

H2R Market Research

Reveal Your Customer's Full Experience

Springfield, MO CVB

2018 Marketing & Media Effectiveness Research

Delivered November 2018

4650 S. National Ave, Suite C1
Springfield, MO 65810

417.877.7808

@H2RMktResearch

Project Overview

PURPOSE

The purpose of this study is to measure the impact Springfield Convention & Visitors Bureau's 2018 marketing campaign had upon visitation and spending, as well as to calculate a marketing ROI. The results of this study have been compared to the previous campaigns, the Springfield Historical Average and the H2R Proprietary Industry Norm (H2R Norm) where applicable.

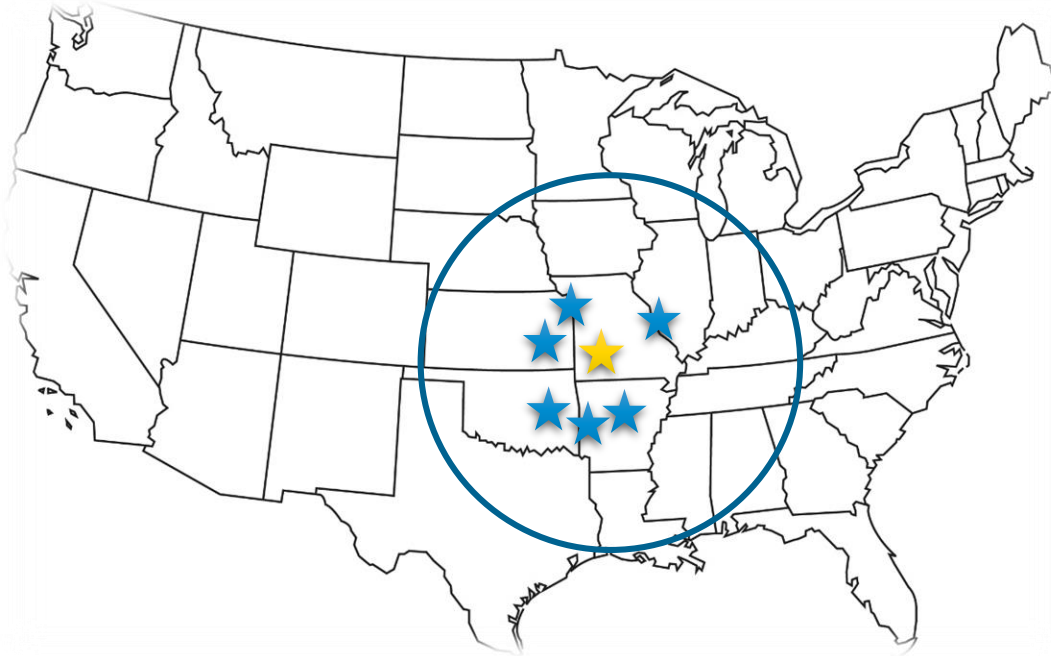
TARGET AUDIENCE

The Springfield 2018 Marketing & Media Effectiveness Study was conducted among travelers living in the St. Louis, Kansas City, Tulsa, Wichita, Little Rock and Fort Smith DMAs, as well as travelers living within a 51-500 mile radius of Springfield. The research was conducted in October of 2018 in order to capture the travel and spending that was generated as a direct result of the campaign and provide an accurate measurement of the marketing ROI.

SAMPLE

A total of 2,000 travelers were interviewed for this study. This sample size provides for a maximum margin of error of +/-2.2% at a 95% confidence interval overall.

Advertised Markets



- The sample for the 2018 Marketing & Media Effectiveness study was taken across the Springfield CVB's advertised market area which encompasses a radius of 51-500 miles and included 6 Spot Markets (Kansas City, St. Louis, Tulsa, Wichita, Fort Smith and Little Rock), all commensurate with how the marketing was placed and measured in the past. To represent travelers from each of these areas fairly and appropriately, the results in this study were also weighted by market tier as in the past. Tier 1: 51-150 miles, Tier 2: 151-225 miles, Tier 3: 226-400 miles and Tier 4: 401-500 miles.
- Results from each Tier were weighted commensurate with household population to provide an overall average reflective of the aggregate travel population across the advertised markets, meaning that those areas with larger populations received a heavier weight than markets with smaller populations.

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Executive Summary

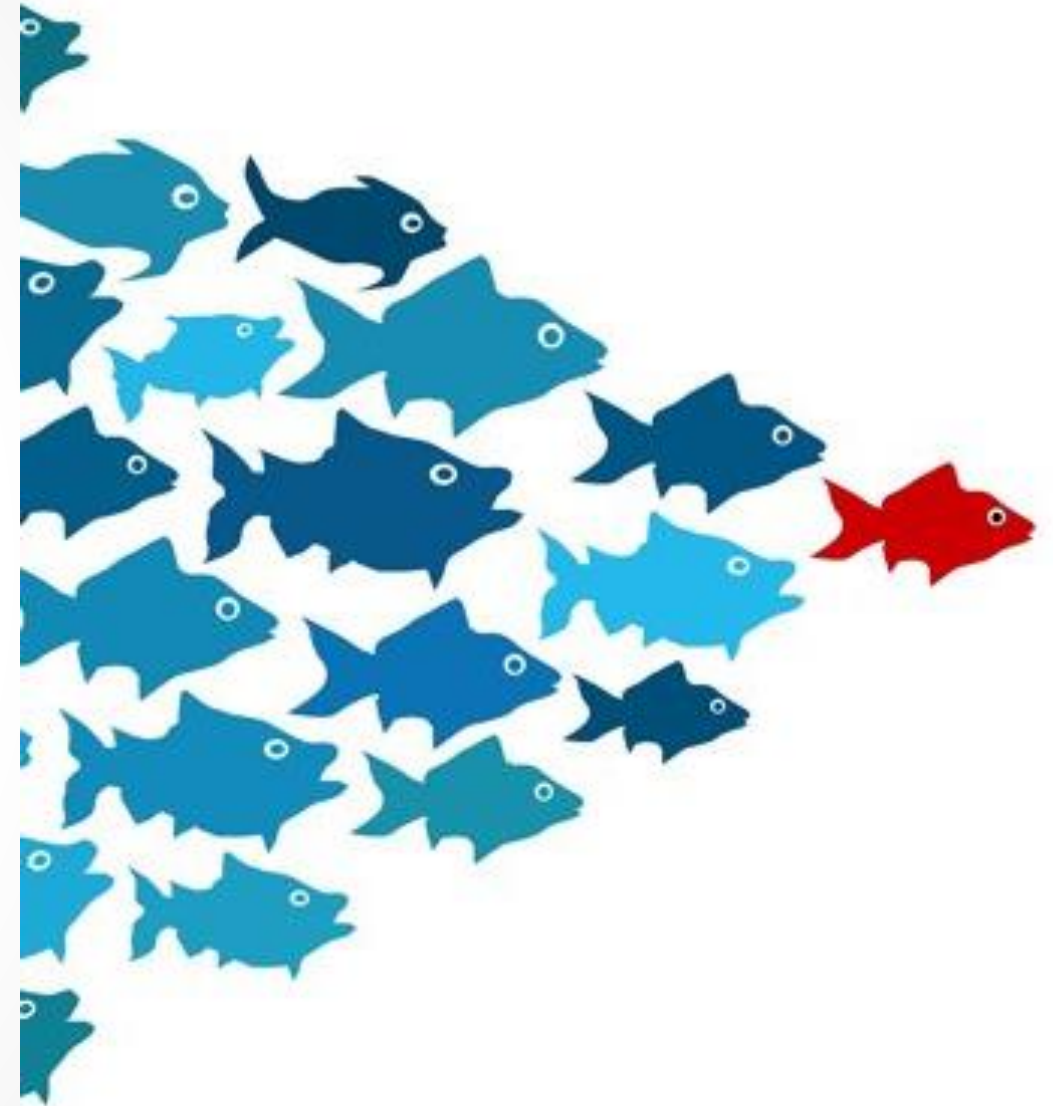
Marketing Efficiency

- DMOs nationwide are increasingly adopting the use of digital marketing in their integrated marketing campaigns as pressures on public funding continue to mount. Targeted digital marketing campaigns reach specific audiences with tailored messaging much more efficiently than traditional mass market campaigns. As a result, it is commonplace for digital campaigns to reach a more engaged target market and to deliver a larger level of incremental visitation than traditional campaigns; however, this improved targeting typically delivers a smaller aggregate pool of travelers. This is the same scenario that the Springfield CVB has experienced the past few years.
- While the target market is more engaged, marketing awareness has slipped in recent years. The Springfield CVB's 2018 marketing campaign reached 38% of travelers across a 500 mile radius, well ahead of H2R's Proprietary Industry Norm of 35% but down from the 52% posted just a few years back.
- A smaller pool of travelers combined with lower ad awareness yielded a total market reach of 7.3M aware travel households. Given a media investment of \$919k this year, this means the SCVB generated a cost per aware travel household that averaged just \$0.13, or less than half of H2R's Norm of \$0.28 and comparable to last year's \$0.11.



Influenced Travel & Spending

- A marketing campaign is considered successful when travelers who were reached by the destination's ads exhibit a higher level of visitation than those who did not see or hear any of the ads. Efficiently reaching new travelers is important to any destination.
- The Springfield CVB continues to do a good job of meeting this challenge head-on. This year's campaign influenced visitation and spending for the Springfield area that may not have occurred without the SCVB's advertising efforts. In fact, the level of impacted visitation (+1.6%) was higher than had ever been recorded, and generated 117k impacted trips in 2018.
- Likewise, impacted travel spending generated as a result of these visits topped \$77 million. While slightly lower than last year's gross impacted spending (\$88M), it was done with a much smaller budget (-14%). Budget cuts at the state level caused a 51% reduction in matching funds for advertising from the state and the campaign still delivered an ROI of \$84 for every dollar invested in advertising.



Advertising Evaluation

- More than two-thirds of travelers indicated SCVB's marketing messages made the Springfield area seem more appealing as a destination. Unfortunately, this was a 10-point decline from the appeal scores in 2017. Likewise, the campaign's relevance (-11 points), and differentiation (-6 points) experienced declines relative to last year. However, the ads' fit with what travelers know about the Springfield brand increased by 4 points.
- The marketing messages that resonated best with travelers were variety of things to see and do (-5 points). Message takeaways showing Springfield as a fun and exciting family destination increased by 11 points, marking a 19 point increase since 2016. This year, the message showcasing Springfield as a great place for couples to visit also increased by 11 points.
- Perhaps most importantly, the campaign increased travelers' post-exposure intent to visit Springfield by 12 points — considerably higher than the H2R Norm of +7 points.



Springfield Visitors

- Springfield's unaided top of mind awareness stayed on par with last year at 1.3% (+0.1 points). This ranks Springfield at #41 compared to #17 last year, #31 in 2016 and #58 in 2015. As we're seeing fewer travelers in the market place and more destinations vying for travelers' attention, the top of mind awareness of Springfield will be very volatile.
- Visitors continue to take nearly 2 trips per year to Springfield, and most visit during the April-September timeframe (27%). The top activities Springfield's visitors indicated visiting or participating in this year were Shopping (45%) and Bass Pro Shops (38%). Wonders of Wildlife saw 17% visitation, and has gained significantly more awareness this year. Those aware of a new attraction opening in Springfield increased by 10 points to 13%. And, they were much more likely to name Wonders of Wildlife, rather than just "Bass Pro Attraction."
- Visitors are much more likely to recommend visiting Springfield to their friends/family with the Net Promoter Score increasing by 8 points compared to last year. While this score can vary greatly from year to year, it is important to measure and help tourism constituents make Springfield the place to recommend.



Springfield, MO 2018 Marketing & Media Effectiveness

Key Performance Indicators for Total Media Spend

Springfield CVB's 2018 marketing campaign impacted more than 117k trips to the area, which in turn impacted \$77M in spending for local businesses.

The CVB's campaign generated these visits at a very efficient rate—just \$0.13 per aware household. The investment in tourism marketing returned \$84 to the area for every dollar spent to generate awareness of the Springfield area as a tourism destination.

Key Performance Indicators	2017	2018	Springfield Historical Average*
Traveling Households	21.5M	19.1M	20.6M
Aided Ad Awareness	45.9%	38.0%	45.3%
Aware Traveler Households	9.9M	7.3M	9.4M
Impacted Travel	+1.3%	+1.6%	+1.3%
Impacted Trips	128k	117k	123k
Impacted Travel Revenue	\$88.3M	\$77.4M	\$79.8M
Media Investment	\$1.07M	\$919k	\$944k
Cost/Aware Household	\$0.11	\$0.13	\$0.10
Return on Investment	\$83	\$84	\$85

*The Springfield Historical Average is an average of all Marketing & Media Effectiveness Studies conducted since 2016.

