

# Putnam County Visitors Bureau, Inc.

40 Gleneida Avenue  
Carmel, N.Y. 10512



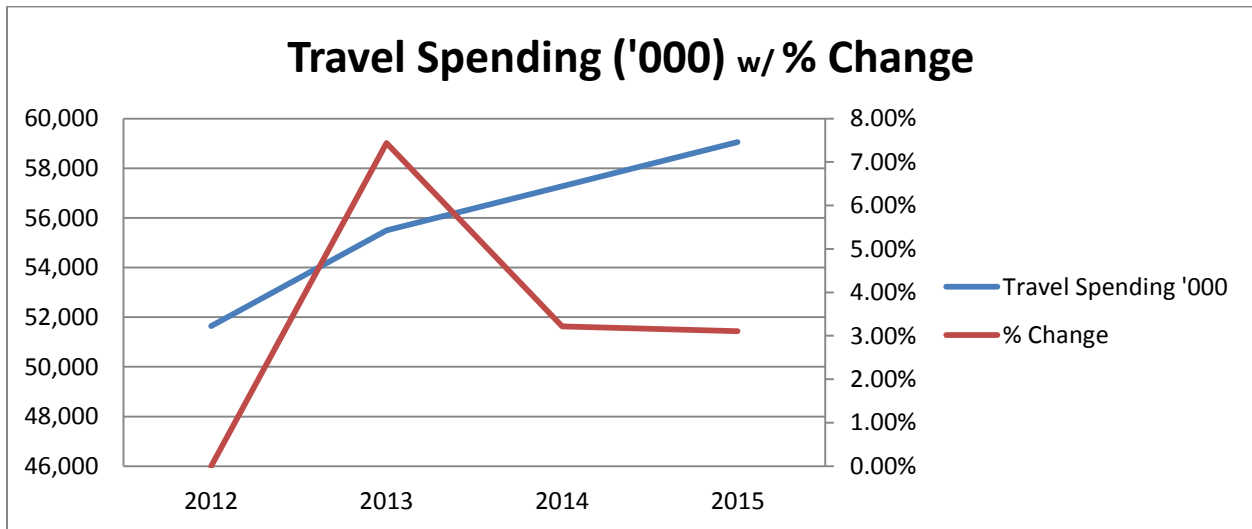
June 20, 2017  
Economic Development & Energy Committee Meeting  
Room 308, 6PM

The purpose of the I Love New York Matching Funds grant through Empire State Development is for planning and promotion designed to stimulate and increase the economic impact of tourism in New York State.

The goal is to achieve an effective marketing plan, consisting of print, digital, radio and television advertisements that will stimulate tourism in the Putnam County market. The program as a whole must strengthen the Putnam County brand, as well as the I Love New York brand, while furthering our collective branding strategies.

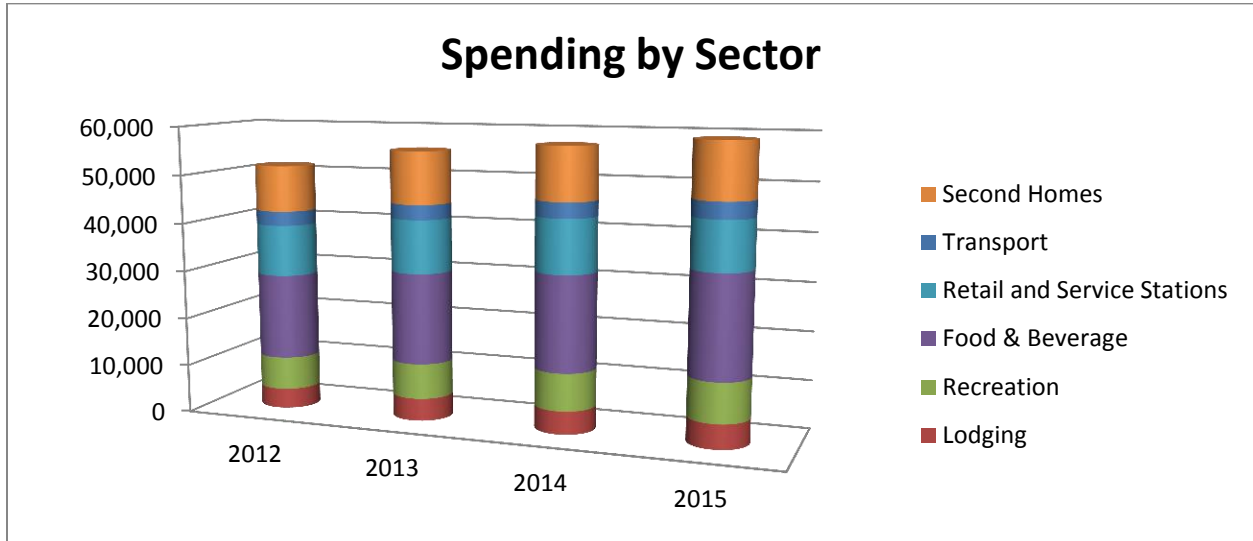
In order to be compliant with the Matching Funds program all marketing efforts will be focused outside the county. All of the Visitors Bureau's promotional spending is done utilizing the I Love NY Matching Funds program. This will allow the Visitors Bureau to leverage the legitimacy of the I Love NY branding, while also creating a consistent image that visitors will recognize. The focus of our efforts will be to maximize the effectiveness of attracting non-Putnam County residents to spend their days in our area exploring and experiencing Putnam's assets as a premier tourist destination, within the Hudson Valley.

