

NEW MEXICO *True*

Fall 2014 Advertising Effectiveness Study

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Content

OVERALL FINDINGS

- Study Objective & Approach
- Key Findings
 - #1 Venturesome Traveler is the Right Target*
 - #2 Our Advertising is Reaching Venturesome Travelers*
 - #3 Our Advertising is Impacting Venturesome Travelers*
 - #4 We Still Have Runway*

INSIGHTS FOR ADVERTISING OPTIMIZATION

- Market Comparisons
 - ✓ *Venturesome Traveler Profiles*
 - ✓ *Media Effectiveness*
- Ad Specific Analysis by Market
 - ✓ *Awareness*
 - ✓ *Effectiveness: Image & Travel Intent*
- Implications

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Study Objective & Approach

- ◉ Longwoods International was engaged by the New Mexico Tourism Department (NMTD) to conduct a program of research designed to provide strategic information regarding the impact of New Mexico's advertising on its image among U.S. travelers, specifically:
 - ◉ *fundamental strategic insights about the image of New Mexico and its key competitors with respect to key destination choice factors*
 - ◉ *an evaluation of the fall/winter 2013/2014 and the spring/summer 2014 tourism advertising campaigns in terms of:*
 - ❖ *top line measures:*
 - ◉ *awareness of the advertising*
 - ◉ *impact on New Mexico's image as a travel destination*
 - ◉ *Impact on intent to travel to New Mexico*

Study Objective & Approach (Cont'd)

- ◉ New Mexico has focused its advertising nationally and in 5 key fly markets: Chicago, Denver, Dallas/Ft. Worth, Houston, Phoenix
- ◉ NMTD has defined the “venturesome” traveler as a particular target of their messaging
- ◉ A key objective of this research is to understand whether venturesome travelers in the markets of interest are aware of NMTD advertising and how it is impacting their image of New Mexico as a travel destination and their intent to travel to New Mexico

Research Method

Data was collected nationally and in New Mexico's key fly markets between September 29th and October 14th 2014

- ⦿ The National sample was 1,700 (venturesome sample: 651)
- ⦿ The Chicago sample was 1,000 (venturesome sample: 391)
- ⦿ The Denver sample was 1,000 (venturesome sample: 386)
- ⦿ The Dallas/Ft. Worth sample was 1,000 (venturesome sample: 387)
- ⦿ The Houston sample was 1,000 (venturesome sample: 415)
- ⦿ The Phoenix sample was 1,000 (venturesome sample: 336)

To manage questionnaire length, ad inputs were limited to 22 ad executions across media formats in both the Spring/Summer 2014 and Winter 2013/2014 campaigns

The Spring/Summer 2014 Campaign – Ad Key

The spring/summer 2014 ads evaluated in the study included:

① 5 print ads:

① Many Chiles



① Shopping Rugs



① Woman in Hot Springs



① Woman Fly Fishing



① Couple in Balloon



The Spring/Summer 2014 Campaign – Ad Key (Cont'd)

The spring/summer 2014 ads evaluated in the study included:

⦿ **6 banner ads:**

- ⦿ Chiles



- ⦿ Santa Fe Opera



- ⦿ Tamale Plate



- ⦿ Native Dancer Legs



- ⦿ Llama Boy



- ⦿ Couple Massage



The Spring/Summer 2014 Campaign - Ad Key (Cont'd)

The spring/summer 2014 ads evaluated in the study included:

- ① 1 Airport Display:



- ③ 3 Videos:

- ① Summer Couple



- ② Summer Family



- ③ Overview

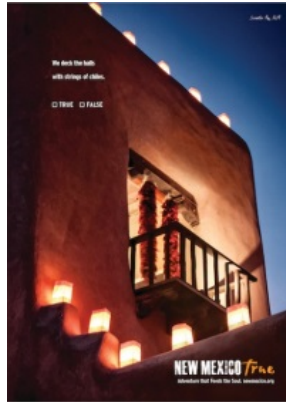


The Fall/Winter 2013/2014 Campaign – Ad Key

The fall/winter 2013/2014 ads evaluated in the study included:

- ① **4 print ads:**

- ① Luminarias



- ① Acoma Woman on Rock



- ① Sleigh



- ① Skiing



The Fall/Winter 2013/2014 Campaign – Ad Key (Cont'd)

The fall/winter 2014 ads evaluated in the study included:

- ① 1 Airport Display:



- ② 2 Videos:

- ① Couple Winter



- ② Family Winter



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 - #4 We Still Have Runway*

INSIGHTS FOR ADVERTISING OPTIMIZATION

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 - ✓ *Awareness*

 - ✓ *Effectiveness: Image & Travel Intent*

- Implications

The Venturesome Traveler has been Considered a Strong Fit for New Mexico, because they:

- Travel more frequently
- Take relatively long trips
- Spend more per day per capita
- More likely to travel via air
- Prefer unusual, underdeveloped destinations that have retained their native charm (avoid crowded, “touristy” places.)
- Accept inadequate or unconventional kinds of accommodations because these become an integral part of a unique vacation experience.
- Prefer to participate in local customs and habits and tend to avoid those that are staged for tourists.
- Tend to seek new destinations each year to add to their treasure of rich experiences.

