



ANNUAL REPORT

2019-20





[@lehighvalleymarketplace](#) via Instagram



Dear Partners,

First and foremost, I want to thank the Discover Lehigh Valley® (DLV) team and our devoted Board of Directors who helped lead our organization through this tumultuous fiscal year. Our industry continues to face unprecedented challenges, but we expect to gradually recover and regain the vibrancy we had been experiencing in the first eight months.

On behalf of Discover Lehigh Valley®, I am pleased to share our 2019-2020 annual report. Discover Lehigh Valley® surpassed critical organizational goals and our region continues to outperform at the state and national level.

As a result of our strategic planning, this fiscal year we proudly launched the Certified Tourism Ambassador Program (CTA) in partnership with Northampton Community College. This highly industry-recognized certification was established to increase tourism by enhancing the visitor experience. Lehigh Valley now joins over 33 destinations and 17,000 current CTA's in ensuring the consistent delivery of a positive destination experience. We also proudly completed the Destinations International Destination Marketing Accreditation Program (DMAP). This globally recognized accreditation serves as a visible industry distinction that defines quality and performance standards in destination marketing management. Achieving this accreditation demonstrates that we have developed strong strategies, policies, and procedures to safeguard the use of public dollars and that we follow industry best practices to assure our stakeholders that we are doing the right things, the right way.

Among the many accomplishments this year, we are especially proud of the launch of the Made Possible in Lehigh Valley Alliance. The new alliance brought Discover Lehigh Valley, Lehigh Valley Economic Development Corporation, and the Greater Lehigh Valley Chamber of Commerce together to let the world know

what is possible in our region. This initiative perfectly combines our strengths to develop strategies and maximize our collective resources to market Lehigh Valley as an attractive place to visit, work, learn, and live. This alliance has endless opportunities and continues to join forces with other regional partnerships and corporations to ensure its success.

Discover Lehigh Valley® prides itself with delivering the right marketing messaging, which means more targeted visitors will come, stay longer, spend more money, return more often, and tell others about their wonderful experiences in our region. This year that strategy has been more critical than ever before. Despite having limited resources and navigating the challenges of unprecedented global events, Lehigh Valley continues to thrive and move forward. I am tremendously proud of our community and of how we've come together and shown resilience. The upcoming year has many unknowns, but I truly believe with collaboration, partnership, and strong leadership, Lehigh Valley will continue to rise as a leading destination worldwide.

Respectfully,



ALEX MICHAELS

PRESIDENT & CEO



MIKE FEHNEL

BOARD CHAIR

2019–20 Corporate Sponsors



Professional Affiliations

American Advertising Federation,
Greater Lehigh Valley

Amateur Athletic Union (AAU)

American Bus Association (ABA)

Bus Association of New York State
(BANY)

Destinations International

Downtown Allentown Business
Alliance (DABA)

Greater Lehigh Valley Chamber of
Commerce (GLVCC)

Greater New Jersey Motorcoach
Association (GNJMA)

Lehigh Valley Economic Develop-
ment Corporation (LVEDC)

Lehigh Valley Inter-regional
Networking & Connecting (LINC)

Lehigh Valley Music Awards

Lehigh Valley Partnership

Lehigh Valley Greenways
Partnership

Maryland Motorcoach Association
(MMA)

Meeting Professionals International
(MPI) of New Jersey, Greater New
York, Philadelphia, and Middle
Pennsylvania

Mid-Atlantic Tourism Public
Relations Alliance (MATPRA)

National Collegiate Athletic
Association (NCAA)

Nazareth-Bath Chamber of
Commerce

Pennsylvania Bus Association (PBA)

Pennsylvania Recreation & Park
Society (PRPS)

Pennsylvania Restaurant & Lodging
Association (PRLA)

Pennsylvania Society of Association
Executives (PASAE)

Pennsylvania Sports

United States Specialty Sports
Association (USSSA)

Pennsylvania Tourism Office /
State Department of Community
and Economic Development

Pennsylvania Tourism Partnership
(PTP)

Public Relations Society of America

Religious Conference Management
Association (RCMA)

Scenic Wild Delaware River
Initiative

Simpleview

Slate Belt Chamber of Commerce

Sports Entertainment and Travel
Association

U.S. Travel Association (USTA)

Vault Communications

Virginia Motorcoach Association
(VMA)

Visitors Centers

Lehigh Valley Visitors Center - Allentown

at America On Wheels
5 N. Front St.
Allentown
610-432-4200

Bethlehem Visitors Center

SteelStacks™
711 E. First St.
Bethlehem
610-297-7200

Historic Bethlehem Visitors Center

505 Main St.
Bethlehem
610-691-6055

Lehigh Valley Visitors Center - Easton

at Sigal Museum
342 Northampton St.
Easton
610-253-1222

I-78 Keystone Welcome Center Lehigh Valley

at the Delaware River
Bridge Toll Plaza -
1400 Cedarville Rd.
Easton
610-250-1866

Nazareth Area Visitors Center

at Nazareth -
Bath Chamber
of Commerce
201 N. Main St.
Nazareth
610-759-9188

OUR STAFF

[as of 6/30/20]

Mary Coryell – Sales & Services Coordinator · mary@DiscoverLehighValley.com

Edward Eppler – Vice President of Finance & Operations · ed@DiscoverLehighValley.com

Alisa Lopano – Creative Services Manager · alisa@DiscoverLehighValley.com

Alex Michaels – President & CEO · alex@DiscoverLehighValley.com

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Monet Tiberii – Sales & Services Coordinator · monet@DiscoverLehighValley.com



DLV HQ

840 Hamilton St.
Suite 200
Allentown, PA 18101
610-882-9200



@LehighValleyPA

Board of Directors 2019-20

MIKE FEHNEL

BOARD CHAIR
Dorney Park & Wildwater Kingdom

DARREN BETTERS

VICE CHAIR
Lehigh/Northampton
Airport Authority

CHARLES H. D. REECE

SECRETARY
Renaissance® Allentown Hotel

NATHAN ECKHART

TREASURER
C.F. Martin & Company

KASSIE HILGERT

IMMEDIATE PAST CHAIR
ArtsQuest™

JAMIE BALLIET

State Theatre Center for
the Performing Arts

DENNIS COSTELLO

Historic Hotel Bethlehem

DON CUNNINGHAM

Lehigh Valley Economic
Development Corporation

DAVID FULTON

Wind Creek® Bethlehem

JOAN HANSCOM

Valley Preferred Cycling Center

T. ANTHONY IANNELLI

Greater Lehigh Valley
Chamber of Commerce

FRANK KANE

County of Lehigh

KEITH KOEPKE

Crayola Experience

ROBIN LYSEK

Air Products and Chemicals, Inc.

DENISE MAIATICO

Meyer Jabara Hotels

ALEX MICHAELS

Discover Lehigh Valley®

TINA SMITH

Northampton County
Department of Community &
Economic Development

JODIE STETZ

Lehigh Valley Restaurant Group
(Red Robin)

EX-OFFICIO MEMBERS

JAMIE HARTRANFT

City of Easton

DAN HARTZELL

Lehigh County

JOSEPH MCMAHON

City of Allentown

ALICIA MILLER KARNER

City of Bethlehem

ROBERT WERNER

Councilman, Northampton County



OUR MISSION

Discover Lehigh Valley® and its Board of Directors are united in their vision and priorities for the future of the region's visitor economy. As agreed collectively, the new Vision, Mission, and Values for the organization provide direction for the sustainable growth of Lehigh Valley, Pa, based on the shared interests of stakeholders, visitors, and the local community.