Springfield, MO 2018 Marketing & Media Effectiveness

Key Performance Indicators for MDT Co-Op Spend

Each year the SCVB receives investment matching dollars from the Missouri Division of Tourism (MDT). The return on the investments made with MDT increased to \$175 in 2018.

Budget cuts at the state level meant a much lower budget from the state's MMG fund this year. However, Springfield was able to capitalize on the funds by lowering the cost per aware household and increasing the return on those investments compared to previous years.

Key Performance Indicators	2017	2018	Springfield Historical Average
Traveling Households	21.5M	19.1M	20.6M
Aided Ad Awareness	45.9%	38.0%	45.3%
Aware Traveler Households	9.9M	7.3M	9.4M
Impacted Travel	+1.3%	+1.6%	+1.3%
Impacted Trips	128k	117k	123k
Impacted Travel Revenue	\$88.3M	\$77.4M	\$79.8M
Media Investment	\$893k	\$441k	\$717k
Cost/Aware Household	\$0.09	\$0.06	\$0.07
Return on Investment	\$99	\$175	\$122

Marketing Efficiency

01

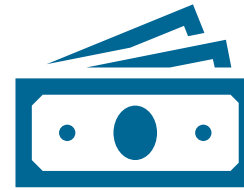
MARKETING EFFICIENCY KPIs



38% of travelers saw or heard a SCVB advertisement



2018's Campaign reached **7.3M** households

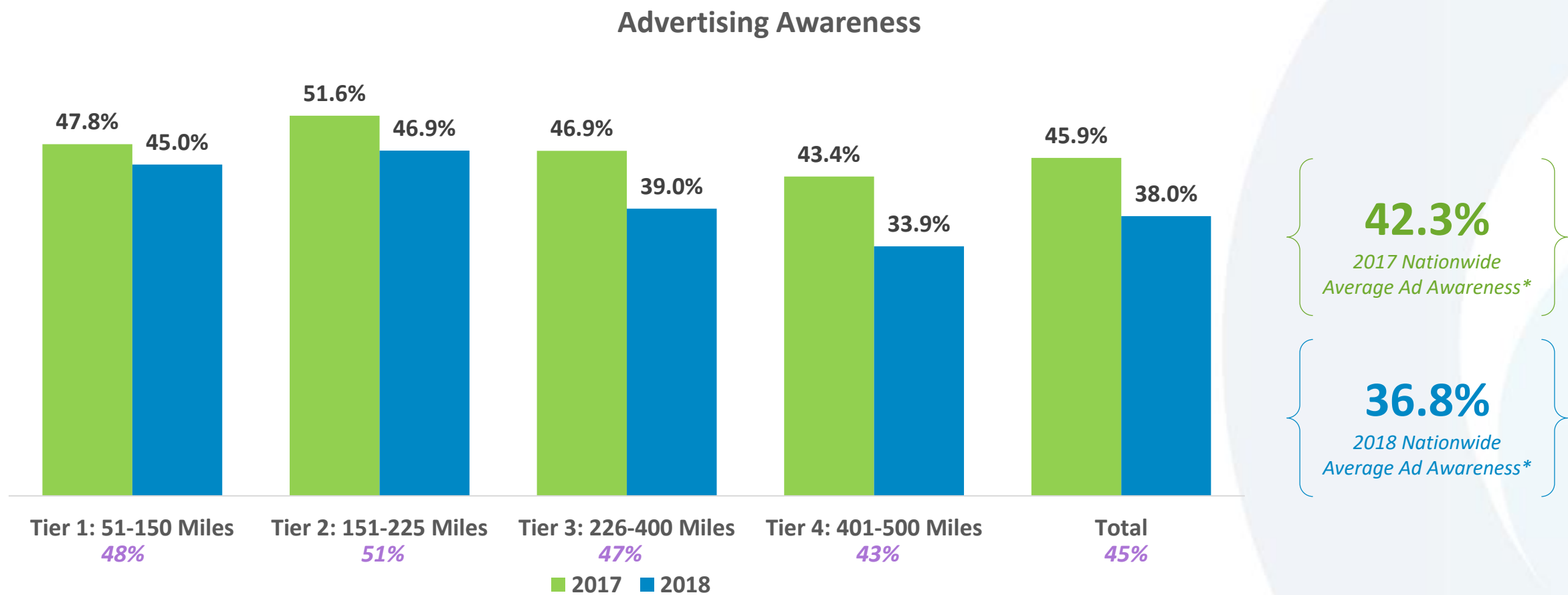


Total cost per aware household averaged **\$0.13**



SCVB invested **\$919k** in advertising for the 2018 Campaign

Springfield’s advertising awareness continues to follow the national declining trend across all markets. Though, awareness remains on par with the nationwide average for advertising awareness this year.



Q33-39: Have you seen this advertisement or one similar?
*The Nationwide Average Ad Awareness is derived from the H2R Proprietary Industry Norm of destinations across the country with similar advertising budgets to the SCVB.

Market Reach (Aware Traveler Households)

Market reach totaled more than 7M travel households this year, a 27% decline from the 2017 reach.

The number of consumers in Springfield's target markets who traveled declined by 11% this year, creating a smaller pool of travelers to reach with advertising. This, coupled with declines in awareness of the advertising in each market, drove the large decline in overall market reach this year.

Once again, those living in Tier 2 had the highest percentage of travelers aware of Springfield's ads. However, Tiers farther from Springfield having higher populations represent higher levels of market reach—or aware traveler households.

Market	2017 Market Reach	2018 Market Reach	Springfield Historical Average
Tier 1: 51-150 miles	637k	542k	596k
Tier 2: 151-225 miles	1.2M	970k	1.2M
Tier 3: 226-400 miles	4.0M	2.9M	3.7M
Tier 4: 401-500 miles	4.1M	2.8M	3.9M
Total Market	9.9M	7.3M	9.4M

Media Investment & Efficiency

Springfield's total investment decreased by 14% this year. However, due to a 51% decrease in state matching funds the Springfield CVB increased their own investment into the advertising campaign by 170% to make up for the lost matching funds from the MDT.

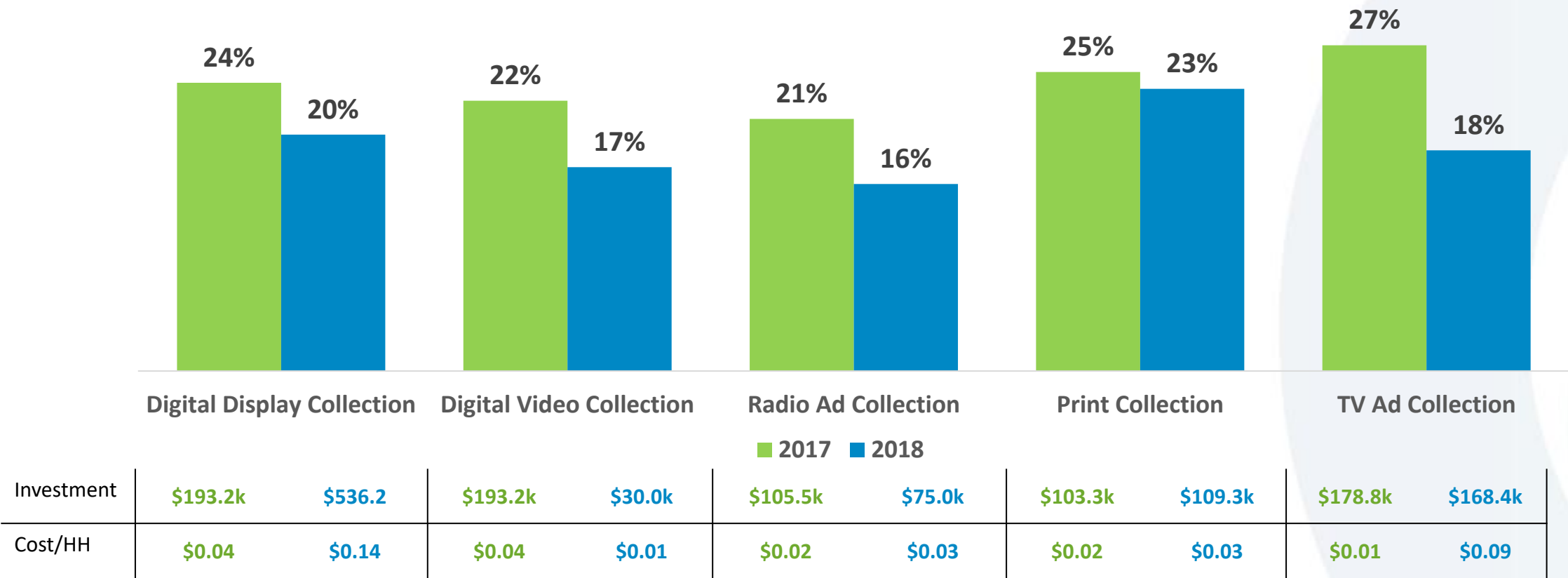
The cost per aware household to reach travelers with the Springfield advertising campaign was just \$0.13. This is much lower than the H2R Norm of \$0.29 for destinations with similar sized advertising budgets.

Market	2017 Investment	2018 Investment	Springfield Historical Average
Tier 1: 51-150 miles	\$72,723	\$66,294	\$60,044
Tier 2: 151-225 miles	\$127,984	\$118,604	\$158,988
Tier 3: 226-400 miles	\$460,155	\$409,163	\$379,890
Tier 4: 401-500 miles	\$409,067	\$324,890	\$345,601
Total Market	\$1,069,929	\$918,950	\$944,223

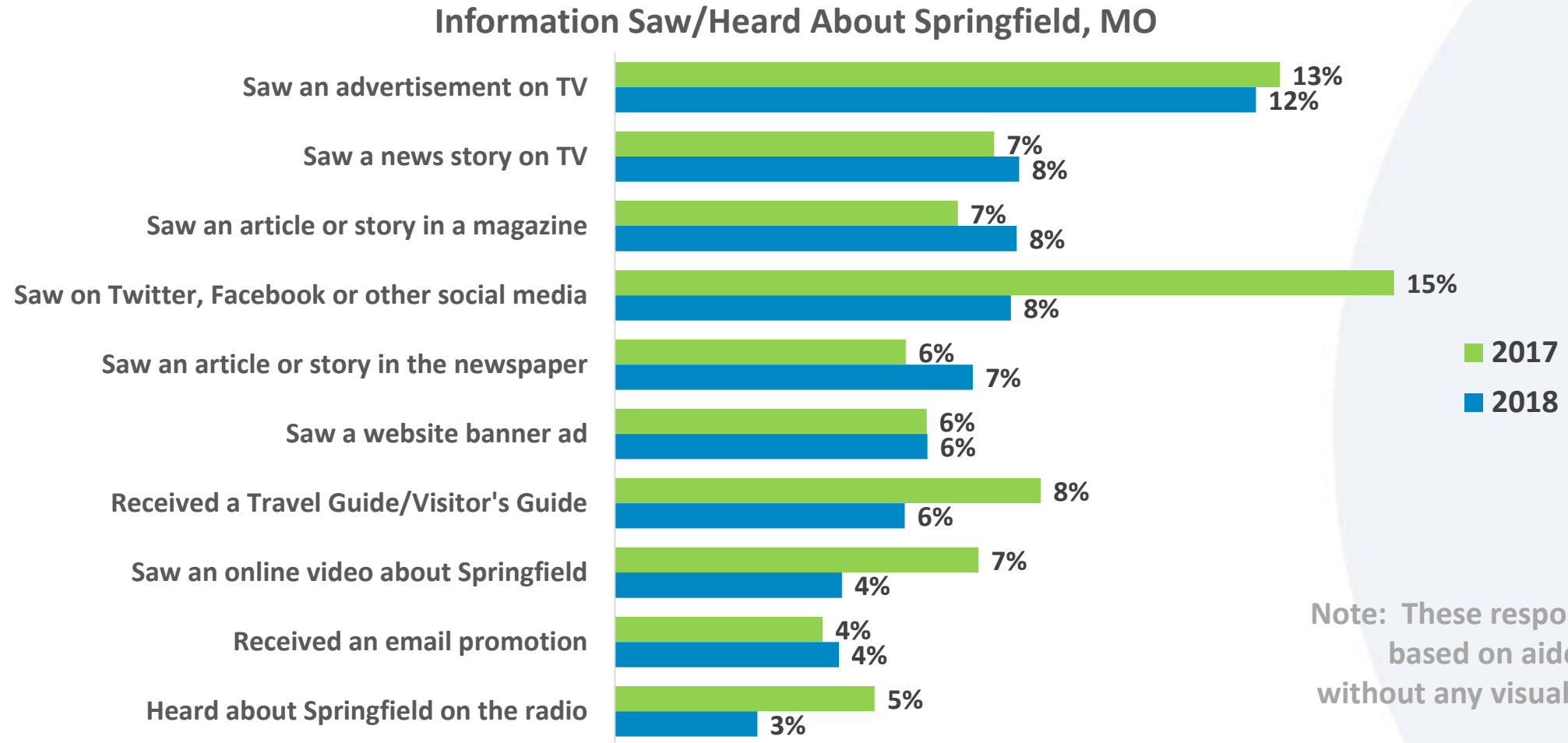
Market	2017 Cost/HH	2018 Cost/HH	Springfield Historical Average
Tier 1: 51-150 miles	\$0.11	\$0.12	\$0.10
Tier 2: 151-225 miles	\$0.11	\$0.12	\$0.14
Tier 3: 226-400 miles	\$0.12	\$0.14	\$0.11
Tier 4: 401-500 miles	\$0.10	\$0.12	\$0.09
Total Market	\$0.11	\$0.13	\$0.10

The decline in awareness was seen across all advertising mediums this year.

