



**Longwoods**  
INTERNATIONAL



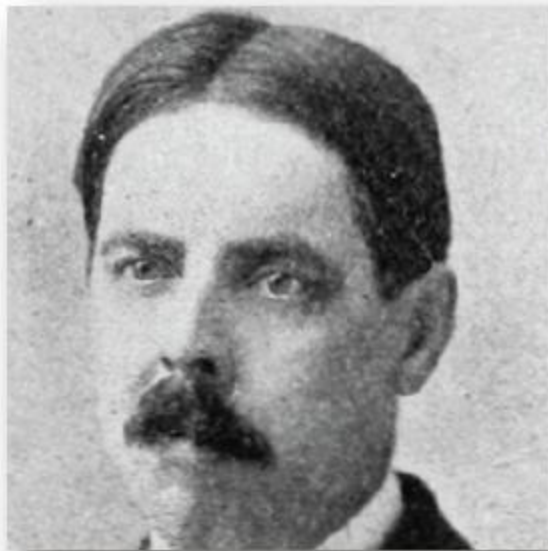
# HALO MAGIC

Excerpts from a 2015 TTRA Marketing Outlook  
Forum session, originally presented by:

**Bill Siegel & George Zimmermann**

October, 2015

# The Halo Effect in Psychology



Edward L. Thorndike  
1874 - 1949

## THE HALO EFFECT:

It is a cognitive bias in which our judgments of a person's character can be influenced by our overall impression of them.



# Impact of Destination Marketing on Tourism Image



## Halo Magic

Image lift goes well beyond  
messages communicated by  
creative

Positive impact across many  
brand attributes





Impact of Destination  
Campaigns on  
**Economic  
Development**

# Now a Topical Issue



## OXFORD ECONOMICS

### **Destination Promotion: An Engine of Economic Development**

**How investments in the visitor economy  
drive broader economic growth**

Demonstrates a strong relationship between destination marketing and economic development through econometric modeling.

# The four channels of DMO catalytic impact

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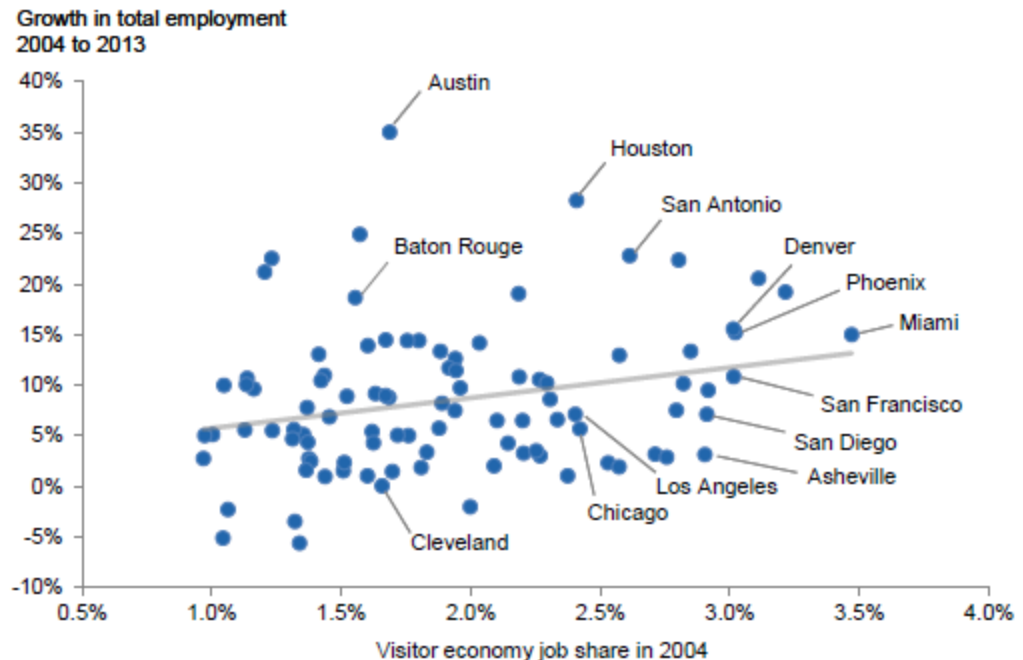


# Stronger visitor economy = growth

- Cities with a higher concentration of visitor-related activities and employment have historically grown faster over the past decade.

*Each 1.0 percentage point increase in the share of visitor economy jobs corresponds to total job growth over a nine year period that is 3.0 percentage points stronger.*

## Visitor economy and total employment growth



Source: Bureau of Labor Statistics; EMSI; Tourism Economics

# The Next Step: Direct Measurement



- Measurement of economic development impact of tourism campaigns for multiple DMO's through large-scale advertising effectiveness studies.
- Paint a picture of **HOW** and **WHY** destination marketing creates synergy with economic development.
  - *Awareness and image enhancement.*
  - *Positive impact of visiting the destination.*



# Method



- Recent large-scale online surveys of a representative sample of adults 18+ in advertising markets for seven U.S. states and two CVBs.
- Non-residents only included for analysis.
- Focus on image lift created by:
  - A. Tourism ad awareness.*
  - B. Visiting the destination.*

	Sample
North Dakota	893
Wisconsin	1,336
Ohio	1,006
North Carolina	1,601
New Mexico	6,032
Minnesota	1,698
Michigan	4,022
Portland OR	997
Lake Erie Shores & Islands OH	1,053
<b>TOTAL</b>	<b>18,638</b>

