



Southern Delaware

Beaches are just the beginning™

Marketing Webinar County Tourism Partners

March 14, 2023

www.VisitSouthernDelaware.com

Agenda

- Travel Trends and Forecast
- SDT Advertising
- Co-op Advertising Opportunities
- Marketing Toolkit for Partners
- Travel Media /Public Relations
- Social Media
- Questions & Answers

Travel Trends 2023

- Multi-generational travel continues to grow in popularity
- High-end sustainable travel - The luxury tourism market is booming
- Climate change education itineraries
- Growing demand for purposeful and meaningful travel experiences
- Domestic travel tops global
- Wellness retreats
- Travel will remain a budget priority –travelers are saying that they plan to spend disposable income on leisure travel

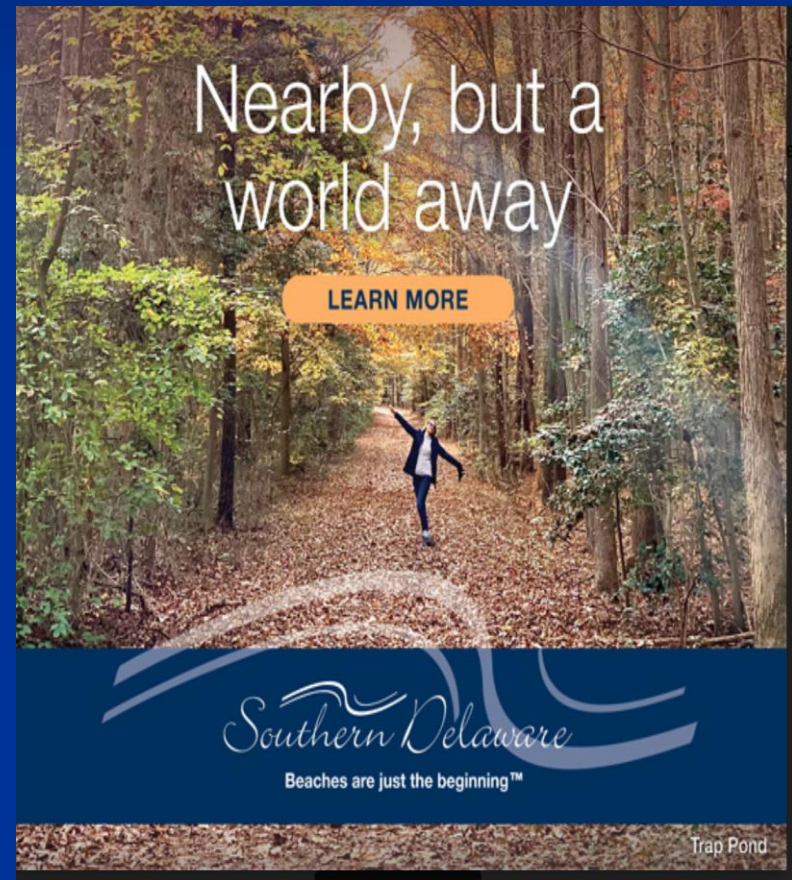
Sources: Surveys done by Booking.com, Travel Pulse and Travel Zoo

Southern Delaware 2022-23

Sample Advertising Outlets

- ❖ Targeted online digital banners, native advertising, Google Business Profile
- ❖ Paid social media
- ❖ AAA World- Extra Mile
- ❖ Effectv/Xfinity Streaming
- ❖ Mid-Atlantic Events
- ❖ USA Today
- ❖ Northern VA Magazine
- ❖ Philly Magazine
- ❖ Military Times
- ❖ Southern Living
- ❖ Arlington Magazine
- ❖ Reunions Magazine
- ❖ Baltimore Magazine
- ❖ Ferryvision
- ❖ Newsday

Fall 2022 & Winter 2023 Ad Campaigns



Fall 2022 & Winter 2023 Ad Campaigns



Co-op Advertising Opportunities



Campaigns are available for 4 consecutive weeks with signed agreements and are due one month prior to run dates. You provide 12 seconds of raw video (without music and voice over.)

OR they can create a 12 second commercial. -you'll provide your digital logo, 20 high resolution images, and your website URL to show on screen.

Choose up to 3 geographic areas to air from:

NY, Philadelphia, DC, Baltimore and Hilly Philly (Harrisburg, Lebanon, Lancaster, York Counties, PA)

Reporting – includes results from Effectv and SDT's tracking pixels

Your investment is \$535.00 (this includes a 50% matching discount from SDT)

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Co-op Advertising Opportunities



Campaigns are available every two months and include three insertions on the Wednesdays of your choice throughout your chosen two-month period.

