

 *Discover*  
**LEHIGH VALLEY**

# ANNUAL REPORT

2018-19







## Dear Partners,

On behalf of the Discover Lehigh Valley® team and Board of Directors, we are pleased to present the 2018-19 Annual Report, which serves as a foundation on which a new era in our work is being built. It is easy to see the seeds of economic progress and profitability have been sown. And as a result of your unwavering support, DLV has experienced a very productive year with enhanced programs and services, aiding in the evolution of Lehigh Valley tourism.

Tourism is an essential part of Lehigh Valley's economy, bringing jobs and tax revenue to the region and state. Our attractions, events, and festivals help raise Lehigh Valley's profile as a national meetings, conferences, sports, and leisure visitor destination. Nearly 17 million visitors choose Lehigh Valley annually as the place to spend their time and money, while enjoying a quintessential destination experience.

Discover Lehigh Valley has the honor and privilege of marketing, promoting, and selling all aspects of tourism that fuel the visitor economy. This past fiscal year was momentous and as we look ahead, we are well positioned to continue optimizing Lehigh Valley's assets with a more efficient and effective approach. We are fortunate to live in this very special place, and to share it with people who visit from around the nation and across the globe. We look forward to continued partnerships, collaboration, and success in 2019-20!

Sincerely,

**ALEX MICHAELS**  
PRESIDENT & CEO

**KASSIE HILGERT**  
BOARD CHAIR



*As DLV transitions to a new fiscal year, I'm pleased and eager to work closely with our board of directors as the new board chair to help bolster the organization's efforts and advance its mission of attracting visitors while enhancing the quality of life here for our residents."*

**MIKE FEHNEL**, CHAIR-ELECT 2019-20

# 2018-19 Corporate Sponsors

## FOUNDATION LEVEL SPONSORS



## PRESENTING LEVEL SPONSOR:



## AMBASSADOR LEVEL SPONSORS



# Professional Affiliations

Amateur Athletic Union [AAU]

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]

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]

Meeting Professionals International [MPI] of:

New Jersey  
Philadelphia  
Middle Pennsylvania

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]

Public Relations Society of America

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]

# 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 6/30/19]

**Kaitie Burger** – Content & Communications Manager · kaitie@DiscoverLehighValley.com

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

**Jon Hartman** – CRM Administrator · jon@DiscoverLehighValley.com

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

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

**Bree Nidds** – Vice President of Sales · bree@DiscoverLehighValley.com

**Alicia Quinn** – Vice President of Marketing & Strategic Alliances · alicia@DiscoverLehighValley.com

**Deborah Snyder** – Administrative Assistant · debbie@DiscoverLehighValley.com

**Jamie Zackey** – Sales and Services Manager · jamie@DiscoverLehighValley.com



## DLV HQ

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



@LehighValleyPA

## Board of Directors 2018-19

**KASSIE HILGERT**  
BOARD CHAIR  
ArtsQuest™

**MIKE FEHNEL**  
VICE-CHAIR  
Dorney Park & Wildwater Kingdom

**CHARLES H. D. REECE**  
SECRETARY  
Renaissance® Allentown Hotel

**NATHAN ECKHART**  
TREASURER  
C.F. Martin & Company

**DENISE MAIATICO**  
IMMEDIATE PAST CHAIR  
Meyer Jabara Hotels

**JAMIE BALLIET**  
State Theatre Center for  
the Performing Arts

**DARREN BETTERS**  
Lehigh/Northampton  
Airport Authority

**DENNIS COSTELLO**  
Historic Hotel Bethlehem

**DON CUNNINGHAM**  
Lehigh Valley Economic  
Development Corporation

**CHARLENE  
DONCHEZ MOWERS**  
Historic Bethlehem Museums & Sites

**DIANE FEGLEY**  
Fegley's Brew Works

**T. ANTHONY IANNELLI**  
Greater Lehigh Valley  
Chamber of Commerce

**FRANK KANE**  
County of Lehigh

**ROBIN LYSEK**  
Air Products and Chemicals, Inc.

**SALLY MCCORRISON**  
AAA East Central - East Penn Region

**ALEX MICHAELS**  
Discover Lehigh Valley®

**PATRICK RYAN**  
Wind Creek Bethlehem

**TINA SMITH**  
Northampton County  
Department of Community &  
Economic Development

**JODIE STETZ**  
Lehigh Valley Restaurant Group  
[Red Robin]



# OUR MISSION

**BUILD THE REGION'S IMAGE.**

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**DRIVE VISITATION.**

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**BOOST THE ECONOMY.**

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Everything we do at Discover Lehigh Valley®, we do to achieve these goals. The focus of our marketing and communications strategy? Mid-Atlantic residents looking 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, 2018-June 30, 2019.

## **HOTEL TAX PRIMER**

Guests pay a 10% tax on Lehigh & Northampton county hotel rooms. So, how is that money divided, and who gets it?

### **Sales Tax = 6%**

- 6% to Commonwealth of Pennsylvania

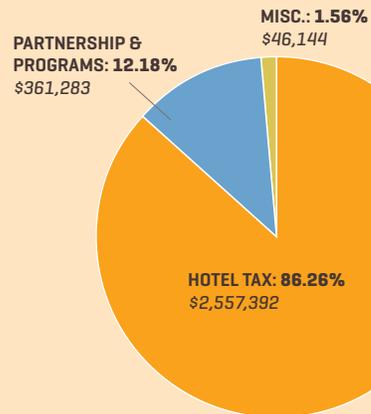
### **Hotel Tax = 4% shared by the following entities:**

- Lehigh County
- Northampton County
- Lehigh Valley Economic Development Corporation
- Discover Lehigh Valley®

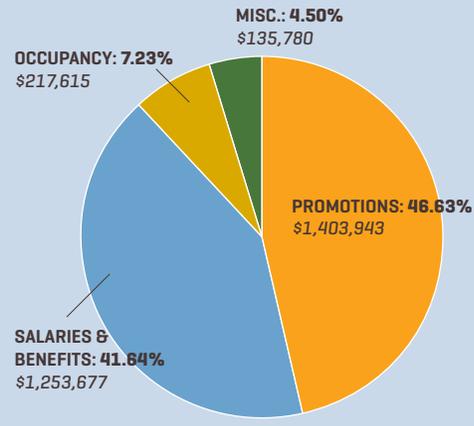


**2018-19 REVENUE**

\$2,964,819

**2018-19 EXPENSES**

\$3,011,015

**404 PARTNERS 2018-19**

PARTNERS IN 2017-18: 413 · RETENTION RATE: 95%

**LOOKING AHEAD:****Non-partnership**

DLV will transition away from being a membership organization, eliminating dues to be listed on DiscoverLehighValley.com or included in general marketing and promotions. With the hotel tax collection, destination marketing organizations have moved to this model, ensuring coverage and support through the hotel tax. This new model opens up possibilities to showcase businesses (partners) that are strong contributors to the Lehigh Valley experience and reside within Lehigh & Northampton counties. DLV continues to strive to bring new visitors into the region by telling great stories that showcase the varied and diverse tourism assets.



