

VISIT BUCKS COUNTY

We Mean Business Together


OFFICIAL TOURISM PROMOTION AGENCY

These photos were curated from Instagram by locals and visitors.

Our Mission

Visit Bucks County (VBC), a private nonprofit organization, is the official tourism promotion agency for Bucks County. VBC works with its partners to generate economic impact and employment growth by driving overnight business and encouraging visitors to experience Bucks County and all it has to offer.

The Visitor Center features a gift shop, theater, boardroom, staff offices and a main gallery where several events are held.

VBC is funded through a  three percent occupancy tax on visitor stays to fund operations, sales and marketing programs. Of the 3 percent, 0.5 percent is put into a grant program that is distributed two times a year. Since its inception in 2008, the Bucks County Tourism Grant Program has provided more than \$3 million in marketing/infrastructure support to nearly 70 non-profit organizations.

BUCKS COUNTY'S TARGET MARKETS



Leisure Visitors



Sports Tournament Organizers



Group Leaders & Tour Operators



Meeting/Event/Wedding Planners

LEADERSHIP

Visit Bucks County Board of Directors

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Washington Crossing Foundation

Matthew Etzrodt
Neshaminy Inn

Molly Lowell
Mercer Museum

Pam Carroll
Marketing Professional

Sharon Rossi
Marketing Professional
ShareStrategic

1 About Visit Bucks County

Situated between the metropolitan centers of Philadelphia and New York City, the Bucks County countryside is dotted with small towns and bustling main streets. The 622-square-mile area of Bucks County is a particularly inviting place for visitors in search of historical or artistic treasures, charming accommodations, and eclectic shops.



2 Visitors \$\$\$ Impact

Tourism is vital to the local Bucks County economy.

Travel and tourism expenditures in Bucks County generated a total of \$937.2 million for the local economy, an increase of 4.7 percent from 2013. Countywide, the tourism and hospitality industry supported nearly 12,000 jobs, generating a total personal income of \$280.2 million. Tax revenue generated by visitors to Bucks County increased 3.3% to \$126.4 million. This includes all local, state and federal taxes, an increase of 3.3 percent since 2013.

A visitor is defined as someone who travels more than 50 miles and/or stays overnight.

Source: Tourism Economics

\$937m
IN ECONOMIC
IMPACT

11,863
JOBS
THROUGHOUT
THE COUNTY

\$126m
IN STATE,
LOCAL AND
FEDERAL TAXES



State of Pennsylvania Data

Pennsylvania hosted an estimated 65.4 million overnight travelers and 125 million day-trip travelers.

Source: Tourism Economics, 2014

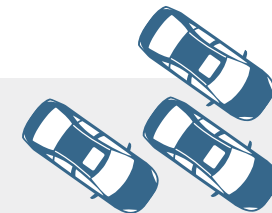
125 MILLION
DAY-TRIP TRAVELERS

65.4 MILLION
OVERNIGHT TRAVELERS

Travel fuels the U.S. economy, generating \$2.1 trillion in total economic impact! Tourism and hospitality is one of the country's largest industries, employing more than 8 million people.

In 2015, across the U.S., visitors spent more than \$235 billion in local economies on food services, including restaurants and drinking establishments. Travelers also spent nearly \$200 billion on overnight accommodations, including hotels, bed and breakfasts, vacation homes and campgrounds.

Source: U.S. Travel, 2015



Driving Economic Impact

Bucks County is primarily a drive-to destination seeing the majority of overnight visitors from the New York metropolitan area (including northern New Jersey) and the Philadelphia region.

Many leisure visitors come from the Baltimore/Washington, DC area, as well as other regions within a 300-mile drive of Bucks County. Visitors from the West Coast and cities around the globe also visit Bucks County!