Research: Empire State Development tasks Tourism Economics, an Oxford Economics company to issue a report on the economic impact of tourism annually. This report includes a Hudson Valley specific portion that includes Putnam County. By analyzing the report from 2012 through 2015 (the 2016 report is not yet available), traveler spending in Putnam County is on a steady, upward trend. Monitoring the data in these reports is essential to crafting a marketing plan that actively attracts visitors.



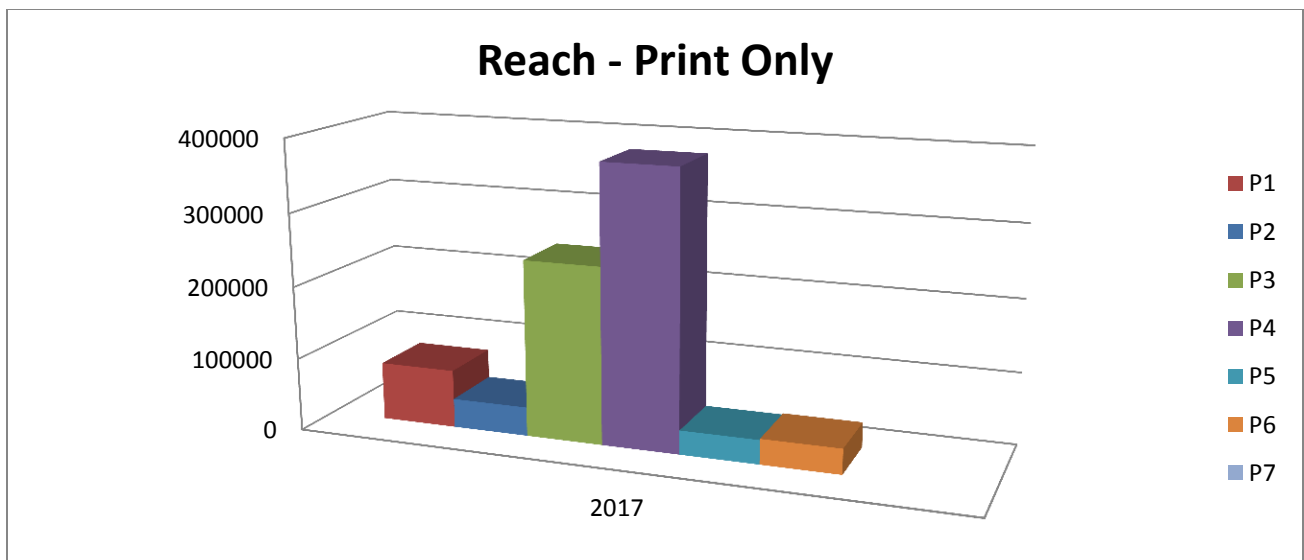
Breaking down visitor spending by sector is important in determining what activities visitors actively engage in, and what advertising platforms will most successfully attract them. The three largest sectors,

as the graph below depicts, are food/beverage, retail, and recreation. This is illustrative of the farm-to-table movement, the trend toward supporting local craftspeople, and the increased popularity of outdoor activities such as hiking, kayaking, and cycling. These areas will be a point of focus in upcoming advertisements.



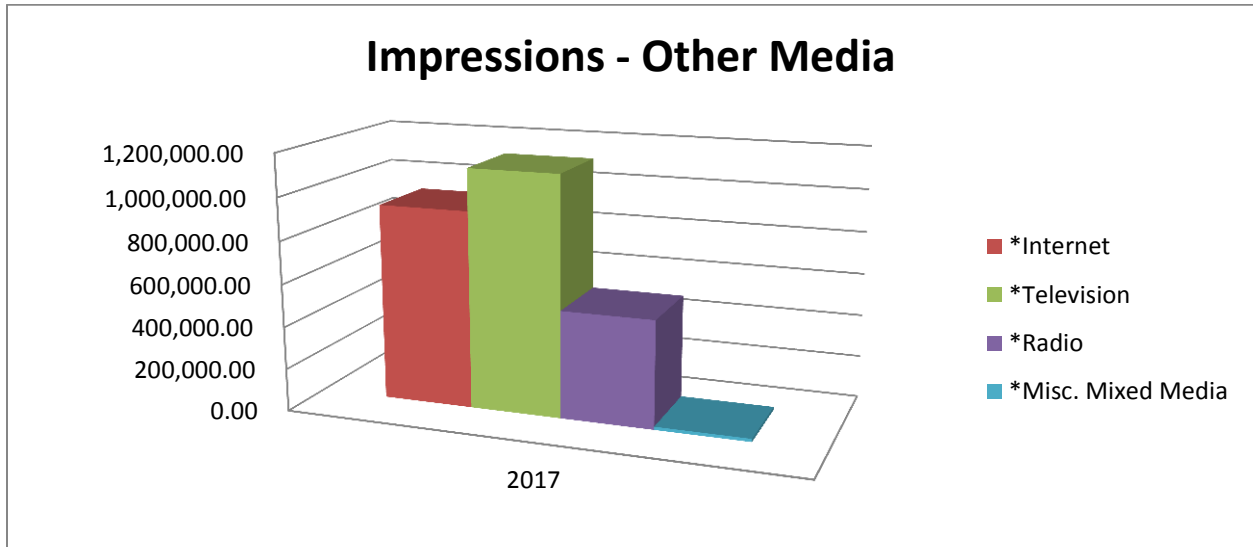
Working with current advertising representatives across various media outlets, information has been gathered to measure the reach and impressions expected from our current advertising opportunities.