VISION:

INSPIRING EXPERIENCES.

MISSION:

STRENGTHENING LEHIGH VALLEY'S ECONOMY THROUGH TOURISM, WHILE ENHANCING QUALITY OF LIFE AND REGIONAL PRIDE.

VALUES:

AUTHENTIC: Knowing who we are; being true to our roots

COLLABORATIVE: Bringing the community together; encouraging partnership

CURIOUS: Open to new perspectives; exploring and discovering new experiences

RESPONSIBLE: Do everything with integrity and transparency

Everything we do at Discover Lehigh Valley®, we do to achieve these goals. The focus of our marketing and communications strategy continues to inspire Mid-Atlantic residents to travel for leisure, extended business, and via sports.

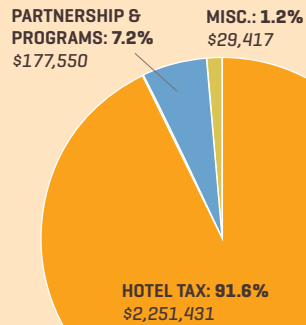
While our advertising reach is largely concentrated in the Mid-Atlantic, we're able to tell people in all 50 states and all three North American countries why this beautiful two-county region of ours is so worth a visit or a place to consider relocating to. And that's because of our robust public relations, impactful social media, and powerful DiscoverLehighValley.com.

This report tells the story of how we do what we do and highlights the results of our work from fiscal year July 1, 2019–June 30, 2020.

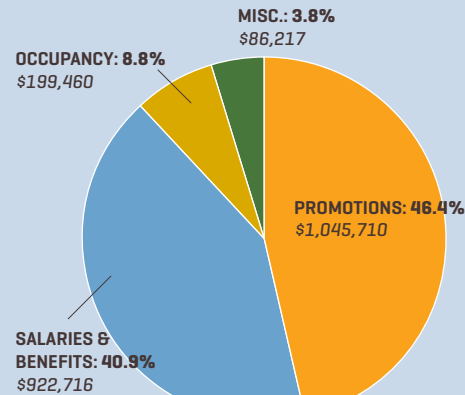


2019-20 REVENUE

\$2,458,398

**2019-20 EXPENSES**

\$2,254,103



Transition to non-partnership model

July 2019 marked the first of a new era in partnership for Discover Lehigh Valley® as the organization moved away from a membership model. This resulted in waiving dues for Lehigh and Northampton county tourism businesses to be listed on DiscoverLehighValley.com or included in general marketing and promotions. With the hotel tax collection, many destination marketing organizations have moved to this model over the past decade, ensuring coverage and support through the hotel tax and it's time Discover Lehigh Valley® made this move.

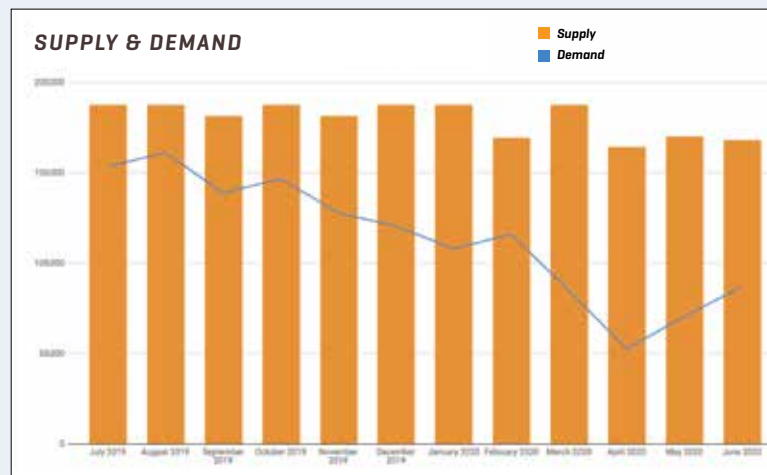
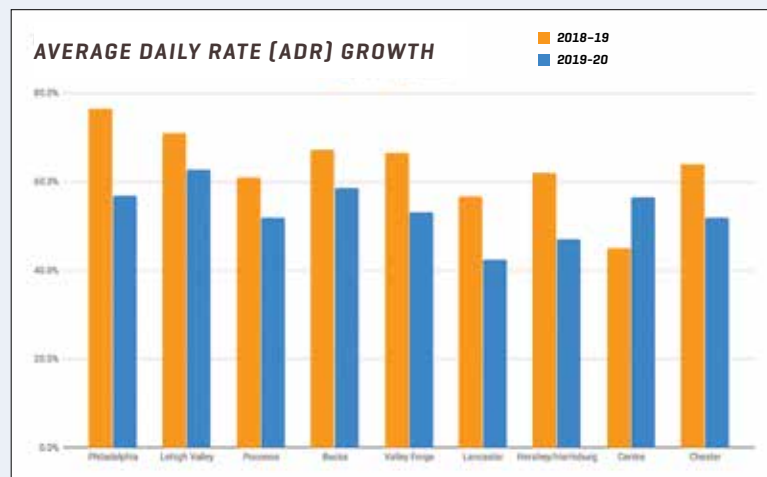
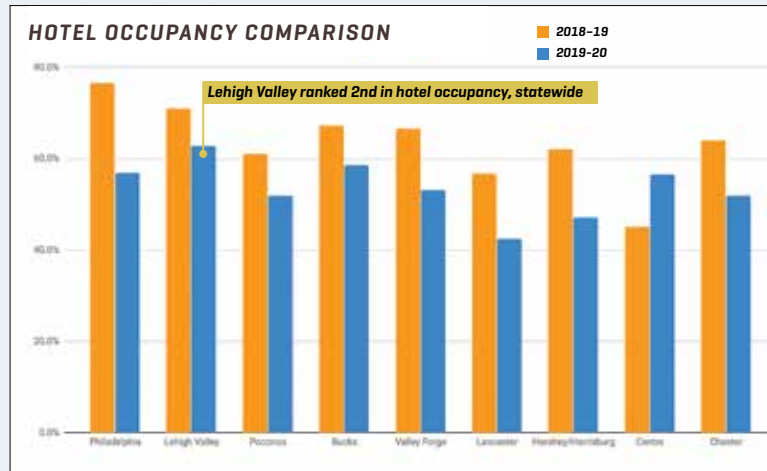
This new model also opened up possibilities for DLV to showcase businesses [partners] that we recognize as strong contributors to the Lehigh Valley experience and reside within Lehigh and Northampton counties. Our goal continues to strive to bring new visitors into the region by telling great stories that showcase our tourism assets, working to enhance the quality of life for our locals and residents as well.

DLV continues to charge businesses located beyond boundaries, in an effort to receive leads and referrals from marketing and sales efforts. A total of **59 out-of-county partners** joined the efforts.



Smith Travel Research

Smith Travel Research (STR) is the recognized leader of hospitality industry benchmarking around the globe. DLV reviews a monthly report from STR, which includes data from our region's hotels on overnight guests highlighting occupancy, average daily rate, supply and demand, and offers a comparison to performance within Pennsylvania.



DLV partner events

Discover Lehigh Valley® hosts professional and educational events to serve partners and the community to provide insight on current tourism trends and DLV highlights.

