

# Summer Leisure Advertising Summary | Summer 2021

Visit Fort Wayne brings leisure visitors to our Allen County to enjoy our attractions, recreation, hotels, restaurants, and events. We spend the majority of our advertising dollars during summer months.



**Target Market:**  
Located 50-150 miles from Fort Wayne in communities including: Indianapolis, South Bend, Toledo, and Detroit

**Target Audience:**  
Moms, with school age children, interested in travel and family getaways

## Print Advertising

**What:** 17 ads in print publications, focused on summer travel themes



**Reach:**  
622,720 readers



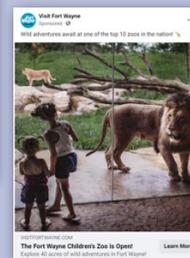
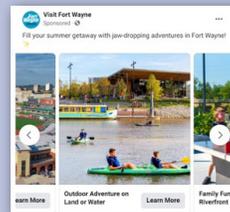
## Digital Advertising

This summer, our extensive google digital ad program received **7.5 million impressions**



## Social Advertising

In addition, our targeted advertising through Facebook, Instagram, and other social channels garnered **5.4 million impressions.**



**What:** Ads with custom content each week, promoting events of the weekend

**Reach:** 1,308 spots with a reach of more than **1,149,274 listeners**

## Radio Advertising



**Top Performing Ads Included:** Zoo Getaways, General Family Summer Getaways, Things to Do, Free in Fort Wayne, and Hotel Packages

## Does this advertising work?

From May 1 – August 31, 2021, VisitFortWayne.com received **921,548 pageviews** and **410,844 users**, up from both 2019 and 2020.

## TV Advertising

**What:** "Play in the Fort" summer ads promoting our great destination

**Reach:** More than **12.2 million viewers** with 17,690 spots and additional streaming placements.

### Pageviews



### Users/Visitors



This traffic to our site directly results in traffic to Fort Wayne's attractions, hotels, events and businesses – an estimated **72.5%** of visitors to our site end up visiting our community.