**RECORD
BREAKING
SUMMER
2016**

75.2% OCCUPANCY
FOR MAY-AUGUST
HIGHEST IN NEARLY A DECADE

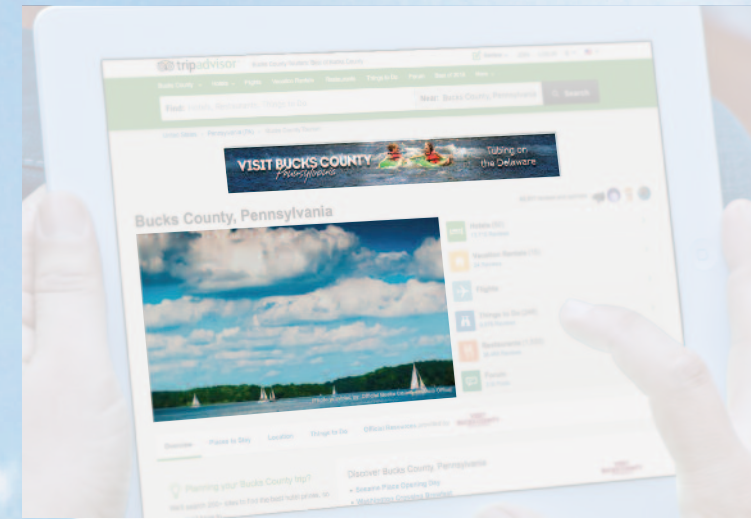
SUMMER 2016 OCCUPANCY HIGHLIGHTS

BEST MAY **70.2%** IN THE PAST 10 YEARS
BEST JUNE **75.3%** SINCE 2012
BEST JULY **77.6%** IN THE PAST 10 YEARS
BEST AUGUST **77.7%** IN THE PAST 10 YEARS

4 The Campaign

The 2016 brand campaign entices the consumers of metropolitan New York, New Jersey and Washington, D.C. with vibrant, colorful photography that highlights the iconic beauty of Bucks County.

Penn Station Digital Wall



TripAdvisor Ad

New Jersey Transit Digital Ad

Static Billboard with Jut Out



Mall Signage



Visit Philadelphia Email

Print Advertising



Visit Bucks County relies on a mix of media to brand Bucks County. From traditional to digital, here is a sample of outlets where the tourism office has marketed in 2016:

- New Jersey Transit
- Northern New Jersey Billboards
- The Washingtonian*
- Long Island Pulse*
- New Jersey Monthly*
- Long Island Railroad
- Philadelphia Magazine*
- Philadelphia Wedding Magazine*
- Tyson's Galleria
- Visit Philadelphia
- TripAdvisor
- MaxPoint
- Facebook



Meeting Planner Event


Visit Bucks County's  Business-to-Business efforts focus on promoting Bucks County as the premier countryside destination for meetings, groups, sports and weddings/events business.



Bucks County hosted more than 500 members of the media in hotel properties during the Democratic National Convention.



Bucks County Sports Commission

Through outreach to local clubs, parks & recreation departments, a committee of sports-minded partners  identifies bid-worthy events and areas of opportunity to attract sports tournaments to Bucks County.

Recent/Future Meetings, Groups & Events Hosted

- Philanthropic Educational Opportunities Conference
- MASCA Clowarama Conference
- Mutual UFO Network Conference
- Deputy Sheriff's Association of Pennsylvania Annual Conference
- Phi Delta Kappa Regional Conference
- Inventiv Health
- Greenways and Trails Summit
- PA NARFE Conference
- Bucks County Women's History Symposium
- Bob Neff Tours
- MidHudson Valley Corvette Club
- Travel Port Voyage
- Starr Tours
- Hagey Tours
- Johnson & Johnson

ON THE ROAD PROMOTING BUCKS COUNTY

Visit Bucks County represents partners at many tradeshows and conferences hosted by the following industry associations:

- American Bus Association
- Maryland Motorcoach Association
- Bus Association of New York State
- National Association of Sports Commissions
- Philadelphia Chapter of Meeting Professionals, International
- New Jersey Chapter of Meeting Professionals, International
- Princeton Regional Chamber of Commerce
- Mid-Jersey Chamber of Commerce



Mid-Jersey Chamber of Commerce Event



"Collect Moments. Not Things."

These photos were curated from Instagram by locals and visitors.

10 Telling The Story

Visit Bucks County has had great success communicating with the media through press releases, targeted pitching and social media. This year, VBC landed approximately 241 media placements, including stories on Food Network, FOX29, MSN, NBC10, *NY Daily News*, *The Today Show*, *USA Today*, *U.S. News & World Report*, *Woman's World* and more.

The tourism office also finds success hosting press trips where travel writers visit Bucks County, stay overnight and follow a customized itinerary compiled by VBC to experience the county as a visitor. This year, the tourism office hosted 10 press trips, including the *Long Island Pulse*, *NJ Digest*, *NY Daily News*, and *Philadelphia Gay News*, resulting in compelling personalized media placements.