ANNUAL MEETING

Vault 634 • November 12, 2019 • Attendees: 154

Discover Lehigh Valley® invited the tourism community to celebrate the accomplishments made during the 2018-19 fiscal year. A recap of highlights and overarching state of the industry was presented by President Alex Michaels. DLV recognized board members **Kassie Hilgert**, **Charlene Donchez-Mowers**, and **Sally McCorison** for their commitment to the DLV Board of Directors.

Awards presented:

PARTNERSHIP AWARD: *Wind Creek® Bethlehem*

ZENITH AWARD: *Lehigh Valley Phantoms*

TOURISM AWARD: *City Center Allentown*

SPIRITS OF TOURISM AWARD: *Joan Hanscom, executive director of Valley Preferred Cycling Center*

TOWN HALLS

Discover Lehigh Valley® offered "town hall" meetings for area businesses to get to know DLV and learn how to work together. These informative events were held in Easton, Bethlehem, and Bangor this past fiscal year.

LUNCH & LEARN

Sports & Working with DLV • Oct. 2, 2019 • 18 attendees

Sports & Working with Discover Lehigh Valley®, led by Vice President of Sales Bree Nidds included information about sports tourism assets in Lehigh Valley, the bid process, and ways to retain booked sporting events year after year in the youth, collegiate, adult amateur and professional sports event sector.

Sponsored by **Mountain Hawks Sports Properties.**



Lehigh Valley Tourism Ambassador Program

Discover Lehigh Valley® developed the Lehigh Valley Tourism Ambassador Program [LVTAP] in partnership with Northampton Community College. This multifaceted program serves to increase tourism by inspiring front-line employees and volunteers to turn every

"The CTA training was a fun and educational process that I would recommend to anyone who wants to be an ambassador for the area. This is not only about tourism and hospitality—anyone can implement these suggested practices in their everyday life. Welcome our visitors and encourage them to explore the many treasures that are here in Lehigh Valley!"

—Tina Smith, Board of Directors
Director of Northampton County
Community & Economic Development

visitor encounter into a positive experience. When visitors have a positive experience they are more likely to return in the future and also share their experience with others. Everyone benefits—the visitor, the industry, the local economy, and most importantly, the front-line worker. This program demonstrates our dedication to promoting our destination as one of the best, with a high level of commitment to our visitors.

LVTAP helps front-line workers increase their knowledge of the region; provides answers to the variety of questions received from visitors; and gives your front-line a chance to meet one another, learn from each other's experiences, and celebrate together. What separates the LVTAP from other training programs is that it includes certification, not just training. Employees and volunteers who complete the program receive a credential and accompanying initials that can be used behind the person's

name to denote their commitment to their profession as a **Certified Tourism Ambassador™** (e.g., Jim Smith, CTA). The CTA logo may also be used on websites and business cards/communications with approval.

BENEFITS AT A GLANCE:

- » Provides a meaningful credential
- » Increased business, higher tips
- » Builds valuable skills
- » Career advancement
- » Networking opportunities
- » Tools and knowledge to create a memorable visitor experience

"I have been working in the Lehigh Valley hospitality industry over 20 years and thought I had seen it all as far as training. I was delighted with the new things I learned about our area as part of the CTA certification training and look forward to the benefits of being a certified CTA!"

—Denise Maiatico, Board of Directors
VP of Lehigh Valley Properties of Meyer Jabara Hotels



MARKETING

As an industry colleague has famously been quoted,

"If you build a place where people want to visit, you will build a place where people want to live.

If you build a place where people want to live, you will build a place where people want to work.

If you build a place where people want to work, you will build a place where business has to be.

If we build a place where business has to be, we will be back to building a place where people have to visit."

Many visits to Lehigh Valley begin because of a friend's recommendation, an influencer's Instagram post, a journalist's feature story, or simply an ad. Marketing takes many shapes and successful marketing is integrated through many channels over a given time period. Discover Lehigh Valley® incorporates many mediums and flight schedules to tell our story, what's Made Possible in Lehigh Valley.

8 targeted markets:

NEW YORK

PHILADELPHIA

WASHINGTON, D.C.

BALTIMORE

**HERSHEY/HARRISBURG/
LEBANON/YORK**

WILKES-BARRE/SCRANTON

HARTFORD

LEHIGH & NORTHAMPTON COUNTIES

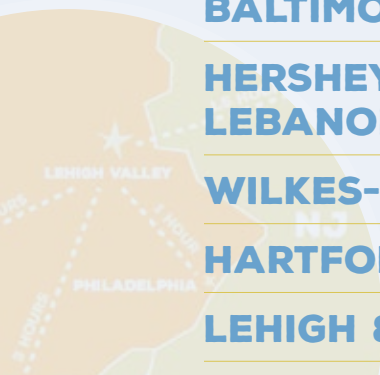


8,100,000+

TOTAL IMPRESSIONS

PERSONALITIES & INTERESTS TARGETED:

- » Travel Buffs
- » Art & Theater Aficionados
- » Family-Focused
- » Outdoor Recreation
- » Hotels & Accommodations
- » Shopping
- » Restaurants
- » Events & Festivals
- » Historical Sites & Buildings



Email Marketing: Act-On

As a destination marketing organization (DMO), email marketing is one of the most important tools in our arsenal. It's cost-effective and time efficient, and can be used to create highly personalized messages to specific target audiences. For these reasons destination marketers often spend a lot of time and resources growing their email lists.

DLV recognized the importance of email marketing, building our email list to more than **69,800 subscribers** over the last four years. We experienced challenges with low delivery rates and high spam complaints, and the Google Sender Reputation was steadily decreasing. Knowing that something needed to change, we began searching for a more robust email automation platform with a high level of support that could help guide our efforts in managing our lists and improving engagement rates.

With Simpleview's guidance, DLV discovered: **Act-On**. Early in the fiscal year, the Simpleview team began the process of migrating DLV over to Act-On from our previous email platform. In February, DLV finally sent its first email through the new marketing automation platform, which now integrates seamlessly with the Simpleview CRM, eliminating the need for manual list uploads and maintenance. Instead, a list of new inquiries and manual adds is automatically synced from the CRM to Act-On each night.



March 2020 Snapshot

This was the first email DLV sent to consumers utilizing Act-On and a new email template. It was sent on March 4, 2020, right before COVID-19 took hold of our country and region.

Sent 66,237

Opens 1,859

Clicks 204

DIGITAL PAID MEDIA THROUGH GOOGLE SEARCH & DISPLAY

In fiscal year 2019-2020, Lehigh Valley's paid media program generated **107,234 web visits from 83,602 unique visitors**, including **1,047 to the Made Possible in Lehigh Valley campaign**.

- **2,652 web visits** resulting from our Meetings campaign
- **122 Visitor Guide downloads**
- **Average click through rate: 13.06%** (179% better than the travel & hospitality industry average of 4.68%)
- **Made Possible in Lehigh Valley** campaign received a CTR of 8.93%, **90% better** than the average.
- Cost per click was \$0.50, **67% better** than the travel & hospitality industry average of \$1.53.
- Made Possible in Lehigh Valley campaign had a CPC of \$0.38, **75% better** than the average.
- Average conversion rate: 53.59%, **1,404% better** than the travel & hospitality industry average of 3.55%.