*Print:* The following graph depicts the reach of current print advertisement. Reach is defined as total issues printed and distributed in a one-time run of the publication. The Visitors Bureau’s current print media reach is more than 810,000 people. This includes, but is not limited to, insertions into magazines such as American Road, Chronogram, Explore Hudson Valley, Hudson Valley Magazine, Hudson Valley River Ramble guide, Upstater and The Valley Table.



The call to action used in these print ads, as with most of our advertising, is to direct visitors to the Visitor Bureau’s website [www.visitputnam.org](http://www.visitputnam.org). The website experienced over 73% of new user activity in the past month. More diverse and trackable calls to action will be explored for the future. Additions of advertorial content and editorialized advertisements will also assist in delivering our message in a new way.

Print advertising is just one piece of the puzzle. The following graph shows impressions for the remainder of the marketing mix. Impressions are defined as a single display of a particular ad served to a consumer.



**Digital Advertising:** This sector currently has the least amount of allocated funds, but has had a tremendous impact. Currently the Visitors Bureau is engaged in earned banner and website based advertising, as well as an email campaign utilizing Edge Media Network who specializes in the digital environment.

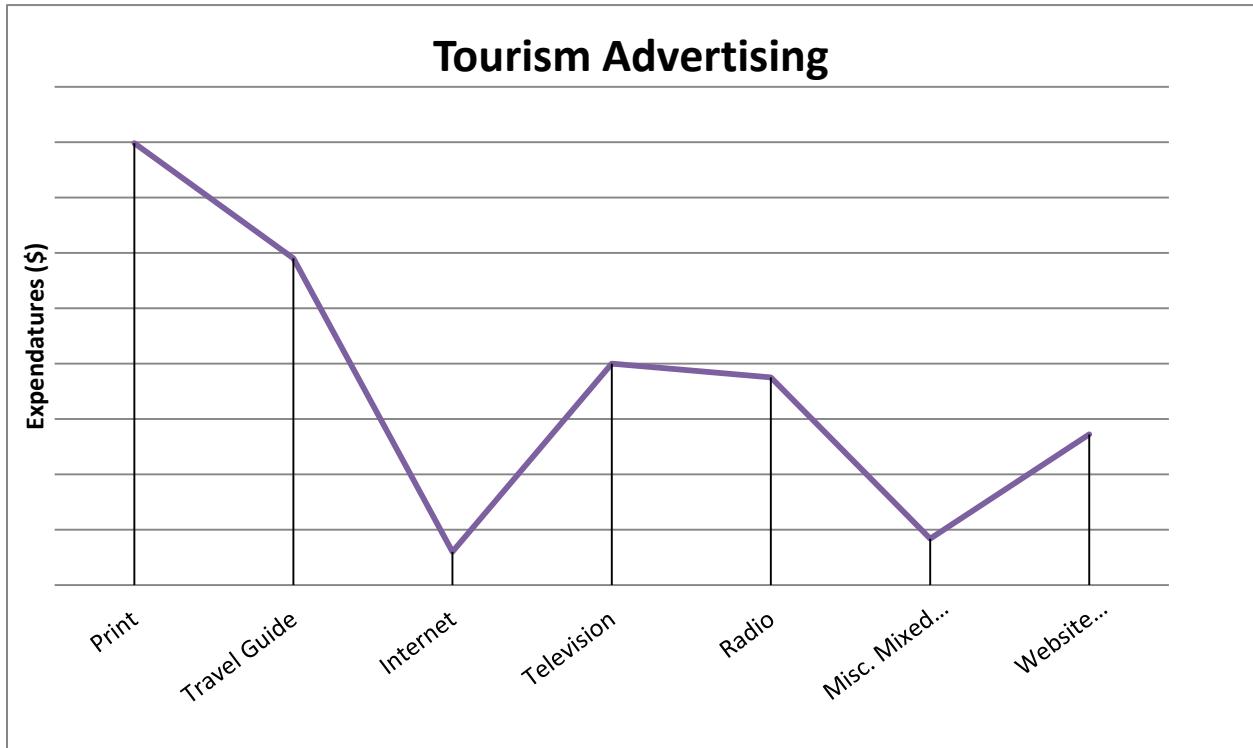
**Television Advertising:** the Visitors Bureau is currently working with our media partner, Ellenbogen Creative Media, to create a series of short video clips to highlight county-wide assets. This will be used in social media campaigns and other digital platforms. The 2017 placement and impact information is still in negotiations as of this report.

**Radio:** Radio ads with Townsquare Media and WHUD are used to assist in reinforcing the message of our print, digital and television placements. It also adds to the geographic range of message delivery. Radio is used as a method to entice and alert out-of-county residents to some of the area’s larger events that have a visitor driven focus.

**Miscellaneous Mixed Media:** The Visitors Bureau had an excess supply of rack cards from 2016. For 2017 we engaged a distribution company, CTM Media Group, to strategically place these rack cards at ten kiosks in Manhattan. This distribution is to attract folks in Manhattan who are looking to escape the city

for a day, and can make the trip to Putnam County utilizing the MetroNorth railroad, an important asset that makes Putnam a viable tourist destination.