Advertising Awareness by Medium

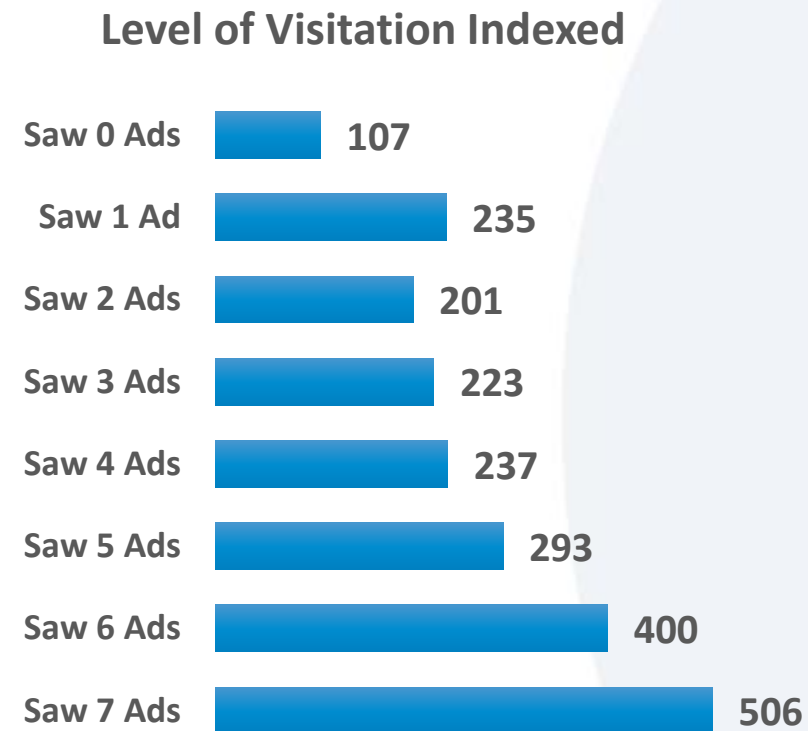
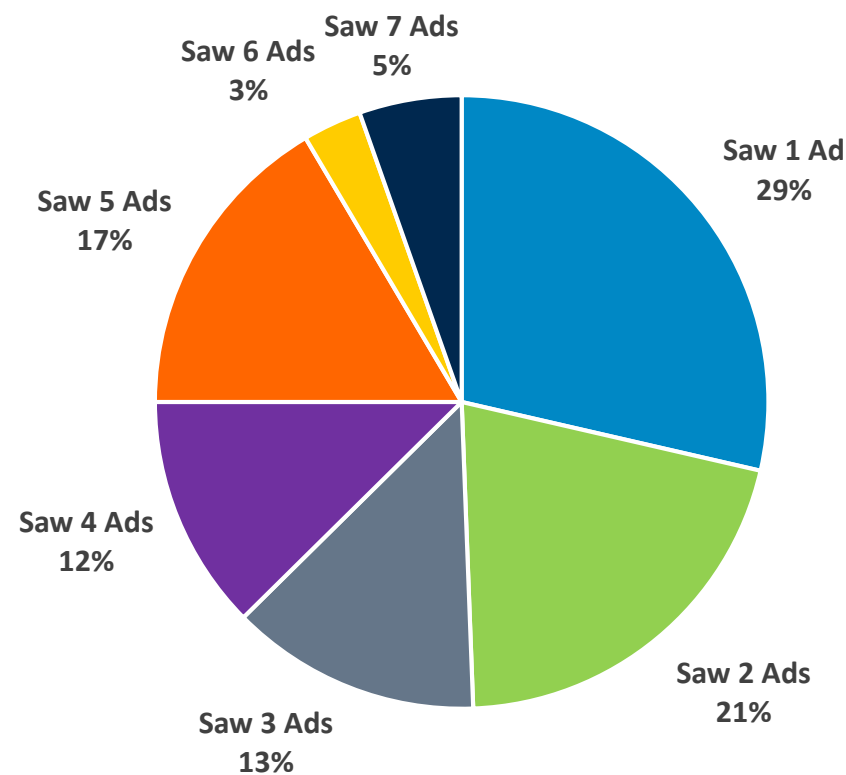


Assisted ad awareness of Springfield was on par for most mediums this year, with the exception of a significant decline in social media presence.



Note: These responses are based on aided recall without any visual stimuli.

Higher ad exposure once again delivered increased visitation. The more SCVB ad exposures travelers recalled (over 2), the more likely they were to have visited Springfield in 2018.



Advertising Impact

02

ADVERTISING IMPACT KPIS



SCVB'S 2018
Campaign
impacted **117k** trips



\$77 million was
generated
from those trips



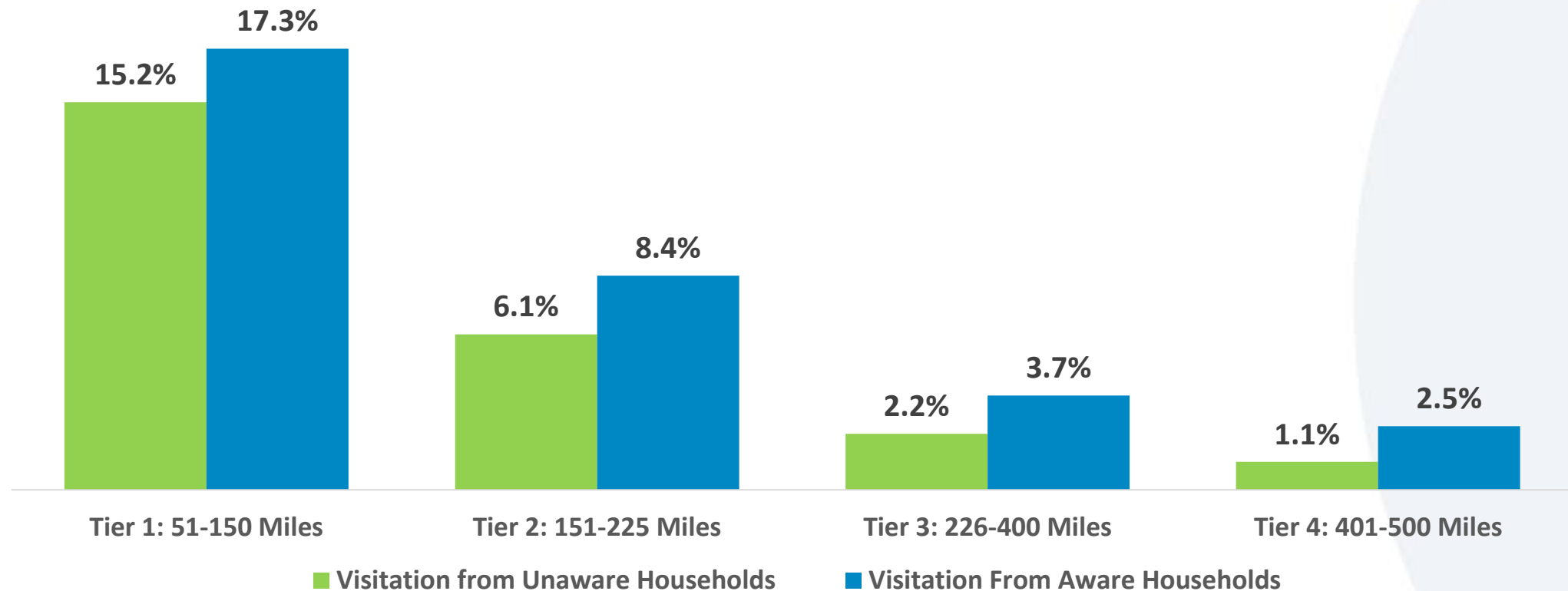
2018's Campaign
impacted **225k**
Springfield hotel room
nights



ROI was \$84

Every market tier was positively impacted this year. Meaning, those reached by the SCVB's marketing messages had higher levels of visitation than those who did not recall seeing any ads.

Visitation – Aware vs. Unaware Households



Visitation Impacted

Springfield's 2018 marketing campaign impacted more than 117k trips that may not have otherwise occurred.

Impacted travel is the difference in visitation between those households who were aware of the SCVB's advertising and those who were not. This year's impacted travel was on par with previous years, but with a smaller pool of aware households, the number of actual impacted trips made to Springfield declined this year.

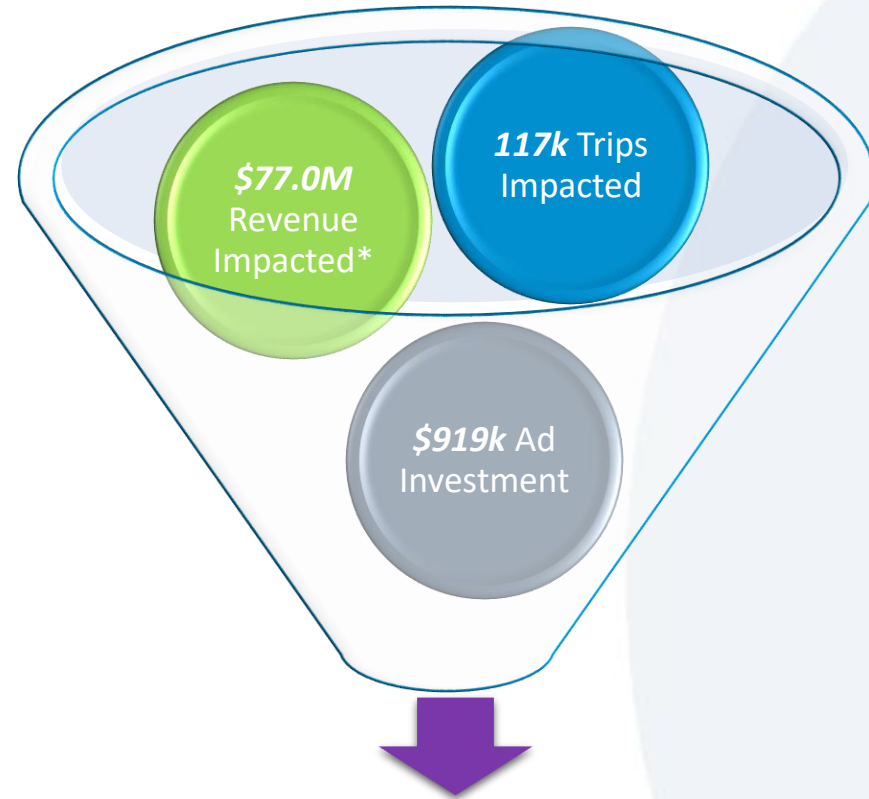
Market	2017 Impact	2018 Impact	Springfield Historical Average
Tier 1: 51-150 miles	2.9%	2.1%	1.8%
Tier 2: 151-225 miles	3.2%	2.3%	2.0%
Tier 3: 226-400 miles	0.7%	1.5%	1.1%
Tier 4: 401-500 miles	1.1%	1.4%	1.3%
Total Market	1.3%	1.6%	1.3%

Market	2017 Impacted Trips	2018 Impacted Trips	Springfield Historical Average
Tier 1: 51-150 miles	18.6k	11.6k	10.8k
Tier 2: 151-225 miles	38.3k	22.3k	22.8k
Tier 3: 226-400 miles	26.7k	43.8k	39.1k
Tier 4: 401-500 miles	44.4k	39.7k	50.0k
Total Market	127.8k	117.4k	122.7k

SCVB's 2018 Campaign generated an ROI of \$84 for every dollar invested.



