



ANNUAL REPORT

2017-18





Executive message

My first year as chair of the Discover Lehigh Valley® board of directors has been an eventful one! In March, after 17 years [over two time periods] of skillfully guiding the organization through Lehigh Valley's tremendous tourism growth, Mike announced his intention to retire at the end of the year. The executive committee and former board chair Kurt Landes as well as community leader Mike Drabenstott stepped up to form a search committee. Supported by MyHRPartner, Inc., the search committee launched a national search to find Mike's successor.

The committee successfully completed its task early and in July, the board unanimously voted to appoint Alex Michaels as the next president of Discover Lehigh Valley®. Alex, a Navy veteran, has extensive leadership and experience in the hospitality and tourism industry in both Florida and Virginia. A graduate of Whitehall High School, Alex recently moved back to the area with his wife, Tara. We welcomed Alex on October 1, and he will be working with Mike through the end of the year. We all look for great things from Alex.

On behalf of the board, I would like to thank the staff for its continued dedication, passion, and commitment to Discover Lehigh Valley®. I also want to thank the board for its incredible support and commitment through this important process. Last but certainly not least, we all want to thank Mike for his passionate leadership in promoting Lehigh Valley as a diverse and lively visitor destination. We all wish him well in retirement. And to Sybil, if you need to get him out of the house, we have a lot of volunteer opportunities for him!

KASSIE HILGERT

BOARD CHAIR



As a native from Lehigh Valley, I'm excited to return at a time when there is so much opportunity in the tourism industry to showcase the region and to generate additional dollars for our economy. The work of Discover Lehigh Valley® doesn't just bring visitors to our region, it helps make Lehigh Valley a more vital and better place to live and do business. I'm excited for the future as Lehigh Valley continues to develop as a formidable destination in the marketplace."

ALEX MICHAELS
INCOMING PRESIDENT

Another year for the record books

The Fiscal Year ending June 30, 2018 was another one for the record books. The number of rooms sold for the 12 months ended at a record high — 1,544,460. Occupancy for the year ending June 30, was 71.0%, just below the previous year's 71.3%. Discover Lehigh Valley® continues to be healthy, both financially and programmatically. Once again, we ended the year in the black, providing an excellent financial base for the future. Leisure travel to Lehigh Valley is on the rise and is creating demand on weekends in our hotels. Overall, weekend occupancy is 9% higher than weekday and RevPAR [Revenue Per Available Room] is 20% higher on the weekend.

As I prepare to retire from a job I have held twice, 1985–1987 and 2004 to present, and the only job I ever regretted leaving, I look back on what has made us a successful destination marketing organization. Over our 34 year history, we have been blessed with excellent volunteer leadership. Our board members, have been professional, talented, and committed to our mission. We have also benefited from a creative, energetic, and passionate professional staff. And, we have received excellent support from so many partners.

Today, Discover Lehigh Valley® is well recognized in and outside Lehigh Valley. We are recognized as a leader among tourism organizations in Pennsylvania. I thank all of you for your support, your challenges, and your commitment for our mission over the 17 years that I have led Discover Lehigh Valley® - especially for the past 14. I also want to thank my family for the sacrifices they have made for me to commit to such an undertaking.

Thank you all. Good luck in the future.



MICHAEL STERSHIC

PRESIDENT



Our mission

Discover Lehigh Valley® builds the region's economy and image through destination marketing that increases the number of leisure and business visitors, the number of nights they stay, and the number of things they do in the two-county area of Lehigh and Northampton. These marketing efforts also enhance the quality of life and sense of hometown pride for Lehigh Valley, Pa. residents.

How we achieve our mission

Our programs and campaigns to promote the region begin with research, extend to advertising and public relations, get amplified even more on the web and through social media, and weave in partnerships and sponsorships when appropriate. Best of all, we're always looking ahead, embracing new strategies to ensure that our marketing approach is as effective as possible.

Advertising: Niche campaigns broaden our reach.

Social Media: Mighty megaphones for our do-more, see-more messaging, our social media garners engaged fans and followers.

Website: In May 2017, we launched the newly redesigned DiscoverLehighValley.com. Charged with inspiring people to visit, meet, and play in Lehigh Valley, motivating them to stay longer, and helping them find things to do, the new website exceeds travelers' digital expectations. Among the improvements are its cinematic design and use of high impact visuals, a refined content strategy, and a shiny new online media center.

Public Relations: Third-party endorsements are hugely influential, and that's what our team delivers.... compelling content and 528 editorial stories placed in 2017-18.

Event & Attraction Promotion: New reasons to encourage visitation - always a good thing.

Niche Markets: Lehigh Valley Sports encourages people to make the most of their athletic visit. Meet in Lehigh Valley is an initiative to bring in meeting and event planners for company meetings, seminars, conferences, etc. Motorcoaches and group business bring in those interested in the regions' history, tours, theatre, and cultural scene.

Partnerships & Sponsorships: They're small, medium, and large in scope and completely customizable. The only consistency? All of our partnerships helped build the region's image and drive visitation.

**BUILDING IMAGE,
DRIVING VISITATION,
AND BOOSTING
THE ECONOMY...
WE MAKE IT
OUR MISSION!**



2017-18 Corporate Sponsors

AMBASSADOR LEVEL SPONSORS



PRESENTING LEVEL SPONSORS



Professional Affiliations

Amateur Athletic Union [AAU]

American Advertising Federation - Greater Lehigh Valley

American Bus Association [ABA]

American Society of Association Executives [ASAE]

Bus Association of New York State [BANY]

Destinations International

Downtown Allentown Business Alliance [DABA]

Good Shepherd Rehabilitation Network Marketing Advisory Board

Greater Lehigh Valley Chamber of Commerce [GLVCC]

Greater New Jersey Motorcoach Association [GNJMA]

Hospitality Sales & Marketing Association International [HSMIA]

i76 Solutions

International Association of Business Communicators [IABC]