All of this information was used to determine the allocation of promotional funding for the current tourism season. The following is a visual of allocated expenditures.

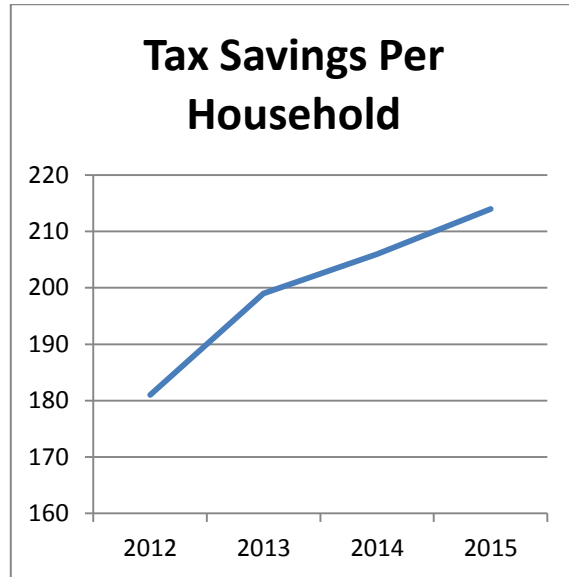


Print media offers the greatest reach and impressions of the media mix, reaching over 811,000 readers. These publications accentuate the assets of the Hudson Valley, and our placement in these publications represent Putnam as one of these assets. Extra placements offered by the publishing companies for being clients will also include advertising real-estate on their digital platforms in various forms (these figures are not included in this report).

The Visitors Bureau is embarking on two seminal projects in 2017: the creation of a visitors guide, and the creation of a completely new website. The goal of the visitors guide is to attract potential visitors, and encourage them to visit our website. The website will then offer a comprehensive overview of all there is to do in Putnam County. Once the visitors guide is in circulation, and the website is launched, call to actions will be pointed towards the website as it will serve as the main distribution hub of Putnam County visitor information. Both are expected to be completed later this year.

A challenge affecting the Visitors Bureau is a lack of owned photography. In the coming months the Visitors Bureau will be looking to create a catalogue of owned, authentic and distinctly Putnam photography. The photography will be used not only on the new website and in the travel guide, but across all advertising outlets and social media.

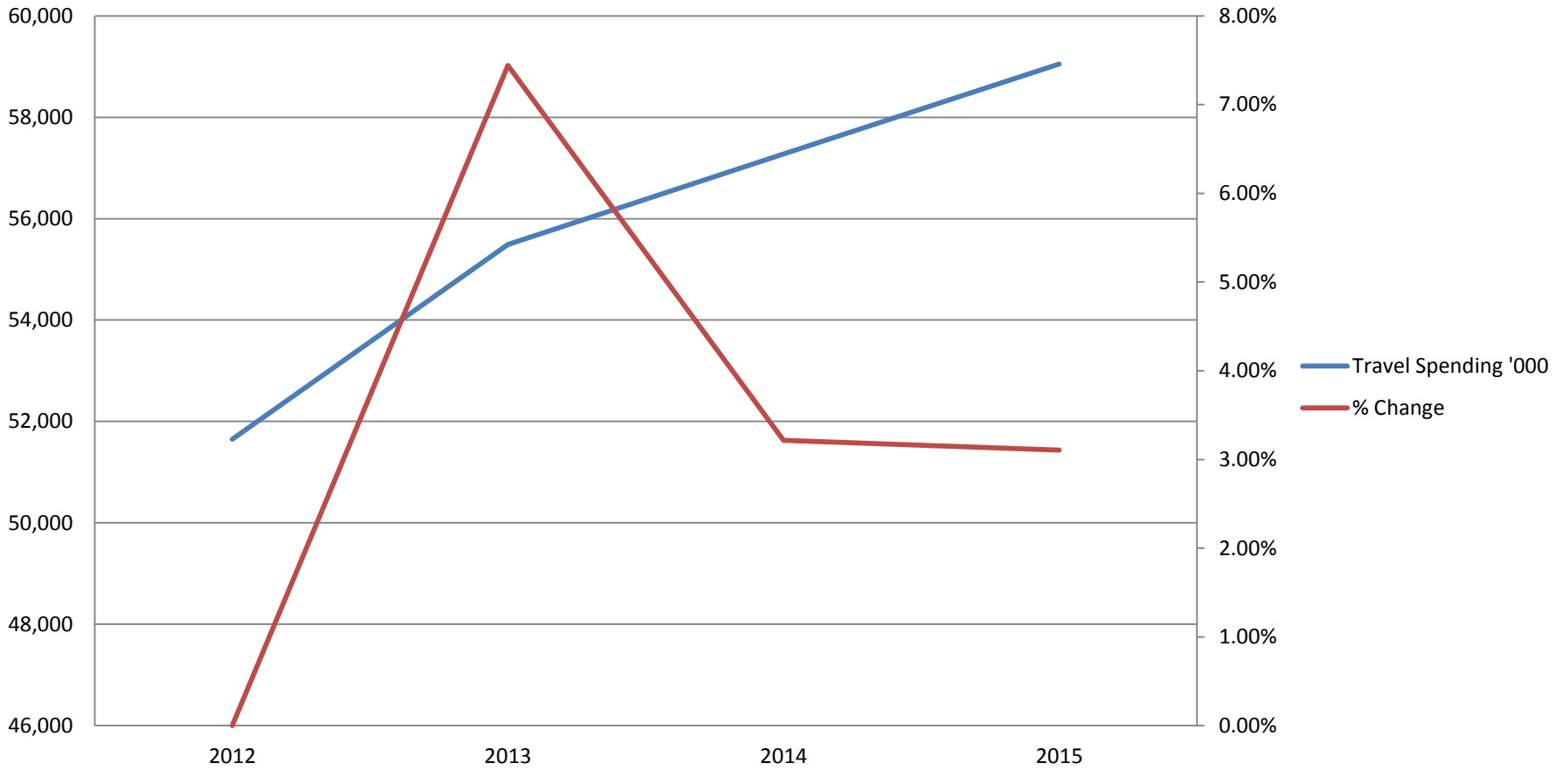
So how does all this affect the Putnam County? The local tourism industry currently supports over one-thousand tourism related jobs in Putnam and indirectly saves each Putnam County household an average of \$214 a year in taxes. Both of these figures have been on the rise since 2012 as depicted below:



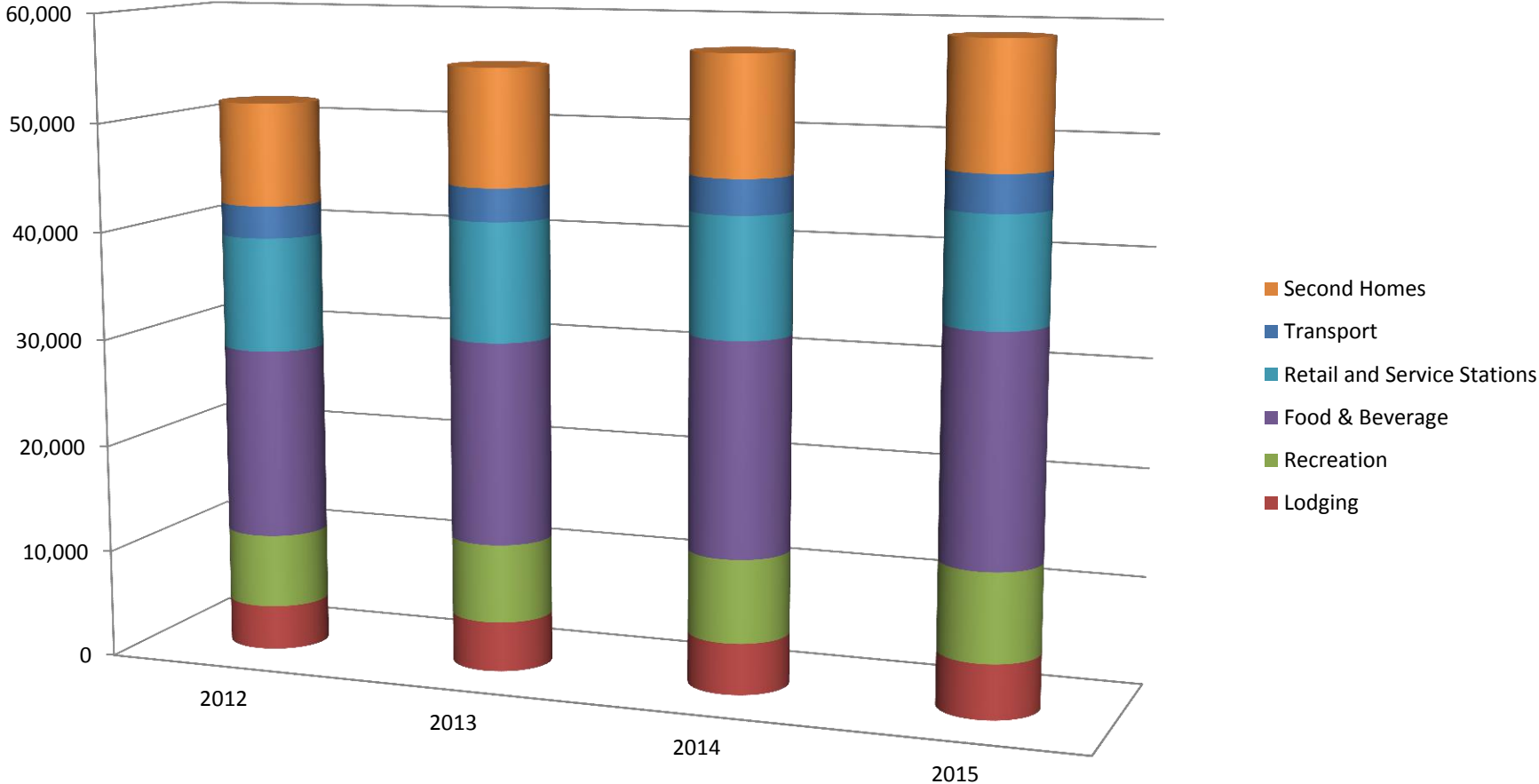
By closely monitoring the Visitor Bureau's 2017 marketing campaign and working in conjunction with our vendors, our goal is to continue to increase the reach of our messaging. By having up-to-date information available and working with the local tourism community we will be able to continue this upward trend on all fronts.

\*This information does not take into account 2016's yearend information as it was not available at the time this report was written.