Plays to NM’s strengths:

- Under-discovered
- Modest accommodations
- Authentic, non-touristy experiences

WATCHOUT: Could negatively impact repeat

How the Venturesome Traveler was defined for this study:

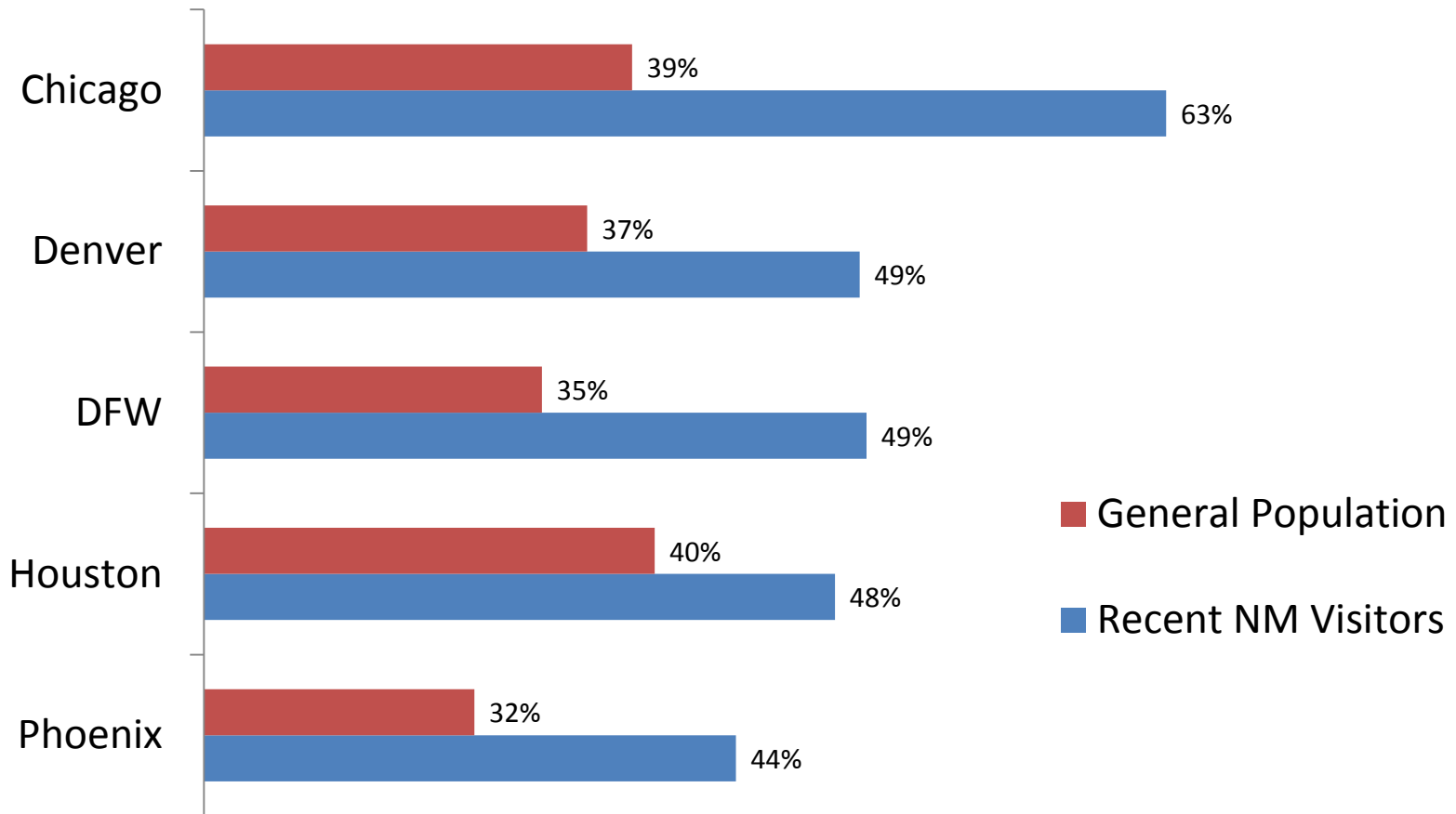
Answered 7-10* on at least 3 of the following 4 statements:

- a. My family and friends often ask my advice on travel matters (***Opinion leader***)
- b. I love hunting out the newest travel experiences before anyone else catches on to them (***Early adopter***)
- c. I frequently search the internet or magazines for information about travel destinations I'm interested in (***High information seeking behavior***)
- d. I often go out of my way to find travel destinations that offer really genuine, authentic experiences (***Seeks authentic travel experiences***)

*on a 10-point scale, where "1" means you do not agree at all with the statement and "10" means you agree completely

% Venturesome in General Population vs. Recent Visitors to New Mexico

New Mexico has a disproportionate share of Venturesome travelers



Venturesome Traveler: Demographic Profile

Compared to all travelers in each market, venturesome travelers tend to be:

- ◉ Slightly more likely to be male
- ◉ Younger (more likely to be 25-44)
- ◉ Employed full-time or self-employed
- ◉ Better educated (college +)
- ◉ Have higher incomes (\$75K+)
- ◉ More likely to live in urban areas

Gender & Age – National Market

	Ad Aware	Ad Unaware		Venturesome	Non- Venturesome
<u>Gender</u>	%	%		%	%
Male	51	44		53	43
Female	49	40		46	57
<u>Age</u>					
18-24	16	9		13	12
25-44	41	32		46	28
45-64	31	37		30	38
65 or older	13	21		11	22

Marital Status and Employment – National Market

	Ad Aware	Ad Unaware		Venturesome	Non-Venturesome
<u>Marital Status</u>	%	%		%	%
Married/With partner	57	53		55	54
Single/Never Married	30	28		33	26
Separated/Divorced/ Widowed	13	17		11	19
<u>Employment</u>					
Full-time/Self-employed	50	40		54	38
Part-time	10	13		13	11
Not employed/Retired/ Other	40	47		33	52

Household Size and Education – National Market

	Ad Aware	Ad Unaware	Venturesome	Non-Venturesome
<u>Household Size</u>	%	%	%	%
1-2	54	66	55	65
3+	46	34	45	35
<u>Education</u>				
High school or less	19	15	15	18
Some college	24	27	19	31
College or more	57	57	66	50