Lehigh Valley Economic Development Corporation [LVEDC]

Lehigh Valley Inter-regional Networking & Connecting [LINC]

Lehigh Valley Community Foundation [LVCF]

Lehigh Valley Music Awards

Lehigh Valley Partnership

Lehigh Valley Greenways Partnership

Maryland Motorcoach Association [MMA]

Mid-Atlantic Tourism Public Relations Alliance [MATPRA]

Middle Pennsylvania Meeting Professionals International [MPMPI]

Miles Partnership

National Collegiate Athletic Association [NCAA]

National Association of Sports Commissions [NASC]

National Tour Association [NTA]

Nazareth - Bath Chamber of Commerce

New England Bus Association [NEBA]

New Jersey Meeting Professionals International [NJMPI]

Ontario Motorcoach Association [OMCA]

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]

Philadelphia Area Meeting Professionals International [MPIPHL]

Religious Conference Management Association [RCMA]

Scenic Wild Delaware River Initiative

Simpleview

SKAL Northeast PA

Slate Belt Chamber of Commerce

U.S. Travel Association [USTA]

Vault Communications

Virginia Motorcoach Association [VMA]

Women's Business Council

Visitors Centers

Discover Lehigh Valley®

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

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 6/30/18]

Kim Blichar – Executive Vice President · kim@DiscoverLehighValley.com
Kaitie Burger – Social Media & Communications Manager · kaitie@DiscoverLehighValley.com
Edward Eppler – Vice President of Finance & Operations · ed@DiscoverLehighValley.com
Dan Ginter – Partner Relations Manager · dan@DiscoverLehighValley.com
Michael Kuzy – Director of Sports Travel Marketing · kuzy@DiscoverLehighValley.com
Alan Levin – Distribution Manager · alan@DiscoverLehighValley.com
Alisa Lopano – Creative Designer · alisa@DiscoverLehighValley.com
Audra Organetti – Administrative Assistant · audra@DiscoverLehighValley.com
Alicia Quinn – Strategic Brand Manager · alicia@DiscoverLehighValley.com
Deborah Snyder – Receptionist · debbie@DiscoverLehighValley.com
Jason Stershic – Web Geek · jason@DiscoverLehighValley.com
Michael Stershic – President · mike@DiscoverLehighValley.com
Suzanne K. Stianche – National Sales Manager · suzanne@DiscoverLehighValley.com
Jamie Zackey – Group Sales Representative · jamie@DiscoverLehighValley.com



DLV HQ

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



#LiftYourSpiritsDLV

Board of Directors

KASSIE HILGERT

BOARD CHAIR
ArtsQuest™

MIKE FEHNEL

VICE-CHAIR
Dorney Park & Wildwater Kingdom

GEORGE BLUM

SECRETARY
The Grand Eastonian Suites Hotel

NATHAN ECKHART

TREASURER
C.F. Martin & Company

DENISE MAIATICO

IMMEDIATE PAST CHAIR
Meyer Jabara Hotels

MIKE AXIOTIS

Lehigh Valley Restaurant Group
[Red Robin]

DARREN BETTERS

Lehigh/Northampton
Airport Authority

DENNIS COSTELLO

Historic Hotel Bethlehem

DON CUNNINGHAM

Lehigh Valley Economic
Development Corporation

CHARLES DERTINGER

County of Northampton

LAURA DI LIELLO

Lafayette Inn

CHARLENE

DONCHEZ-MOWERS

Historic Bethlehem Museums & Sites

DAN HARTZELL

Lehigh County

JAMIE HARTRANFT

City of Easton

T. ANTHONY IANNELLI

Greater Lehigh Valley
Chamber of Commerce

FRANK KANE

County of Lehigh

ALICIA MILLER KARNER

City of Bethlehem

SAM LANDIS

Vynecrest

VICTORIA LOZANO

Crayola Experience™

ROBIN LYSEK

Air Products and Chemicals, Inc.

SALLY MCCORRISON

AAA East Central - East Penn Region

CHARLES H. D. REECE

Renaissance® Allentown Hotel

PATRICK RYAN

Sands® Bethlehem

MICHAEL STERSHIC

Discover Lehigh Valley®

ROBERT WERNER

County of Northampton



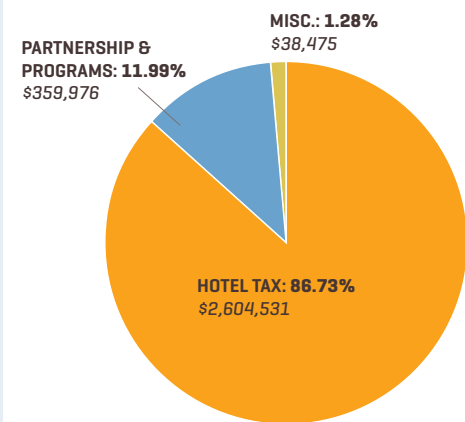
TOURISM & PARTNERSHIP BY THE NUMBERS

LODGING STATISTICS [12 months, ending June 30, 2018]

	Occupancy	ADR	RevPAR	Rooms Sold
2018	71.0%	\$104.03	\$73.86	1,544,460
2017	71.3%	\$101.70	\$72.48	1,539,832
2016	68.7%	\$99.41	\$68.31	1,482,072
2015	67.2%	\$93.22	\$62.64	1,412,670
2014	63.4%	\$90.50	\$57.13	1,312,124

2017-18 REVENUE

\$3,002,982



24,750

LEHIGH VALLEY
TOURISM
INDUSTRY JOBS
(2016)

2015: 23,956

2014: 23,242

2013: 22,514

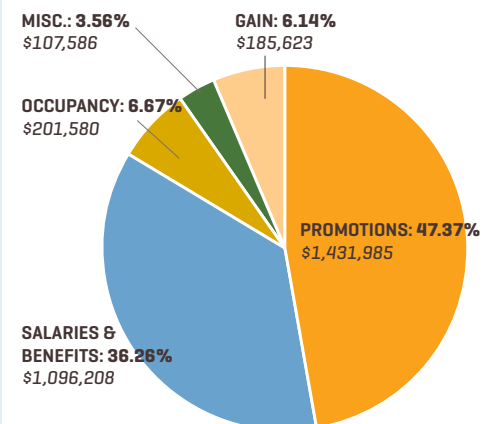


Campaign Kudos

Discover Lehigh Valley® took home the **Judges Choice award** and a **Gold Lehigh Valley ADDY®** in cinematography for its Eight Oaks video in the Lift Your Spirits video series, and **two Silver ADDY®s** for its Lift Your Spirits internet commercial campaign and sales kit.