# Method

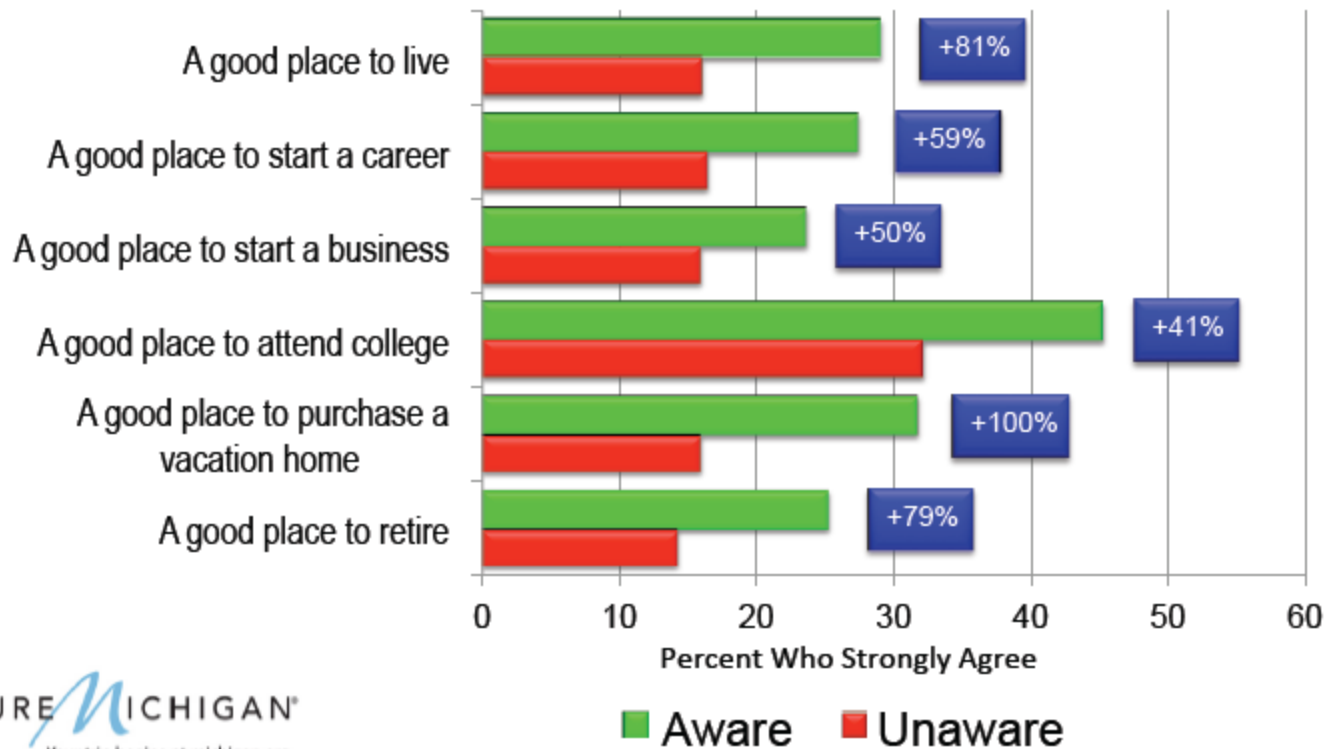
- Respondents shown client ads across media channels to measure awareness.