**Aware Party
Trip Spending**
\$659
2017: \$691
2016: \$598



\$84 Return on Investment

*Impacted revenue is revenue generated that, without advertising, may not have occurred.

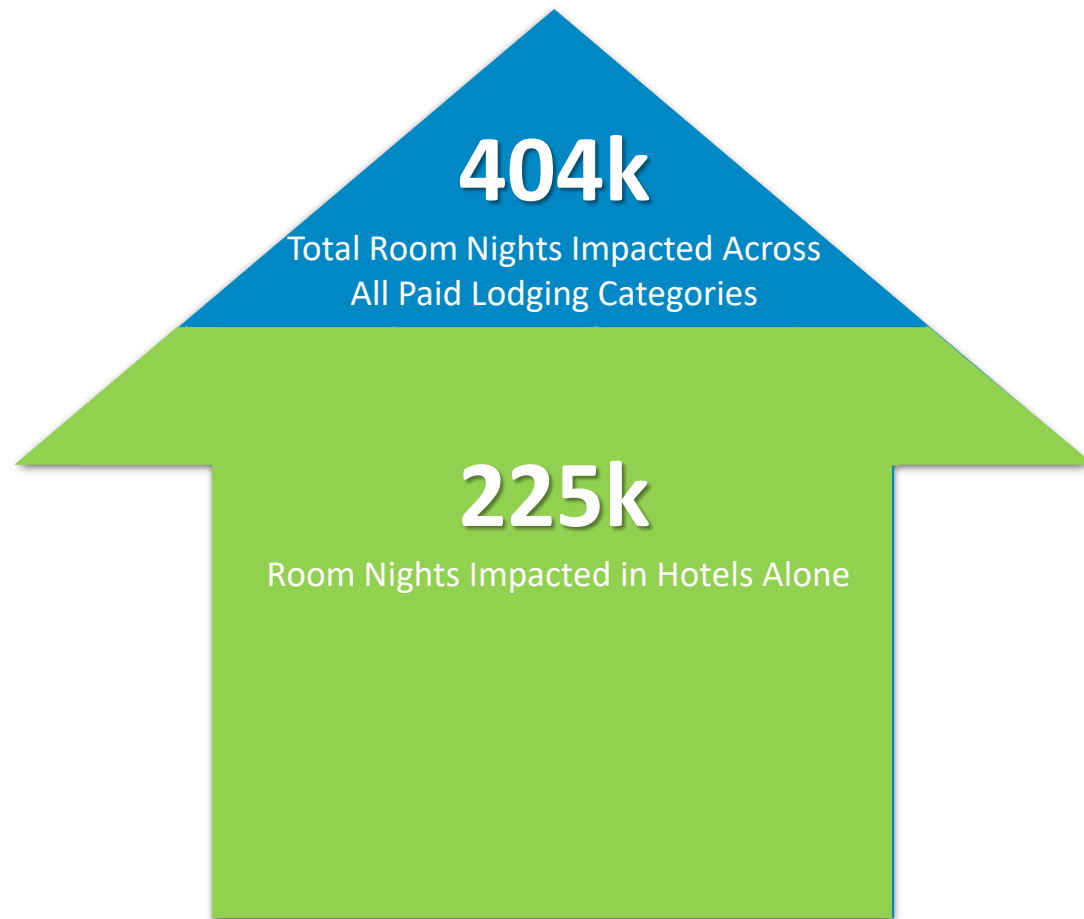
Impacted Spending & ROI

The 2018 Campaign impacted spending in the Springfield area of \$77M – influencing an ROI of \$84.

Springfield visitors reported spending an average of \$659 per party on their most recent visit fueling the large impact on spending in the area. Those visiting from Tiers 2 and 3 had impacted spending that was much higher than the average for Springfield. And, the ROI from Tiers 1 and 2 were also much higher than the historical average.

Market	2017 Impacted Spending	2018 Impacted Spending	Springfield Historical Average
Tier 1: 51-150 miles	\$7.8M	\$5.9M	\$4.9M
Tier 2: 151-225 miles	\$20.1M	\$14.7M	\$13.0M
Tier 3: 226-400 miles	\$17.5M	\$28.6M	\$25.0M
Tier 4: 401-500 miles	\$42.9M	\$28.2M	\$36.9M
Total Market	\$88.3M	\$77.4M	\$79.8M
Market	2017 ROI	2018 ROI	Springfield Historical Average
Tier 1: 51-150 miles	\$107	\$88	\$74
Tier 2: 151-225 miles	\$157	\$124	\$100
Tier 3: 226-400 miles	\$38	\$70	\$71
Tier 4: 401-500 miles	\$105	\$87	\$108
Total Market	\$83	\$84	\$85

Springfield Room Nights/Units Impacted



The SCVB Campaign influenced more than 626k room nights across lodging categories for the entire region with nearly 350k of those being in hotels. Nearly 65% of those occurred in the city of Springfield, reflected in the graphic above.

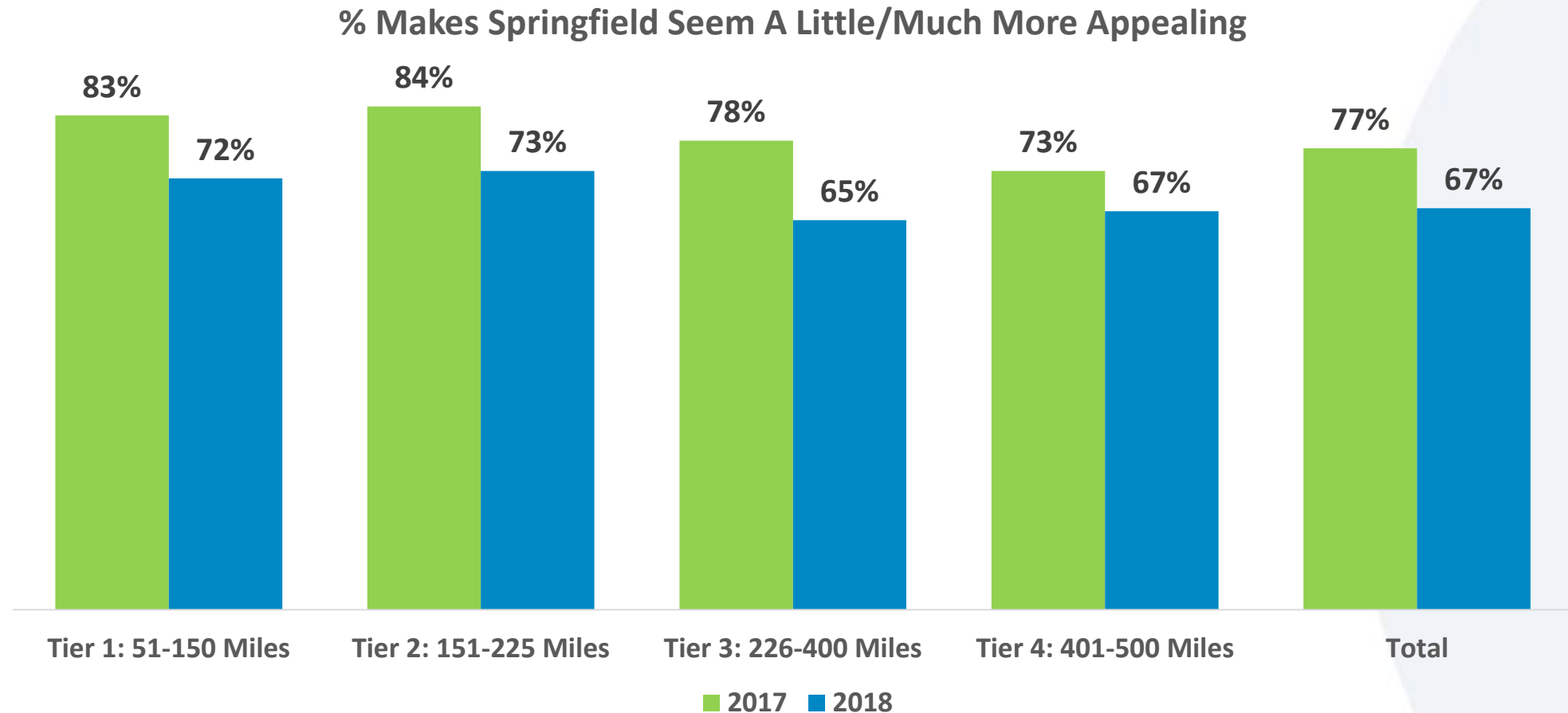
The 2018 Campaign impacted more than 404k *total room nights/units* among those who stayed overnight in paid accommodations in Springfield, MO. (Hotel room nights accounted for 225k of this number.)

Extrapolated across the number of rooms purchased, length of stay and those spending the night in Springfield, it is estimated that the 2018 Campaign influenced approximately 9% of the total commercial room nights/units purchased by Springfield area visitors.