2017-18 EXPENSES

\$3,022,982



413

PARTNERS 2017-18

PARTNERS IN 2016-17: 448

RETENTION RATE 2017-18: 88%

DLV PARTNER EVENTS

Discover Lehigh Valley® hosts a number of professional development events and seminars throughout the year. These signature events serve partners and the community at large by learning about current trends in the tourism industry, Discover Lehigh Valley® happenings and performance highlights, and more importantly, for continued growth in Lehigh Valley.

AWARD WINNERS

ANNUAL MEETING

Zenith Award:
Buick Club of America
Tourism Award:
National Museum of Industrial History

Board Recognized:
Paul Pierpoint
(2013 - 2017)

Charles Everett
(2012 - 2017)

Andrea Weismiller
(2011 - 2017)

*Kurt Landes**
(2008 - 2017)

*Denise Maiatico**
Outgoing Chair
*Served as an Officer

**TOURISM
MARKETING DAY**
**Spirit of Tourism
Award Winner:**
Paula Bonstein
Lehigh Valley
International Airport

ANNUAL MEETING LUNCHEON

Renaissance® Allentown Hotel • November 15

Attendees: 129

Discover Lehigh Valley® invited the tourism community to celebrate the accomplishments made during the 2016-17 fiscal year at its Annual Meeting. A recap of the highlights were presented by Alicia Quinn, Strategic Brand Manager and Suzanne Stianche, National Sales Manager, along with an overarching state of the industry which was presented by Michael Stershic, President.

TOURISM WITH A TWIST

July 26 - blue grillhouse - 25 attendees

September 27 - The View at Morgan Hill - 11 attendees

January 31 - Youell's Oyster House - 40 attendees

March 28 - Crayola Experience™ - 58 attendees

May 30 - Torre - 23 attendees

Bi-monthly happy hours, affectionately known as Tourism with a Twist, gave our partners the opportunity to mix and mingle with Discover Lehigh Valley® staff and friends in the travel and tourism industry.

TOURISM MARKETING DAY

DeSales University • June 13

Attendees: 110

The 8th Annual Tourism Marketing Day event provided insight into Discover Lehigh Valley®'s Sales & Marketing Plan and had engaging, educational sessions on a variety of topics affecting our industry.

Attendees enjoyed two tracks of educational sessions that introduced new marketing trends, proven sales techniques, and more. Our speakers offered top-notch tips that could be applied to any business. We also heard from Michael Chapaloney, Executive Director of Tourism for Pennsylvania Department of Community and Economic Development.

LUNCH & LEARNS

Discover Lehigh Valley® offered a number of free professional development sessions for industry partners. Centered around a casual lunch environment, these Lunch & Learn sessions welcomed nearly 250 attendees throughout the year for a variety of topics including:

- Curating User Generated Content for Social Media
- Four Ways to Maximize Your Partnership with Discover Lehigh Valley®
- Capturing Consumer Eyes: Tips for Developing Strong Creative
- Reaching LGBT Tourists
- Seven Steps to Building a Strong Proposal for Groups and Meeting Leads

Sponsors for these sessions included Red Robin Catering, Blue Mountain Resort, Whole Foods Allentown, the Bradbury-Sullivan LGBT Community Center, and the Lehigh Valley Center for Independent Living.



MARKETING

Lehigh Valley's success as an increasingly popular visitor destination takes the work of hundreds of businesses and thousands of people. While leisure tourism is our primary focus, marketing resources also support meeting, sports, and group markets. Discover Lehigh Valley® inspires people to visit and come back over and over again.



LEISURE Media Buy & Campaigns

OBJECTIVES

- Drive overall brand awareness.
- Generate out-of-market traffic, drive visits to local destinations.
- Strengthen local partnerships with key stakeholders.
- Increase engagement with Discover Lehigh Valley®'s digital brand.
- Generate additional marketing funds to fuel growth of the marketing / promotions budget.
- KPIs: Click-thrus [to website], Ad Engagement, Video Views

PARAMETERS

Primary Target

Audience: A25-54 with a slight skew toward women; HHI \$100k+

In-Market DMA [10%]: Allentown-Bethlehem-Easton

Out-of-Market

DMAs [90%]:

- Philadelphia
- New York [includes Northern NJ & Manhattan]
- Washington, D.C.
- Baltimore

FALL

Date: July 21–October 31, 2017

Total Spend: \$72,770

Outlets/Medium

Digital: Google Display Network, Video Network emphasis on Lifestyle & News Outlets, VisitPA.com, Facebook, YouTube, Instagram, DLV-TV

Out-of-home: Lehigh Valley International Airport

Themes

Brand Awareness, Summer/Fall Festivals & Events, Fall Fun, Handcrafted Here, Family Fun, The Arts, Small Inns & B&Bs

Performance/Results

Impressions: 6.2 million [not including TV or Airport]

Clicks: 90,000

41.2% were ages 35-44, 57.7% were female

Video View Rate: 28.4% vs. 30% industry benchmark [requires more than :30 of video to count as view]

Avg. CTR: 0.82% vs. 0.08% industry benchmark

Avg. CPC: \$1.45

Social Engagement Rate: 1.89%



HOLIDAYS & WINTER

Date: November 21, 2017–February 28, 2018

Total Spend: \$93,500

Outlets/Medium

Digital: Google Display Network, Google Search, VisitPA.com, Outbrain, Facebook, Instagram, DLV-TV

Out-of-home: Lehigh Valley International Airport

Themes

Brand Awareness, Holiday Festivals & Events, Lehigh Valley Holidays, Winter Fun, Romance, Libations, Small Inns & B&Bs, Deals & Discounts

Performance/Results

Impressions: 11.7 million [not including TV or Airport]

Clicks: 93,000

Avg. CTR: 0.79%

New York state saw the highest CTR, New Jersey was the second highest.