# Impact of Michigan's 2014 *Tourism* Campaign on State's Economic Development Image



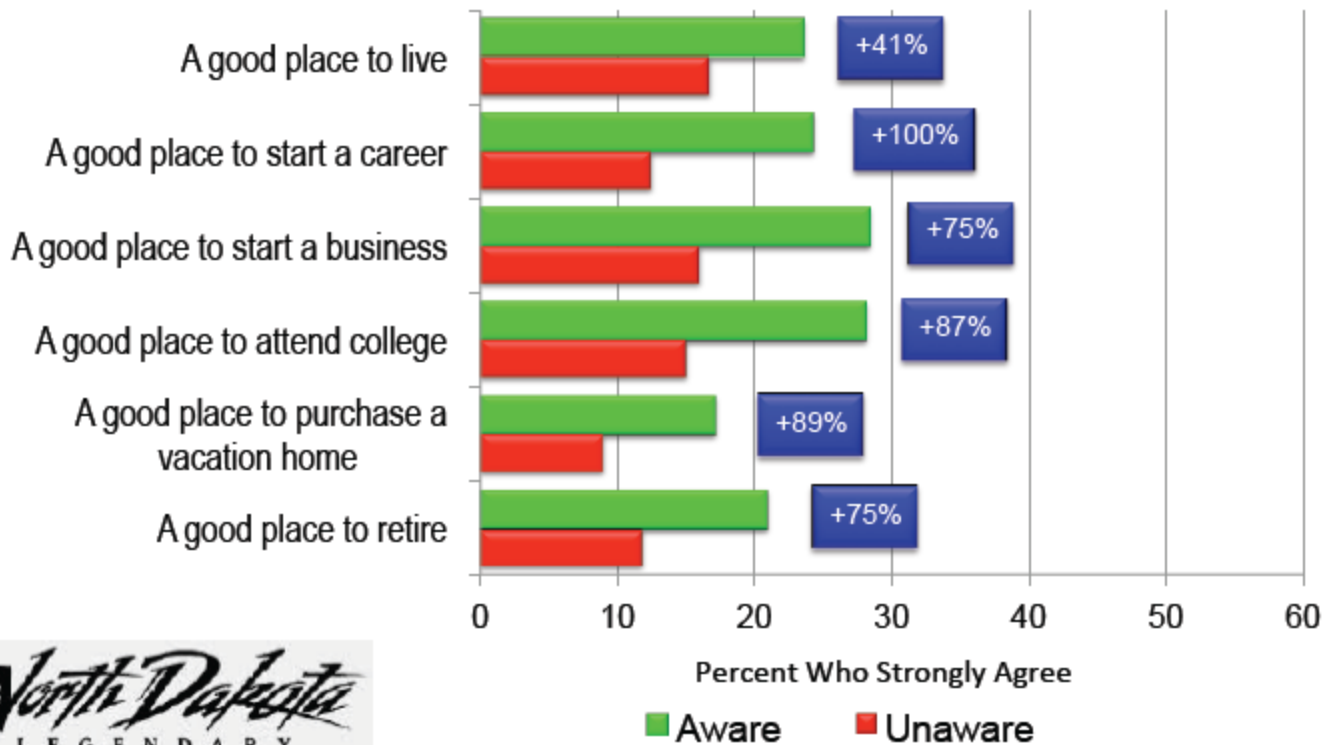
Base: National Out-of-State Residents



# Impact of North Dakota 2014 Tourism Campaign on State's Economic Development Image



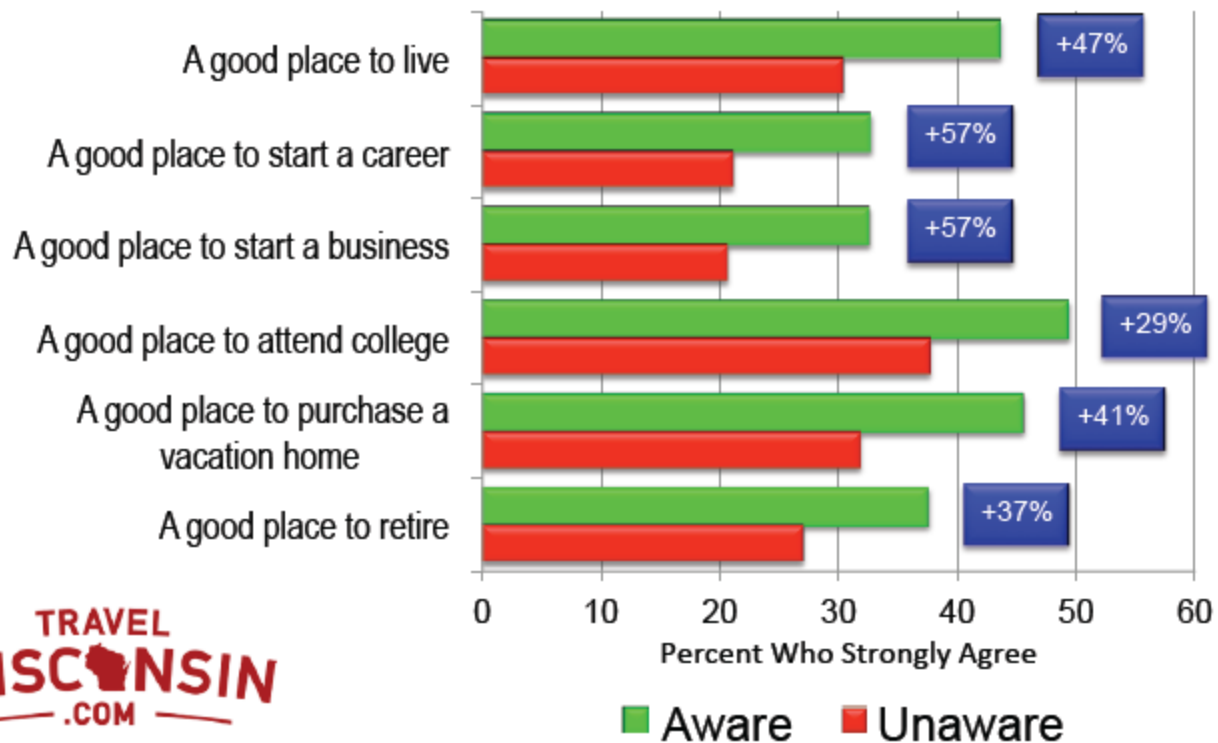
Base: Out-of-State Residents



# Impact of Wisconsin 2014 Tourism Campaign on State's Economic Development Image



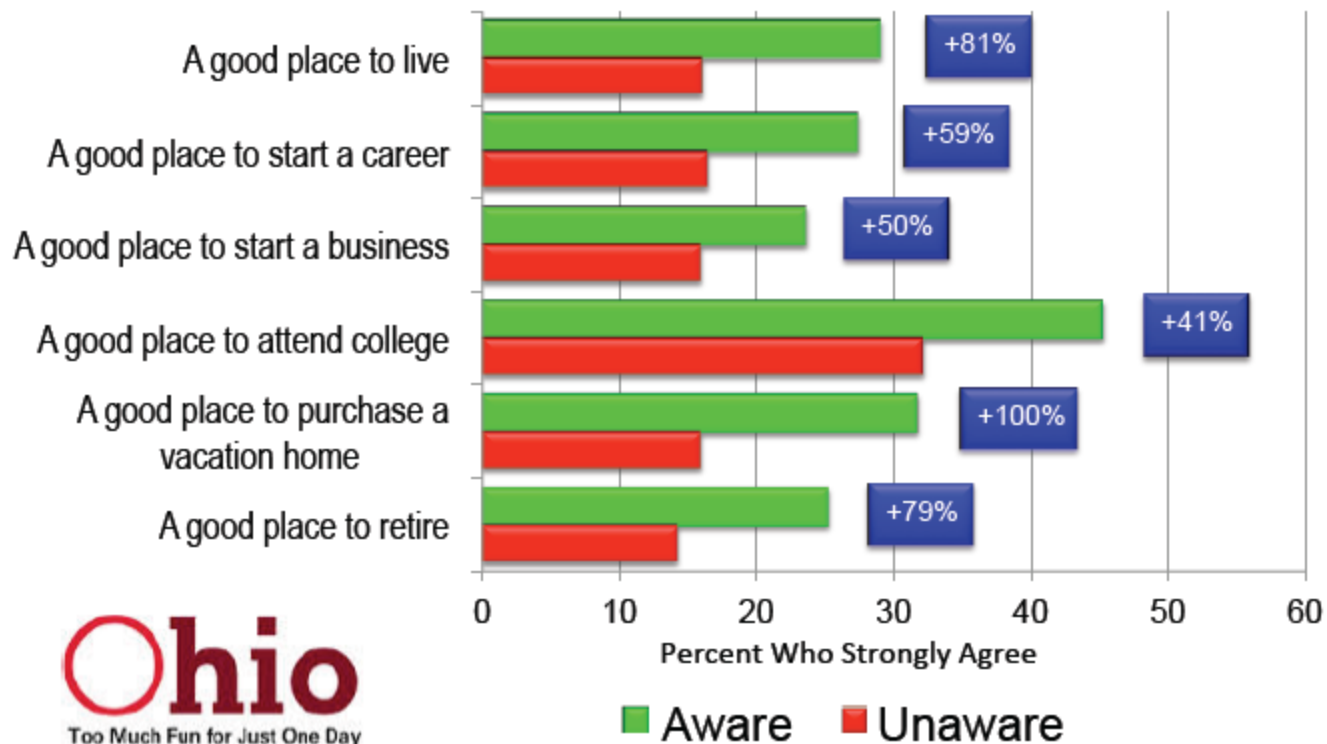
Base: Out-of-State Residents