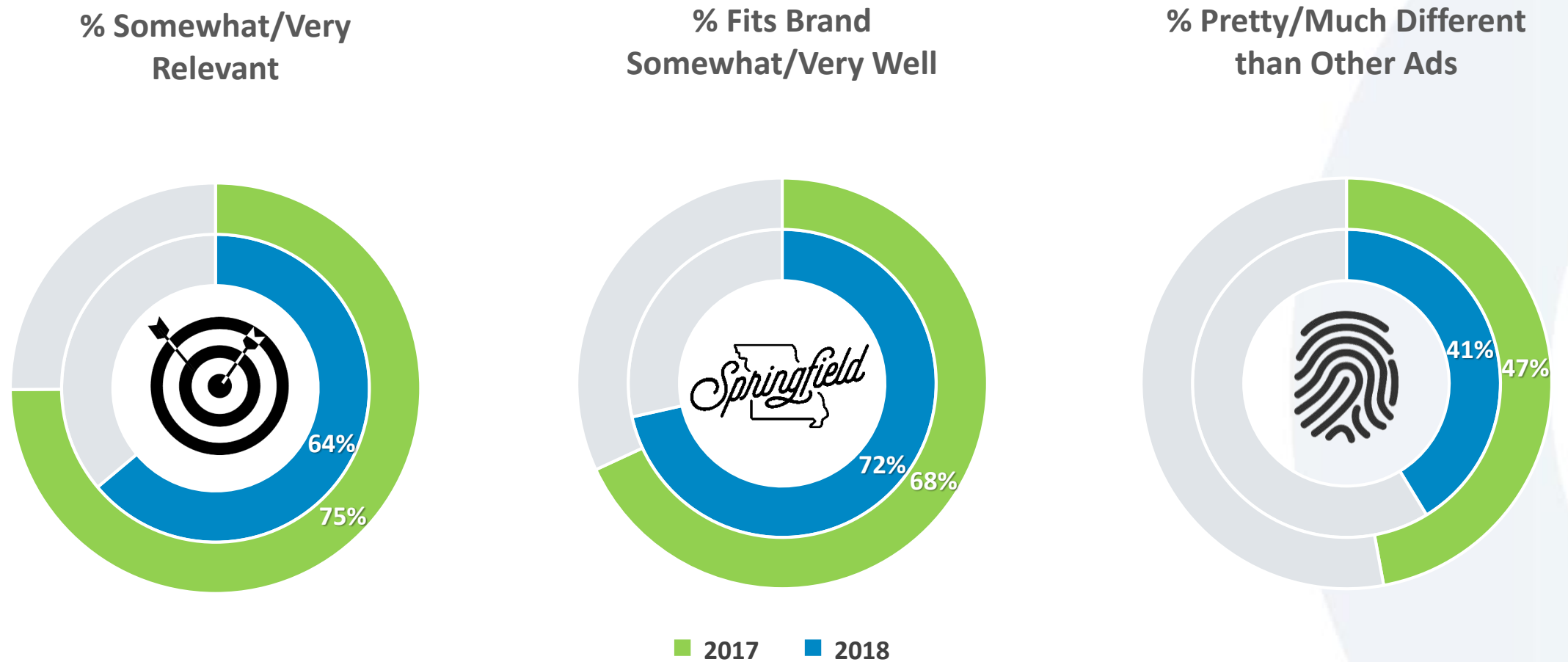
Marketing Evaluation

03

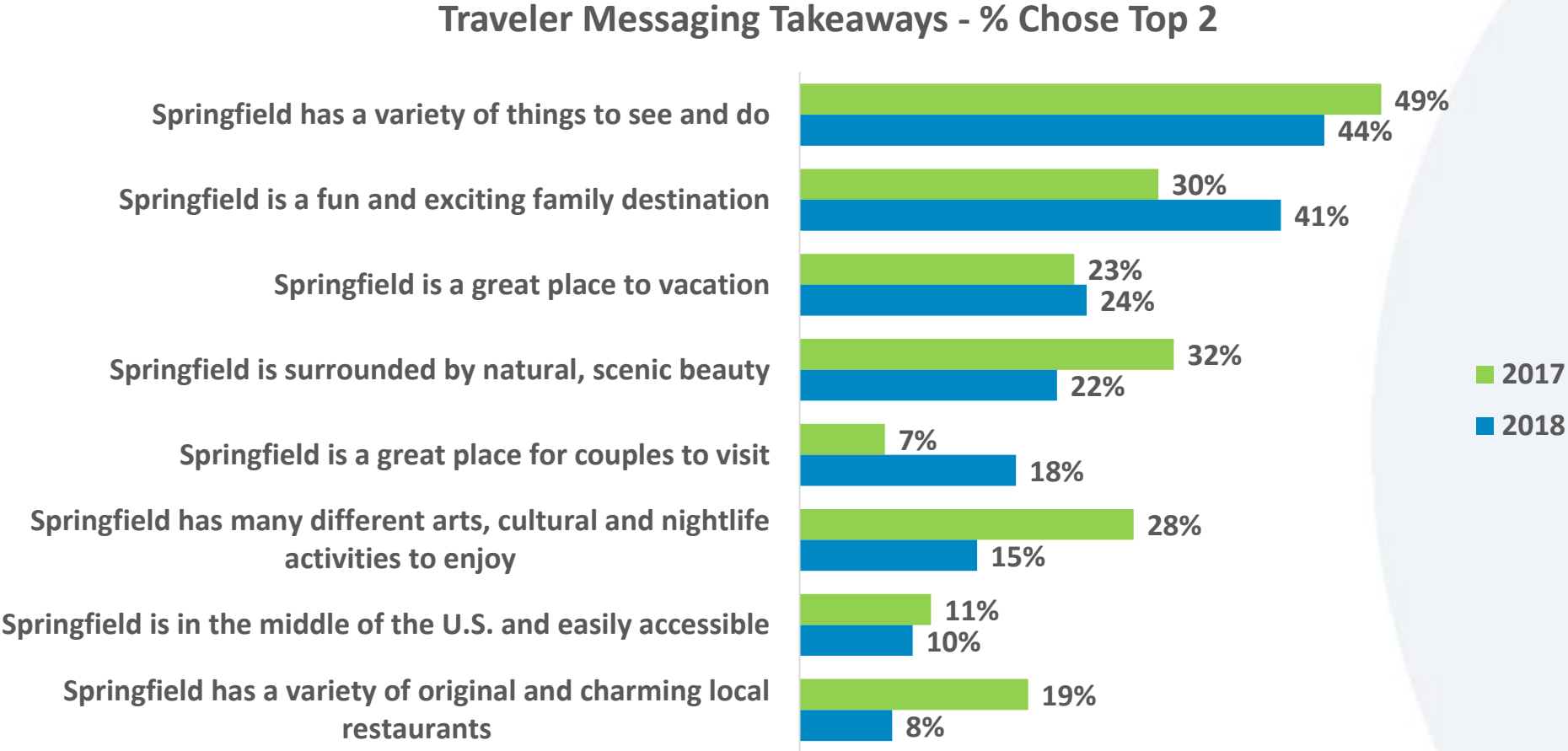
The ads' ability to make Springfield seem like a more appealing destination slipped by 10 points this year, bringing the score below the historical average for the area of 72%.



Travelers continue to believe that the ads fit well with what they know about Springfield; however, the relevance and differentiation of the ads both slipped this year.

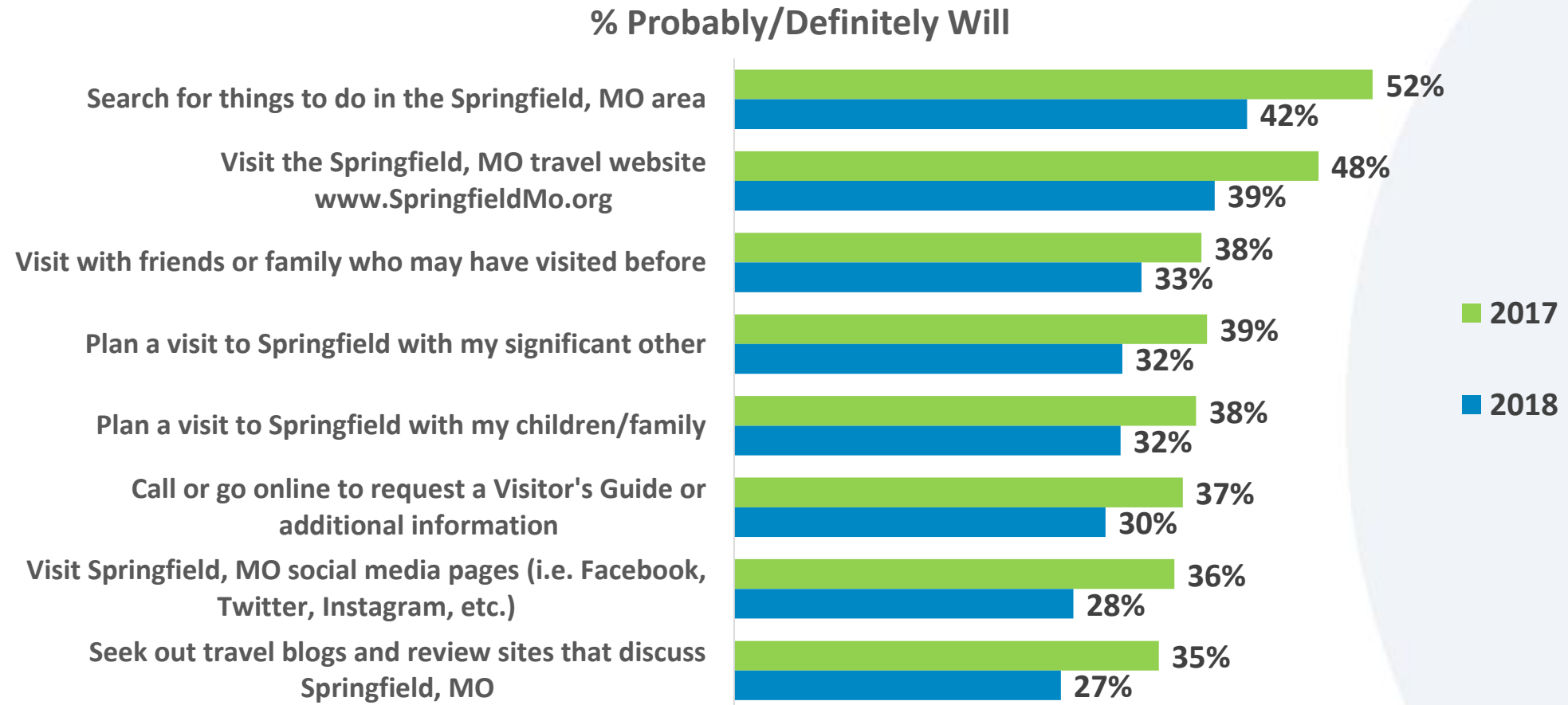


Variety remains the biggest message takeaway; although, other takeaways changed quite a bit. This year, the fun/exciting and couples messages were much more memorable.

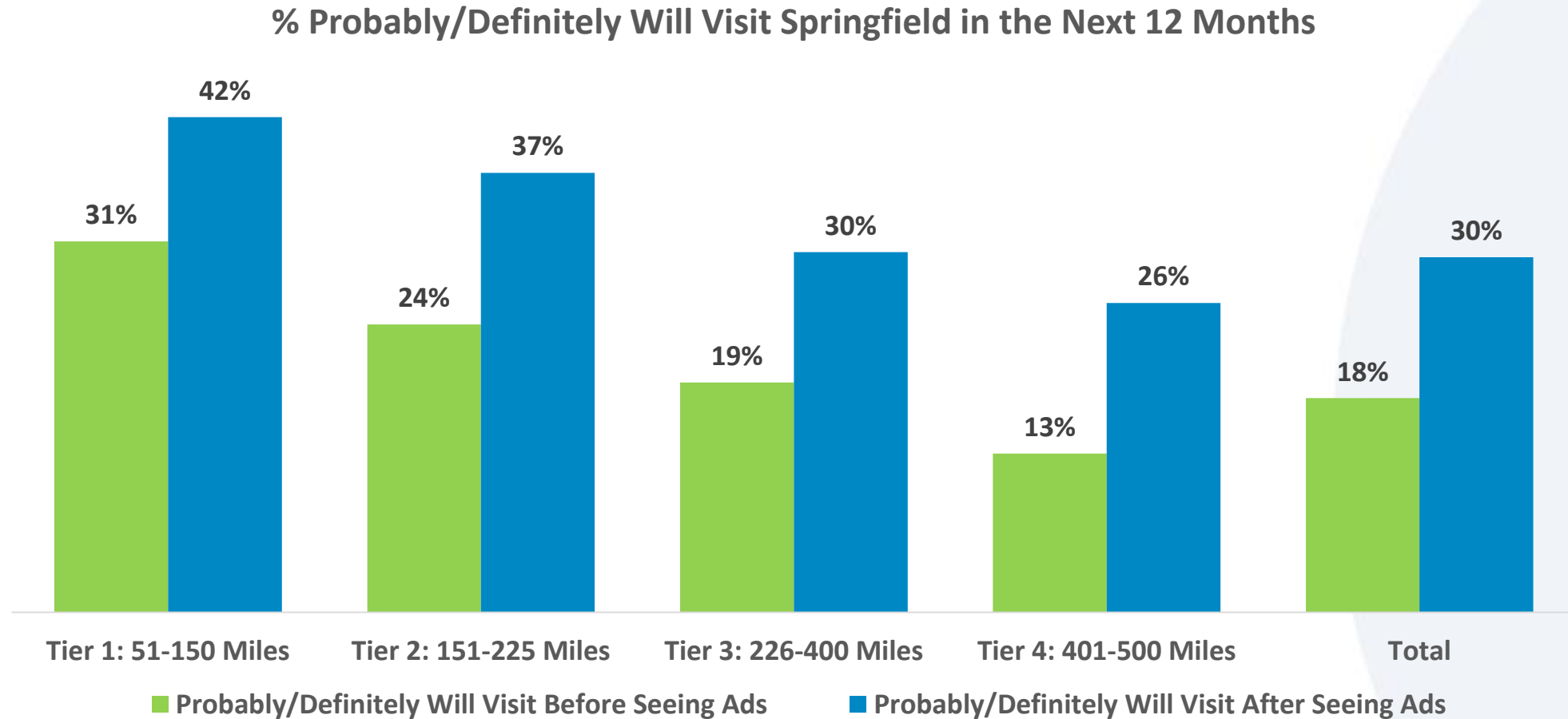


Q44: Which of the following messages, if any, did you take away from the group of advertisements you viewed about the Springfield, MO area?

Post-ad exposure intentions remain similar to past years, but have all declined significantly compared to last year.



Post-ad exposure variance in intent to visit Springfield increased across all market tiers and averaged +12 points, considerably higher than H2R's Norm (+7 points).