Household Income and Community – National Market

	Ad Aware	Ad Unaware	Venturesome	Non- Venturesome
<u>Household Income</u>	%	%	%	%
Under \$75K	72	75	65	80
\$75K plus	28	25	35	20
\$75,000-\$99,999	12	10	15	8
\$100,000-\$149,999	10	10	12	8
\$150,000 and over	6	5	8	4
<u>Community</u>				
Urban	32	25	34	23
Suburban	45	49	46	48
Rural	23	26	20	29

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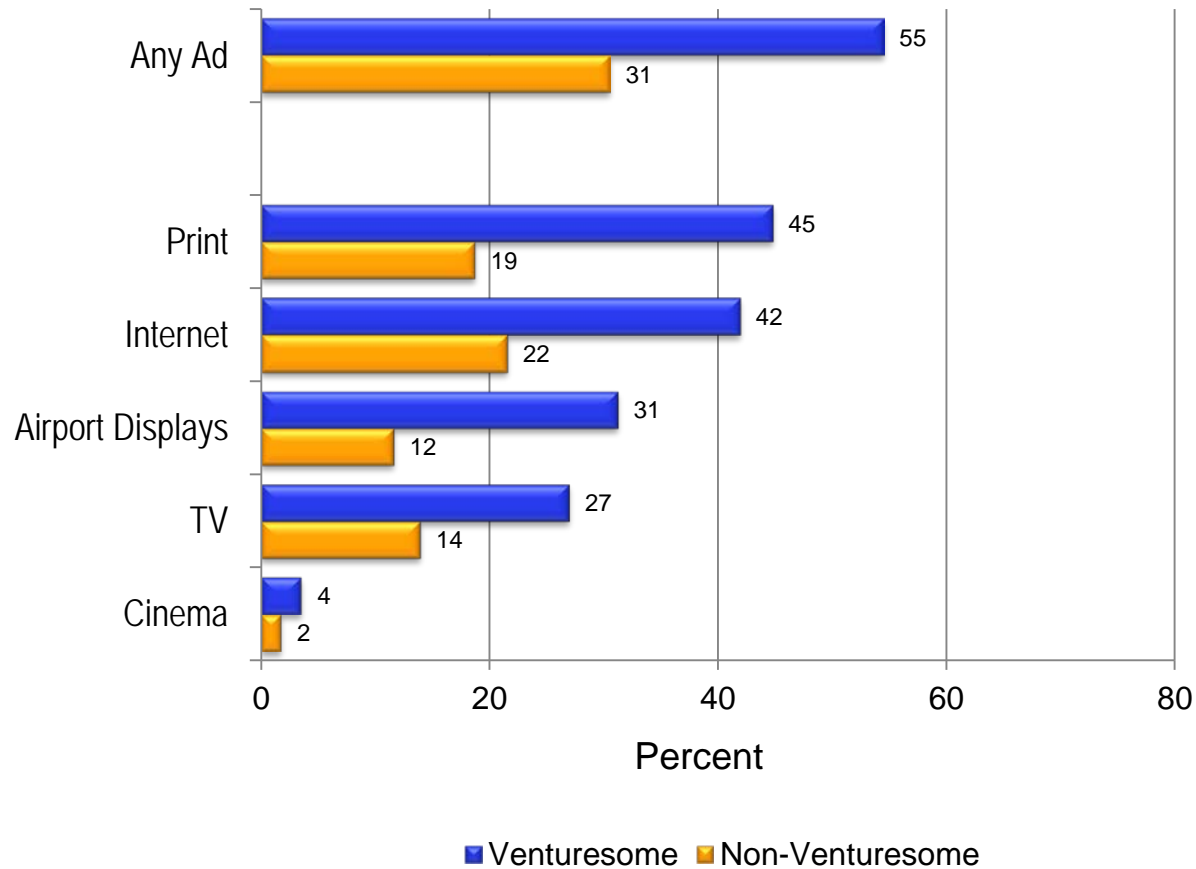
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Ad Awareness by Media Platform