MADE POSSIBLE
IN
LEHIGH VALLEY®

Lehigh Valley Weekend Events | Browse the Event Calendar | Plan a Fun Day or Weekend
discoverlehighvalley.com/things-to-do/this-weekend
If You're Looking for Things to Do This Weekend in Lehigh Valley, PA, You're in Luck! Find a List of Events Happening this Weekend for You and the Whole Family.

CTR: 41.20%; CPC: \$0.36; Average time on site: 2:22;
Average pages per session: 2.58; Conversion rate: 62.34%

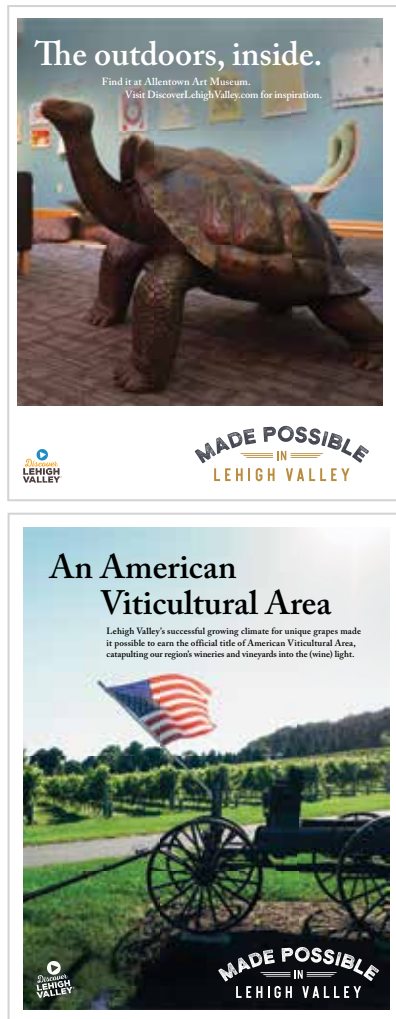
(Keyword: Lehigh Valley Visitor Info) | Official Visitors Information | Browse Listings & More Here
www.discoverlehighvalley.com
Planning Your Next Trip Soon? Find All the Visitors Info You're Looking for Here. Let Lehigh Valley Lift Your Spirits! Explore Charming Towns & Picturesque Parks.

CTR: 19.43%; CPC: \$0.79; Average time on site: 3:15;
Average pages per session: 3.6; Conversion rate: 89.61%

Lehigh Valley Things to Do | Discover Lehigh Valley | Find the Best Things to Do
discoverlehighvalley.com/things-to-do
Lehigh Valley Has It All, from History to Festivals to Museums to Breweries! Browse Lehigh Valley's Official Website For the Top Listings. Start Planning Today.

CTR: 26.12%; CPC: \$0.56; Average time on site: 3:24;
Average pages per session: 3.02; Conversion rate: 65.39%

PRINT ADVERTISING EXAMPLES



DIGITAL DISPLAY AD EXAMPLES



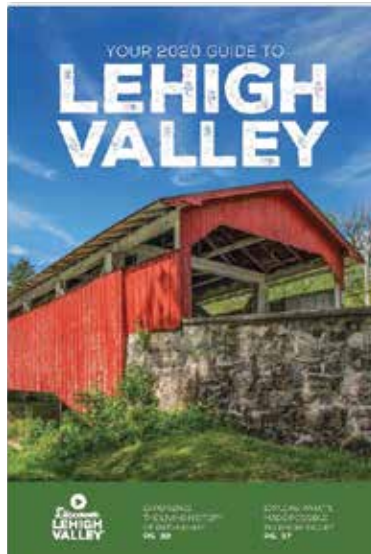
LEADS

Leads are the sources from which we receive requests for information about Lehigh Valley: visitor guides, brochures, newsletters, and more. They come from our website through forms, social media posts and ads, our presence in Visit Pennsylvania newsletters and guides, as well as organic and paid web traffic.

These leads educate us about our reach, the interests of those we are connecting with, and how we are getting in front of them.

**Paid promotion paused in March 2020 due to COVID-19 budget cuts.*

Lead Source	No. of Leads
Facebook E-news Signup Ads*	10,381 [+13.6%]
Webform: e-newsletter Signup	2,656 [+69.3%]
VisitPA.com Leads*	1,596 [-30.9%]
Contest <i>Partnership with Pennsylvania Wine Association to promote Lehigh Valley American Viticultural Area (LVAVA)</i>	1,463
Webform: Free Brochures & Maps <i>Stopped distributing brochures and form removed Dec 2019</i>	886 [-75%]
Pennsylvania's Reader Response	786 [-44%]
Search	229 [-65%]
Digital Ads*	194 [-50.6%]
Email Lead Generation Campaigns*	152 [-87%]
1-800-VisitPA	119 [-67.5%]



YOUR 2020 GUIDE TO LEHIGH VALLEY

For the first time, the Discover Lehigh Valley® visitors guide was produced entirely in-house. All writing, design, and ad sales for the 2020 Guide to Lehigh Valley were done by the marketing team at DLV.

A more precise number of 135,000 visitors guides were printed to ensure no waste. The team built upon and improved the enhanced look and playful — yet informative — tone of the piece. The guide integrated inspirational story ideas

BY THE NUMBERS

2,629

Requests
via DLV.com

1,550

Downloads

65,000

Distributed

[as of 6/30/20]

135,000

Printed guides

and a sleek design to highlight the many ways inspiration is Made Possible in Lehigh Valley, whether they seek it out in our rich historical sites, breathtaking outdoors, the newest city hotspots, or unforgettable family attractions. Readers discovered recommendations on what to do in our towns, with more emphasis than previous years' on the off-the-beaten-path areas like the Slate Belt and Western Lehigh Valley. It also shared insights about restaurants and local flavors, how to make the most of a visit by exploring festivals & events, doing a self-guided tour to the region's seven covered bridges, tips on where to stay and shop, and exclusive special offers.

The guide also included special cooperative sections with the Pennsylvania Wine Association [PWA] and the Lehigh Valley Economic Development Corporation [LVEDC]. PWA's two page spread highlighted our robust AVA [American Viticultural Area].

Our alliance with LVEDC to highlight the Made Possible in Lehigh Valley campaign inspired the content of "Live Like a Local in Lehigh Valley," which really highlights the livability of our region; a place where you can Visit, Work, Learn, and Live.

LOOKING AHEAD:

Shifting to Recovery

With the gradual easing of travel restrictions and stay-at-home orders, Discover Lehigh Valley® continues shifting focus to recovery strategies. Significant changes in consumer behavior and sentiment have impacted the travel industry and the way we talk to potential visitors. We continue to tell stories of safe ways to get out and explore, and will adapt our budget, tactics, content, and messaging as appropriate.



FOLDED MAP OF LEHIGH VALLEY DEVELOPED WITH FIG INDUSTRIES

DLV partnered with Fig Industries to develop an illustrated map of Lehigh Valley. This two-sided, fold-out map provides a "birds-eye-view" of our sprawling region on one side and on the reverse are detailed maps of Allentown, Bethlehem, and Easton downtowns. It is available to view online and physical copies are available by request, although supply is limited.