# 2018 VISITOR RESEARCH

DLV contracted with **Longwoods International** on a visitors research program surveying 300,000 Americans' travel habits for 2018. Longwoods captured volume and spending of travelers to Lehigh Valley, as well as a visitor profile of the U.S. domestic day and overnight travel markets.



**16.5M**  
VISITORS IN 2018



**\$121**  
AVERAGE SPENT PER PERSON ON OVERNIGHT TRIPS



**\$52**  
AVERAGE SPENT PER PERSON ON DAY TRIPS

VISITOR SPENDING  
IN LEHIGH VALLEY IN 2018:

**\$1.2B**

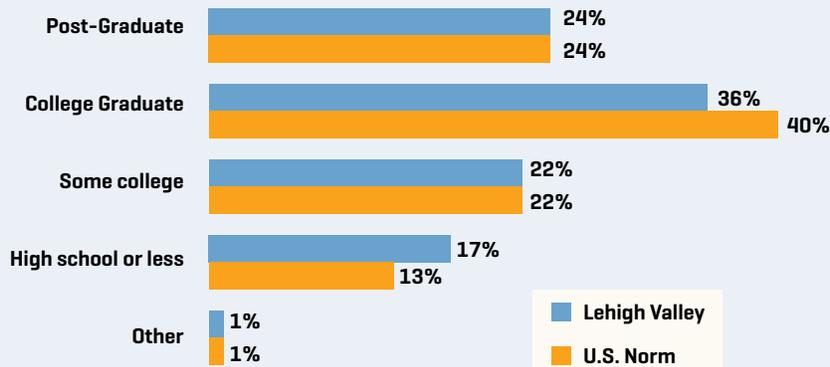
BILLION IN SPENDING DAY + OVERNIGHT TRIPS

**32%**

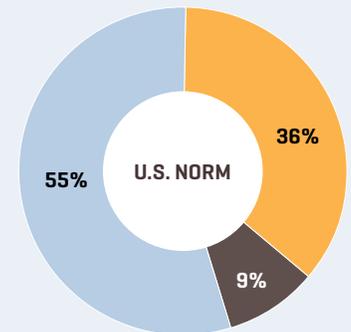
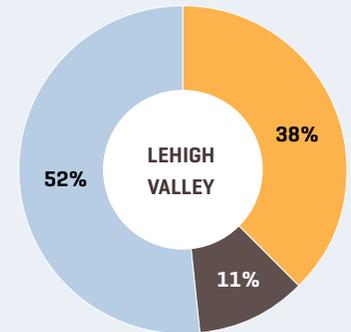
OVERNIGHT TRIPS, UP 6.1% FROM 2017

## VISITOR PROFILE

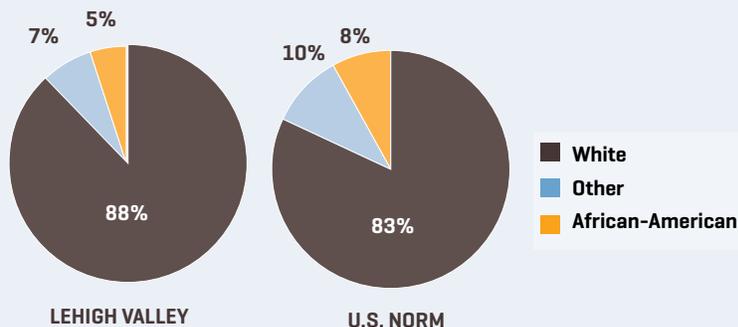
### EDUCATION



### EMPLOYMENT

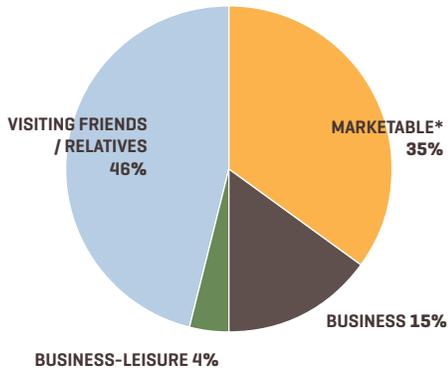


### RACE



■ Full time / self-employed  
■ Not employed / retired / other  
■ Part Time

**REASON FOR TRAVEL**



\*Marketable trips are those influenced by marketing efforts.

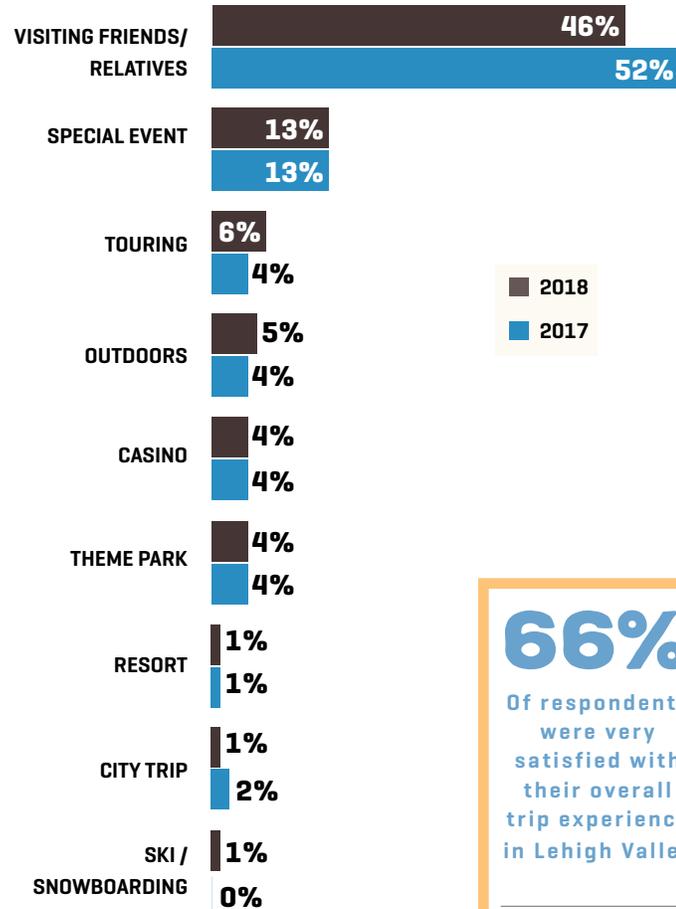
**TOP FEEDER STATES FOR VISITORS**

1. Pennsylvania
2. New York
3. New Jersey
4. Florida
5. Delaware

**TOP INFO SOURCES FOR TRIP PLANNING:**

- 14%** A hotel or resort
- 13%** Online travel agencies
- 12%** Advice from relatives or friends