12 MUST-SEE MUSEUM EXHIBITS IN THE UNITED STATES THIS SUMMER

-USA Today

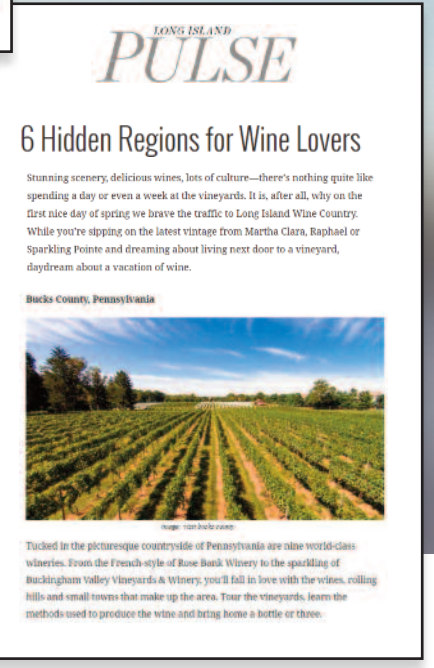
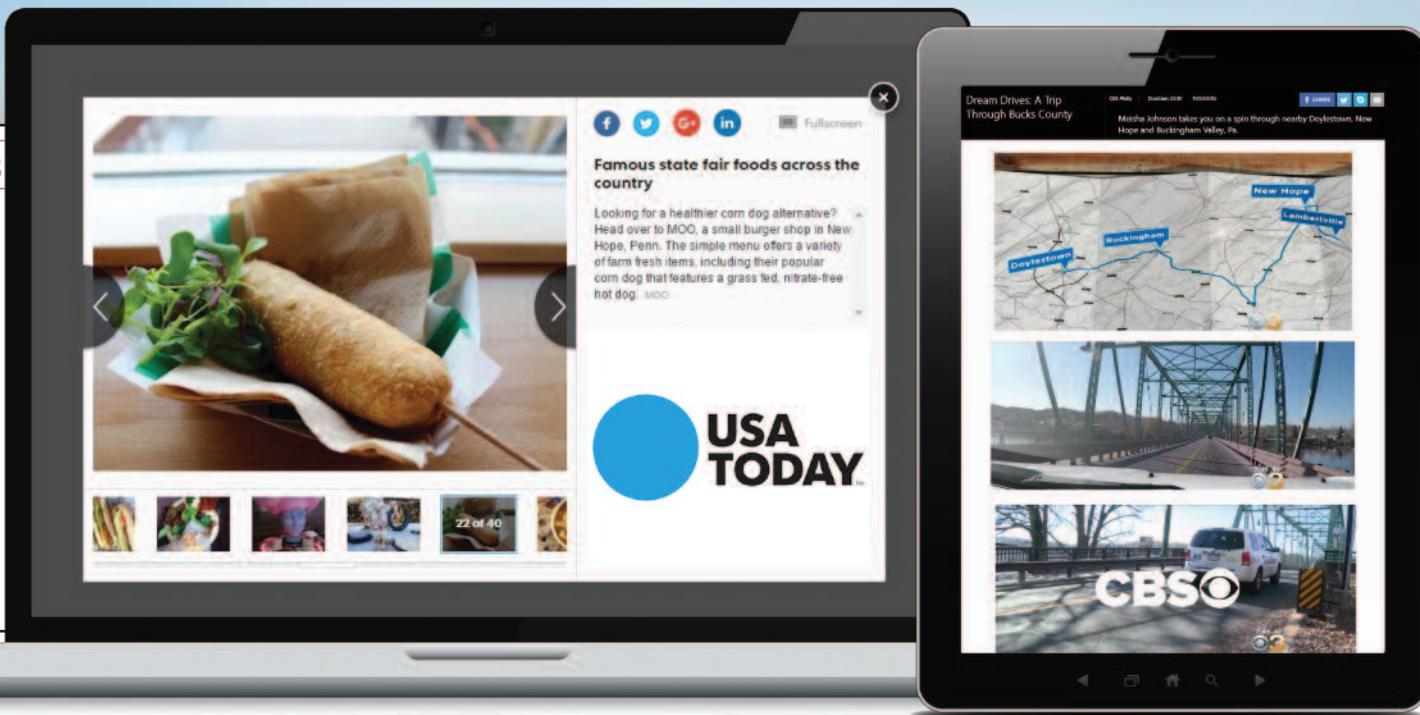
FUN LOCATION FOR YOUR FALL ENGAGEMENT PHOTOS PEACE VALLEY LAVENDER FARM