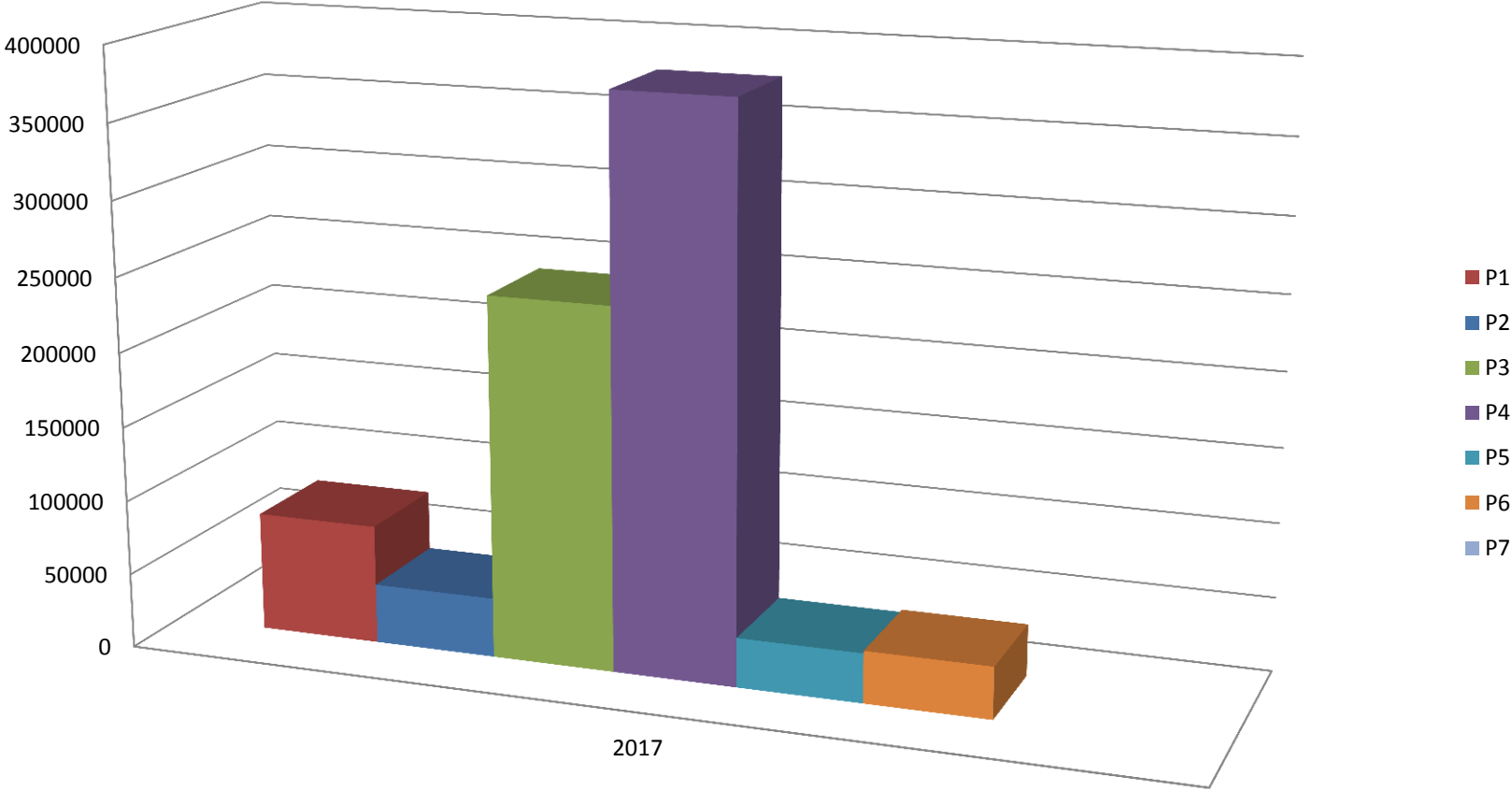
## Travel Spending ('000) w/ % Change



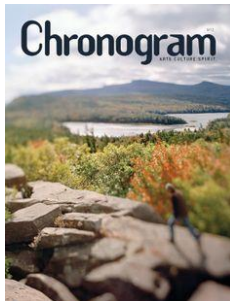
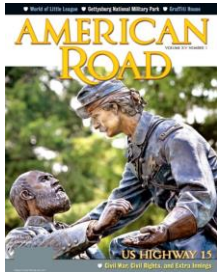
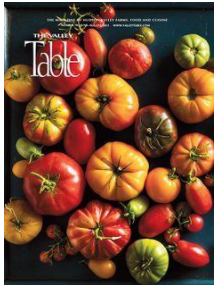
# Spending by Sector