**PRIMARY PURPOSE OF LEISURE TRIP**



**66%**  
Of respondents were very satisfied with their overall trip experience in Lehigh Valley

**2.6**  
Nights Average Length of Stay

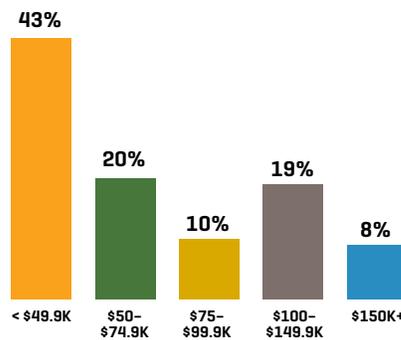
**2.7**  
People Average Party Size

**52%**  
of overnight travelers planned their trips 2 months or less in advance

**POPULAR ACTIVITIES FOR OVERNIGHT TRIPS TO LEHIGH VALLEY:**

- SHOPPING 33%**
- BAR OR NIGHTCLUB 11%**
- FINE OR UPSCALE DINING 11%**
- THEME PARK 10%**
- LANDMARK OR HISTORIC SITE 9%**

**HOUSEHOLD INCOME**



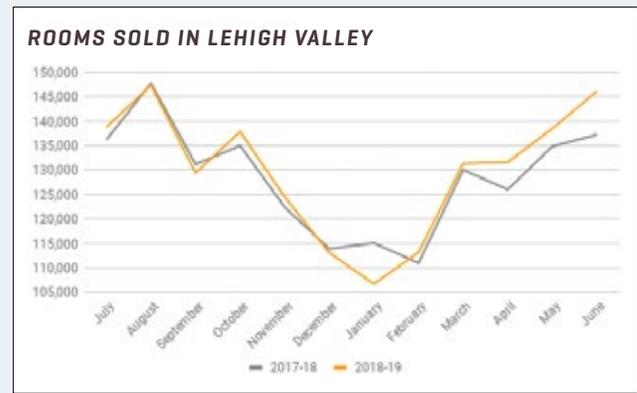
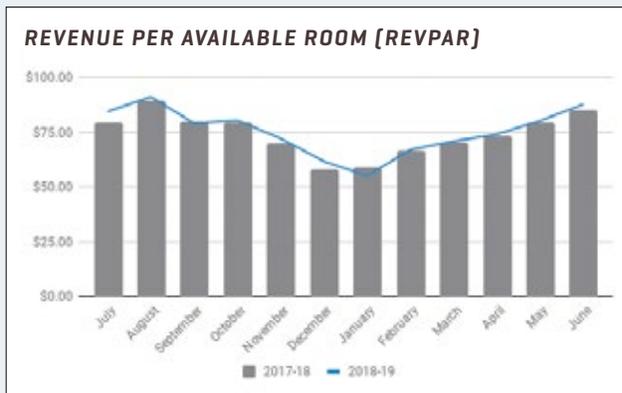
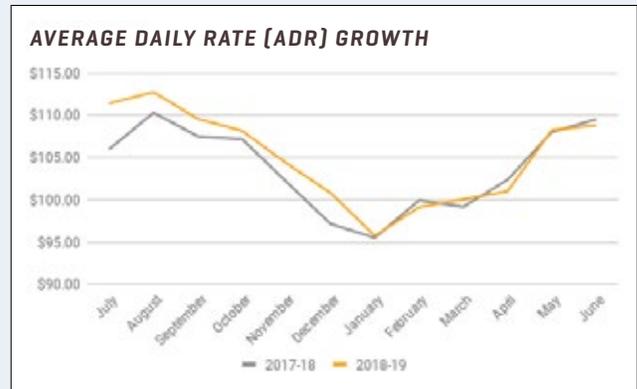
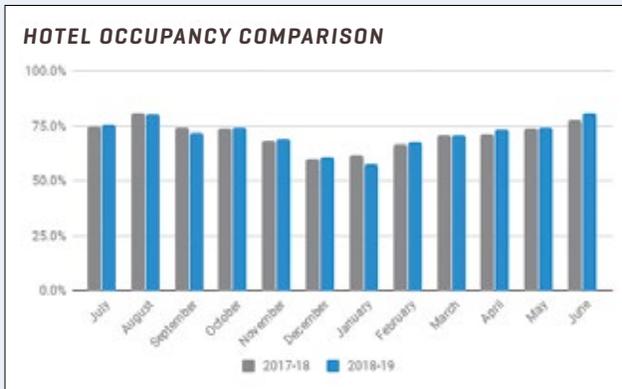
**SEASON OF TRIP**



**Smith Travel Research (STR)** is the recognized leader in the hospitality industry benchmarking around the globe. DLV has continued to receive a monthly report from STR, who is working with hotels in the region to collect data on overnight guests highlighting occupancy, average daily rate, revenue per available room, supply, and demand.

**Average Daily Rate (ADR)** is a measure of the average rate paid for rooms sold.

**Revenue Per Available Room (RevPar)** is the gold standard metric around the industry, measuring both occupancy and ADR by dividing the total room revenue by total number of available rooms.



In partnership with **VisitPA** and select Pennsylvania destination marketing organizations, DLV has subscribed to a **VisaVue** report, gaining insight from international markets to Lehigh Valley with a Visa spend in 2018. This new study shows the different markets and their Visa cardholders who have spent dollars within Lehigh and Northampton county.

Within the Pennsylvania participants of nine regions, Lehigh Valley has ranked 7th with a spend of more than \$6.27 million. Here are the top 10 countries contributing to our Visa spend.