HAPPY TRAVELER STATE VISITORS GUIDE

Happy Traveler is the official Pennsylvania Travel Guide for the Pennsylvania Tourism Office. With a print circulation of 200,000 in 2020, DLV worked with regional

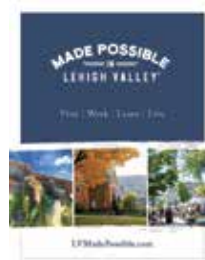


partners to showcase a destination section of Lehigh Valley things to do and happenings. This marketing opportunity was aimed to find economical ways for Lehigh Valley businesses to reach this broader audience. DLV also supports VisitPA.com

with digital and content media buys, extending brand awareness of our region.

RELOCATION GUIDE

Together with the newly formed alliance, DLV released its second iteration of the Relocation Guide for Lehigh



Valley. With collaboration from LVEDC, the DLV staff produced this piece in-house. The expanded resource profiles Lehigh Valley's quality of life, as well as its growing business and economic landscape. It serves as a tool to enhance talent attraction and retention efforts for employers. The digital version can be embedded directly on websites and physical copies are available.



DELTA SKY MAGAZINE

The DLV team was proud to partner with LVEDC on securing a regional profile on Lehigh Valley within the December 2019 issue of *Delta Sky Magazine*. The profile told our story to more than 6.3 million readers across Delta Air Lines' worldwide flights; averaging 15,000 daily flights. The piece features key business leaders and profiles on tourism, healthcare, higher education, the technology sector, and more.



LEHIGH VALLEY AMERICAN VITICULTURAL AREA (AVA) CO-OP

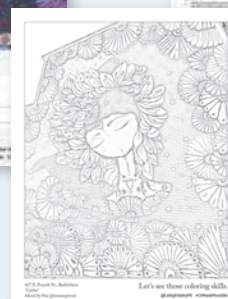
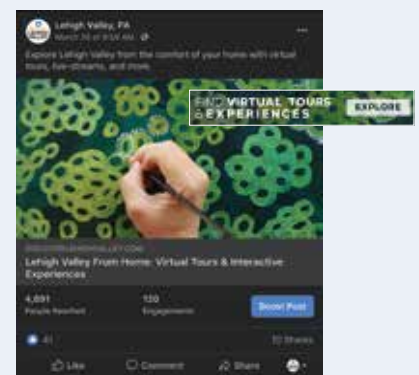
In partnership with the PA Wine Association, Discover Lehigh Valley® launched its first official co-op in spring 2020, centered around building awareness of the designated Lehigh Valley AVA. Paid display ads and content features were secured with Edible Communities, a magazine network that celebrates local food, season by season, community by community. Markets included New Jersey, Manhattan, Philadelphia, and Washington D.C. This co-op was later paused and will be extended into next fiscal year, due to the pandemic.



LEHIGH VALLEY AT-HOME INITIATIVES

It's not often destination marketing organizations advocate for potential visitors to stay home, but in the face of a pandemic, that's exactly what's happened in March 2020. As the public began practicing their social responsibility to stay home and stay safe, it left destinations wondering how to shift their marketing strategies. The team at Discover Lehigh Valley® did just that by shifting focus to virtual experiences from local attractions, listings of restaurants with curbside services, and at-home activities illustrated through coloring pages, word finds, and crossword puzzles for families.

And with the world staying home, many adapted to working remotely and communicating with our colleagues and friends through video conferencing services like Zoom, where you can set a 'virtual background' for your call. At Discover Lehigh Valley®, we took this opportunity to create our own custom Zoom backgrounds, offering a fun way to support the region we all love and to show some local pride.



Social Media

Discover Lehigh Valley® social media channels directly connect with Mid-Atlantic travelers. From foodies and history buffs to sports fanatics and holiday lovers, our Facebook, Instagram, Twitter, LinkedIn, and YouTube properties show what is Made Possible in Lehigh Valley.

Organic and paid advertising helps build awareness, secure engagement and drive users to our website. These efforts are critical for fan discovery and educating travelers how to eat, stay, and play in Lehigh Valley.

By the numbers

159,590 

FACEBOOK PAGE LIKES

+11% YOY

33,609 

INSTAGRAM FOLLOWERS

+28% YOY

50,700 

TWITTER FOLLOWERS

-1% YOY

319,235 

YOUTUBE VIDEO VIEWS

304% YOY

3,702 

LINKEDIN FOLLOWERS

NEW METRIC THIS YEAR

2,977

#LVMadePossible
TAGGED POSTS TO DATE
New metric this year

TOP AGE BRACKETS, FACEBOOK

- 35-44 [24% of total audience]
- 45-54 [24% of total audience]
- 25-34 [18% of total audience]
- 55-64 [14% of total audience]

14,830

#LiftYourSpiritsDLV
TAGGED POSTS TO DATE
+44% vs. last year





TOP ORGANIC FACEBOOK POSTS



Reach: 106,626



Reach: 70,652



Reach: 42,220

TOP PAID FACEBOOK POSTS



Reach: 25,785



Reach: 46,963



Reach: 50,257



TOP ORGANIC INSTAGRAM POSTS



Reach: 19,971



Reach: 15,823



Reach: 16,999

TOP PAID INSTAGRAM POSTS



Reach: 281,920



Reach: 281,472



Reach: 258,108



TOP LINKEDIN POST



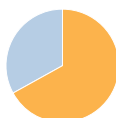
Impressions: 1699; Reactions: 42; CTR: 6.6%;
Clicks: 112; Engagement rate: 9.24%

TOP CITIES, FACEBOOK

1. Allentown
2. Bethlehem
3. New York City
4. Philadelphia
5. Easton

TOP CITIES, INSTAGRAM

1. Allentown
2. Bethlehem
3. Easton
4. New York City
5. Philadelphia



FOLLOWER BREAKDOWN

FEMALE 67% MALE 33%



TOP TWEETS



Impressions: 9,213;
Engagements: 157;
Link Clicks: 76



Impressions: 4,940
Views: 904



#1
"Made Possible in Lehigh Valley: Dorney Park & Wildwater Kingdom"
157,620 views
95.4% view duration



TOP YOUTUBE VIDEOS



#2
"Made Possible in Lehigh Valley: Historic Bethlehem & Waterworks"
43,700 views
95.6% view duration



#3
"Made Possible in Lehigh Valley: Bach Choir of Bethlehem"
42,596 views
95.6% view duration

TOP STATES,
YOUTUBE VIEWERS

2019-20

1. New York
2. Pennsylvania
3. New Jersey
4. Maryland
5. Connecticut

vs.

2018-19

1. Pennsylvania
2. New York
3. New Jersey
4. Maryland
5. Washington, D.C.

CrowdRiff

Suppose you're running a campaign that encourages residents and visitors to support local businesses, and you've just found the perfect photo on Instagram. You want to use this photo on your website, and maybe repost it on social media. Do you need to get the rights to use this content in your marketing? The short answer is... yes!

CrowdRiff is an AI-powered content marketing platform, purpose-built, for the travel and tourism industry. The platform combines content discovery, digital asset management, and content delivery tools that enable marketers to source and share top performing visuals with their respective audiences, at scale. To date, CrowdRiff has processed over 500 million images, and the company currently works with over 800 leading travel and tourism brands globally.

For fiscal year 2019-20, DLV gained rights access to over 1,000 new user generated content photos shared across Instagram's platform, bringing the total assets collected to over 3,600. The 48 CrowdRiff galleries had a 21.3% engagement rate, based on 54,000 interactions, and 254,000 views of the images.