Venturesome are far more likely to be aware of NMTD ads

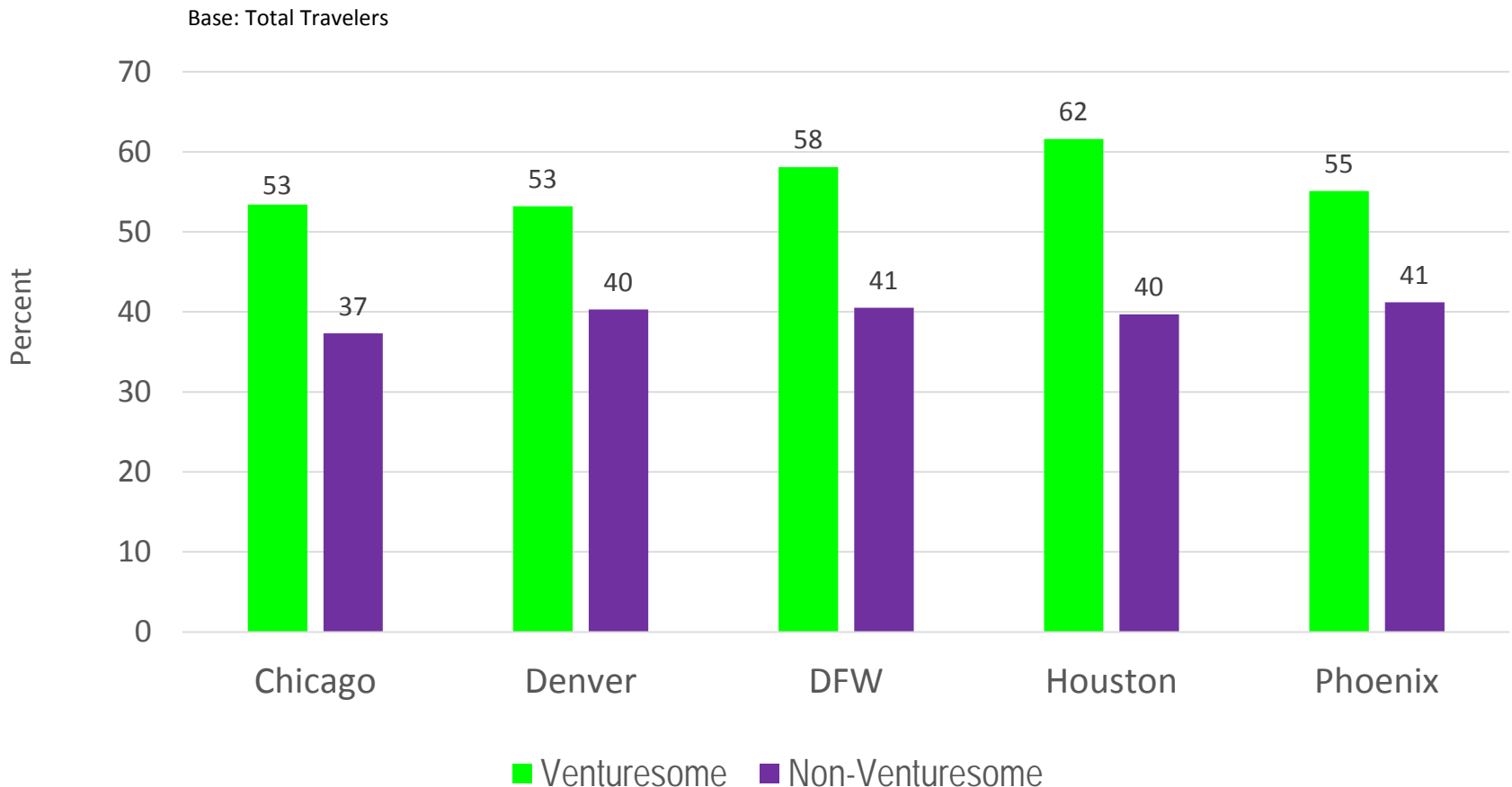
Base: Total Travelers



Total Campaign Awareness by Market

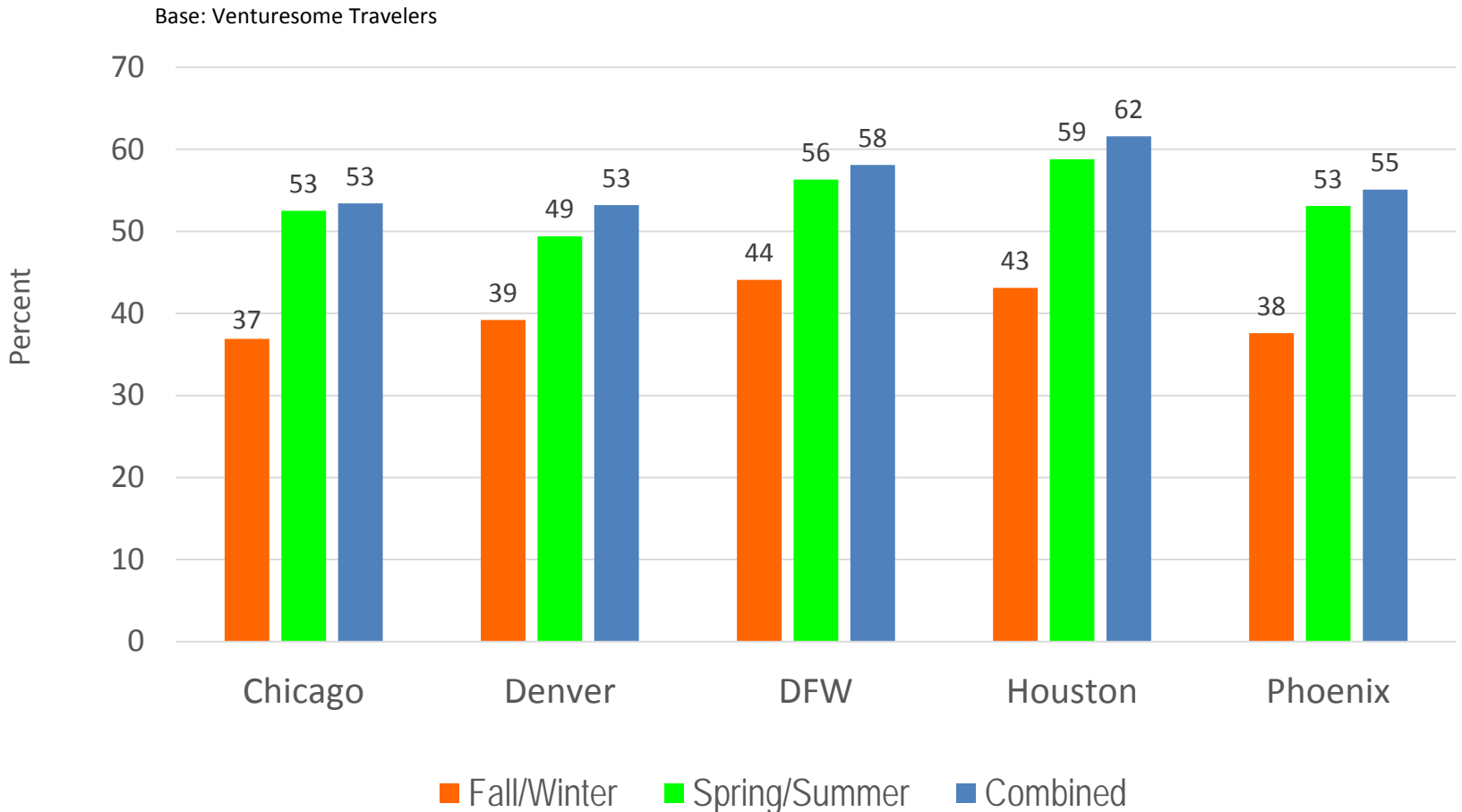
Venturesome vs. Non Venturesome

Non-Venturesome awareness similar in all markets, Venturesome awareness highest in DFW & Houston