-Brides



A RURAL RETREAT IN BUCKS COUNTY

-The Digest



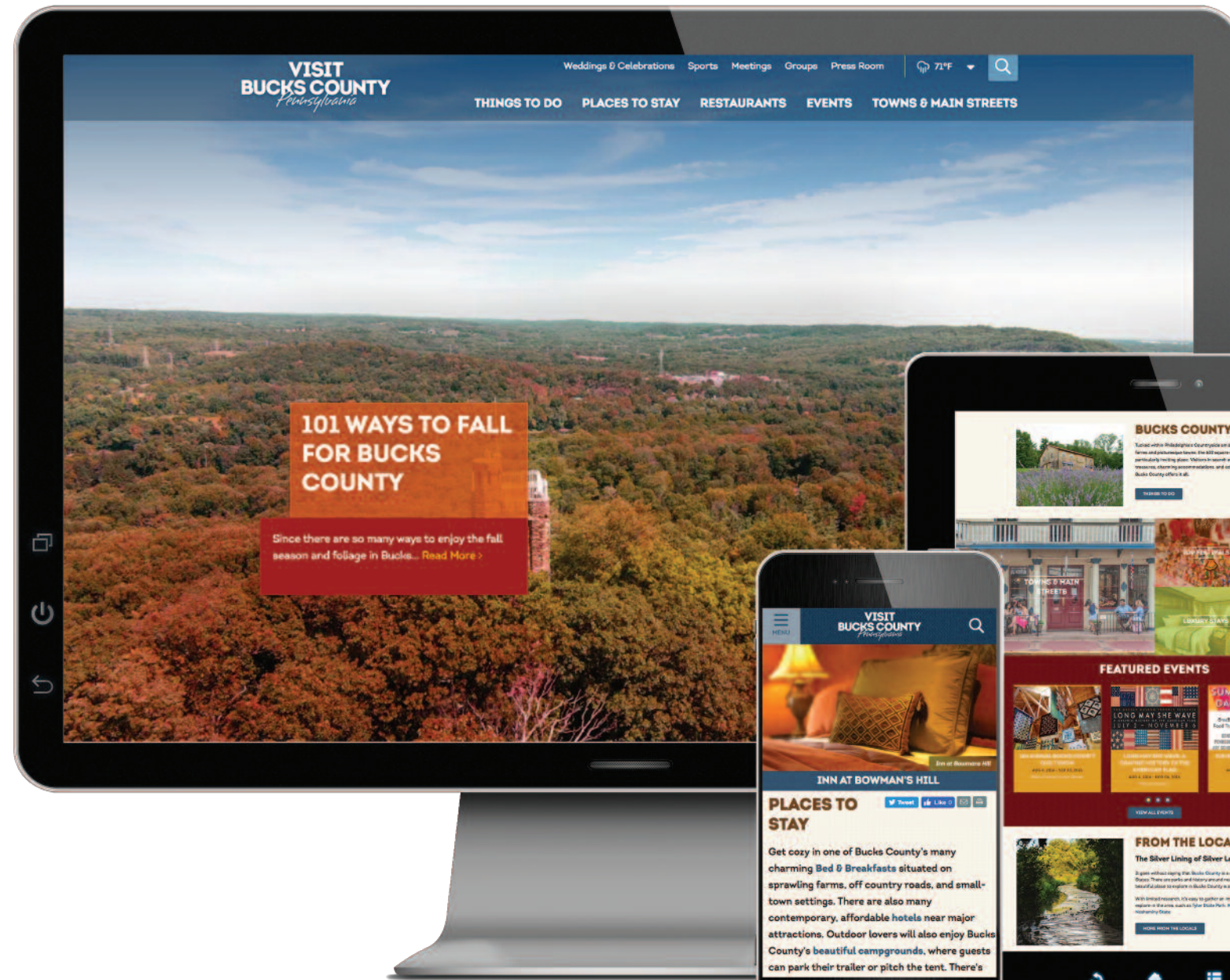
12 Content Marketing

Visit Bucks County runs a robust digital content calendar, posting several articles a week to the leisure and business-to-business sections of the website. Currently there are more than 200 articles on VisitBucksCounty.com! In July 2016, VBC's website surpassed 1 million page views for the calendar year. This is the earliest time of year this milestone has been reached.

August 2016

Visit Bucks County launched a new website. The site is responsive and optimized for desktop, mobile and tablet, making it even easier for visitors to access information. This new, eye-catching design features a warm color scheme, bigger and brighter photography and extensive article content. Social media content is hosted right on the homepage via an integration with the social media aggregator, Stackla.