# Impact of Ohio 2014 Tourism Campaign on State's Economic Development Image



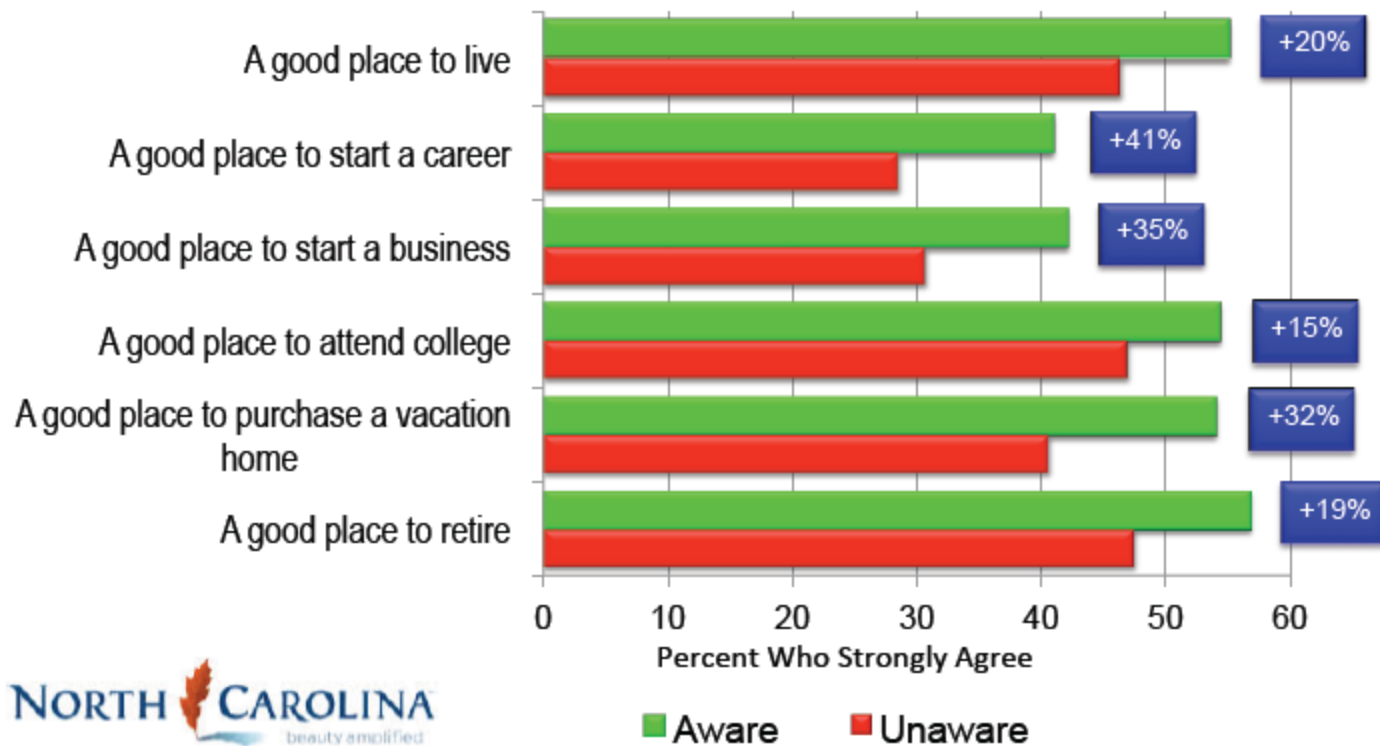
Base: Out-of-State Residents



# Impact of North Carolina 2014 Tourism Campaign on State's Economic Development Image



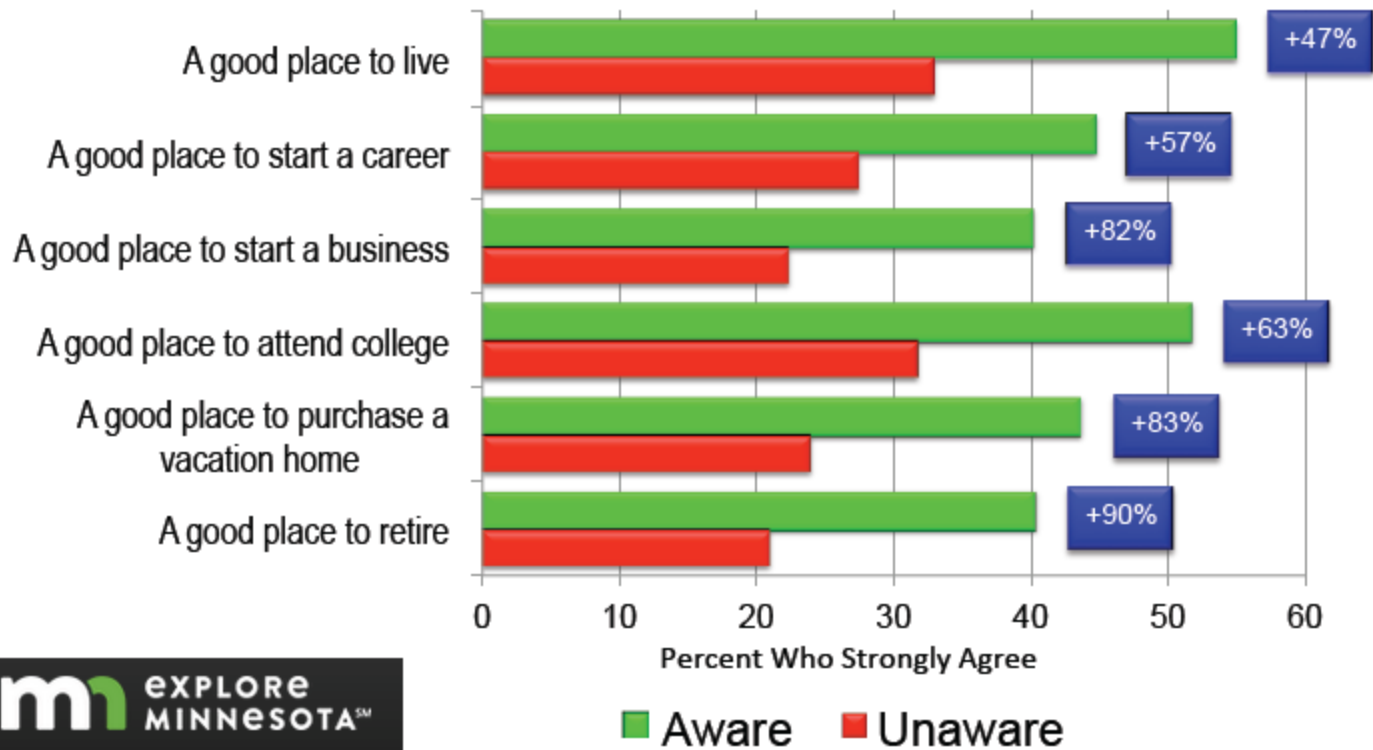
Base: Out-of-State Residents



# Impact of Minnesota's 2014 Tourism Campaign on State's Economic Development Image



Base: Out-of-State Residents

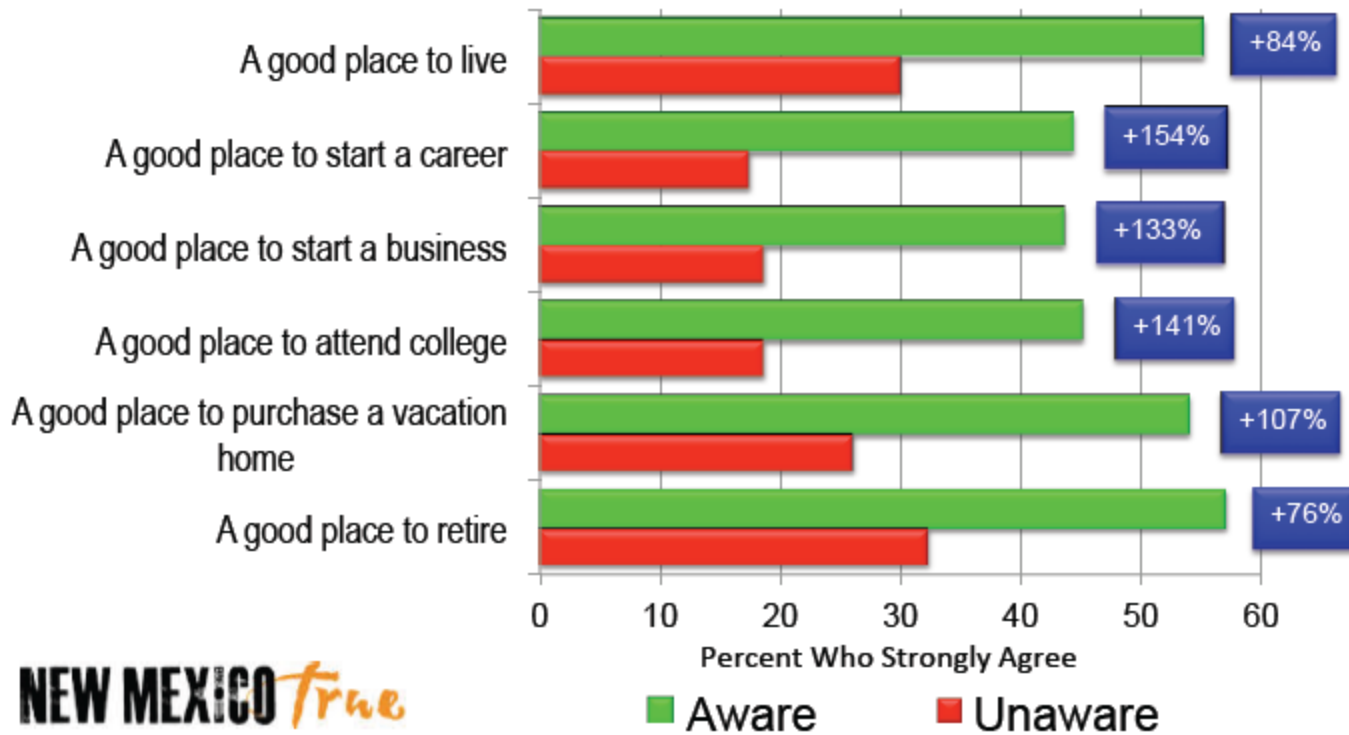