Campaign Awareness Among Venturesome Travelers by Market and by Season

There was more awareness of Spring/Summer ads in all markets



Content

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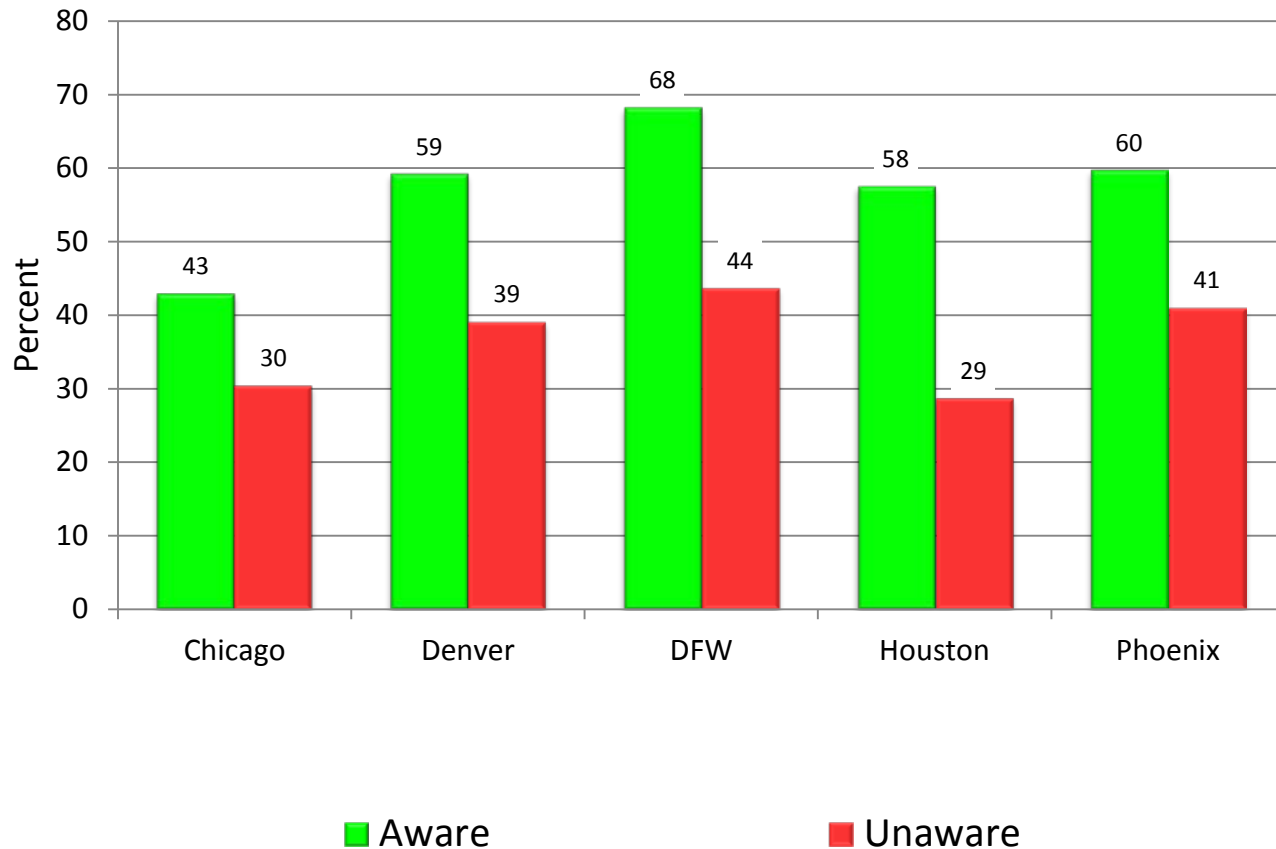
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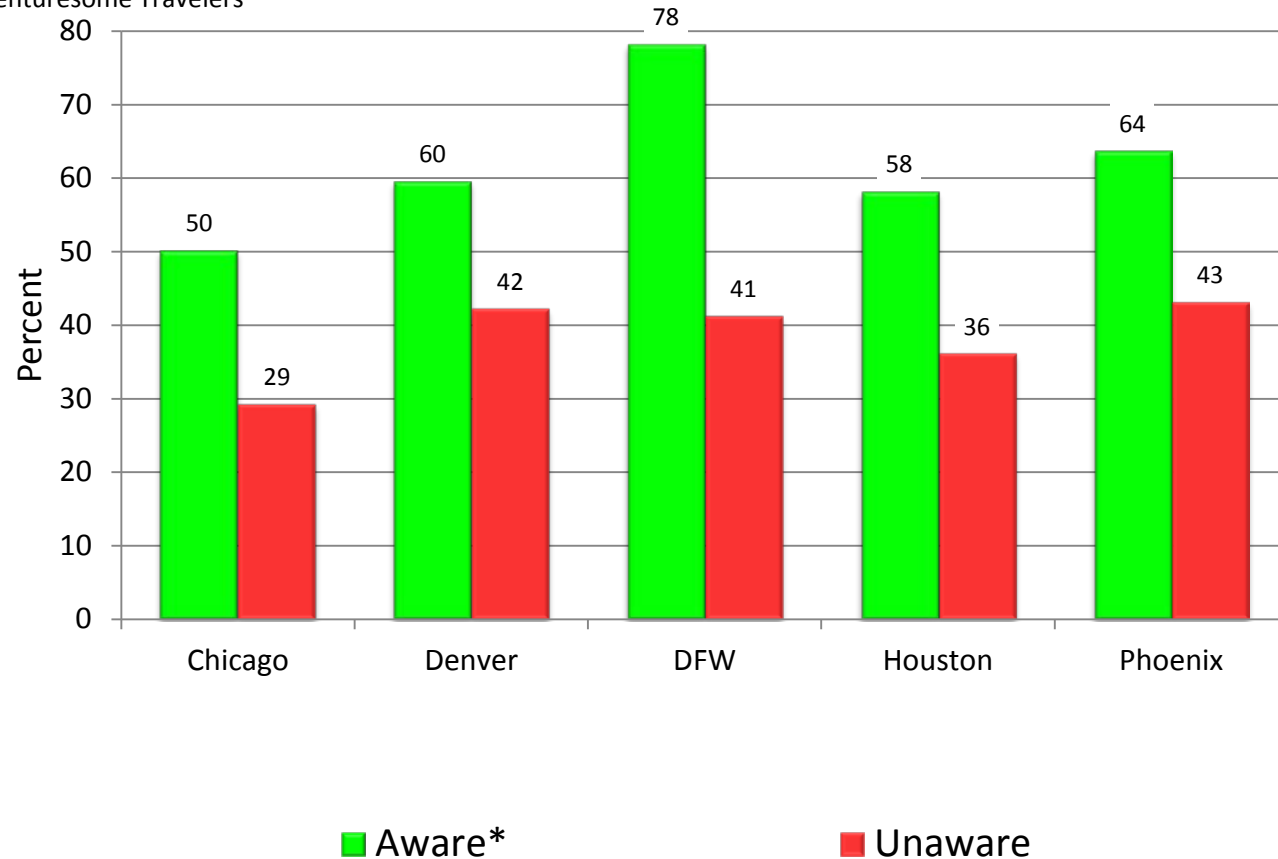
Impact of Spring/Summer Campaign Awareness on Overnight Trip Intent - Venturesome