Avg. CPC: \$1.01

Engagement Rate: 1.42%

Co-Op Partners: Allentown Symphony, ArtsQuest™, City of Allentown, Crystal Cave, Dorney Park & Wildwater Kingdom, Downtown Bethlehem Association, Dutch Springs, Historic Hotel Bethlehem, Hunterdon Hills Playhouse, Hyatt Place Bethlehem, Just Born Quality Confections, Koziar's Christmas Village, Lehigh Valley Mall, Lehigh Valley Wine Trail, Lehigh Valley Zoo, Lost River Caverns, Pines Dinner Theatre, Sands® Bethlehem, and the State Theatre Center for the Arts.

Co-Op Investment: \$21,500

Lehigh Valley Holiday Events - Make Your Days Merry & Bright
[Ad] discoverlehighvalley.com/Holidays

Lift Your Spirits This Holiday Season With Festive Lehigh Valley Events!





MEETINGS Media Buy & Campaigns

SPRING & SUMMER

Date: March 1–June 30, 2018

Total Spend: \$155,430

Outlets/Medium

Digital: Google Display Network, Google Search, Remarketing, VisitPA.com, Outbrain, Facebook, Instagram, TripAdvisor, Media Max [targeted Lifestyle & News Outlets], DLV-TV

Out-of-home: Lehigh Valley International Airport

Print: *The National* [Amtrak Magazine]

Themes

Brand Awareness, Summer Festivals & Events, Romance, Rainy Day, Family Fun, Outdoor Recreation, History, Libations, Covered Bridges, Summer, Deals & Discounts, Music Festivals

Performance/Results

Impressions: 33.4 million [not including TV or Airport]

Clicks: 361,332

Avg. CTR [from digital exposure]: 3.09%

Remarketing Google Campaign drove the highest CTR individually at over 6.4%.

Avg. CPC: \$0.43

Engagement Rate: 7.94%

OBJECTIVES

Drive meeting planners to DLV website.

Maintain exposure of creative to meeting planners with goal of initiating interest in meeting in Lehigh Valley.

Key Performance

Indicators (KPI):

Click-thrus [to website]

PARAMETERS

Primary Target

Audience:

Meeting Planners
[corporate / SMERF],
Event Planners

In-Market DMA [10%]:

Allentown-Bethlehem-Easton

Out-of-Market DMAs [90%]:

- Philadelphia
- New York [includes Northern NJ & Manhattan]
- Hartford
- Washington, D.C.
- Hershey-Harrisburg-Lebanon-York

YEAR-ROUND CAMPAIGN

Date: July 1, 2017 - June 30, 2018

Total Spend: \$25,898

Outlets/Medium

Cvent.com, SmartMeetings.com, Meetings & Events PA, Meetings & Events Northeast

Performance/Results

Impressions: 30,000 [not including Cvent]

Clicks: 118

Avg. CTR: 0.39%

Co-Op Partners: J&J Luxury Transportation, Bear Creek Mountain Resort, Miller Symphony Hall, Blue Mountain Resort, Vault 634, Glasbern, Sands® Bethlehem, and The Center at Holiday Inn.

Co-Op Investment: \$3,200



LOOKING AHEAD:

Niche Marketing Advertising Dollars

Greater emphasis will be placed on the meetings and sports markets with an integrated marketing campaign, featuring paid digital and print advertising, as well as an increased social media push, including more video content and stronger positioning.



Developing International Markets

Many of the efforts were a result of a PA International Committee comprised of the State of Pennsylvania, Philadelphia CVB, The Countryside of Philadelphia, Butler County CVB, Discover Lehigh Valley®, Destination Gettysburg, Lycoming County CVB & Pocono Mountains CVB.

OBJECTIVE

Increasing international visits to Lehigh Valley.

STRATEGIES

Included marketing and selling to international travel trade, tour operators and travel agents for the FITs, international leisure group, and international meetings.

Total Spend: \$28,000

PA Mission to Germany

Visited the four cities of Hamburg, Berlin, Hanover, and Frankfurt holding sales calls with tour operators for product and marketing discussions and also training their sales teams to create awareness of our destinations and product.

Attended B2B and B2C evening events to meet consumers as well as trade partners; had face-to-face meetings, gave 5-minute presentation of Lehigh Valley, handed out a "thank you" bag.

Hamburg, September 4 - B2C event with 34 consumers at Wasserschloss Speicherstadt Hamburg. [Co-op with CANUSA]

Berlin, September 5 - B2C event with 38 consumers at iLand Berlin. [Co-op with USA-Reisen]

Frankfurt, September 7 - B2B event with 20 travel agents & business partners at Kameha Suite Frankfurt.

Conducted six sales calls with operators and FIT agents, trained 45 members of their sales teams, 72 consumers, 17 travel agents, and six business partners such as American Airlines.

Dedicated webpage in German on USA-Reisen featuring Lehigh Valley festivals, video, and key must-sees in the region.

Brand USA Partnership

Brand USA Inspiration Guide 2018 PA Co-op

print & digital,
30 million impressions within
21 countries and 10 languages

**PA Road Trips Co-op for
VisitTheUSA sites** [15 sites, 8
languages]: History, Culture,
Outdoors, Family

IPW 50th Anniversary Trade Show

with more than 6,000
Travel & Tourism professionals
from 70+ countries, including U.S. destinations, hotels,
attractions, sports teams, and transportation companies,
as well as international media, tour operators,
buyers, and wholesalers.