With the launch of the new website also comes the launch of Visit Bucks County's blog! The blog features content written by local experts and partners who share their knowledge of various topics including outdoor recreation, food, wine, beer and more.



The tourism office is proactive in its content distribution plan, sending more than 50 newsletters annually to potential visitors, sports tournament organizers, meeting planners, tour operators, wedding planners, meeting/event planners and local stakeholders and partners.

VISITBUCKSCOUNTY.COM

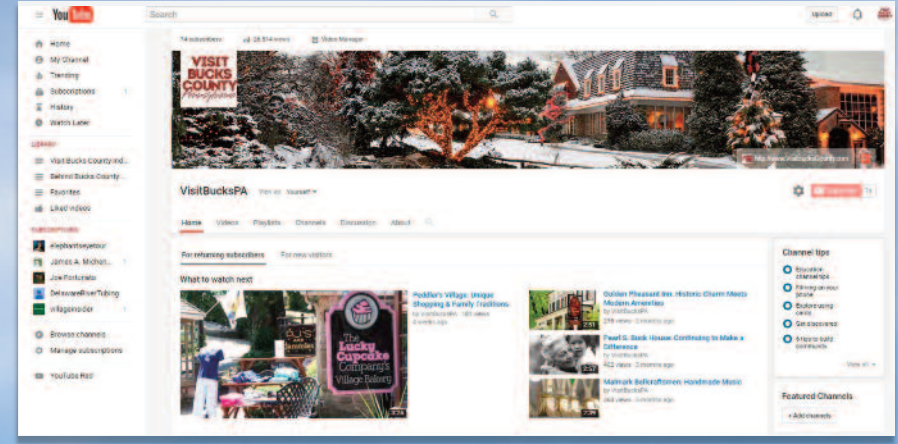
STATS

Nearly
700K
SESSIONS

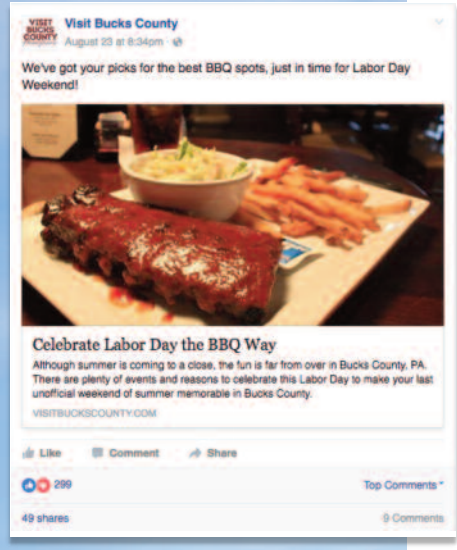
1.92M Website sessions
PAGE VIEWS (most ever!)
↑78% Source: Google Analytics, 2015

TOP 3 METROPOLITANS Visiting the Website:
Philadelphia,
New York &
Washington D.C.

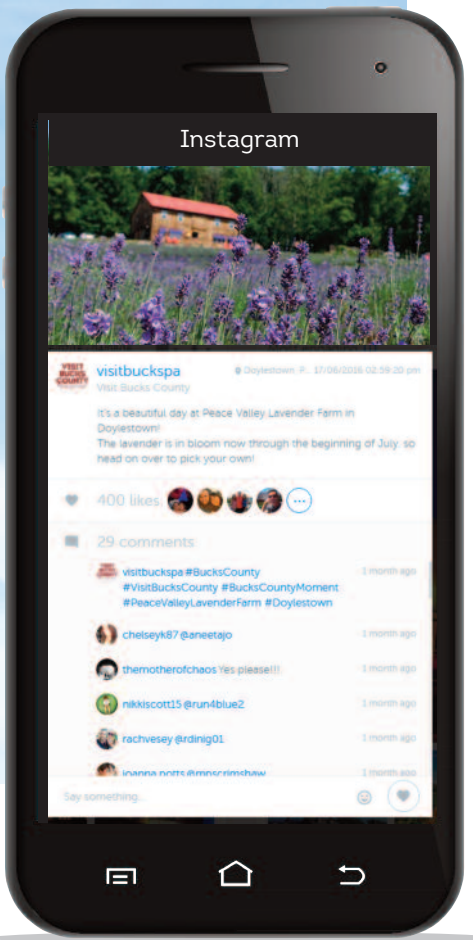
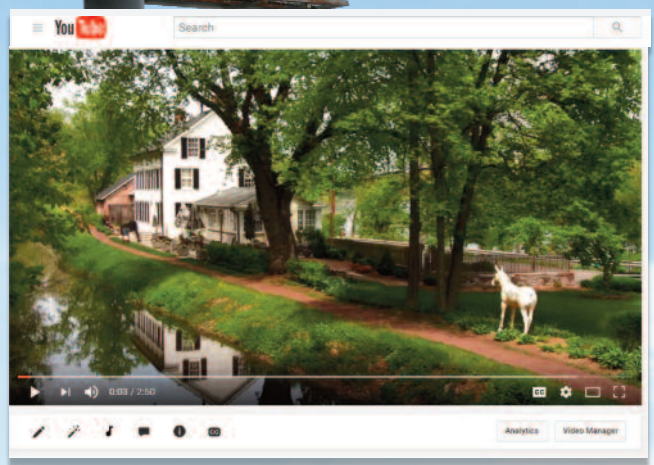
Facebook