Base: Venturesome Travelers



Impact of Fall/Winter Campaign Awareness on Overnight Trip Intent - Venturesome

Base: Venturesome Travelers



Content

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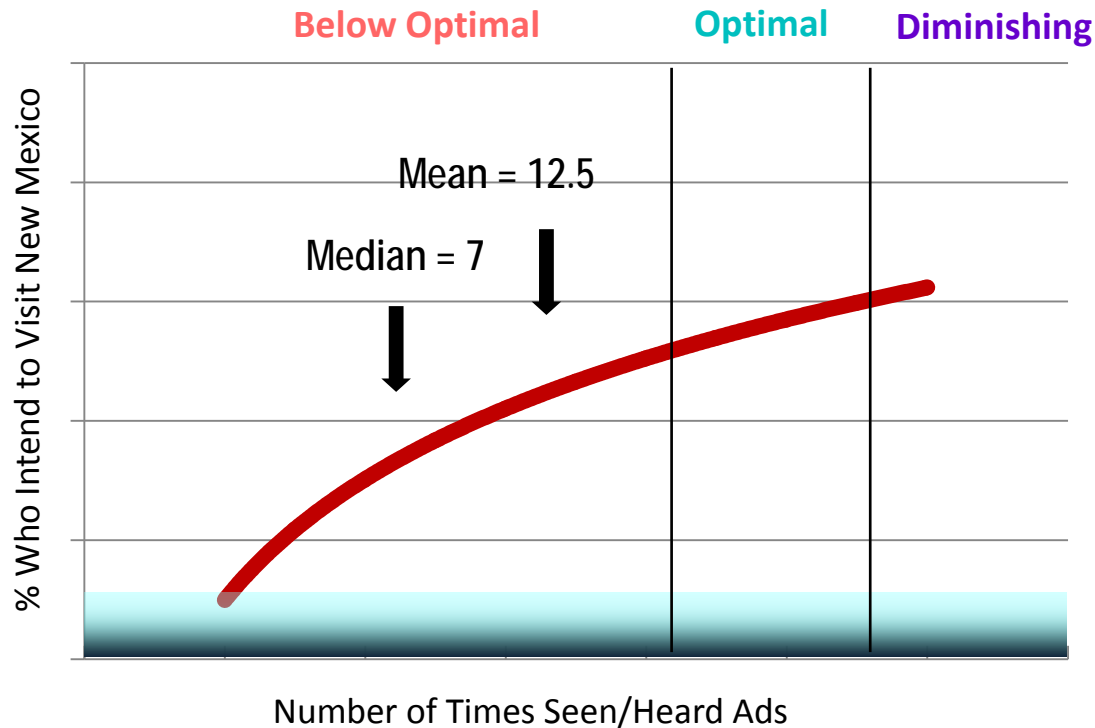
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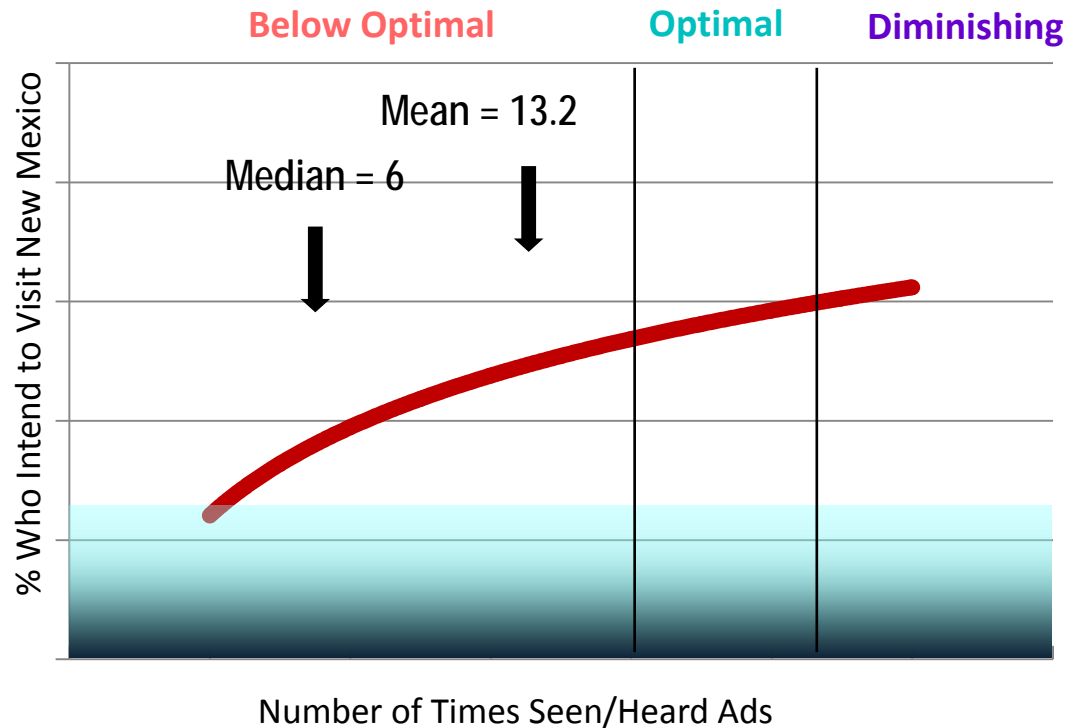
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Impact of Ad Frequency on Intent to visit New Mexico – Chicago Market