DLV participated in eight, one-on-one appointments
with buyers from six different countries, including Germany,
China, Austria, Jordan, and United Kingdom.

In addition, DLV met with 18 media representatives,
both international and domestic, for one-on-one
appointments.

DLV joined other PA DMOs in hosting a PA Happy Hour,
where around 85 buyers attended.



Team PA gathers in Hamburg, Germany for a B2C reception.



EMAIL MARKETING

By the numbers

	Average Open Rate	Click-Through Rate
Leisure	15.4%	2.5%
Partners	27.4%	8.6%
Group Tour	26.7%	2.8%
Meetings	23.5%	1.9%

The tourism industry average for open rates is 15.53%, while the average CTR is 7%. DLV has room to close the gap on the CTR over the next year with more A/B testing and automation services.

TOTAL NEWSLETTER COMMUNICATIONS
SENT TO TOTAL SUBSCRIBERS

423,689

LEISURE [12 NEWSLETTERS]

15,665

PARTNER [12 NEWSLETTERS]

555

GROUP TOUR [2 NEWSLETTERS]

1,353

MEETINGS [4 NEWSLETTERS]

NEWSLETTER SUBSCRIBERS, 2017-18

Over the last year, DLV has moved away from general leisure travel shows and the traditional lead generation process, allowing for targeted Facebook advertising that promotes email sign-ups and a much more qualified lead to connect with through email communications.



39,392

LEISURE
SUBSCRIBERS

+ INCREASE OF 23.8%



1,302

PARTNER
SUBSCRIBERS

+ INCREASE OF 7.2%



314

GROUP TOUR
SUBSCRIBERS

+ INCREASE OF 30.3%



407

MEETINGS
SUBSCRIBERS

+ INCREASE OF 36.6%



THE WEBSITE

DiscoverLehighValley.com

As the region's official visitor website, DiscoverLehighValley.com is the premier online, trip-planning resource with more than **1.6 million pageviews** annually, both leisure and business.

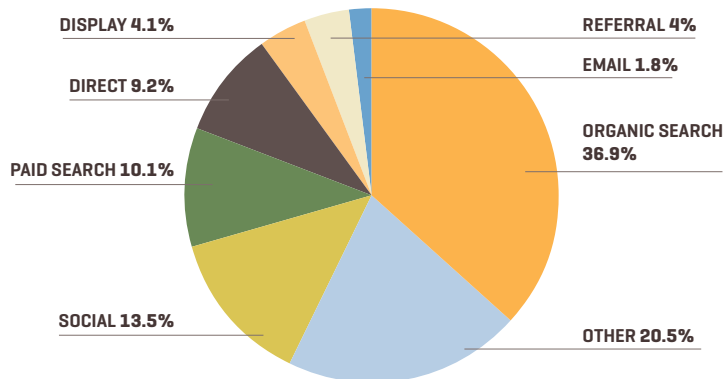
801,913

VISITS IN 2017-18

VISITS IN 2016-17: 520,106

+ INCREASE OF 54.1%

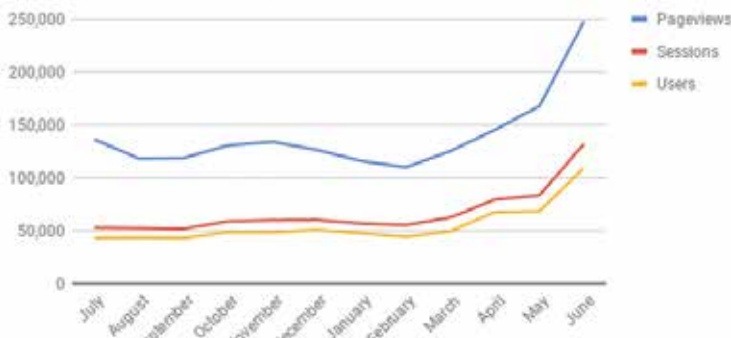
SOURCES OF TRAFFIC



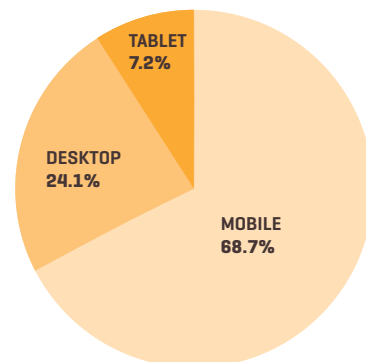
TOP 10 PAGES BY PAGEVIEWS

1. /events/
2. homepage
3. /things-to-do/date-night/
4. /things-to-do/outdoor-recreation/
5. /things-to-do/family-fun/
6. /trip-planning/deals-discounts/
7. /blog/post/bring-your-fun-inside-this-winter/
8. /things-to-do/
9. /things-to-do/history/
10. /events/lehigh-valley-holidays/

PAGEVIEWS, SESSIONS, AND USERS



DEVICE TRAFFIC



LOOKING AHEAD: DYNAMIC CONTENT PERSONAS

Key content will focus on serving curated content to users based on geolocation and/or new & return visitors to our website and matching that with a visitors' activity of content viewed on our site.



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 the State newsletters and guides, as well as organic and paid web traffic.

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

	Count
Social Media	4,051
Webform: Free Brochures & Maps	2,047
Facebook E-news Signup Ad	1,819
VisitPA.com	1,570
Webform: e-Newsletter Signup	1,348
Digital Ad	620
Trade Show	543
Search	466
Email	327
Contest	222
Pennsylvania's Reader Response	149
1-800-VisitPA	104
Billboard	24
Radio	22
Magazine/Newspaper	4

BROCHURE VIEWS/DOWNLOADS

	Views / Downloads
Official Visitors Guide	4,765
Covered Bridge	1,719
Log Cabin	28
Birding	25

Autoresponder

In this new product, DLV serves curated content to visitors who complete our form request for a Visitors Guide and/or free brochures. The content is served digitally, and immediately, based upon the interests the visitor shares with us. The content clicks through to the partner page.