# Reach - Print Only

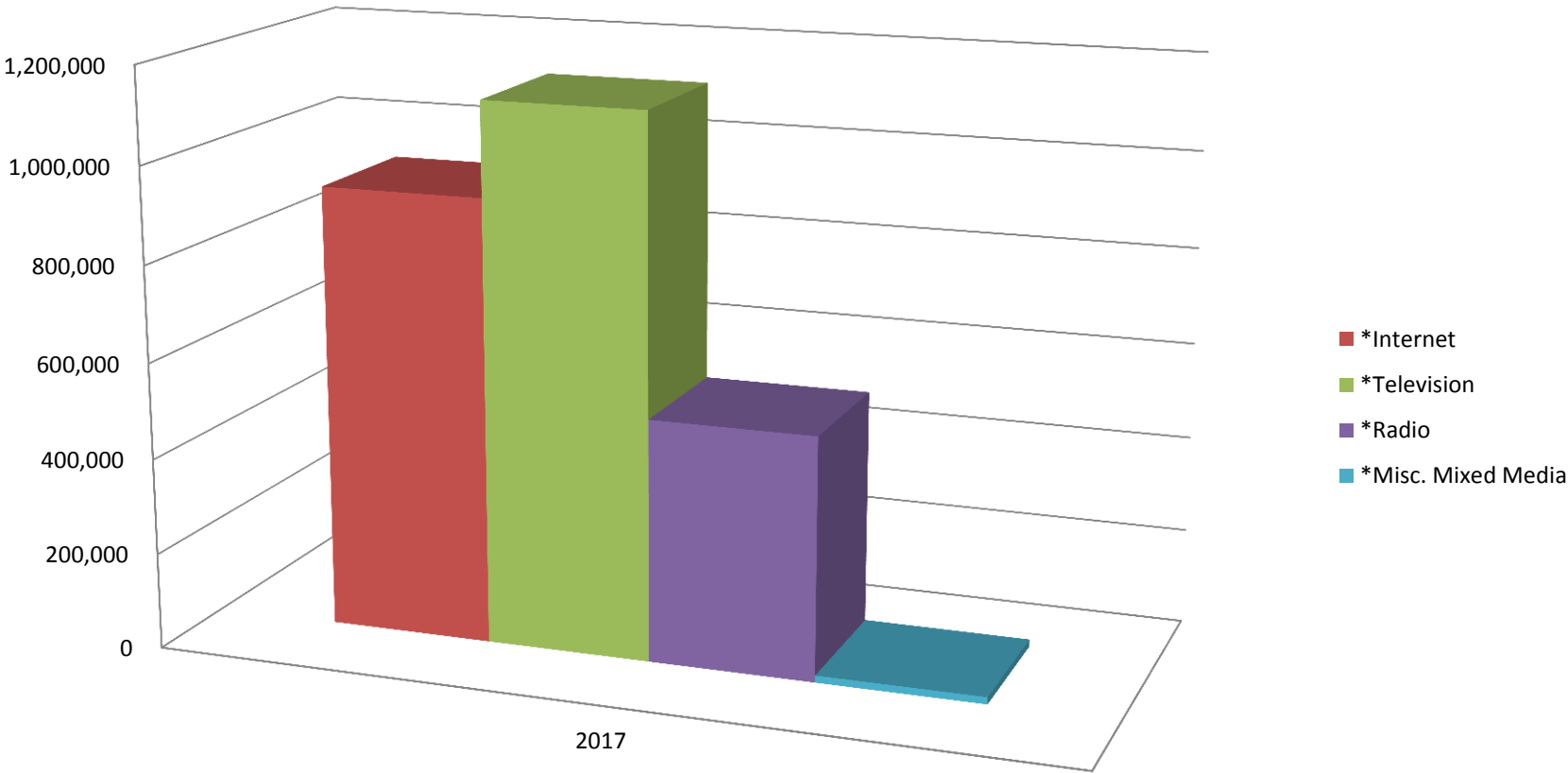


2017





# Impressions - Other Media



**EDGEMEDIA NETWORK**

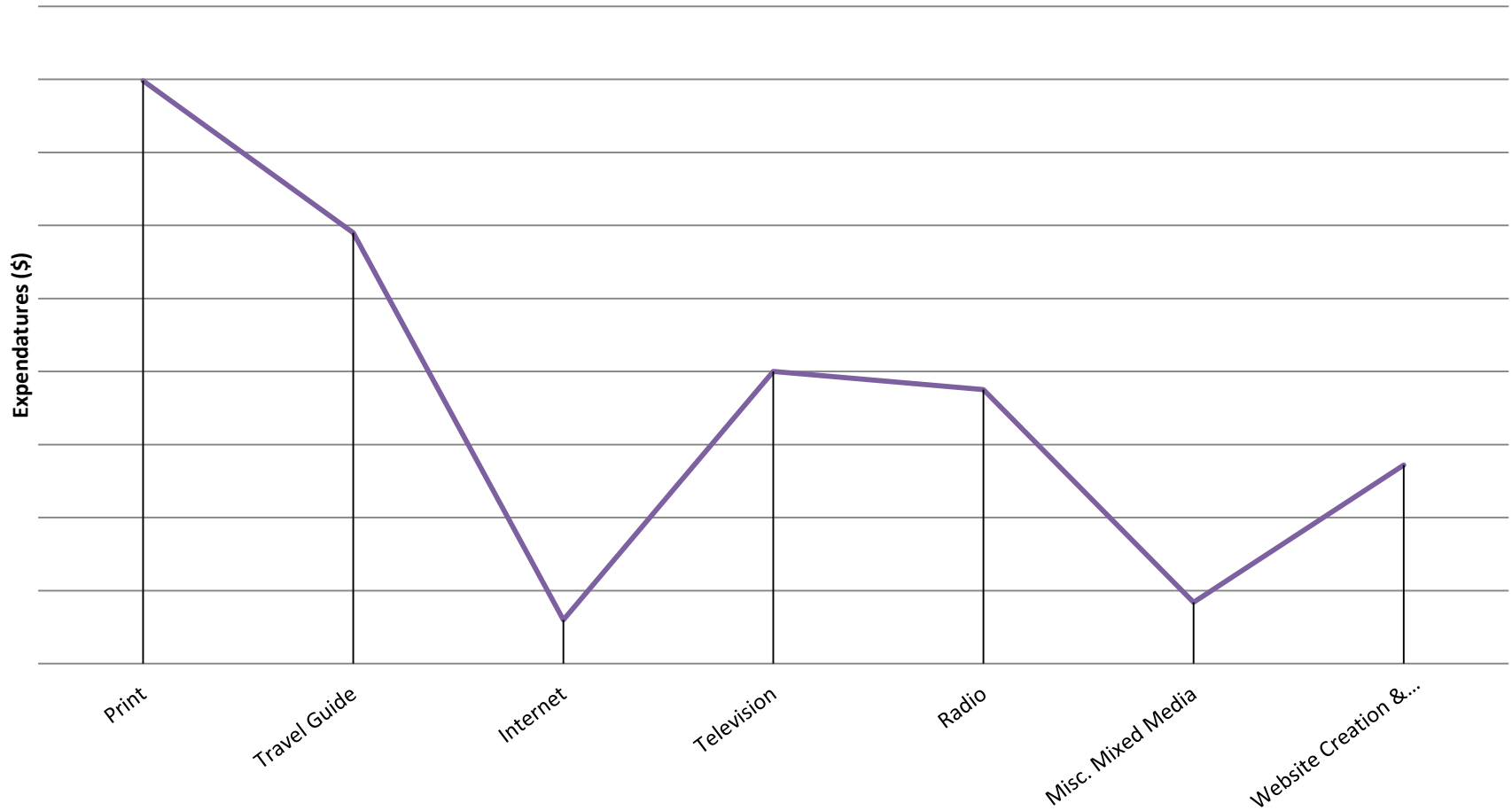
**townsquare**  
media tyler | longview