In all markets, ad buys did not reach optimal levels, where greater exposure to ads would have led to diminishing intent to visit NM

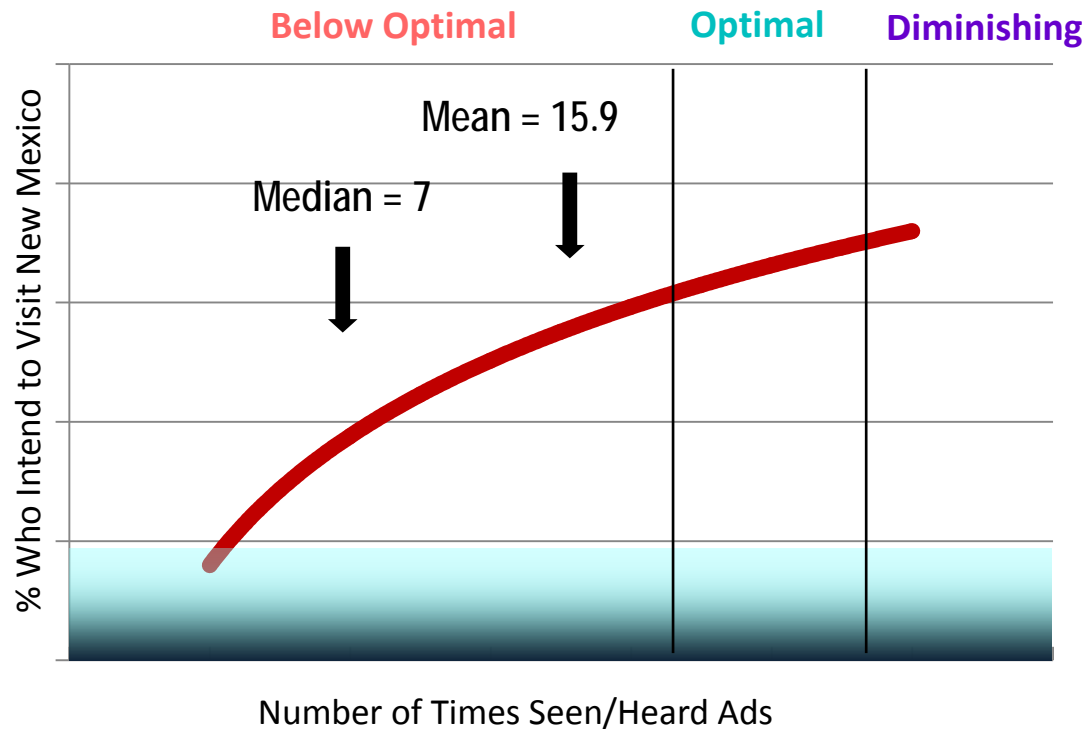


Impact of Ad Frequency on Intent to visit New Mexico – Denver Market

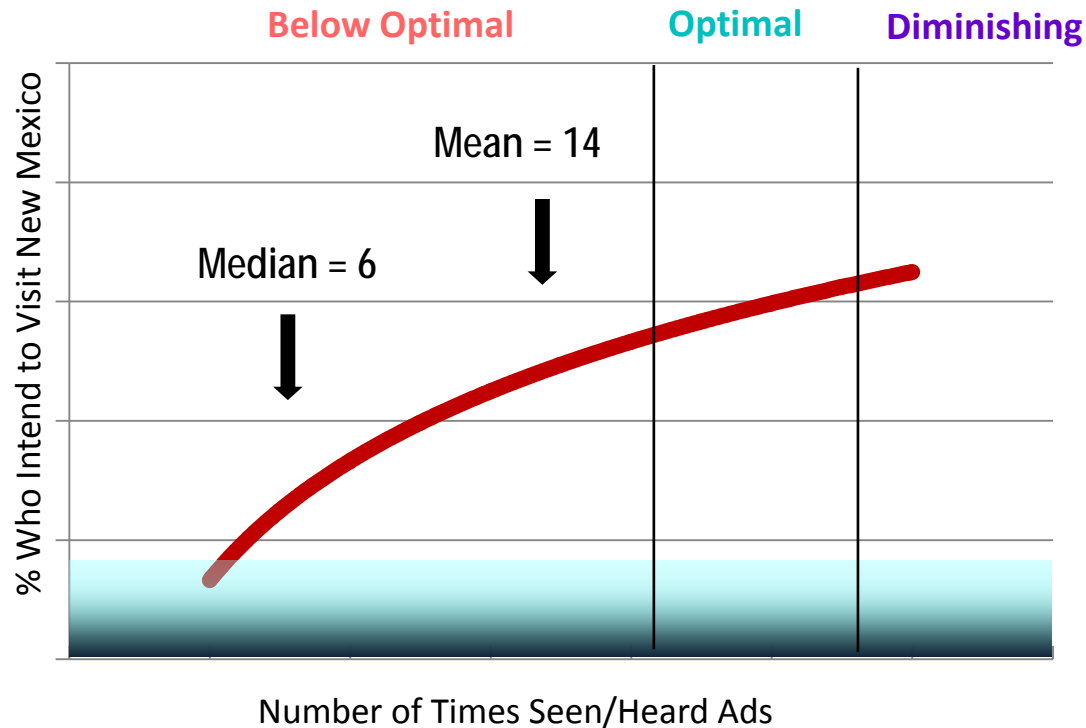


Impact of Ad Frequency on Intent to visit New Mexico – Dallas/Ft. Worth Market

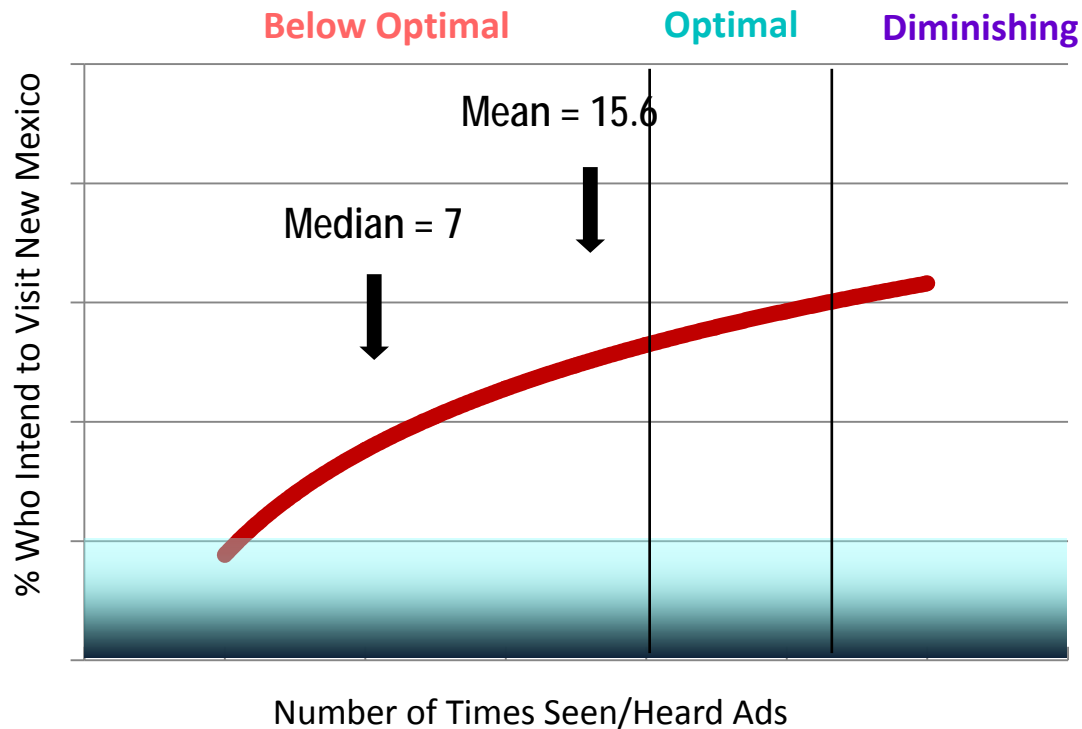
DFW and Houston have the steepest curves for increased ad exposure and greater intent to visit – suggesting our ads were working harder for us in those markets



Impact of Ad Frequency on Intent to visit New Mexico – Houston Market



Impact of Ad Frequency on Intent to visit New Mexico – Phoenix Market



Summary of Overall Findings

- The Venturesome traveler is the right target for New Mexico
- The Venturesome are far more likely to be aware of NMTD ads
- Being exposed to NMTD advertising is associated with very substantial lift in the Image of and Intent to Visit NM among the Venturesome (and non-Venturesome)
- In no market has NMTD advertising reached optimal saturation levels. More advertising would result in significantly higher intent to travel

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Considerations & Caveats