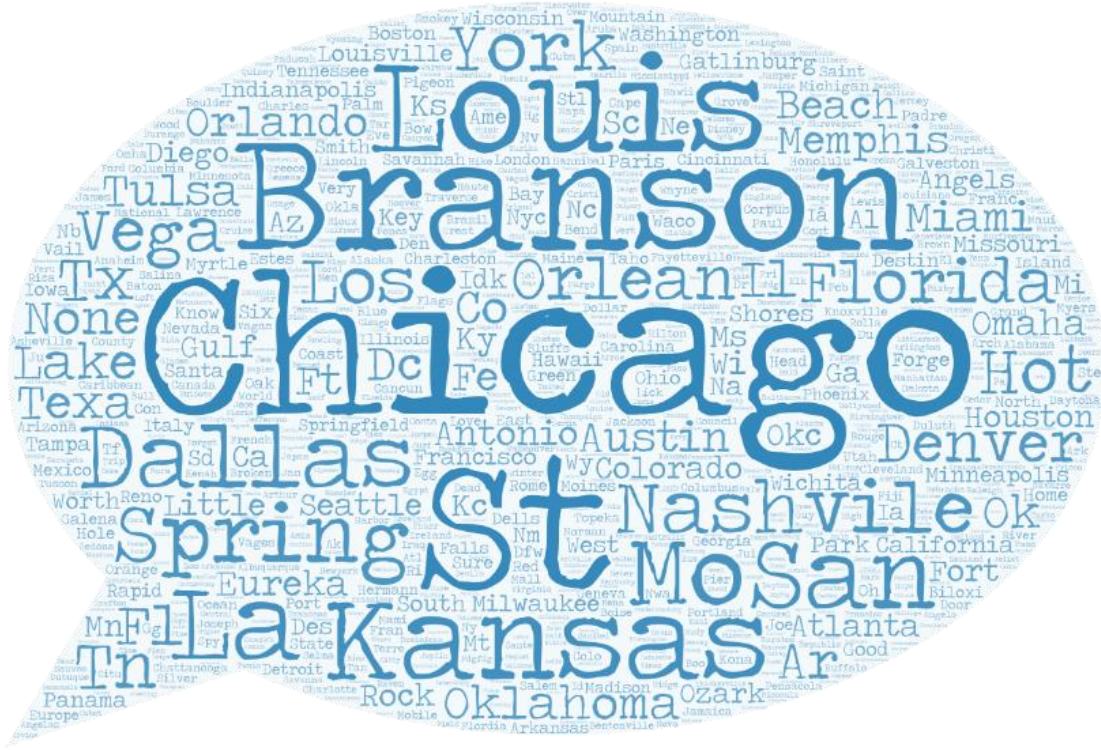
Q14: Using the scale provided, please indicate how likely you are to visit each of the following destinations in the next 12 months.

Q46: Using the scale provided, please indicate how likely you are to visit Springfield, MO in the next 12 months.

Springfield Traveler Profile

04

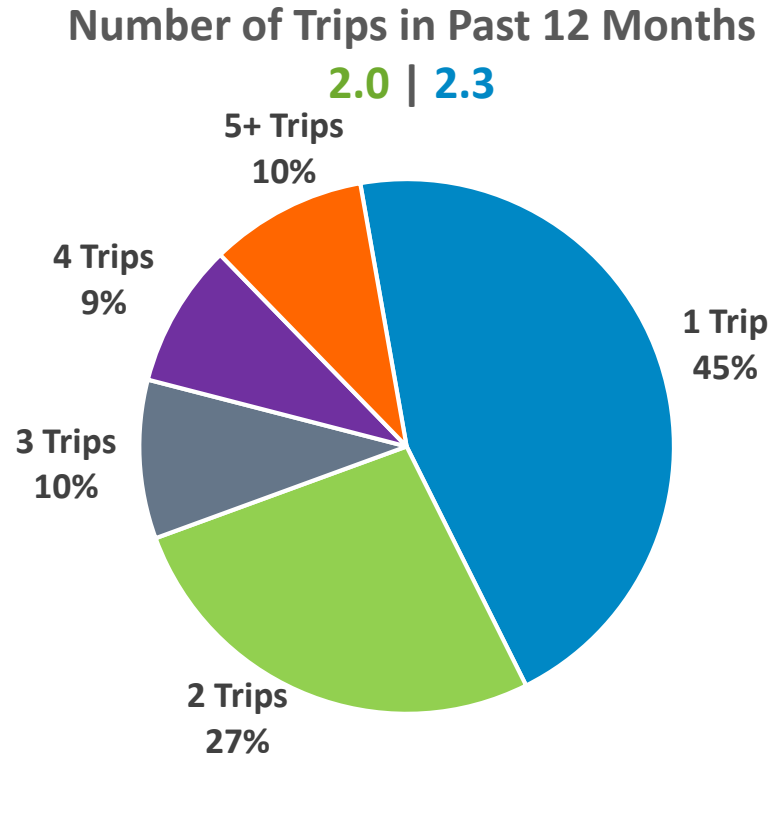
Springfield’s top of mind awareness stayed on par with last year at 1.3%, but as more destinations in the market are vying for a share of voice, Springfield’s ranking dropped from 17th to 41st this year.



Rank	Destination	Awareness
1	Chicago, IL	16.5%
2	Branson, MO	13.0%
3	St. Louis, MO	11.8%
4	Kansas City, MO	10.2%
5	Nashville, TN	8.7%
6	Dallas, TX	8.4%
7	Las Vegas, NV	7.1%
8	New York City	7.0%
9	New Orleans, LA	5.8%
10	Oklahoma City, OK	5.7%
...35	Colorado	1.5%
36	Little Rock, AR	1.4%
37	Gulf Shores, AL	1.4%
38	Cincinnati, OH	1.3%
39	Destin, FL	1.3%
40	Colorado Springs, CO	1.3%
41	Springfield, MO	1.3%
42	Galveston, TX	1.2%
43	Charleston, SC	1.0%
44	Fayetteville, AR	1.0%

Q8: When you think of cities in your region you would enjoy visiting for leisure, which destinations first come to mind?

Travelers' recent visit to the area was most likely 2 or more years ago, in line with the drop in traveling and reported visitation levels this year.



Most Recent Visit to Springfield, MO



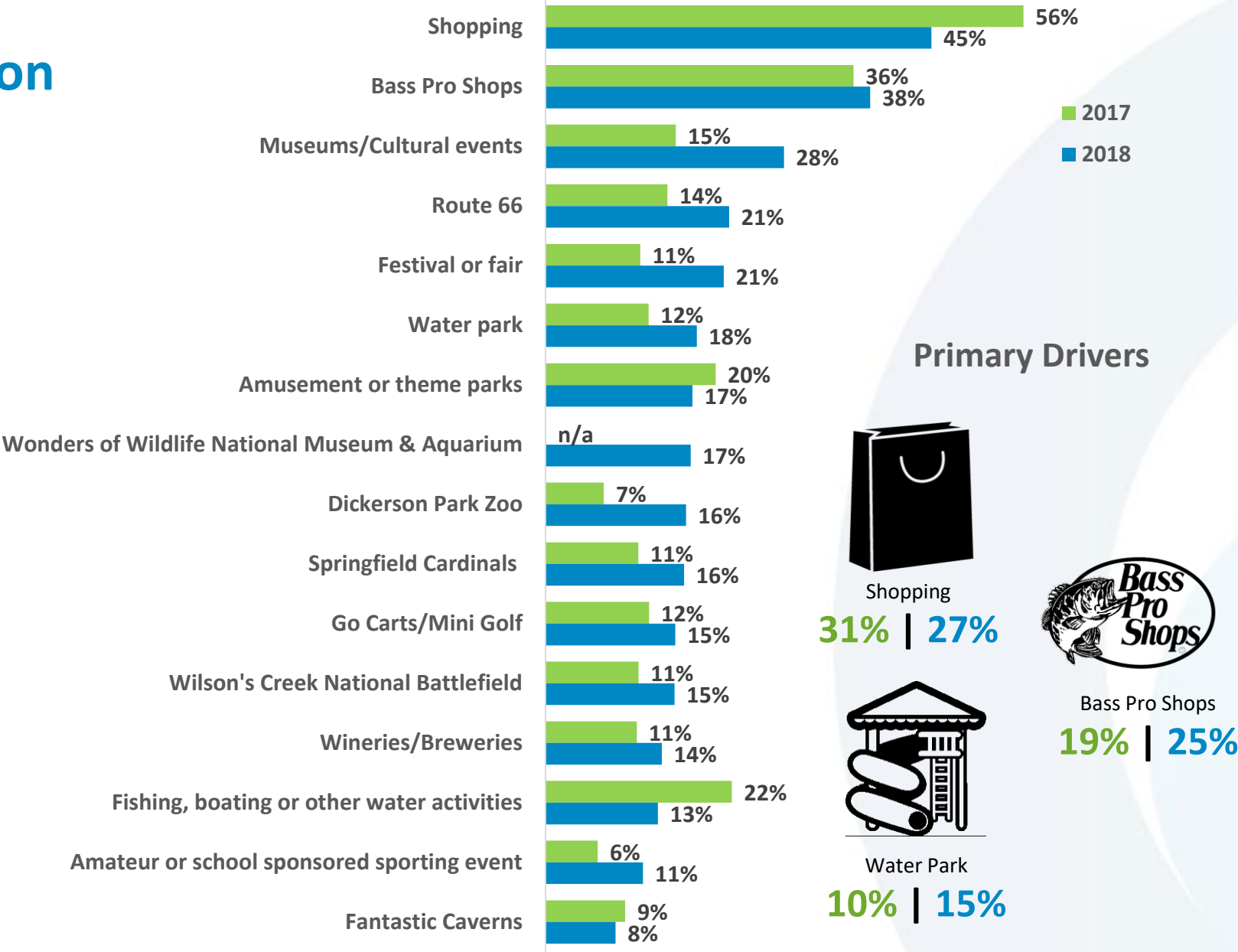
RESPONDENT BASE: SPRINGFIELD, MO VISITORS PAST 12 MONTHS | N=224

RESPONDENT BASE: SPRINGFIELD, MO VISITORS PAST 3 YEARS | N=336

Area Activity Participation

Shopping and Bass Pro Shops continue to be the most popular activities in Springfield, and the ones that drive the most visitation to the area.

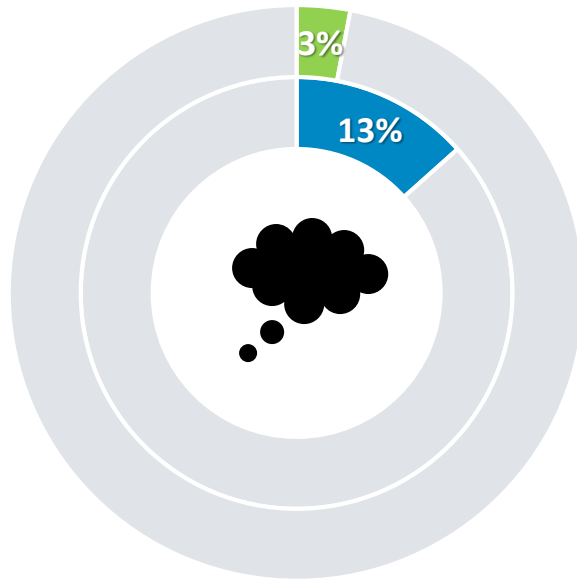
Even though there were fewer visitors to the area, these visitors were much more engaged with tourism activities. Bass Pro saw yet another increase in visitation (+2 points), along with nearly every other activity with the exceptions of shopping, theme parks and fishing/boating.



Q18: Which of the following activities or experiences, if any, did you participate in on your most recent visit to Springfield, MO? Q19: Of these activities, please indicate if there were any that were a major influence in your decision to visit Springfield, MO on your most recent trip.

Unaided awareness of a new attraction in Springfield increased by 10 points. And, those who are aware of a new attraction were much more likely to use terms like *Aquarium* and *Museum*, rather than just *Bass Pro*.