TOP 10 PAGES BY PAGEVIEWS VIA AUTORESPONDER

*Autoresponder produced 3,234 pageviews
(October 2017 – June 2018)*

1. Blues, Brews & Barbecue Festival
2. Kutztown Folk Festival
3. Crayola Experience™
4. Christkindlmarkt
5. Hawk Mountain Sanctuary
6. Historic Bethlehem Holiday Tours
7. Easton Farmers' Market
8. Sands® Bethlehem
9. Historic Bethlehem Museums & Sites
10. Allentown Fairgrounds Farmers Market

LOOKING AHEAD:

Revenue Generator

Over the past year, about 55% of users took advantage of the content they were served within the Autoresponder. Rather than DLV selecting and managing who to serve, this has become a revenue asset, striving to attract paid partners to recommend and help the consumer/visitor make an informed decision when planning their visit or getaway.

SOCIAL MEDIA

Discover Lehigh Valley® relies on social media channels to help spread the word about happenings in the region. Targeted social advertising efforts were brought in-house in January of 2017 with a continued focus on growing audiences across Facebook & Instagram while also reaching new subscribers interested in receiving email communications from DLV.

By the numbers

126,137 

FACEBOOK PAGE LIKES

UP FROM 108,155 IN 2016-17 + INCREASE OF 16.6%

21,163 

INSTAGRAM FOLLOWERS

UP FROM 17,393 IN 2016-17 + INCREASE OF 21.6%

6,241 

#LiftYourSpiritsDLV TAGGED POSTS, 2017-18

UP FROM 3,031 FROM 2016-17 + INCREASE OF 105.9%

51,416 

TWITTER FOLLOWERS

UP FROM 45,234 IN 2016-17 + INCREASE OF 13.6%

817,170 

YOUTUBE VIDEO VIEWS

UP FROM 661,506 IN 2016-17 + INCREASE OF 23.5%

PUBLIC RELATIONS

Through a continued partnership with Vault Communications, Discover Lehigh Valley® has worked to increase awareness of Lehigh Valley to a wide range of journalists in the travel sphere, as well as in niche market publications. Relationships are cultivated via one-on-one press visits, media FAM tours, networking events, and more.

Media FAM trips

With the support of Vault Communications, Discover Lehigh Valley® hosted two group Media FAM (familiarization) tours.

OCTOBER 2017

Writers had the chance to explore fall happenings throughout the region with stops at the **Easton Farmers' Market**, **Easton Public Market**, **Seiple Farms**, **Galen Glen Winery**, **Crayola Experience™**, and **Historic Bethlehem Museums & Sites**. Overnight accommodations were provided by the **Renaissance® Allentown Hotel**. Dining was hosted at the **Hamilton Kitchen & Bar**, **Folino Estate**, the **Dime**, and **Historic Hotel Bethlehem**. Five journalists attended this FAM spanning outlets including *New Jersey Family*, *Metro US*, *Staten Island Advance*, and *Long Island Pulse*.

NOVEMBER 2017

A second group of writers explored Lehigh Valley's holiday charm with stops at **Christkindlmarkt Bethlehem**, the **National Museum of Industrial History**, **Vynecrest Winery**, and **Historic Bethlehem Museums & Sites**. Overnight accommodations were provided by **Sands® Bethlehem**. Dining was hosted by **Sands® Bethlehem**, **Glasbern**, and **Historic Hotel Bethlehem**. Eight journalists attended this FAM spanning outlets including *MyCentralJersey.com*, *Parents magazine*, *Mom's Guide to Travel*, *Fairfax Family Fun*, *Philadelphia Sun*, *OffMetro.com*, and *Mid-Atlantic Day Trips*.



We had the best time!"

—Annie McBride,
offMetro



I am still basking in the good memories of the weekend.

Thanks again."
—Gracelyn Santos,
Staten Island Advance

AD
ARCHITECTURE DIGEST

NATIONAL
TRAVELER

MEN'S JOURNAL

DAILY NEWS
NYDAILYNEWS.COM

PHILLY
VOICE

Reader's
digest

USA TODAY

GROUP
TRAVEL LEADER
INC.



Lehigh Valley in the Headlines

U.S. News & World Report:

AMERICA'S 50 PRETTIEST WINTER TOWNS

Philly Voice:

PA BACON FEST IS TWO-DAY CELEBRATION OF THE SAVORY BREAKFAST STAPLE

POPSUGAR:

CHRISTMAS-LOVERS NEED TO ADD THESE 15 CITIES TO THEIR HOLIDAY TRAVEL LIST

Meetings + Events:

ALLENTOWN IS ATTRACTING PLANNERS TO ITS HOTELS AND RESTAURANTS

Group Tour Travel Leader:

DECLARE YOUR INDEPENDENCE: PLAN FOUR DAYS OF FUN IN PENNSYLVANIA

National Geographic Traveler:

50 STATES ROAD TRIPS

PA Meetings & Events:

PARTY ANIMALS: LOOK TO THE ZOO FOR AN EVENT OF A DIFFERENT STRIPE

USA Today:

THE MOST UNDERRATED TOURIST STOPS IN EVERY STATE

New York Daily News:

FIVE COOL SUMMER DAY TRIPS FROM NEW YORK CITY

Men's Journal:

13 AMAZING BARS AND PLACES TO WATCH THE WORLD CUP AROUND THE GLOBE

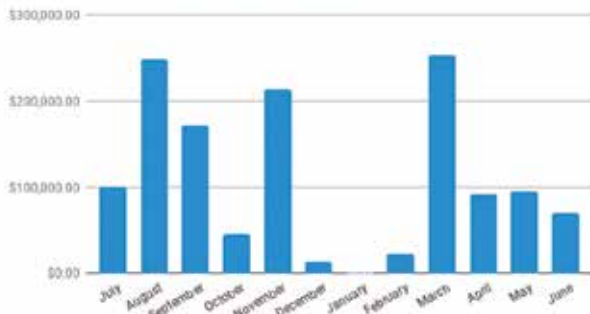
Architectural Digest:

THE 25 MOST CHARMING DRIVE-IN MOVIE THEATERS LEFT IN AMERICA

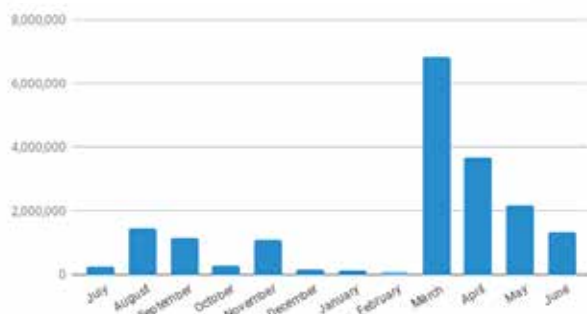
Reader's Digest:

15 MOST UNDERRATED AMERICAN CITIES WORTH A VISIT

AD EQUIVALENCY



MEDIA IMPRESSIONS RECEIVED



LOOKING AHEAD:

MATPRA

Discover Lehigh Valley® maintains a strong relationship with the Mid-Atlantic Tourism Public Relations Alliance. Moving into the 2018-19 fiscal year, Kaitie Burger will continue her time as an elected member of the Board of Directors serving as the Chair of the organization. DLV supports the MATPRA mission by participating in the annual Marketplace event, submitting content for group press releases, and maintaining relationships within the industry.



SPORTS

Together with PA Sports, Discover Lehigh Valley® Sports is an integral part of the economy of Pennsylvania, as well as Lehigh Valley.

TOP 5 GREATEST IMPACT EVENTS

1. Three Spartan Races were held in July over back-to-back weekends, which brought an estimated **14,600 competitors / athletes**.
2. In August and June, the region hosted three Lehigh Valley United Tournaments which brought **193 teams** and **4,974 players**.
3. Two Lehigh LaxFest Tournaments were held in June with **260 teams** and **5,720 players** participating.
4. In July and June, four lacrosse tournaments with two different organizers brought **362 teams** and **9,528 players**.
5. Four bowling events from two event directors were hosted in November and December bringing **330 teams** and a total of **3,160 bowlers**.



MAKING CONNECTIONS

Discover Lehigh Valley® Sports teamed up with PA Sports to make **232 connections** over two shows.

National Association of Sports Commissions (NASC) Symposium

April 2018 • Minneapolis, MN • **Connections: 117**

SportsTravel magazine's Annual TEAMS Conference + Expo

October 2017 • Orlando, FL • **Connections: 115**

By the numbers

41

DLV SPONSORED/HOSTED EVENTS

2,192

PARTICIPATING
TEAMS

63,855

VISITORS
[1.5 parents per athlete]

42,570

ATHLETES

\$330

AVERAGE DIRECT SPEND
BY VISITORS

NOTEWORTHY

Due to Lehigh Valley's storied wrestling history, the region was awarded the USA Wrestling World Team Trial Championship Qualifier. This was one of three wrestling events that were held in February, April, and June with a total of 1,570 wrestlers.

Two NCAA Regional Championships were hosted: 2017 NCAA Cross Country Regionals and the 2018 Men's Division 1 Hockey Regionals.

LOOKING AHEAD:

Future events

With Lehigh University being nationally renowned for their cross-country course and setting attendance records every year, the region was awarded two NCAA Championships: 2019 and 2021 Division 1 Men's and Women's Cross Country Regionals. Also awarded for the second time in five years is the 2019 USA Track & Field Cross-Country Club Nationals.

Lehigh Valley will also host the 2019 NCAA Men's Division 1 Hockey Regional Championship. And, in 2019 the third consecutive Indoor Auto Racing Championship will be held at the PPL Center.

MEETINGS

Lehigh Valley's location and variety of unique meeting spaces make us an attractive destination for meeting and event planners and organizers.

TOP 3 EVENTS HOSTED BY DLV

1. Suburban Philadelphia Planners Reception at Davio's King of Prussia on January 23
2. Mixology event at Stone House at Stirling Ridge in Warren, NJ on April 4
3. FAM tour of Lehigh Valley, April 12-14

TOP 3 MEETINGS BROUGHT TO LEHIGH VALLEY

1. Mack Trucks Product Launch Event, September 13; Estimated Economic Impact (EEI) \$1,200,000
2. PA Economic Development Association Fall Conference, October 22-24; EEI \$65,000
3. Life Promotions Quake, February 9-11; EEI \$26,700

MAKING CONNECTIONS

930 connections made over 25 events. DLV hosted six of the events & attended 19 other events. DLV had a total of 59 appointments at three shows.

Small Market Meetings Conference
September 26-28 · South Bend, IN

22 one-on-one appointments

Christian Meetings & Conventions Association Annual Meeting
March 6-8 · Roanoke, VA

25 one-on-one appointments

Smart Meetings Mid-Atlantic
June 14 · Washington, D.C.

12 one-on-one appointments

MPI World Education Congress
June 2-5 · Indianapolis, IN

80 connections

MEETING LEADS

	No. of Leads	EEI <i>Estimated Economic Impact</i>	Attendees	Room Nights
Leads Open	7	\$217,977	784	1,317
Leads Booked	20	\$261,095	1,211	1,876
Leads Lost	20	\$646,352	4,928	3,986
Leads Cancelled	6	\$115,749	494	542
2017-18 Totals	53	\$1,241,173	7,417	7,721
2016-17 Totals	48	\$987,601	7,602	7,581

CVENT RFPs (REQUEST FOR PROPOSALS)

	FY 2017-18	FY 2016-17
Cvent RFPs	26	22
Total Room Nights	3,761	3,904
Total RFP Value	\$1,508,359	\$1,552,002

CVENT PLANNER INFO

	FY 2017-18	FY 2016-17
LM Mediaworldwide Hotel Blocks	--	10
HelmsBriscoe	10	5
ConferenceDirect	3	1
Lamont Associates	2	0
Kleinfeld Hotel Blocks	3	0
American Express	2	0
Others	6	6
Totals	26	22

MEETINGS MARKET REFERRALS

23
Clients

&

98
Partners

MEETINGS MARKET CONNECTIONS

930

Connections made over 25 events.