**TOP ORIGINATING COUNTRIES BY SPEND, VISAVUE**

1. Puerto Rico: \$1,220,682
2. Canada: \$977,930
3. China: \$777,181
4. Dominican Republic: \$582,425
5. United Kingdom: \$279,724
6. Ecuador: \$167,693
7. Germany: \$138,592
8. Japan: \$107,846
9. Saudi Arabia: \$90,855
10. Mexico: \$88,019

# 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.

## ANNUAL MEETING & RETIREMENT SOIRÉE HONORING MICHAEL STERSHIC

ArtsQuest™ Center at SteelStacks™

November 13, 2018

Attendees: 222

Discover Lehigh Valley® invited the tourism community to celebrate the accomplishments made during the 2017-18 fiscal year and to honor outgoing President, Michael Stershic, for his 14 years of service and commitment to Lehigh Valley tourism. A recap of highlights and overarching state of the industry was presented by Michael Stershic, president. Incoming President Alex Michaels was also introduced to DLV Partners.

Awards presented:

**ZENITH AWARD: Mack Global Dealers Summit 2017**

**TOURISM AWARD: Vault 634**

**BOARD MEMBER RECOGNITION:**

**Mike Axiotis** (2012-2018) · **Laura Di Liello** (2010-2018)

**George Blum** (2012-2018) · **Vicky Lozano** (2012-2018)

**Sam Landis** (2012-2018)

## TOURISM WITH A TWIST

**July 25: Fegley's Allentown Brew Works**, 18 attendees

**September 26: 1774 Grille & Tap**, 21 attendees

**January 31: Emeril's Fish House**, 34 attendees

**March 28: Vault 634**, 50 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.

## LUNCH & LEARNS

Discover Lehigh Valley® offered a number of complimentary professional development sessions for industry partners. Centered around a casual lunch environment, these Lunch & Learn sessions welcomed guests for a variety of topics including:

- Getting Familiar with FAMs
- Make Your Mark: Storytelling through Video
- Curating User Generated Content for Social Media
- Tactics for Public Relations

Sponsors for these sessions included **Mountain Hawks Sports Properties** and **St. Luke's University Health Network**.



# MARKETING

Many visits to Lehigh Valley begin because of a friend’s recommendation, an influencer’s Instagram post, or a journalist’s feature story. Other visits to Lehigh Valley begin because of an ad. We ran several different ads, in new and traditional forms, in all seasons, and in pursuit of all different kinds of travelers.

The media buy across leisure, meetings, and sports skewed heavily to digital but allowed for multiple touch points across different mediums this year to not only reach more, but to engage the same user in a different forum.



**30,900,000+**

TOTAL IMPRESSIONS

*8 targeted markets:*

**NEW YORK DMA**

**PHILADELPHIA DMA**

**WASHINGTON, D.C. DMA**

**BALTIMORE DMA**

**HERSHEY/HARRISBURG/  
LEBANON/YORK DMA**

**WILKES-BARRE/SCRANTON DMA**

**HARTFORD DMA**

**LEHIGH & NORTHAMPTON COUNTIES**

**88**

DIGITAL ADS

**29**

BILLBOARDS

**19**

PRINT ADS

**PERSONALITIES TARGETED:**

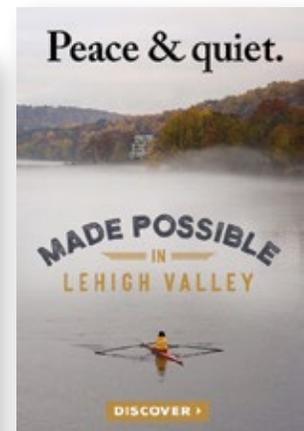
- » Travel Buffs
- » Art & Theater Aficionados
- » Family-Focused
- » Outdoor Recreation
- » Hotels & Accommodations
- » Shopping
- » Restaurants
- » Events & Festivals
- » Historical Sites & Buildings



OUT-OF-HOME



DIGITAL ADS

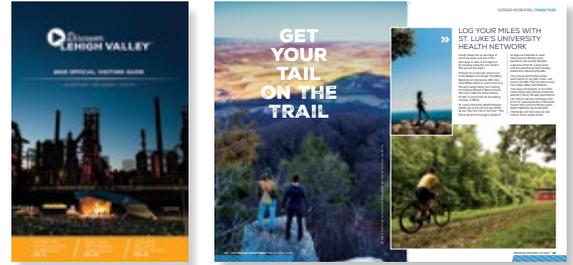


**HAPPY TRAVELER STATE VISITORS GUIDE**



Happy Traveler is the official Pennsylvania Travel Guide for the Pennsylvania Tourism Office. With a print circulation of 200,000 in 2019, 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 this region.

**DLV OFFICIAL VISITORS GUIDE**



Through collaboration with Miles Partnership, DLV produced 175,000 visitors guides with a new fresh and enhanced look. The 2019 playful guide integrated inspirational story ideas and a sleek design to highlight the many ways visitors can lift their spirits in our great region, whether they seek it out in our rich historical sites, greater-than-great outdoors, trendsetting city hotspots, or unforgettable family attractions. Readers also discovered recommendations on what to do in our towns, seasonal bucket list ideas, dining showcasing local flavors, how to make the most of a visit by exploring festivals & events, tips on where to stay and shop, and exclusive special offers.

**PRINT ADVERTISING**



**LOOKING AHEAD:  
Made Possible marketing**

With the onset of the Made Possible in Lehigh Valley campaign, future creative pieces and campaigns will embrace this message to further integrate the partnership of economic development and tourism. Key concepts will leverage the quality of life assets that not only inspire travel, but spur new business growth and talent acquisition, while keeping Lehigh Valley top of mind as a place to live, work, and play.

Video will be leveraged, as well as key partnerships, to elevate the region and our partners about life in Lehigh Valley. Advertising messages will be integrated through social media, public relations, blogs, and newsletters.

# MADE POSSIBLE IN LEHIGH VALLEY

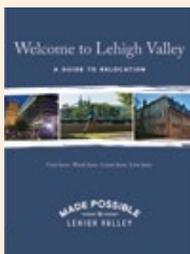
Made Possible in Lehigh Valley is a storytelling device, a campaign concept, and a rallying cry developed by Lehigh Valley Economic Development Corporation (LVEDC) and Bravo Group, Inc. It asks those who live in Lehigh Valley to celebrate and those outside the region to consider. Lehigh Valley exists today because of where it's been. Together, we will shape what is made possible tomorrow.

Fundamental to Made Possible in Lehigh Valley is the idea that multiple organizations can work together on behalf of the region, which is why Discover Lehigh Valley is a champion of this campaign.

In 2018-19, DLV and LVEDC collaborated more than ever before. Using our combined resources, we curated content and implemented eye-catching creative for billboards, digital ads, and social media efforts across Lehigh Valley to drum up excitement and brand awareness of the campaign.