# Impact of New Mexico 2014 Tourism Campaign on State's Economic Development Image



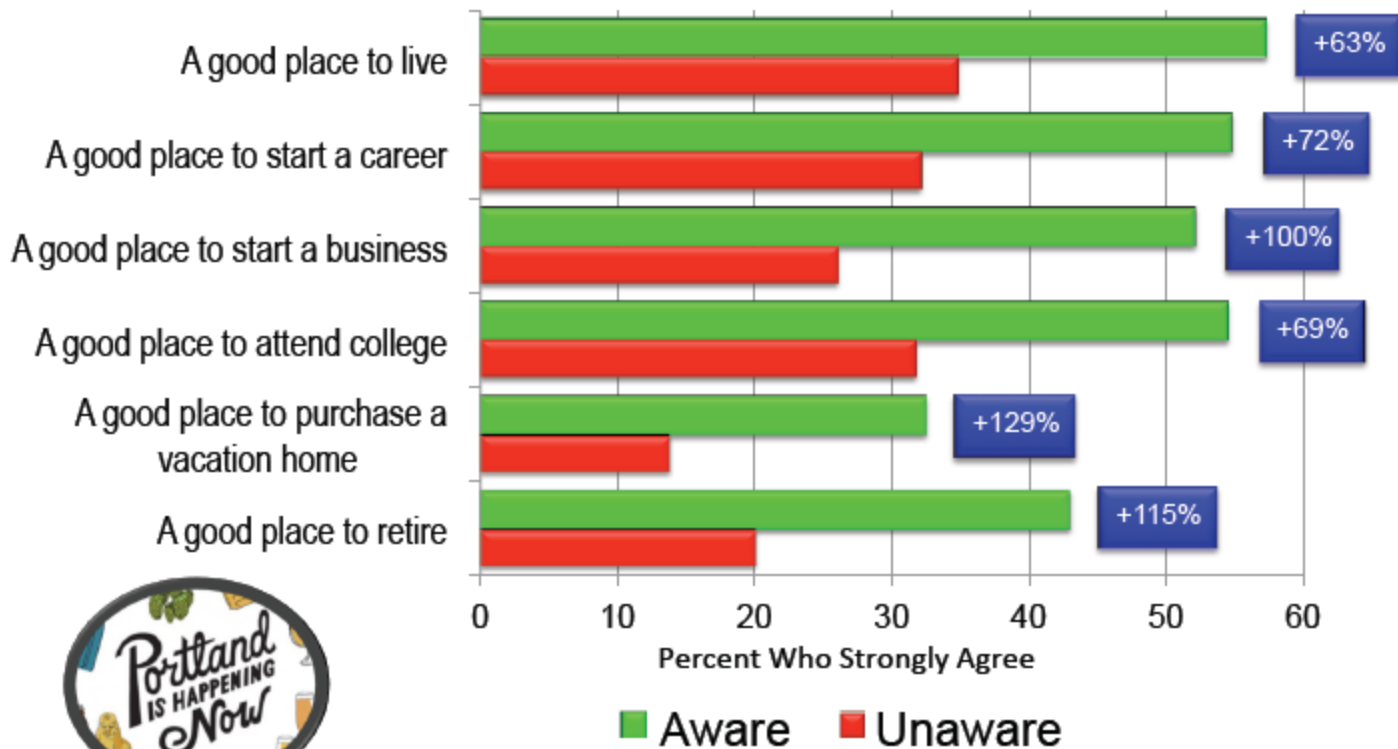
Base: Out-of-State Residents



# Impact of Portland 2014/2015 Tourism Campaign on City's Economic Development Image



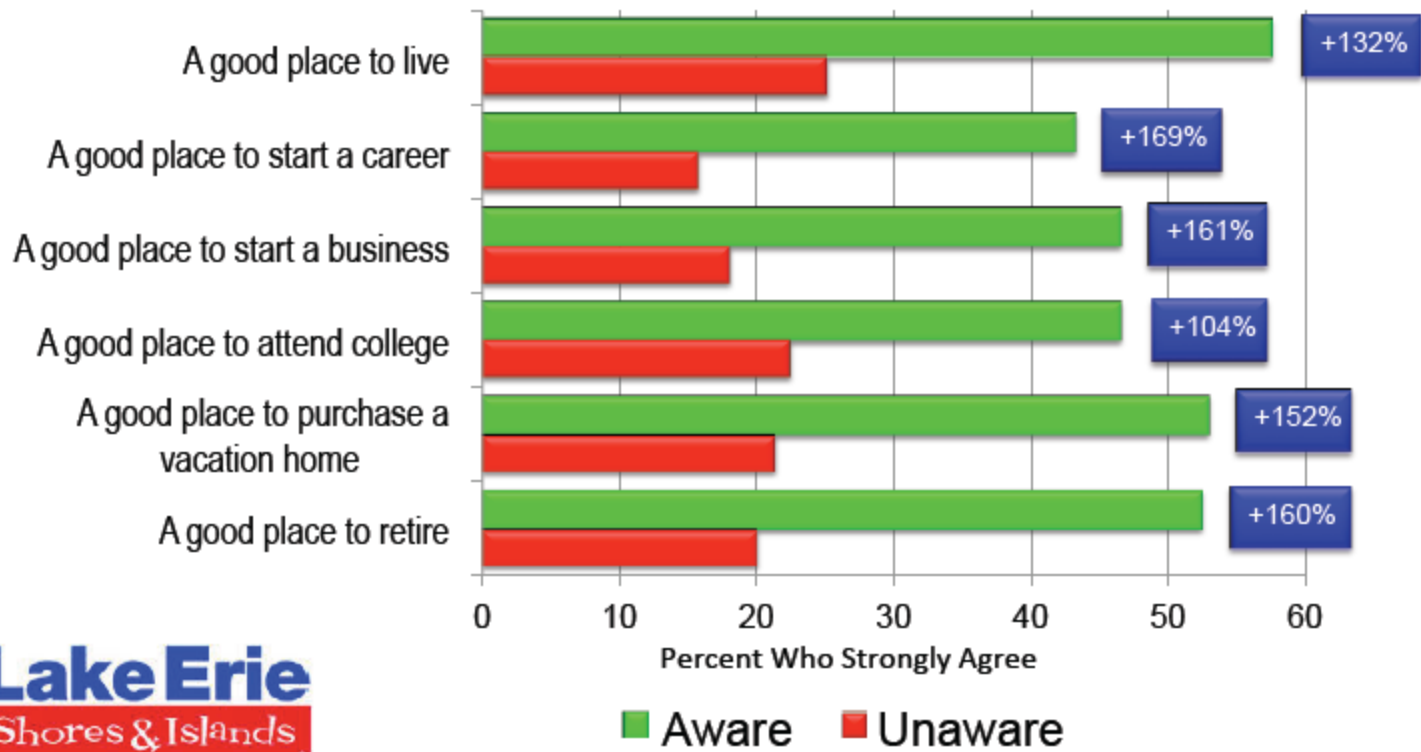
Base: Advertising Markets



# Impact of Lake Erie Shores & Islands 2014 Tourism Campaign on Region's Economic Development Image



Base: Advertising Markets



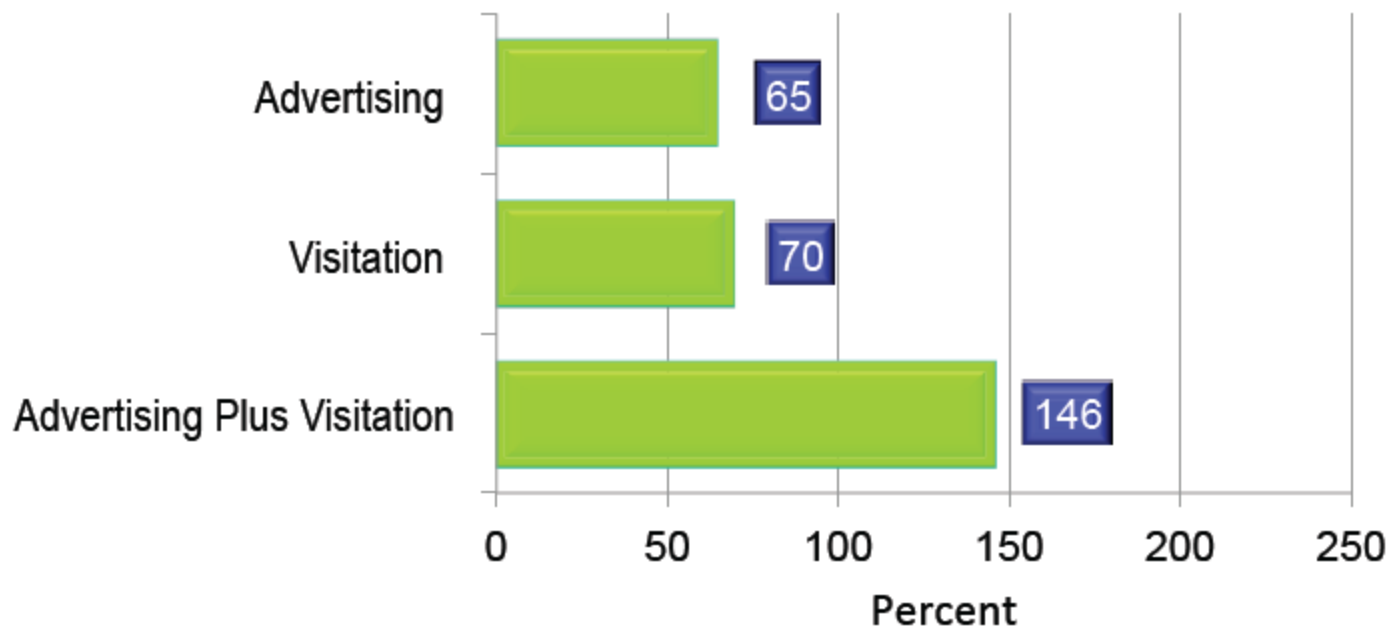


In Summary

# “A Good Place to Live”



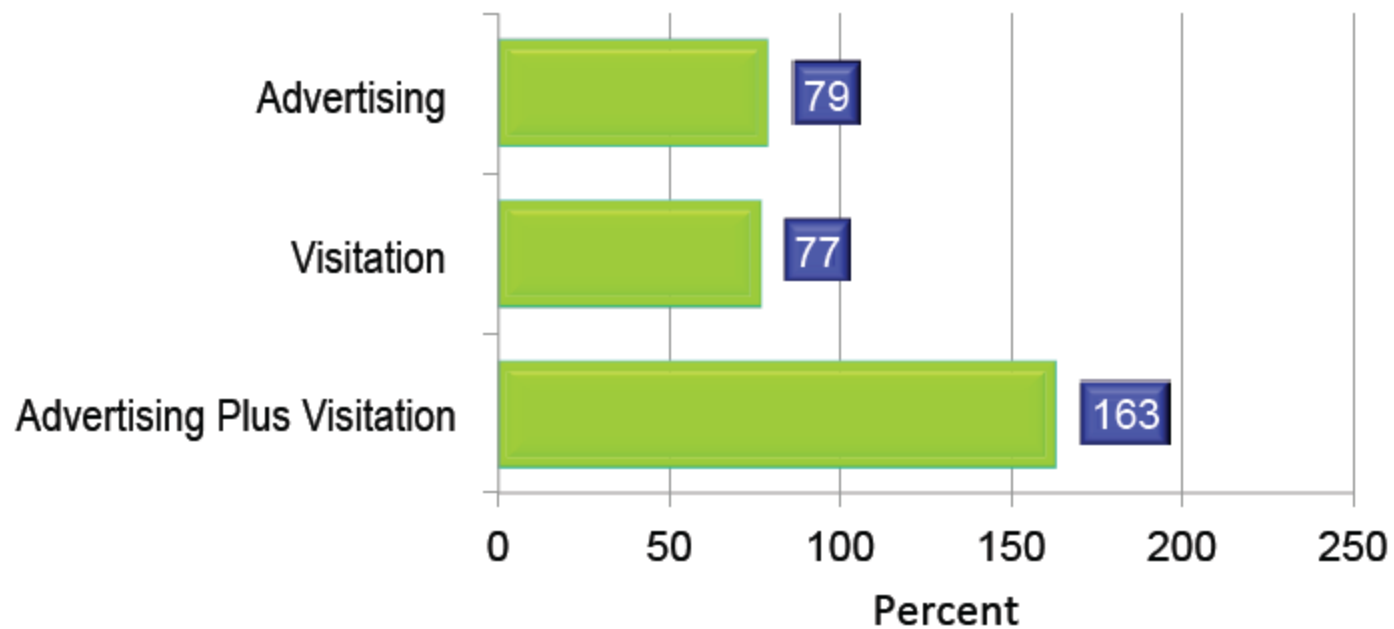
