeting is another online targeting method used to serve messages to online users who visited ItsATrip.org.

Cost-per-lead and cost-per-click are also highly effective online models used to generate Visitor Guide requests.

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Southwest Airlines

Southwest Airlines flight confirmation emails remain a staple component of ACVB's media schedule. Confirmation emails are sent to all travelers who book airline tickets to Albuquerque. ACVB offered these placements to hotel partners, encouraging visitors to book room nights. Additionally, Southwest Airlines offers added value banner placement on their website with the confirmation email package.

Group Travel Leader

ACVB and various partner entities associated with Discover New Mexico funds placed a full page ad in the fall issue of *Group Travel Leader* magazine. The newly redesigned publication reaches over 20,000 qualified group travel buyers. The fall issue of the magazine featured the Southwestern U.S. and included editorial on Albuquerque and the Albuquerque International Balloon Fiesta.

Madden Media Newspaper Inserts

ACVB produces the *Albuquerque Newspaper Insert* as well as participates in the New Mexico Department of Tourism's *New Mexico Newspaper Insert*.

These inserts have aggressive distribution delivered to households, in target markets, that are most likely to produce high-spending visitors to Albuquerque. There is also an extensive online component that includes email blasts and electronic fulfillment options.

The inserts serve as a very important lead generation tool as well as an opportunity to provide co-op opportunities to ACVB partners.

New Mexico Magazine

With more than 50% of their circulation outside of New Mexico, this magazine is dedicated to those who love New Mexico. Their readers are slightly older couples who regularly visit historic sites, museums and art galleries. They enjoy outdoor activities such as hiking and gardening. With an inherent interest in New Mexican culture, art and activities, *New Mexico Magazine* is a perfect environment to promote New Mexico's largest city.

Spirit magazine

Southwest Airlines has over 50% of the market that flies into the Albuquerque International Sunport. This publication is a great way to reach these airline travelers.

Texas Monthly

As a major feeder market to Albuquerque, Texans account for a very important part of ACVB's target. *Texas Monthly* delivers the state's largest and most affluent print audience. With more than 2.4 million readers *Texas Monthly* reaches 1 in every 4 Texan household with an income of \$200,000+. Additionally, *Texas Monthly* indexes well against our target audience.

Vacation Guides

ACVB continued placements in the Santa Fe Visitors Guide and the New Mexico Travel Planner. Both publications are integral in getting the Albuquerque message in front of visitors to the state.

Other print publications

We continued to place in the *Gay & Lesbian Travel Industry Directory* to reach the GLBT market. We placed the *Native Peoples* ad in conjunction with the Gathering of Nations program ad and received a discounted rate for placing both. We placed a full page advertorial in *Slopes* magazine to reach the ski market.