Facebook



Twitter



Today's consumer demands more than just itineraries or a list of things to do. They desire photos and videos; eye candy that tells the Bucks County story!

In addition to the annual Visit Bucks County Summer Instagram Photo Challenge, the tourism office ran several Facebook contests this past year. These social promotions have significantly increased user-generated content as well as Visit Bucks County's subscriber list.



Visit Bucks County continued its Storyteller video series featuring Bucks County historians, entertainers, shop owners and restaurateurs, along with many others, telling their story first hand. The videos have received thousands of views on VisitBucksCounty.com, YouTube and Facebook.

The tourism office continues to be a leader in the digital space. Visit Bucks County began streaming live on Facebook at different attractions and events throughout Bucks County.

Our social communities create conversations between the tourism office, passionate locals, previous and potential visitors where experiences and first-hand knowledge are shared!

A recent social media survey uncovered that nearly 70% of VBC's social followers said their opinion of Bucks County improved when seeing posts by the tourism office.

93% of social followers have taken an OFFLINE action.

Visit Bucks County
80K+
Followers on



16 Service With A Smile

More than
9,100
PARTNER REFERRALS

8
ART EXHIBITS

More than
11,000
WALK-IN VISITORS

More than
900
PHONE CALLS



Source: Visit Bucks County, 2015

The Bucks County Visitor Center is the perfect place for visitors and locals alike to begin their stay in Bucks County. No matter their needs, the friendly and knowledgeable staff at the Bucks County Visitor Center are there to help. The Visitor Center also houses the administrative offices for Visit Bucks County. Visit Bucks County supports the Upper Bucks County Chamber of Commerce and their Visitor Center on Main Street in Quakertown.

The Bucks County Visitor Center proudly houses the Creative Bucks County exhibit, an interactive display gifted from the James A. Michener Art Museum. Visitors can browse the outstanding work from 13 of Bucks County's artists, playwrights, authors and photographers to learn about these famous figures and how they helped to shape the modern world. The gift shop at the Visitor Center is stocked with Bucks County apparel and unique items from many attractions in the region.



There's Always Something Happening at the Center!

Bucks County SpringFest

Browse beautiful shadowbox displays made by local nature centers, parks, gardens and attractions. At the exhibit, learn about all there is to see and do in Bucks County during the spring.

Bucks County Quilt Show

A variety of beautiful, handcrafted quilts hang from 25-foot high beams throughout the Visitor Center's Main Gallery running July through September.



Bucks County Holiday TreeFest

Twenty-five uniquely-themed trees are on display Thanksgiving through early January as the main gallery of the Bucks County Visitor Center is transformed into a winter wonderland.

VISIT BUCKS COUNTY

Pennsylvania

VISIT BUCKS COUNTY.COM

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Instagram Photo Credits: @dhirt07, @dmirales, @mike.maney, @kylehuff, @n8davis, @janeramseyart, @joemikey76, @bdgallof, @ameliaqualters, @thesecondgleam, @lmw30, @restlessfoodie, @mssdanielle, @ahoi_polloi, @katecompain, @katarinagriep, @dnongbri, @Gregory_allen_kear, @josetteplank, @sunnydeke, @nurseshark93, @noellesprout, @clouds_to_ground_storm_chaser, @cainimages, @k_jakeman, @devinerettyoga, @bdgallof, @cjdarkside, @outdoorfunmom4, @compainpictures, @nellyb_Donovan, @youbetkev, @bluelakephotography, @mike.maney, @giosmommyy, @sunnydeke, @outdoorfunmom4.