Aware of New Attractions (Unaided)



■ 2017 ■ 2018

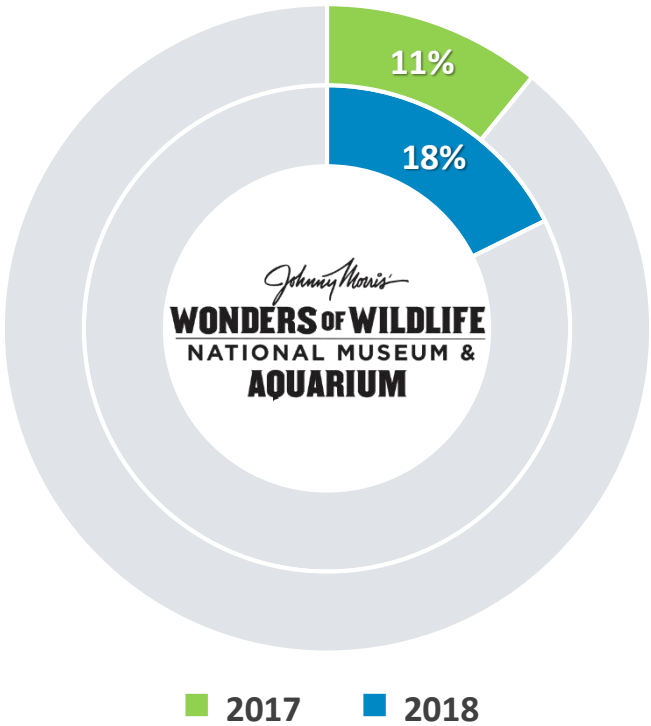
RESPONDENT BASE: SPRINGFIELD, MO VISITORS PAST 3 YEARS | N=336



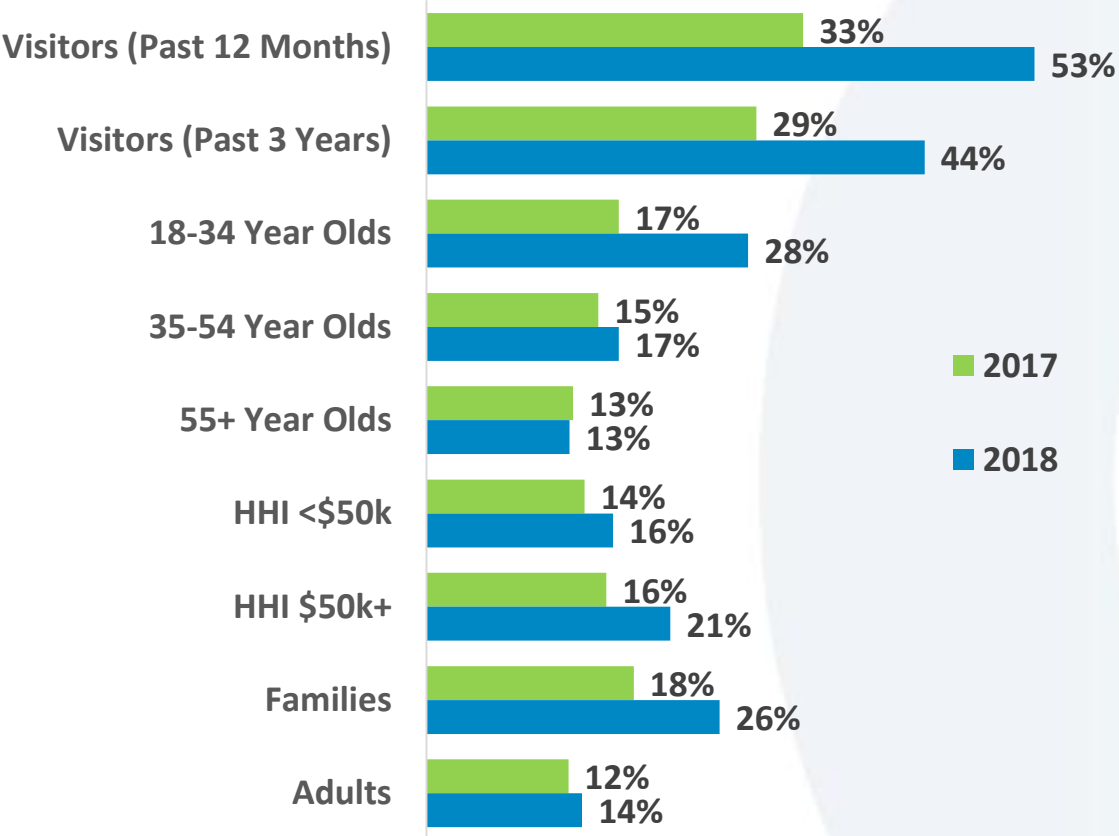
RESPONDENT BASE: AWARE OF A NEW ACTIVITY/ATTRACTION | N=69

Aided awareness of Wonders of Wildlife also increased significantly, especially among Springfield visitors, 18-34 year olds and families.

Aware of Wonders of Wildlife
Museum & Aquarium



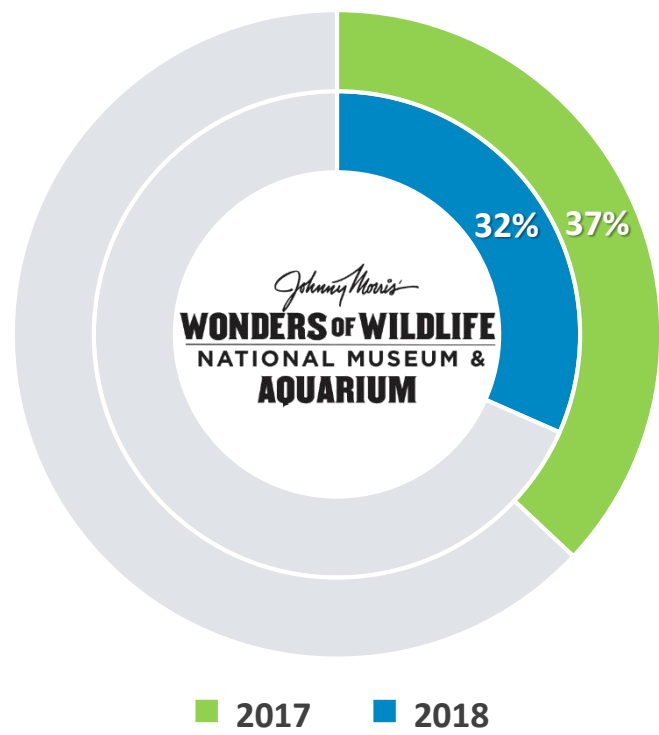
Awareness of WOW by Segment



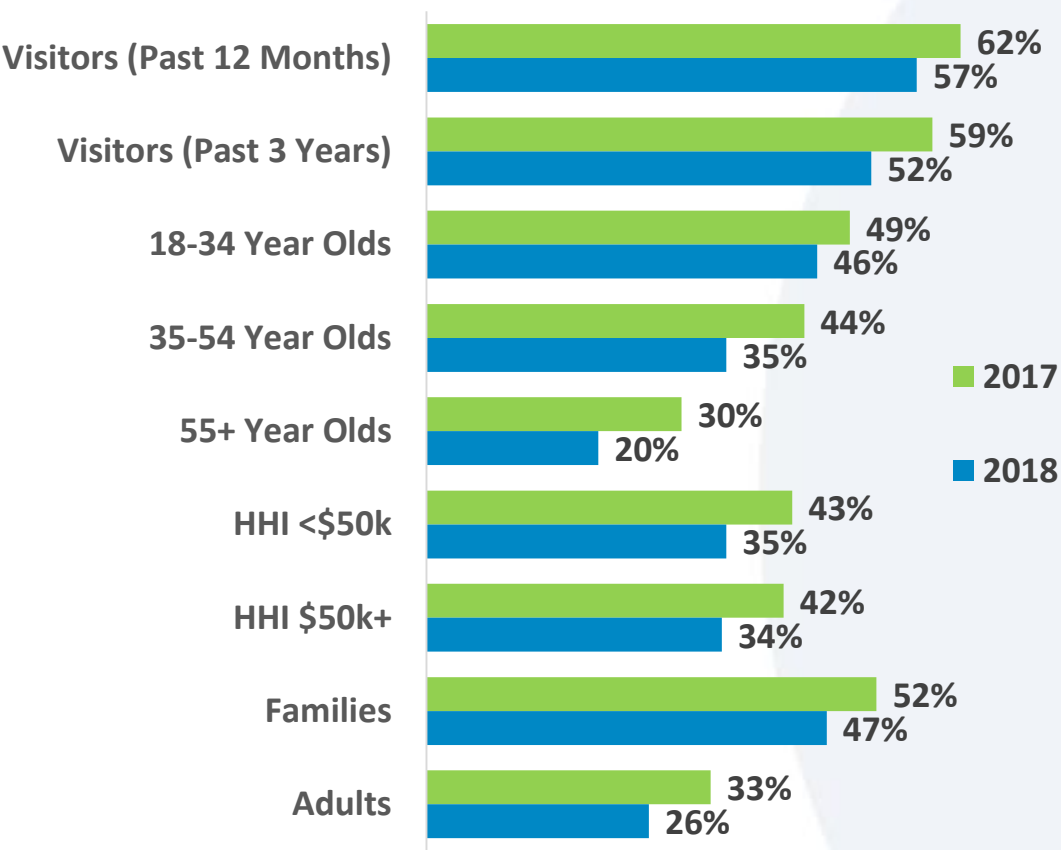
Q30: Are you aware that the Wonders of Wildlife National Museum & Aquarium re-opened in Springfield, MO on September 21st, 2017?

Intent to visit Wonders of Wildlife over the next 3 years has declined across all segments compared to last year.

Intent to Visit Wonders of Wildlife in the Next 3 Years



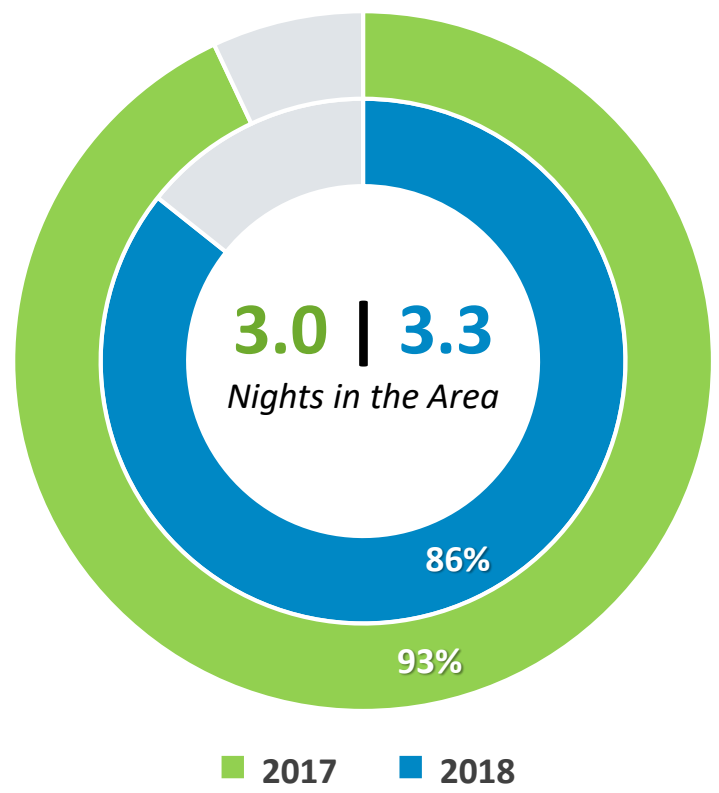
Intent to Visit WOW by Segment



Q31: Using the scale provided, please indicate how likely you are to visit Wonders of Wildlife in the next 3 years.

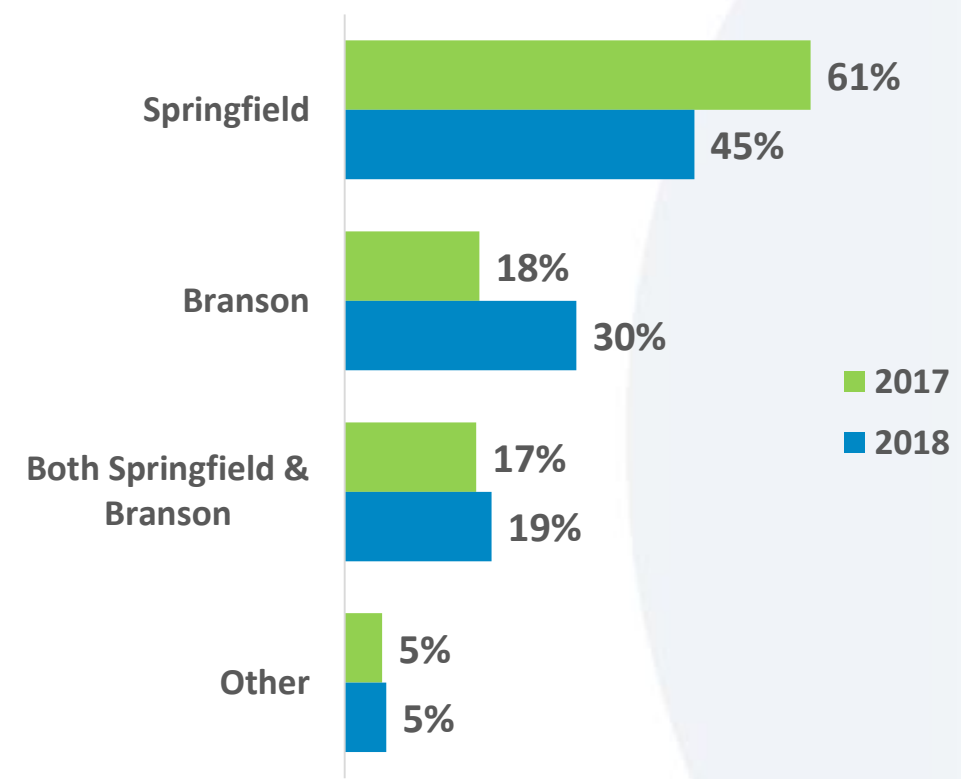
Overnight visitation decreased to 86% in 2018, with a similar length of stay to last year. Those staying in Springfield also declined while those staying in Branson increased.