TOP CROWDRIFF GALLERIES

Gallery	Engagement Rate	Interactions	Views
Holiday	31.8%	20,000	62,000
Fall	22.8%	13,000	55,000
Outdoor Recreation	34.2%	3,600	11,000
#LVSoccerfest	62.5%	2,300	3,700
Summer	9.6%	1,100	11,000

LOOKING AHEAD:

Made Possible on social

DLV will continue to support messaging for the Made Possible in Lehigh Valley campaign across social channels. The team will continue to collect user generated content (UGC) assets and add to the video library to enhance our messaging, as budgets allow. As we fine-tune our content plans, we will look to implement more video and stories, giving followers a first-hand perspective on happenings in Lehigh Valley via Instagram stories, IGTV, and more. We'll also be engaging more influencer takeovers, seasonally, to heighten awareness and engagement.

Public Relations

Discover Lehigh Valley® consistently generates national and regional excitement through earned media relations. In fact, Lehigh Valley continued to garner top media placements, including DLV's most successful holiday campaign which secured stories in *Travel + Leisure*, *Delish.com*, *OprahMag.com*, *NBC10 Philadelphia*, and more.

Our momentum after the holiday season further helped during the global pandemic. Through reactively adjusting and staying nimble, DLV, in partnership with its agency of record Vault Communications, secured top placements such as *PureWow.com*, *Philadelphia Inquirer*, and more.

APPEARANCES & SEGMENTS

Whether they're natives or transplants, Lehigh Valley locals are the region's proudest ambassadors. A partnership with **WFMZ 69 News** allowed Discover Lehigh Valley® to connect with locals and invite them to discover the best places to eat, stay, and play in their region.

Lehigh Valley is an easy getaway for city dwellers looking for a weekend adventure. Discover Lehigh Valley® partnered with **WUSA-TV, Washington, D.C.'s CBS-affiliate**, for a segment inviting area residents to discover Lehigh Valley's libations, family-friendly attractions, outdoor recreation, and more.

CAMP PENNAWINE

Discover Lehigh Valley® hosted a group of wine writers for a familiarization tour in partnership with the Pennsylvania Wine Association to promote Lehigh Valley American Viticultural Area. Attendees stayed at **Glasbern** and experienced the wines of Lehigh Valley, with a winemaker dinner and tasting at **Galen Glen**, with tours of **Vynecrest** and **Clover Hill Winery** provided by the winemakers themselves.

VISITING JOURNALIST PROGRAM

Discover Lehigh Valley® also maintains an incredibly successful Visiting Journalists Program. This past year, we hosted six media outlets, individually, throughout Lehigh Valley so they could fully immerse themselves in the story, including a writer from the Associated Press.

By the numbers

568

TOTAL PLACEMENTS [+21%]

40,781,509

TOTAL IMPRESSIONS [+12%]

\$2.6M

IN AD VALUE [+97%]



Lehigh Valley in the Headlines

New Jersey Family

This Popular Music Festival Is Well Worth The Drive To Lehigh Valley, Pa.

Lonely Planet

This Is The US's Largest Free-Admission Yearly Music Festival That You've Probably Never Heard Of

NBC10 Philadelphia

Musikfest Has Something For Everyone In The Lehigh Valley

Family Vacation Critic

12 Ridiculously Affordable Fall Vacations For 2019

New York Daily News

Wave The City Hubbub Goodbye This Fall With Breezy Scenic Day Trips

Edible Philly

Chambourcin: The Grape That's Put The Lehigh Valley And Its Winemakers On The Map

amNY

Family Fun This Fall In Easton, Pennsylvania

USA Today

Bacon Cookie Dough And Texas Twinkies: What You Can Eat At Bacon Fest

Corporate News

8 Meeting Hotels For Leaf Peepers This Fall

Travel + Leisure

This 'Christmas City' In Pennsylvania Might Be The Most Festive In The Entire Country

House Beautiful

This Small Town In Pennsylvania Transforms Into A Christmas Wonderland

Delish.com

This Entire Town Transforms Into A Christmas Wonderland Every Year

OprahMag.com

22 Best Christmas Getaways To Enjoy This Winter

Courier Post

8 Of The Best Towns For Christmas Spirit In The Northeast

PALive.com

Ultimate Pa. Christmas: 19 Attractions, Activities And Performances You Can't Miss This Holiday Season

NBC10 Philadelphia

Bethlehem, Pa Listed Among 'Most Festive' Destinations In U.S.

Metro Philadelphia

Take A Trip To The Lehigh Valley Before The Holiday Season Ends

USA Today

Shine Bright: Holiday Light Displays Worth Traveling For Across America

New Jersey Family

Take The Kids: Crayola Experience Is Reopening On August 1

PureWow.com

The Best Drive-In Movie Theaters In The U.S.

Philadelphia Inquirer

12 Drive-In Movie Theaters Near Philly



LOOKING AHEAD:

Vault Communications & VisitPA

DLV continues to partner with Vault Communications to increase awareness about Lehigh Valley on both a regional and national level. In fiscal year 2020-2021, the team will work to garner more diverse national opportunities to highlight recovery of the region. We'll also continue to host travel writers on individual press visits and hope to continue media receptions, whether in-person or virtually.

DLV will continue to support initiatives of VisitPA by attending media missions, virtually to start, and will continue fostering relationships with travel journalists through the Mid-Atlantic Tourism Public Relations Alliance, including media pitches and web profiles on Lehigh Valley.

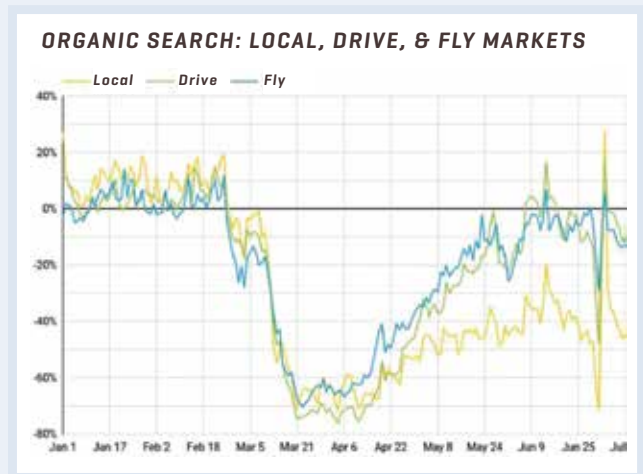
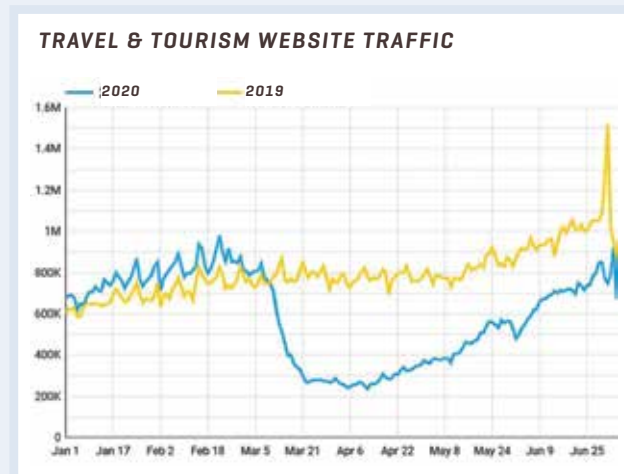
DiscoverLehighValley.com

The fiscal year brought a lot of changes. Between July 1, 2019 to March 12, 2020, organic search traffic to the website was performing above year-over-year comparisons. And even after the industry took a turn in March over the trailing 12 months, including the months during the COVID-19 pandemic, organic search traffic had increased from the previous year.