The collaboration highlighted other needs as well, such as the need for information about relocation. Together, DLV and LVEDC curated the content that someone considering a move to Lehigh Valley would be interested in—information to Visit Here, Work Here, Learn Here, and Live Here.

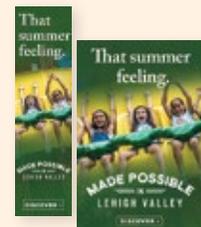
Look for more joint marketing initiatives and advertising of this campaign to come in 2019-20.



**RELOCATION  
GUIDE**



**BILLBOARDS**



**DIGITAL DISPLAY  
ADS**



**WEBSITE & VIDEO  
CONTENT**



**SOCIAL**

# THE WEBSITE

The 2018-19 year was a successful year for **DiscoverLehighValley.com**. Overall, organic traffic has increased year-over-year, with more traffic going to the region pages, along with an increase in traffic to the partner listing pages and blog posts. As we review organic engagement metrics, the website outperformed industry averages on pages per session, average session duration, and bounce rate.

**PROUD MOMENTS IN A RECORD-SETTING YEAR:**

- An evolved digital content strategy that's more effective
- An expanded content marketing and distribution strategy to grow the reach of our messaging
- The use of trackable links that help us monitor traffic coming to our website from paid advertising and the visiting journalists and influencers we hosted
- The use of advanced targeting techniques on Facebook and Instagram to help our ads perform better, ultimately driving more traffic to DiscoverLehighValley.com

# 2,043,657

PAGEVIEWS IN 2018-19 **↑ INCREASE OF 22.13%**

## By the numbers

**↑44%** **↑30%**

ORGANIC SEARCH TRAFFIC

UNIQUE VISITORS

**↓14%**

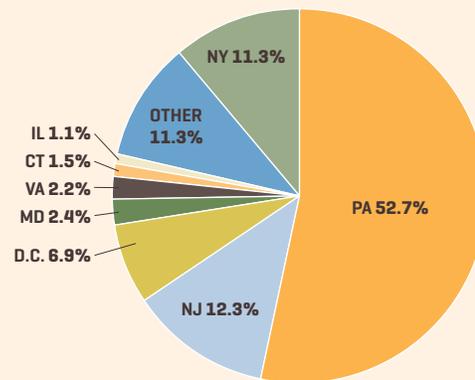
LESS BOUNCES ON THE SITE

# 523,000

EMAILS DELIVERED RESULTING IN A REACH OF:

# 82,196

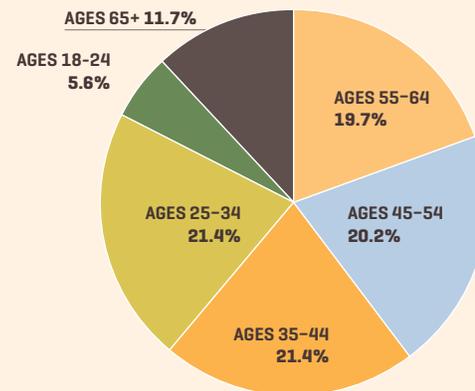
### AUDIENCE GEOGRAPHY



### TOP 10 PAGES BY PAGEVIEWS

1. Calendar of Events
2. Homepage
3. Summer Seasonal Page
4. Things To Do / Outdoor Recreation
5. Things To Do
6. Meetings
7. Things To Do / Family Fun
8. Lehigh Valley Holidays
9. Deals & Discounts
10. Things to Do / Date Night

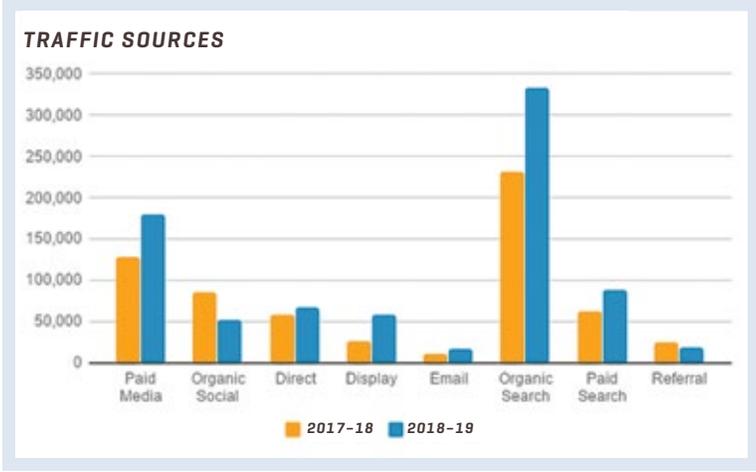
### WEBSITE USER AGE DEMOGRAPHICS



# 1,027,757

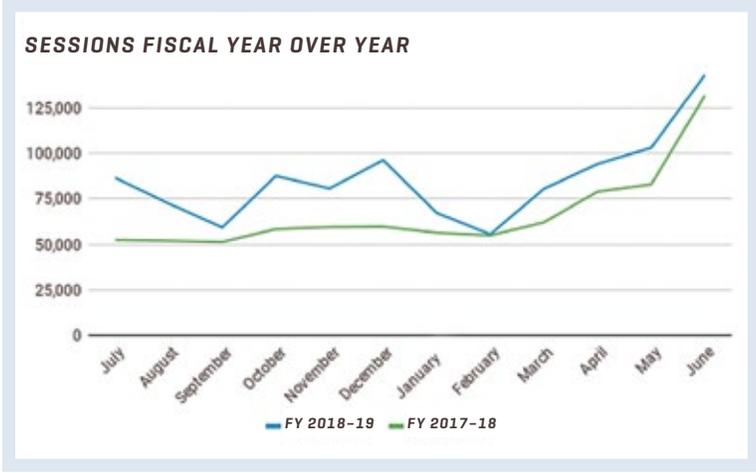
VISITS IN 2018-19

**↑ INCREASE OF 28.16%**



**LEADS**  
 Leads are the sources from which we receive requests for information about Lehigh Valley: visitors guides, brochures, newsletters, and more. They come from our website through forms, social media posts and ads, our presence with VisitPA, 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.



Lead Source	No. of Leads
Facebook E-news Signup Ads	9,138
Webform: Free Brochures & Maps	3,554
VisitPA.com Leads	2,310
Webform: e-newsletter Signup	1,568
Pennsylvania's Reader Response	1,420
Email	1,231
Search	656
Digital Ad	393
1-800-VisitPA	367
Trade Show	58
Billboard	50
Radio	48

**LOOKING AHEAD:**  
**Content opportunities**

Next year our focus will be looking at new content opportunities to help drive more organic traffic to the website, looking for blogs we can re-purpose to take advantage of annual/seasonal topics on pages that have already been indexed, and reviewing website engagement to identify ways we can continue to keep organic visitors engaged with the content provided.