- You provide one high resolution photo or graphic, 10 words describing your business, and your business logo and URL for click through.
- Your message will reach over 300,000 homes throughout the mid-Atlantic region via AAA World's Extra Mile newsletter.

Reporting/Leads include the results from a tracking pixel utilized on all campaigns that tracks details of the activity on your site resulting from the ad and you'll receive reader service leads from AAA World.

Your investment is \$650.00 (discounted as a partnership package with AAA and SDT).

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An advertisement for the Cape May-Lewes Ferry. It features a woman relaxing on a lounge chair on a ferry deck, with a ferry boat in the background. Text includes "The FERRY WORKS FOR ME!", "SAILING DAILY", "Operated by DRBA DELAWARE RIVER & BAY AUTHORITY", "in partnership with", "AWARD OF EXCELLENCE TEN YEARS RUNNING", and "Ferrying cars & people between NJ & DE daily".

Cape May-Lewes Ferry
Rediscover the joy of travel! Plan your next trip with Cape May-Lewes Ferry

[LEARN MORE »](#)

An advertisement for Delaware Botanic Gardens. It features a butterfly on a flower. Text includes "Visit DELAWARE BOTANIC GARDENS OPEN MARCH-NOVEMBER", "DELAWARE BOTANIC GARDENS AT HUNTER CREEK", and "Featuring the 2-acre Piet Oudolf Meadow Garden, with 70,000 native plants and grasses. The 37-acres includes a 12-acre Woodland. Open Thursdays to Sundays 9 a.m. to 4 p.m. Admission is \$15 adults and free for children 16 and under."

Delaware Gardens
Featuring the 2-acre Piet Oudolf Meadow Garden, with 70,000 native plants and grasses. The 37-acres includes a 12-acre Woodland. Open Thursdays to Sundays 9 a.m. to 4 p.m. Admission is \$15 adults and free for children 16 and under.

[LEARN MORE »](#)

Co-op Advertising Opportunities



Campaign Dates- 5/15-9/15/23

Ferryvision will contact the partner to create the 15 second spot after receiving signed contract.

A minimum of three partners are needed to proceed with each block.

All videos will appear on FerryVision TV and play:

- around the clock on multiple video monitors throughout the Lewes and Cape May ferry terminal
- at least twice per crossing on multiple video monitors onboard each vessel of the Cape May – Lewes Ferry
- at the EZ Pass Customer Service Center at the Delaware Memorial Bridge

All videos will be posted and available on FerryVision social media which includes Facebook, Instagram and YouTube. Each block will be available on the PhillyVision Streaming Channel which is a free app that is available on any Smart TV or streaming stick that uses Roku, Amazon Fire or other popular platforms from May 15 to the end of 2023.

Your investment is \$600 and includes a 60% matching discount from SDT

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Marketing Toolkit for Partners

Partners of Southern Delaware Tourism (SDT) now have easy access to marketing tools and information about working with SDT thanks to our new online Marketing Toolkit for Partners. Southern Delaware Tourism has created this web portal where you'll find timely information and access to :

- Advertising Campaigns
- Culinary Coast™ Program
- SouthDel Sidekick App
- Quarterly Connections Partner Newsletter
- SDT's Niche Committees
- SDT Meeting Dates
- Opportunities to easily link to our Instagram to be included in our website galleries
- A link to upload photos from your business for use in marketing our destination to potential visitors

How to sign in:

The URL is <https://visitsoutherndelaware.com/partner-marketing-toolkit>.

The app is password protected. Sign on info is:

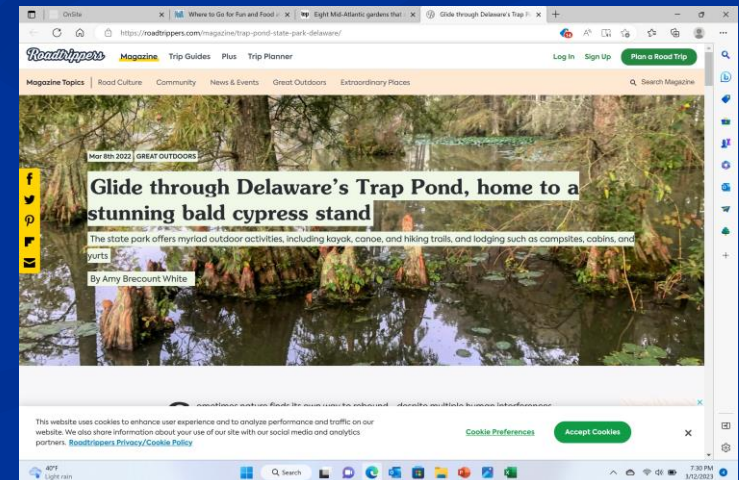
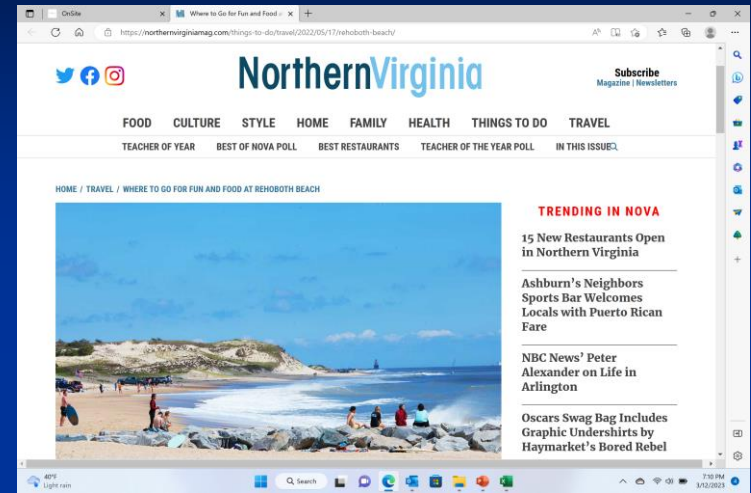
Username: partner

Password: sdtmktg

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Public Relations/Media Relations

- SDT issues press releases and works with travel journalists and editors throughout the year to keep writers and media outlets focused on Southern Delaware
- We host travel writers and provide assistance as they gather experiences and content for their stories. This is an important part of how we keep Southern Delaware in both the public eye and on the minds of travel editors and writers as they select story ideas.



Public Relations/Media Relations

Southern Delaware features have appeared in • Recreation News • Delaware Today • Saturday Evening Post • TravelMag.com • USA Today • Washington Post • Philadelphia Inquirer • Thrillist • AAA World • TravelAwaits.com • Reading Eagle • Lonely Planet • Getaway Mavens • Mid Atlantic Events • Sports Events Magazine • Columbus Monthly • CNN • MSN.com • Boston Globe • Forbes • Eater D.C. • Baltimore Style, Reader's Digest - some multiple times, and in many other national publications as well as in regional and local publications.

Social Media



- Southern Delaware Tourism's social media channels include Facebook, Instagram, and Twitter.
- Our combined following on these channels is 32,318, up nearly 4,000 from last year at this time.
- Our reach from March 1, 2022 to March 1, 2023 exceeded 2.8 million on Facebook alone, an increase of 30% over the previous year.
- Our social media promotions highlight our unique scenic attributes, festivals & events, activities, dining, etc., to entice travelers to plan overnight stays. **People who don't visit won't patronize *your* business.**

It all starts with a visit...So how can you help?

Promote Your Business by Promoting Southern Delaware

1. **Follow SDT on FB, TW, and IG & share our posts.**
2. **Tag us in *your* social media posts.** Tagged FB & IG posts are featured on our website's homepage.
(#VisitSouthDel or #CulinaryCoastDE)
3. **Link to our website from your website. Need our logo?** Check out our online Marketing Toolkit for Partners
4. **Link your Instagram** so we can get partner website galleries up and running! See Partner Content Uploads in the toolkit.

!!! Like and share our monthly eScapes Newsletter Facebook posts. You should receive an email reminder each month to do this. Three winners are chosen from all tourism partners who share our eScapes Facebook post to receive a free ad in the following month's eScapes Newsletter (distribution to over 22,000 potential visitors who have expressed interest in Southern Delaware.)

Other Ways You Can Support Our Mission to Support You

- Be involved! Attend Southern Delaware Tourism partner events and committee meetings, and share any ideas or questions you have with us.
- Be willing to host visiting travel writers/influencers that have been vetted by Southern Delaware Tourism.
- Spread the word among other tourism partner businesses about working with Southern Delaware Tourism.
- Add TinaC@VisitSouthernDelaware.com to your email distribution list to make sure we receive all of your press releases and newsletters.
- Make sure your website is kept consistently up to date with your days of operation, your business hours, and your services. If you close for the season, don't wait! Post your reopening date and hours when you close for the season.
- Complete your **Google Business Profile** and keep it updated with your hours, current info, and photos.
- Take advantage of SDT's many free and low-cost offerings to augment and enhance your own marketing efforts. **We're here to help!**



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Questions & Answers

THANK YOU

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