DLV hosted 6 of the events & attended 19 other events.



16

FAM TOUR
PARTICIPANTSAbsolute Events
By Corrine

Affair Events

Bridge Consulting
Corp.Capital Area
Intermediate UnitFirmenich
Incorporated

HelmsBriscoe

Meeting Professionals
ExpectationsPennsylvania
Association of RealtorsPennsylvania Library
AssociationPatty Stern Creative
Meeting & Event
ConceptsPenn State College of
Medicine Continuing
Education

PJM Interconnection

Southeast NJ
Seventh-Day Adventist

Shionogi Inc.

The Hershey Company®

Travel Leaders
CorporateFAM TOUR
RESULTS:RFPs from Helms-
Briscoe, Capital Area
Intermediate Unit,
The Hershey Company®One planner
visited Vault 634
since it openedRequests for additional
information on
meeting properties
from Pennsylvania
Association of
Realtors®

FAM TOUR PARTICIPANTS EXPERIENCE AREA HIGHLIGHTS

16 meeting planners and their guests gathered at **Sands® Bethlehem**, April 12-14. The group was transported on their tour of Lehigh Valley by **J & J Luxury Transportation**.

DAY 1

Opening event at **Lehigh Valley International Airport**.

A catered reception featuring Lehigh Valley craft beer, wine, and spirits where planners were able to mix and mingle with representatives from 14 hotels, unique venues, and attractions that cater to the meetings market.

Planners participated in a Community Service Project with coloring supplies donated by **Crayola®**. The finished coloring projects and Get Well cards were then donated to the pediatric unit at St. Luke's University Health Network.

DAY 2

Stop 1 Breakfast and Tour at **Easton Public Market**

Stop 2 **Martin Guitar Factory Tour**

Stop 3 **Luckenbach Mill** for lunch with catering by **The Center at Holiday Inn**

Stop 4 Free time in Downtown Bethlehem and at **Sands® Bethlehem**

Stop 5 Happy Hour at **Sands® Bethlehem**

Stop 6 View of the Valley dinner and tour at **Blue Mountain Resort**

DAY 3

Stop 1 **PPL Center** tour

Stop 2 **Renaissance® Allentown Hotel** tour

Stop 3 **Vault 634** sneak peek

Stop 4 Brunch at **The Hamilton Kitchen & Bar**



LOOKING AHEAD:

2019 highlights

The Barbershop Harmony Society Mid-Atlantic District Competition is coming to Miller Symphony Hall in Allentown on April 26-27, 2019 with headquarters at Renaissance® Allentown Hotel. Event organizers anticipate 400 attendees and 140 room nights for an EEI of \$25,000.

The Pennsylvania State Association of County Controllers is bringing their state conference to The Center at Holiday Inn July 21-25, 2019. Organizers are planning for 110 attendees and 210 room nights with an EEI of \$50,000.

GROUPS

We continue to work diligently with those partners who are group tour-friendly, and the harder we work, the more success we have in attracting tours to Lehigh Valley.

DLV ATTENDED 8 GROUP TOUR SHOWS IN 2017-18

Delaware Sales Mission with Sands® Bethlehem

November 29 & 30 · Milford, DE

Appointments: 9

Sands® Bethlehem and Discover Lehigh Valley® joined together for a group sales mission to Delaware. Over the course of two days, we traveled as far south as Milford, DE and ended our trip crossing the PA border to West Chester.

We offered information about the area and left office gifts. The gift bags were presented in a Discover Lehigh Valley® reusable grocery bag filled with lots of local favorites like Mike & Ikes® and crayons and some items for bus giveaways or office items, such as pens, pillboxes, and portable chargers. Just another way to bring awareness to the growing and blooming Lehigh Valley.

Going On Faith Conference · August 22 - 24 · Holmes County, OH

Connections: 29

Greater New Jersey Motorcoach Association

Annual Marketplace

October 11 - 12 · Atlantic City, NJ

Boomers in Groups · October 27 - 30 · Daytona Beach, FL

Connections: 32

American Bus Association Annual Marketplace

January 27 - 30 · Charlotte, NC

Connections: 50

Heartland Travel Showcase · February 16 - 18 · Buffalo, NY

Connections: 26

Pennsylvania Bus Association Marketplace with Historic Bethlehem Museums & Sites

March 27 · Utz Arena, York, PA

PBA travel suppliers lined the Expo Center walls bringing each of their regions to life with fun interactive booths. The show brought a total of 24 buses with over 900 group leaders and industry experts. Discover Lehigh Valley® partnered with Historic Bethlehem Museums & Sites to co-op a booth. We handed out special offers for tours, our visitor guides, and pillboxes. Other partners who participated were Sands® Bethlehem, Colebrookdale Railroad, and Penn's Peak.

Pennsylvania Bus Association Annual Meeting · June 16 - 21 · Williamsburg, VA

Connections: 18



723

TOTAL NUMBER OF
REFERRALS SENT
2017-18

LOOKING AHEAD:

More exposure

Discover Lehigh Valley® will aim to attract operators and motorcoach travel experts at the National Tourism Associations' Annual Travel Exchange in Milwaukee, WI in November 2018. We will have one-on-one appointments with 20-30 reps from ten states.

Lehigh Valley will host the Pennsylvania Bus Association Annual Meeting in June of 2020 at Sands® Bethlehem. We will showcase our region's group activities to over 320 motorcoach companies, operators, and suppliers.



NOTES