Amongst regularly scheduled SEO activities, the team focused on new content opportunities to help drive more organic traffic to the website, repurposing outdated blog posts to take advantage of annual/seasonal topics on pages that have already been indexed, and reviewing website engagement to identify ways to continue keeping organic visitors engaged with the content provided.

COVID-19 Industry Impact

A look at the disruption in web traffic to the travel & tourism industry caused by COVID-19.

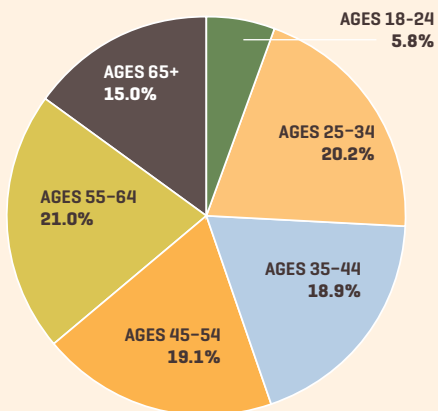


By the numbers

TOP 5 STATE BREAKDOWN BY SESSIONS

1. Pennsylvania: 548,892
2. New Jersey: 101,952
3. New York: 73,818
4. Washington, D.C.: 47,299
5. Virginia: 20,226

USER AGE DEMOGRAPHICS



TOP PAGES BY PAGEVIEWS

1. Homepage: 92,829
2. Events: 91,342
3. Lehigh Valley Holidays: 74,923
4. Fall: 63,572
5. Things to Do: 39,389
6. Bethlehem Holiday: 30,153
7. Events This Weekend: 19,793
8. Five Must See Hikes: 18,377
9. Family Fun: 18,184
10. Dorney Park & Wildwater Kingdom [listing]: 17,276
11. Deals & Discounts: 16,561

1,779,421

PAGEVIEWS IN 2019-20 ↓ DECREASE OF 13% YOY

920,612

SESSIONS IN 2019-20 ↓ DECREASE OF 10% YOY

↓9%

UNIQUE VISITORS

2%

LESS BOUNCES

1:34

AVERAGE SESSION

Traffic sources

↑9%

TRAFFIC VIA
ORGANIC SEARCH

↓12%

TRAFFIC VIA
PAID SEARCH

↑77%

TRAFFIC VIA
SOCIAL MEDIA

↑19%

TRAFFIC VIA
EMAIL

#1 SOURCE
OF TRAFFIC:

ORGANIC SEARCH

Organic Search is the top source of traffic to the website accounting for 49.5% of website traffic.

↓64%

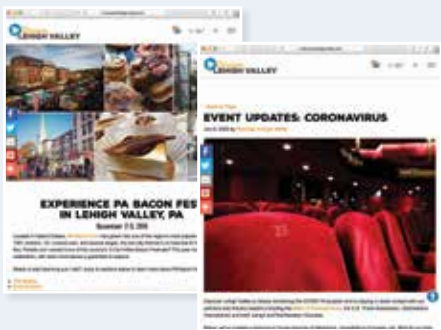
TRAFFIC VIA OTHER SOURCES
(INCLUDES ALL PAID EFFORTS INCLUDING SOCIAL MEDIA)

*Paid spend paused March 17, 2020 and did not resume for the rest of the fiscal year

LOOKING AHEAD:

Remaining agile

As part of our strategic plan, the Simpleview team will continue to monitor industry website traffic and how the COVID-19 pandemic impacts the travel and tourism industry. In addition to regularly scheduled SEO activities, the focus for the website will be remaining agile in this ever-changing environment by looking at visitor search behavior and content they are consuming. This includes looking for new content opportunities, completing keyword research, updating the format of content to take advantage of rich results, and featured snippet opportunities.



NOTEWORTHY NEW PAGES

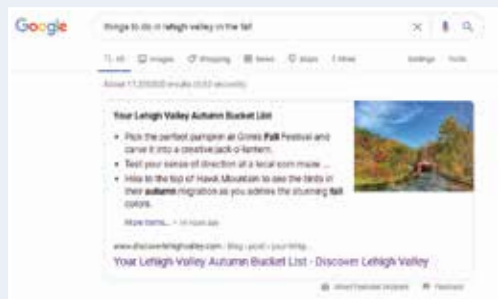
Among the efforts to re-purpose outdated blog posts and pages on the website, the team created new content pages that were used across the integrated marketing efforts. Here's a look at a few of these pages and their pageviews:

- **Events/Musikfest:** 5,652
- **Events/PA-Bacon-Fest:** 5,301
- **Blog/Event-Updates-Coronavirus:** 4,310
- **/AtHome:** 1,341



GOOGLE FEATURED SNIPPETS & RICH RESULTS

DiscoverLehighValley.com captured the featured snippet for **"Things to Do in Lehigh Valley in the Fall"** and is featured in "rich results" for **"Things to Do in Lehigh Valley"** keyword phrase searches. DLV works closely with Simpleview to continually optimize web content and meta data so that our content performs well in Google.



By the numbers

63,417

PARTNER REFERRALS ↑38.2% YOY

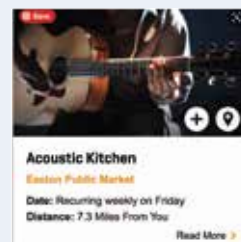
Partner referrals account for the number of times a visitor has clicked from a partner listing/event to that respective website during the fiscal year.

TOP PARTNER ACCOUNT REFERRALS

1. **Dorney Park & Wildwater Kingdom:** 1,228 [up by 143%]
2. **Dutch Springs:** 1,080 [up by 133%]
3. **Grim's Orchard & Family Farms:** 1,031 [up by 134%]
4. **The Casino at Wind Creek® Bethlehem:** 822 [previously Sands]
5. **Becky's Drive-In:** 764
6. **Historic Hotel Bethlehem:** 674 [up by 69%]
7. **Da Vinci Science Center:** 596 [up by 17%]
8. **Christmas Huts on Main:** 542
9. **Blue Grillhouse:** 538 [up by 52%]
10. **Allentown and Auburn Railroad:** 530 [up by 87%]

66,888

EVENT REFERRALS ↑38.2% YOY



1,224 referrals

TOP EVENT & FESTIVAL REFERRALS

1. **Christkindlmarkt Bethlehem:** 2,321 [+28%]
2. **Koziar's Christmas Village:** 2,120 [+3%]
3. **Wheels of Time Rod & Custom Jamboree:** 1,651 [+644%]
4. **PA Bacon Fest:** 1,442 [+304%]
5. **Colebrookdale Railroad | 'Twas the Night Before Christmas:** 1,425 [+29%]
6. **The Great Allentown Fair:** 1,142 [+424%]
7. **Hawk Mountain Sanctuary | Autumn Hawk Watch:** 1,093 [+58%]
8. **Das Awkscht Fescht:** 1,072
9. **Historic Bethlehem Visitors Center | Bethlehem by Night Bus Tour:** 1,048 [+10%]
10. **Pines Dinner Theatre | A Pines Country Christmas:** 1,031



SALES & SERVICES

Lehigh Valley's location, unique meeting spaces, and premier venues make for an attractive destination for meeting planners and event organizers. DLV continues to work diligently with partners to welcome regional meetings, annual events, executive retreats and state championships, in multiple market segments, to our region!