# SOCIAL MEDIA

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

## By the numbers

# 2,200,000

IMPRESSIONS PER MONTH, AVERAGE

# 144,038



FACEBOOK PAGE LIKES

46,567 AVERAGE ENGAGED USERS PER MONTH

# 26,186



INSTAGRAM FOLLOWERS

AVERAGING 4.3K LIKES PER MONTH

# 51,292



TWITTER FOLLOWERS

AVERAGING 72K IMPRESSIONS PER MONTH

# 896,413



YOUTUBE VIDEO VIEWS



# 10,322

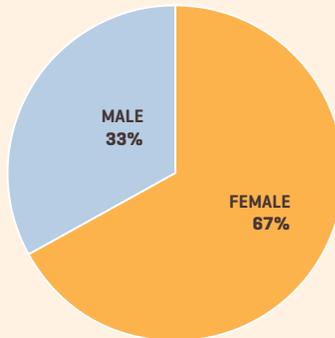
#LiftYourSpiritsDLV  
TAGGED POSTS TO DATE



# 9,138

total newsletter leads via  
Facebook collected at an  
average cost per lead of  
only \$1.03

FACEBOOK FOLLOWER  
BREAKDOWN



TOP AGE GROUPS

- 35-44 [25% of total audience]
- 45-54 [23% of total audience]

TOP CITIES, FACEBOOK

1. Allentown
2. Bethlehem
3. NYC
4. Philadelphia
5. Easton

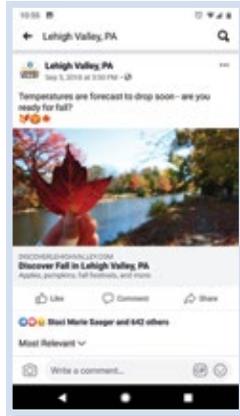
TOP STATES, FACEBOOK

1. PA
2. NY
3. NJ
4. MD
5. D.C.

## f TOP FACEBOOK POSTS

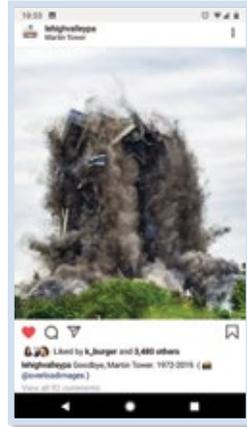


**#1**  
"Prepare your appetites"  
BaconFest video by  
John Sterling Ruth



**#2**  
"Ready for fall?"

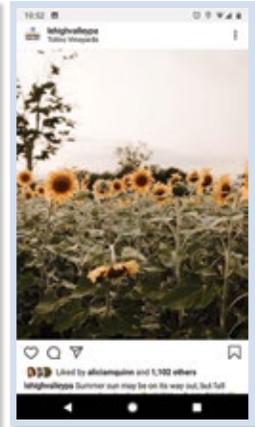
## @ TOP INSTAGRAM POSTS



**#1**  
"Goodbye Martin Tower"



**#2**  
"SteelStacks sunset"



**#3**  
"Sunflowers"

## VIDEO ASSETS

This fiscal year, DLV worked with local production companies to produce short video clips that are specifically edited to be ideal for use on Facebook and Instagram. These videos ranged in length from 12-20 seconds and use music or ambient audio to enhance the footage; nothing is lost when watched on mute in-feed. Themes include festivals and events, family fun, outdoor recreation, history, arts, and food & beverage. The team continues to develop additional video assets that can be used on social channels and also be distributed to media outlets for potential coverage.

## MADE POSSIBLE IN LEHIGH VALLEY

In addition to organic coverage of the Made Possible in Lehigh Valley Campaign, the DLV team ran ads on Facebook and Instagram throughout the months of May & June that highlight the new initiative, driving brand awareness. The ads were targeted to drivable DMAs in two age brackets: 24-34 and 35+ with creative that corresponded with each audience. More than 7.5 million impressions were delivered throughout this campaign resulting in more than 162k clicks to the website with a CTR of 2.37%.

## CROWDRIFF

Discover Lehigh Valley® completed its first full year on contract with Crowdriff, a vendor that helps collect and organize user generated content (UGC) to help populate digital and print content. DLV has developed more than 25 galleries that can be viewed on DiscoverLehighValley.com including in headers of main pages like Outdoor Recreation and Family Fun, as well as smaller themed blog posts. DLV has acquired usage rights to more than 900 images through the platform and continues to utilize these UGC assets as re-posts on our social channels, highlights on the website, and even in print capacity including the Visitors Guide. The contract with Crowdriff continues through June 2020.

## LOOKING AHEAD:

### Made Possible on social

DLV will continue to support messaging for the Made Possible in Lehigh Valley campaign across our advertising efforts. The team will continue to collect UGC assets and add to the video library to enhance our messaging. As we fine-tune our content plans, we will look to implement more live, on-site coverage, giving followers a first-hand perspective on happenings in Lehigh Valley via Instagram and Facebook stories, live broadcasts, and more.

# PUBLIC RELATIONS

Discover Lehigh Valley® continues to work with top-tier travel media to spread the word about happenings in and across the region through the support of Vault Communications.

## MEDIA FAM TRIPS & EVENTS

Discover Lehigh Valley hosted a group of journalists for a media FAM in partnership with Musikfest®. Attendees stayed at the Historic Hotel Bethlehem and had the chance to explore a tour of Martin Guitar before seeing headliner Dierks Bentley live on the mainstage at Musikfest®. Outlets represented included Her Philly, Frederick Magazine, Travel Addicts, and more.

The DLV team also traveled to Washington D.C. to host a luncheon with journalists and editors to introduce them to all that Lehigh Valley has to offer. The team was joined by representatives from ArtsQuest™, Historic Bethlehem Museums & Sites, and the National Museum of Industrial History. Media outlets in attendance included National Geographic Traveler, U.S. News & World Report, DC Refined, Thrillist, the Washington Post, and more.

In addition to group experiences, Discover Lehigh Valley continues to host travel journalists on an individual basis as requests come in. Outlets for visiting journalists included Buffalo Magazine, Philly Voice, Getaway Mavens, Been There Done That With Kids, and more.