Stayed Overnight in Springfield Area



RESPONDENT BASE: SPRINGFIELD VISITORS LAST 3 YEARS | N=336

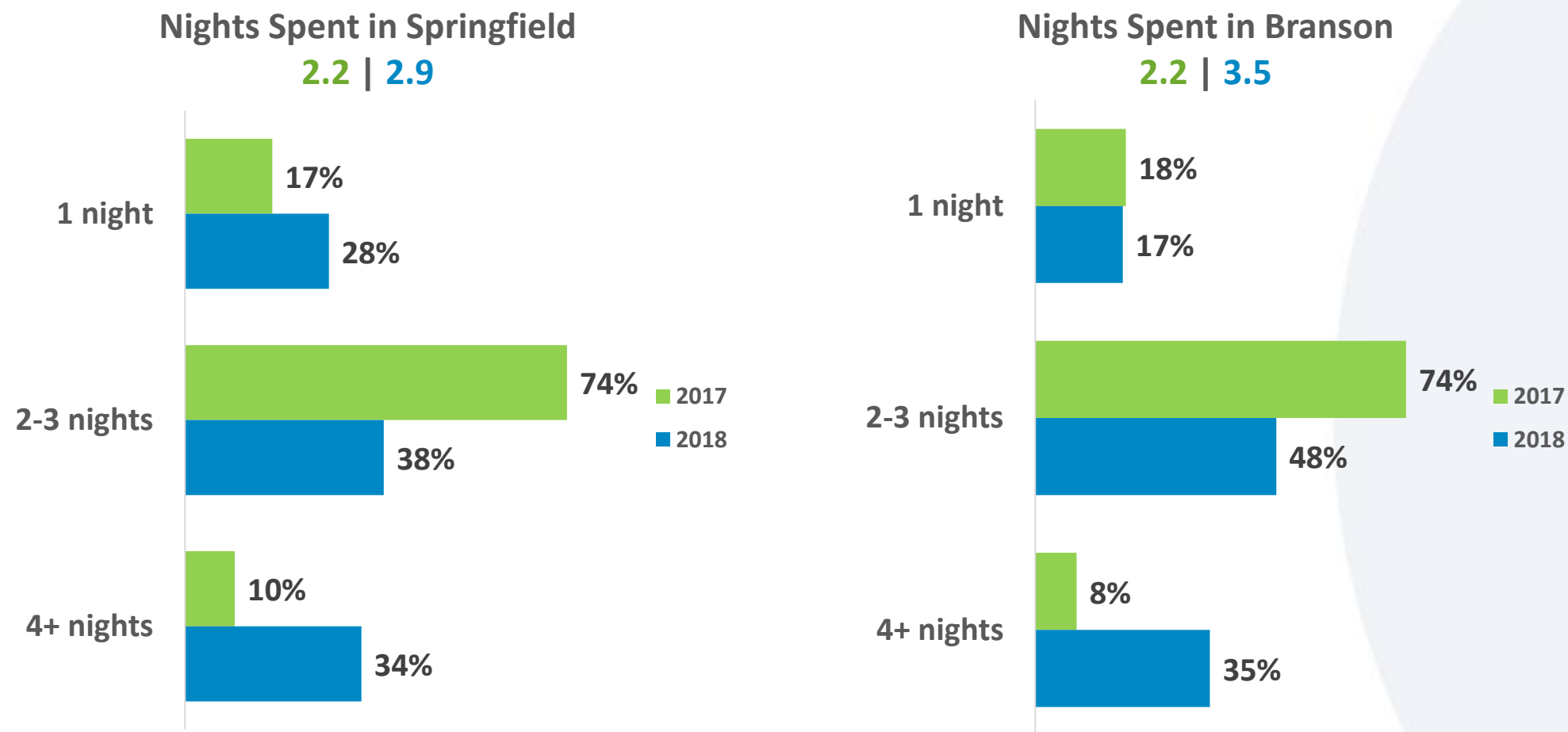
City/Area Stayed In



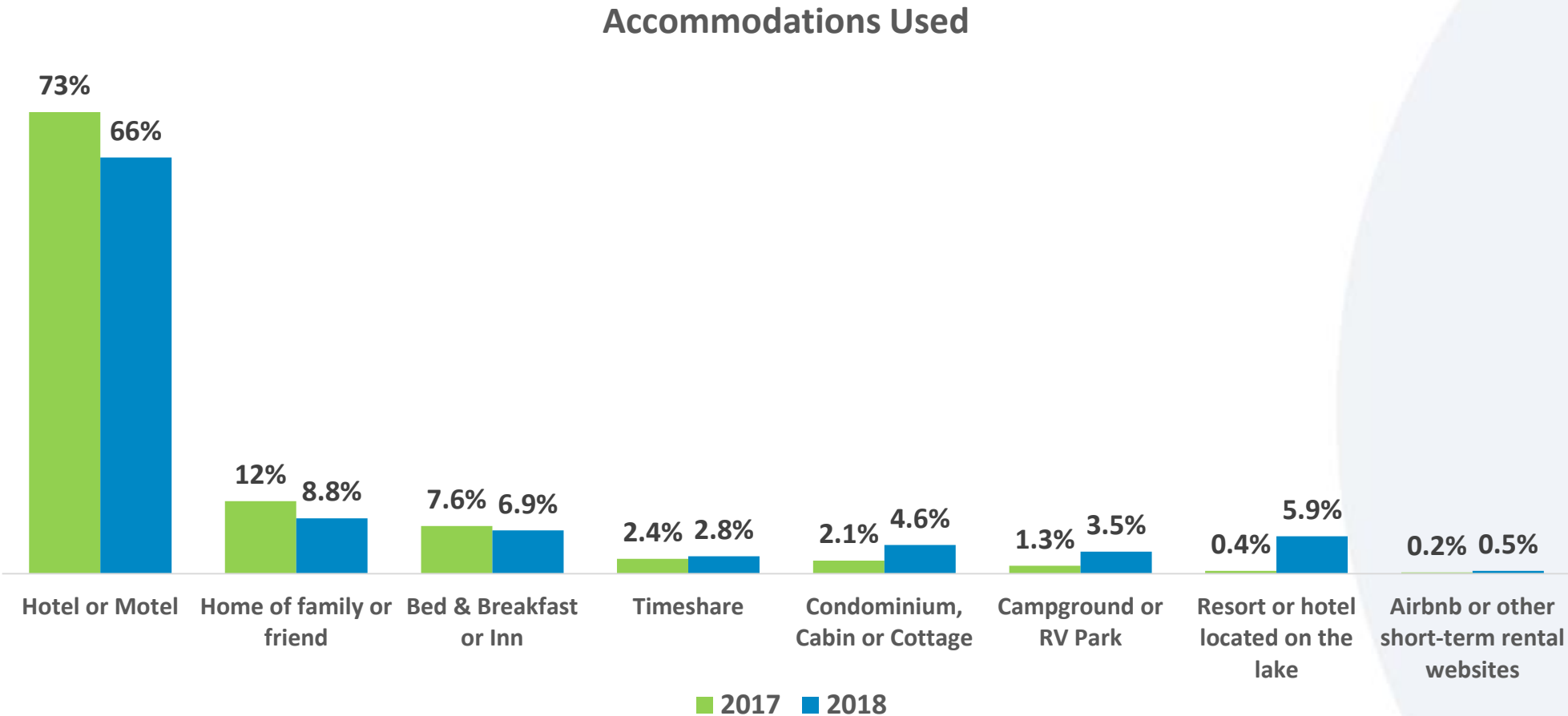
RESPONDENT BASE: ALL OVERNIGHT VISITORS | N=267

Q21: How many nights did you spend in the area on this trip?
Q22: In which of the following cities/areas did you spend the night on your most recent visit to the Springfield area?

Length of stay among those visiting both Springfield and Branson increased. Visitors spent slightly more time in Branson than Springfield this year.



Hotels/Motels are still most popular for Springfield visitors. Although, they were less popular this year with both Condos and Resorts increasing. Not surprising with an increase in Branson stays.



Net Promoter Score

Net Promoter Score (NPS) is a measurement tool used across industries to evaluate net consumer satisfaction using a single point of accountability. Given the importance of social media and positive word of mouth advertising, travel destinations should monitor their brand advocacy, and the Net Promoter Score is considered one of the best tools for doing so.

HOWEVER, while NPS should be monitored, it should be pointed out that NPS is also one of the most volatile metrics* and, more importantly, there is very little that a DMO/STO can do to move the NPS needle upward. No amount of quality marketing can alter a visitor's personal experience at area attractions, restaurants and hotels. Only travel constituents who serve travelers have the power to make this kind of impact.

“How likely are you to recommend each of these destinations to a friend or family member?”



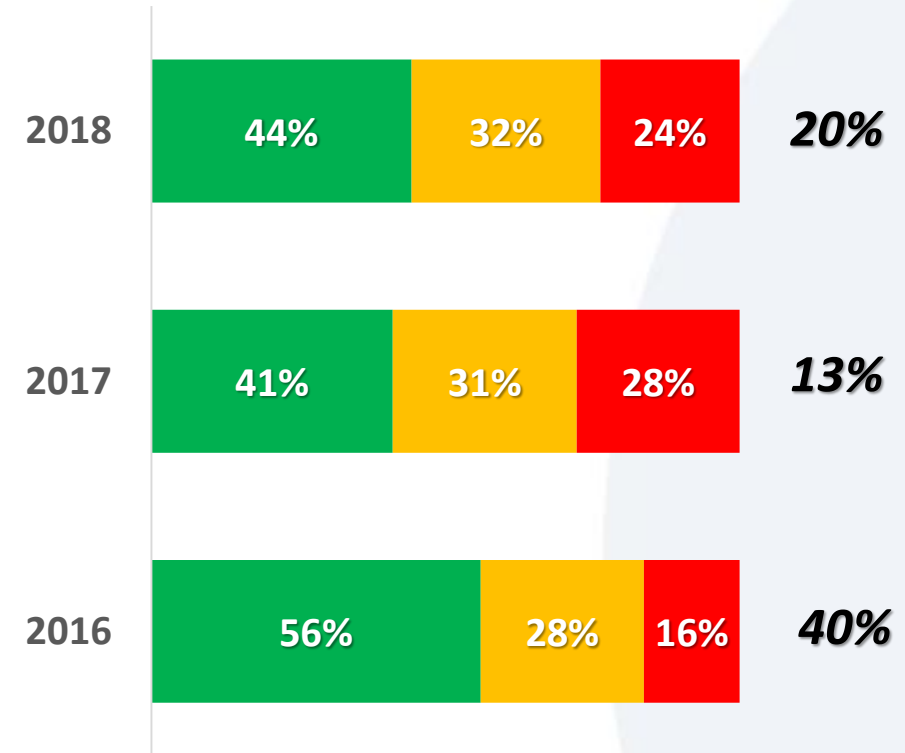
Net Promoter Score = (% Who are Promoters) – (% Who are Detractors)

**NPS tends to be somewhat volatile because the calculation of a net score requires that the ratio of detractors be deducted from the ratio of promoters which often times exaggerates the variance as well as the margin of error.*

Net Promoter Score

Springfield's Net Promoter Score increased by 7 points this year, bringing the score more in line with the H2R Norm of 24%.

The increase was accomplished by reducing the number of Detractors and increasing the number of Promoters. Neutral visitors increased by 1 point – moving in the right direction.



■ Promoters (9-10) ■ Neutral (8-9) ■ Detractors (0-6)

Demographic Profile of Springfield Visitors

	Visitors in Past 12 Months	Non-Visitors	Prospects*	Brand Advocates**
Respondent Age	44	45	39	41
Children in the Home	44%	35%	47%	55%
No Children	56%	65%	53%	45%
Males	39%	32%	29%	38%
Females	61%	68%	71%	62%
Caucasian or White	86%	79%	70%	78%
African American or Black	7%	11%	17%	11%
Other Ethnicity	7%	11%	13%	12%
HH Income	\$82.4K	\$65.8K	\$61.9K	\$72.7K
Distance	195 miles	319 miles	302 miles	228 miles
% College Graduate +	52%	45%	41%	50%

*Prospects are non-visitors who intend to visit the area after viewing the ads.

**Brand Advocates are visitors who rated NPS for Springfield a 9 or 10 and will probably/definitely return.

Thank You!



Reveal Your Customer's Full Experience

4650 S. National Ave, Suite C1
Springfield, MO 65810

417.877.7808

@H2RMktResearch