Professional Affiliation Highlights

- » **Meeting Professionals International [MPI] New Jersey, Greater New York, and Middle Pennsylvania**
Gold Level Sponsor in order to increase exposure to meeting planners in the Harrisburg area.
- » **Pennsylvania Society of Association Excellence**
Bronze Level Sponsor which included exposure to state association executives.
- » **Sports Entertainment and Travel Association [Sports ETA]**
- » **Bus Association of New York [BANY]**
Sponsored the opening ceremony and reception for BANY to Wind Creek® Bethlehem.
- » **Pennsylvania Bus Association [PBA]**
DLV attended the 2019 Annual Conference to promote the 2020 conference which was scheduled to be held in Lehigh Valley. This event has been postponed due to the pandemic.
- » **PA Sports**



Meetings

By the numbers

18

BOOKED MEETINGS

2,294

ATTENDEES

2,084

ROOM NIGHTS

\$1,500,000

ESTIMATED ECONOMIC IMPACT
OF THESE BOOKINGS

293

ROOM NIGHTS OF
LARGEST EVENT

11

ROOM NIGHTS OF
SMALLEST EVENT

115

AVERAGE TOTAL ROOM
NIGHTS FOR MEETINGS

EDUCATION

The Semi-Annual Director of Sales and Sales Manager Meeting was hosted at **America On Wheels**. Guests were treated to lunch and received updates from DLV staff, as well as heard from a meeting planner about best practices of CVENT.



LEHIGH VALLEY FAM HIGHLIGHTS

Hosted over 20 meeting planners through site visits and two familiarization tours showcasing Lehigh Valley all year and specifically in summer and winter seasons.

- **August, 2019 FAM Tour during Musikfest®**
- **February, 2020 Winter FAM Tour at KISS Concert**

MEETING LEADS & BOOKINGS

The estimated economic impact of these bookings is ~\$1.5 million and total room nights just over 2,000. The largest event had 293 total room nights and the smallest had 13 total room nights. Our average total room nights for meetings is 115. DLV generated a total of 75 leads, with a potential of 22,784 attendees and 19,898 room nights. The estimated economic impact of these leads would be approximately \$10,000,000.

CONFERENCES & EVENTS ATTENDED BY DLV

**Smart Meetings
Northeast Conference**

**Connect Marketplace
Corporate**

Small Market Meetings



PaSAE Educational Summit & Expo (PASAE)

Discover Lehigh Valley® teamed up with Bear Creek Mountain Resort, Historic Hotel Bethlehem, Wind Creek® Bethlehem, The Center Hotel, and SureStay by Best Western for a larger presence on the tradeshow floor. PASAE provides the highest quality educational, leadership, and professional development opportunities to association executives and staff, as well as supplier members, which enhances the performance of the organizations they represent.

PaSAE Taste of Success and Annual Meeting



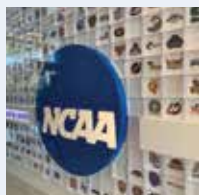
Sports

DLV has positioned Lehigh Valley to welcome a wide range of visitors in the form of athletes, coaches, and spectators. The unique venues in Lehigh Valley, coupled with a successful history of hosting large-scale sporting events, reaffirms Lehigh Valley as a premier sporting event destination. Youth, collegiate, adult amateur, and professional sporting events foster economic development and enrich the quality of life in Lehigh Valley. Making it a better place to live, work, and play!

CONFERENCES

Discover Lehigh Valley® attended sports conferences to build relationships and connections:

- **SPORTS Relationship Conference** Panama City, FL
- **NCAA Bid Cycle Meeting** Indianapolis, IN
- **Women in Sports Summit** Tuscon, AZ



PARTNER EVENTS

- **Local Organizing Committee Appreciation Event** held at PPL Center for a Phantoms Hockey game to recognize sports events organizers and venues that make sports tourism possible. Attendees included event organizers for wrestling, hockey, and cycling.
- **Luncheon and Presentation to the Pennsylvania Recreation and Park Society** highlighting accessibility, attractions and venues for future events such as education sessions, regional meetings, and annual events.

MORE HIGHLIGHTS

Joan Hanscom and Bree Nidds were recognized as People to Watch by *SportsEvents Magazine*, which helps planners of amateur sporting events and competitions be more effective, informed, and successful with their events.

20

DLV Sponsored Events

47,000

players, wrestlers, runners,
and spectators came to Lehigh Valley
for the purpose of sporting events

BY THE NUMBERS

51 Leads

23 Bookings

\$4M

Economic Impact

5,000

Room nights

HIGH-IMPACT EVENTS HELD IN LEHIGH VALLEY:

USA Track and Field, 2019 National Cross Country Championships:

2,200 attendees (Lehigh University hosted for the second time in five years)

Lehigh Valley United Youth Soccer, Lou Ramos Classic: **2,700 attendees**

Paul Short Cross Country Run: **5,000 attendees**

East Coast Volleyball, President's Day Classic: **8,250 attendees**

United States Bowling Congress, Collegiate Lehigh Valley Classic: **600 attendees**

Nittany Lion Cyclocross Race: **670 attendees**

LOOKING AHEAD:

National Championship

The Valley Preferred Cycling Center will host the 2021 USA Cycling Masters National Championship in Summer 2021 — a postponed event from 2020

Groups & Services

The Services Department was launched in 2019-2020 to enhance the visitor experience in meetings, sports and group tour. This team is responsible for directly engaging with attendees visiting Lehigh Valley and ensures their experiences exceed expectations, leading them to visit once again.

LEHIGH VALLEY HOSTED EVENTS

Wind Creek® Bethlehem hosted the **Bus Association of New York Annual Meeting and Marketplace** in October 2019, welcoming motorcoach tour operators and motorcoach industry professionals into Lehigh Valley.

Pennsylvania Bus Association Annual Meeting 2020
[Postponed to 2021] · Wind Creek® Bethlehem

SALES & SERVICES INTERNS

DLV worked closely with local and regional colleges and universities — including Muhlenberg College, Northampton Community College, Temple University, and Kutztown University — to welcome talented interns to the organization's Sales Department.

ECONOMIC IMPACT CALCULATOR

The Event Impact Calculator measures an event's economic value and return on investment to local taxes. Updated annually, the calculator draws on 10 different data sources to provide an industry-wide standard, which helps DMOs strategically grow their events and meetings sector. DLV continues to implement this tool for sports and meetings by estimating a lead's event value and gauging the impact of booked events on the region's economy.

UPDATES & HIGHLIGHTS

A member of the DLV Sales & Services team attended the **Event Services Professional Association** that focused on education and networking. DLV learned skills of being more effective service managers; gain a better understanding of the breadth of their role, and learn about planners' expectations.

LOOKING AHEAD:

Potential for growth

DLV continues to generate buzz with event planners. This year, we witnessed new leads from organizations that had not considered Lehigh Valley in prior years. We also connected local and industry partners with new opportunities including Kutztown University, the PPL Center with NCAA Wrestling, as well as Wind Creek® Bethlehem with Connect Pennsylvania. As we look to next year, we hope to increase large events and bookings along with total room nights.





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