DLV continues to support VisitPA in their media relations efforts, including media missions to New York City (October 2018) and Toronto, Ontario (April 2019). DLV also maintains active relationships with journalists through involvement in the Mid-Atlantic Tourism Public Relations Alliance (MATPRA) by attending the annual MATPRA Marketplace (Laurel Highlands, PA, September 2018).

## By the numbers

**470**

TOTAL PLACEMENTS:

**36,291,29**

IMPRESSIONS WHICH TRANSLATES TO:

**\$1.3M**

IN AD VALUE



## Lehigh Valley in the Headlines

### MSN Travel

DRIVE-IN MOVIE THEATERS IN (ALMOST) EVERY STATE

### Washingtonian Magazine

ONE OF THE COUNTRY'S BEST MUSIC FESTIVALS IS HAPPENING THIS MONTH

### Parade.com

5 CAN'T-MISS BACON FESTIVALS TO CELEBRATE INTERNATIONAL BACON DAY

### Sports Destination Management

GYMNASTICS TAKES FLIGHT

### TravelChannel.com

10 FAMILY-FRIENDLY OKTOBERFEST CELEBRATIONS

### Parents.com

11 HALLOWEEN ACTIVITIES FOR KIDS AROUND THE COUNTRY

### Thrillist

FUN THINGS TO DO IN PHILLY AFTER DARK (THAT AREN'T BAR HOPPING)

### Men's Journal

THE MOST HAUNTED HOMES, HOTELS, AND LODGES IN AMERICA

### MSN

49 OF THE BEST HIKING TRAILS IN THE US TO TRY OUT THIS FALL

### Reader's Digest

12 OLD-FASHIONED CHRISTMAS TOWNS YOU SHOULD VISIT

### Men's Journal

BEST BEER FESTIVALS YOU SHOULD CHECK OUT THIS FALL 2018

### PhillyVoice

DEEP-FRIED CUPCAKES ARE A THING AND YOU CAN GET THEM NEAR PHILLY

### Philadelphia Business Journal

LEHIGH VALLEY HOTELS HIT RECORD HIGHS IN FISCAL 2017-18

### TravelChannel.com

THESE 10 TOWNS AROUND THE WORLD CLAIM TO BE THE CHRISTMAS CAPITAL

### NY Post

THE 10 BEST CHRISTMAS TOWNS IN AMERICA

### Forbes.com

BETHLEHEM, PENNSYLVANIA TO RING IN THE NEW YEAR BY DROPPING A 400-POUND PEEPS CHICK

### Fodor's Travel

U.S. SMALL TOWNS THAT ARE EVEN CUTER IN WINTER

### Buffalo Magazine

THE ARTFUL EVOLUTION OF BETHLEHEM, PENNSYLVANIA

### Mental Floss

THE 14 COOLEST DRIVE-IN MOVIE THEATERS IN AMERICA

### USA Today 10Best

BEST MUSIC FESTIVAL



### LOOKING AHEAD:

## Vault Communications & VisitPA

Discover Lehigh Valley continues to partner with Vault Communications to increase awareness about Lehigh Valley on both a regional and national level. In fiscal year 19-20, the team will work to garner more broadcast opportunities to give viewers a peek into all that is happening within the region. We'll also continue to host travel writers on individual press visits and will expand our media receptions to new markets.

DLV will continue to support initiatives of VisitPA by attending a media mission to New York City and will foster relationships with travel journalists at the annual MATPRA Marketplace in Richmond, VA in September 2019. Kaitie Burger completed her term as Chair of MATPRA in 2018-19 and will continue to serve on the Board of Directors as Immediate Past Chair through June 2020.



**Valley Preferred Cycling Center** hosted their most robust month of international racing in its history— with more than 200 of the world’s top riders from 22 nations competing in eight days of internationally-sanctioned races in June 2019.

Racers competed for valuable qualifying points on the road to the Tokyo 2020 Olympic games.

# SPORTS

DLV is a proud member of Pennsylvania Sports, a state association that seeks to attract and host international, national, regional, and local sporting events. The group showcases Pennsylvania as a viable sports event destination for professional, collegiate, interscholastic, amateur, and youth sporting ventures. These important events foster economic development and enrich the quality of life in the Commonwealth, making it a better place to visit, live, work, and play.

## HIGH-IMPACT EVENTS HELD IN LEHIGH VALLEY:

Laxpalooza - Girls Summer Classic <b>880 players</b>	Area Auto Racing News Indoor Race <b>600 members</b>
USA Cycling Junior/Masters Nationals <b>550 cyclists</b>	Scripps Regional DLV Spelling Bee <b>100 spellers</b>
PADA Ultimate Frisbee Philly Invite <b>300 players</b>	National Prep Wrestling Tournament <b>350 wrestlers</b>
East Coast Volleyball <b>3,000 players</b>	NCAA Men's Division I - Hockey Regionals <b>80 players</b>
National Lacrosse Federation (NLF) <b>3,300 players</b>	USA Ultimate Frisbee Womens DI and DIII Conference Championships <b>1,000 players</b>
Keystone Select Softball Tournament <b>1,000 players</b>	AAU Basketball <b>2,500 players</b>
Philly Open Ultimate Frisbee <b>1,500 players</b>	Northeast Junior Cycling Regional Track Championship
Hockey Fights MS <b>1,200 players</b>	Lehigh Valley Youth Soccer League Tournament <b>1,200 players</b>
Pins in the Park Wrestling Tournament <b>400 wrestlers</b>	FIFA Women's World Cup / Soccerfest
Lou Ramos Boys and Girls Soccer Tour- nament <b>2,700 players</b>	National Flag Football League <b>960 players</b>
Nittany Lion Cyclocross International Race <b>600 racers</b>	Lehigh LaxFest <b>2,200 players</b>
Lehigh Valley Masters Bowling <b>3,000 bowlers</b>	Lehigh Valley Rugby 7's Tournament <b>360 players</b>
Roto Grip Keystone Quaker Bowling Classic <b>560 bowlers</b>	St. Luke's Half Marathon
Lehigh Valley Collegiate Bowling Classic <b>500 bowlers</b>	D&L Half Marathon <b>800+ runners</b>

# 28,000+

Racers, players, bowlers, spellers, wrestlers, runners participated in events in youth, collegiate, adult amateur, and professional sporting events in Lehigh Valley.

## LOOKING AHEAD:

### Future events

National Sports Media Familiarization Tour: The team will host a Sports Local Organizing Committee Appreciation Event to show our gratitude for the sports organizers in our region for continuing to host and support sports tourism related events.