## % Image Lift Across Nine DMOs



# “A Good Place to Start a Career”



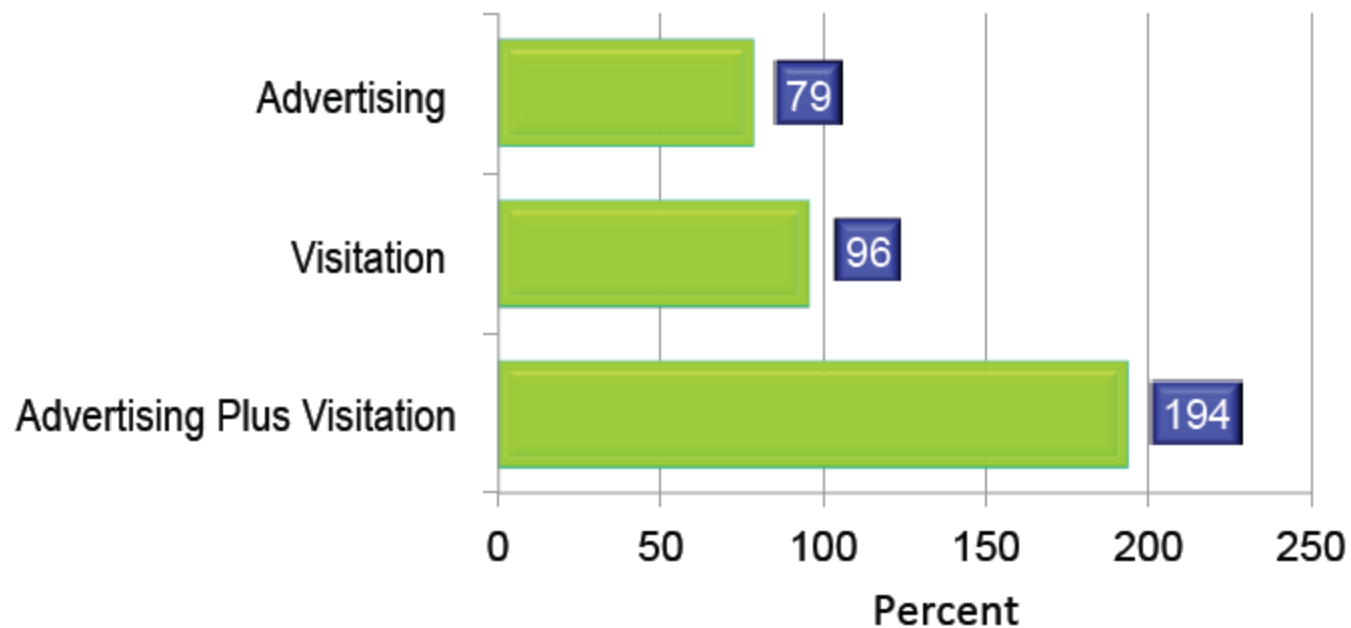
## % Image Lift Across 9 DMOs



# “A Good Place to Start a Business”



## % Image Lift Across Nine DMOs



MAR 19, 2015 @ 12:29 PM 6,261 VIEWS

# Why Tourism Advertising Is More Powerful Than You Think



**Andrew Levine**  
CONTRIBUTOR

*I write about marketing places.*

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I've known Bill Siegel for a long time. He and his firm Longwoods International have been tracking the performance of the advertising campaigns of countries, states and cities for over 25 years. So when he called me up and said, "Can we get together? I've got some really interesting numbers to share with you," I readily agreed.

Bill had a simple question he wanted to answer: ***Is there a halo effect generated by tourism advertising?***

Yes, we can survey consumers and directly see how a state or city's advertising campaign works in influencing perceptions of a destination's tourism product and ultimately in motivating travel. But are there other benefits in boosting the community's overall image with the same audience?

North Dakota is a case in point. For the past decade, the state's "*Legendary*" campaign has been a successful branding statement connecting the state to potential travelers in an emotional and authentic manner. The most recent ROI research shows that North Dakota's U.S. campaign generated over \$100 in visitor spending for every dollar spent on advertising.