**Ellenbogen**  
creative media

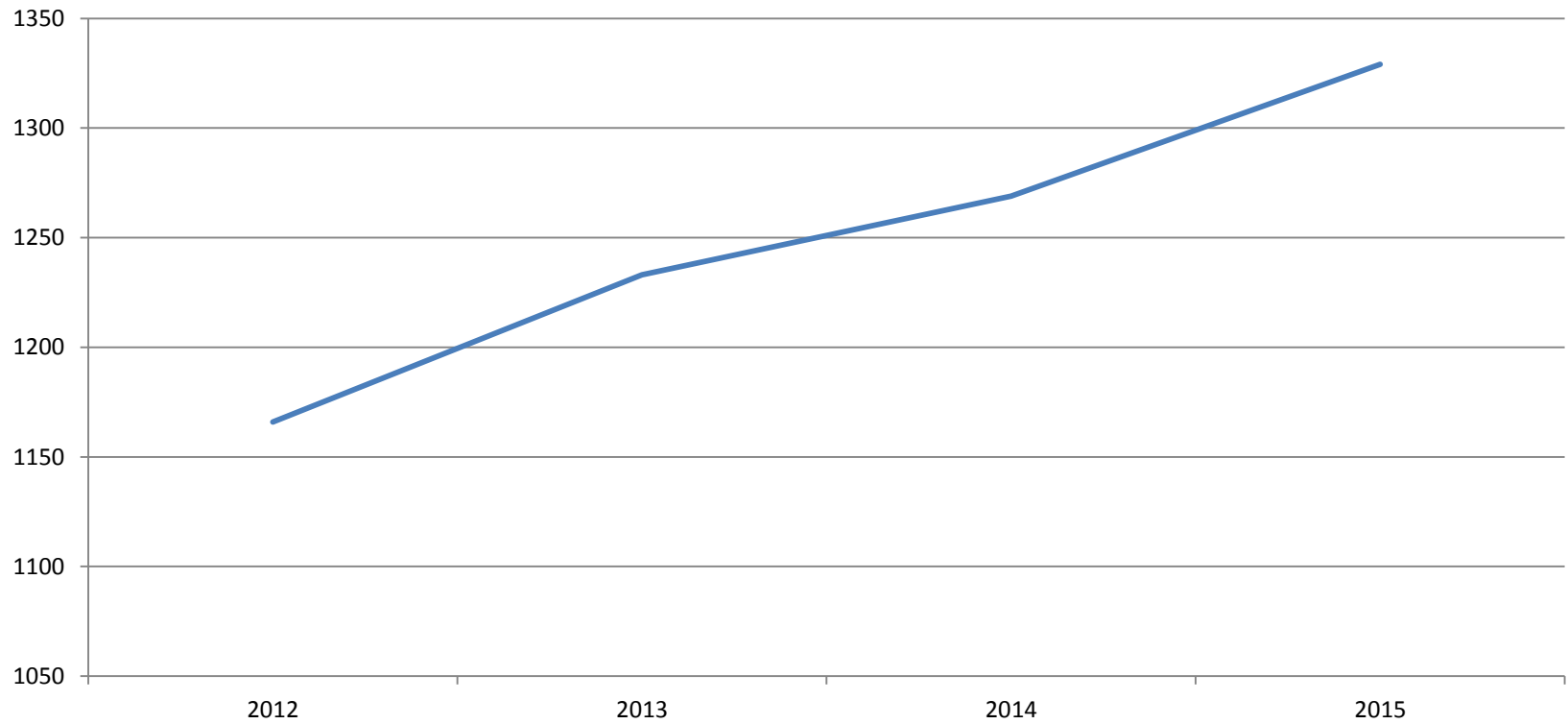
**100.7**  
WHUD

**CTM**  
MEDIA GROUP

# Tourism Advertising



## Tourism Employment



## Tax Savings Per Household