The department will facilitate a sports venue assessment in order to appropriately promote sports tourism assets in Lehigh Valley, as well as apply the Estimated Economic Impact Calculator to sports events booked in Lehigh Valley.

In partnership with the Pennsylvania Sports Association, Discover Lehigh Valley® will attend the Travel Events and Management in Sports Conference [TEAMS], S.P.O.R.T.S. Relationship Conference, and NCAA Bid Symposium.

Team members will also attend Women In Sports Summit, Sports Congress, and Sports Entertainment and Tourism Association.

Lehigh University will host the 2019 USA Track and Field Cross-Country Club Nationals for the second time in five years and the PPL Center will host the 2020 NCAA D1 Men's Ice Hockey Regionals.

# 20

DLV Sponsored Events

## CONFERENCES ATTENDED

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

- **S.P.O.R.T.S. The Relationship Conference**
- **TEAMS Conference**



# MEETINGS

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

## EDUCATION

**Lunch & Learn: Getting Familiar With FAMS:** Attendees got the scoop on how to best work with media, meeting planners, group travel leaders, and more, as well as tips for building itineraries with partners.

**Partner Meeting at America On Wheels Museum:** Agenda included partnership participation opportunities, upcoming event dates, advertising updates, lead activity, and partner news.

**Cvent Virtual Training Sessions:** Partners took advantage of free training sessions hosted by a Cvent client success consultant.

**Networking Round Table:** Complimentary breakfast meeting for meeting properties, venues, attractions, and services to introduce Alex Michaels, as well as opportunities for networking, roundtable discussions, and partner news.

## LEHIGH VALLEY FAM HIGHLIGHTS

**At the IronPigs vs. Buffalo game** on July 12, Discover Lehigh Valley hosted meeting planners in Nacci’s hospitality suite.

**DLV hosted a small group of meeting planners** from Harrisburg for a luncheon to introduce and educate on the offerings of Lehigh Valley.

## OUTSIDE LEHIGH VALLEY - CLIENT EVENTS

**Suburban Philadelphia - Planner Reception:** DLV joined forces with Mid-Atlantic Events Magazine to host 30 planners from the Philadelphia region at AVE King of Prussia, catered by Catering by Design. DLV provided local wine, beer, and spirits from Lehigh Valley.

**DLV visited Harrisburg** with two meeting planners and meet and greets with four planners at Wanner Associates.

11

CONFERENCES & EVENTS ATTENDED BY DLV

**Smart Meetings Northeast**  
New York, NY

**Cvent Connect**  
Las Vegas, NV

**Knowledge Exchange Philadelphia**  
Philadelphia, PA

**MPI NJ Education Program**  
New Brunswick, NJ

**MPI Middle PA Education Program**  
Harrisburg, PA

**MPI NJ Education Program**  
Jersey City, NJ

**Your Military Reunion Connection**  
Virginia Beach, VA

**MPI Philadelphia Education Program**  
Conshohocken, PA

**Meetings Quest Meadowlands**  
Teaneck, NJ

**MPI Middle PA Holiday Silent Auction**  
Hershey, PA

**PASAE Annual Meeting**  
Hershey, PA

## MEETING LEADS

	No. of Leads	Attendees	Room Nights
<b>Generated</b>	48	9,508	8,671
<b>Booked</b>	13	1,020	725

## LOOKING AHEAD:

### Using metrics

The Sales and Services Department will integrate the Destinations International Estimated Economic Impact Calculator (EIC) on prospective and booked meetings and events in Lehigh Valley. The calculator will estimate direct and indirect spending in market for meetings, sporting events, festivals, and cultural events. The Sales Department will also utilize Knowland, a program used by destination marketing organizations and other venues to target new business opportunities for Lehigh Valley based on actualized business in competing destinations.

# GROUPS

DLV continues to work diligently with partners who are group tour-friendly. The harder we work, the more success we have in attracting tours to Lehigh Valley.

## DLV ATTENDED EIGHT GROUP TOUR SHOWS IN 2018-19

### New Jersey & New York Sales Mission with Destination Gettysburg

September 25-28, 2018

#### Appointments: 9

Destination Gettysburg and Discover Lehigh Valley® joined together for a group sales mission to five New Jersey tour operators and one New York tour operator. Over the course of four days, the group traveled from Cape May, NJ to Long Island, NY visiting targeted companies and updating them on each destination.

The team created a variety of itineraries and presented gift bags with unique items from each region. It gave both destinations great exposure to operators who typically do not attend shows.

### Motor Coach Association of South Carolina - North Carolina Motorcoach Association - Virginia Motorcoach Association 2018 Regional Meeting

Greenville, SC · August 2018

#### Appointments: 22

### Greater New Jersey Motorcoach Association Marketplace 2018

Atlantic City, NJ · October 2018

Discover Lehigh Valley attended as a guest of Wind Creek Bethlehem.

### Bus Association of New York 2018

Cooperstown, NY · October 2018

#### Appointments: 18

### National Tourism Association Tour & Travel Exchange 2018

Milwaukee, WI · November 2018

#### Appointments: 21

### American Bus Association Annual Marketplace · Louisville, KY · January 2019

#### Appointments: 38

### Pennsylvania Bus Association Annual Marketplace · York, PA · March 2019

### Pennsylvania Bus Association Annual Meeting 2019 · Atlantic City, NJ · June 2019

#### Appointments: 15

Discover Lehigh Valley attended as a guest of Wind Creek Bethlehem.



# 469

TOTAL NUMBER OF  
REFERRALS SENT  
2018-19

## LOOKING AHEAD:

### Annual meetings

Wind Creek Bethlehem will be hosting the Bus Association of New York Annual Meeting and Marketplace in October 2019 and the Pennsylvania Bus Association Annual Meeting in June 2020. At these two conferences, Lehigh Valley will welcome motorcoach tour operators and industry professionals to Lehigh Valley.

### Enhancing visitor experience

The Services Department is a new initiative to enhance the visitor experience in meetings, sports, and group tour. The department engages attendees visiting Lehigh Valley directly with restaurants, attractions, and services within our destination to ensure that the visitor has an amazing experience and encourages a longer stay, or a trip to visit again soon. The Services Department will attend the Event Services Professional Conference in order to learn best practices in this segment.





840 Hamilton Street, Suite 200, Allentown, PA 18101 · [DiscoverLehighValley.com](http://DiscoverLehighValley.com)  
[@LehighValleyPA](https://twitter.com/LehighValleyPA) | [info@DiscoverLehighValley.com](mailto:info@DiscoverLehighValley.com) | 610.882.9200