

Summer 2022 Leisure Advertising Summary

Visit Fort Wayne brings leisure visitors to Allen County to enjoy our attractions, recreation, hotels, restaurants and events. Our 16-week intensive mass media campaign targets households in Indianapolis, South Bend, Toledo, Detroit, and all points in between.



Traditional Advertising

Our popular **television ad** has a 93% completion rate on streaming placements with Effectv (Comcast) and Spectrum. Watch it here. →



We place **print ads** in “summer travel” publications across the midwest, and send our Visitors Guide out as a lure piece, as well as a fulfillment piece.



Radio ads showcase custom “what’s going on in Fort Wayne this weekend” content each week in 10 cities.

Digital Advertising

Our **ads on Facebook and Instagram** garnered over 4.7 million impressions this summer, promoting family getaways.



Our extensive **Google digital ad program** received an additional 5.3 million impressions, encouraging overnight visits to Fort Wayne.

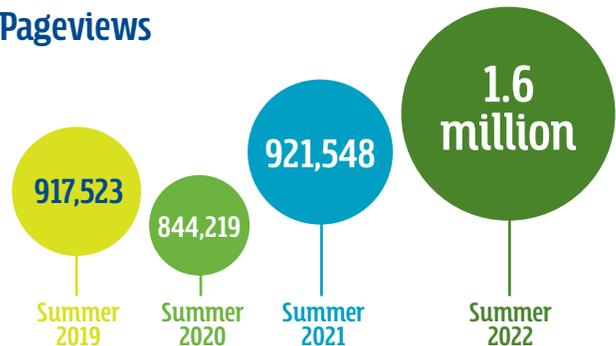
Top performing ads included: Zoo Getaways, General Family Summer Fun, Things to Do, Hotel Packages, our new Adventure Pass, and more!

Does this advertising work?

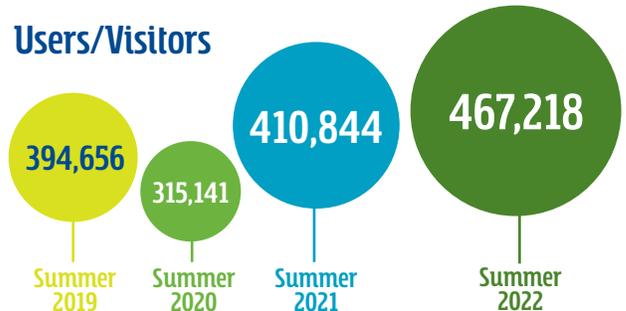
A conversion study of those who requested information in 2022 shows that 50% of requests came because people saw an ad or article and it made them interested in Fort Wayne.

And 55% added that our printed and digital information influenced them to visit!

Pageviews



Users/Visitors



“Visit Fort Wayne’s advertising influences decisions to visit Fort Wayne, and leads to more active, better trips with higher average expenditures.”

* Based on a SMARI study of Fort Wayne’s Ad Effectiveness