This research serves as an important learning tool to guide advertising optimization, with the following considerations and caveats:

- Focus on fly market advertising (~70% of current media \$)
- Key insights are specific to Venturesome Travelers (32-40% of each market)
- Important differences in performance required a detailed look within each fly market
- Custom, drill-down analysis among ad-aware Venturesomes, by Geography, by Ad unveiled rich learning, HOWEVER:
 - Smaller sample sizes (<100) within these subsamples mean learning should be viewed as “data powered qualitative” not hard quantitative
 - Data points should be considered in relative, not absolute terms
 - Keep in mind total impact of advertising is based on cumulative impressions and not any one ad in isolation (*ex: awareness/impact of “Balloon” print aided by video assets, airport dioramas*)

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Venturesome Travelers: Market-Specific Insights

While Venturesome Travelers exhibit important demographics skews overall, important differences exist by fly market

	CHICAGO	DENVER	DALLAS	HOUSTON	PHOENIX
GENDER	Strong MALE skew	50/50	50/50	Slight MALE skew	50/50
AGE	Younger (<45)	Older (45+)	Younger (<45)		
HH SIZE		Most Small HH (62%)	Most larger HH (46% 3+)		
EDUCATION	Highest	Highest			
HHI				Highest Incomes	Lowest (69% <\$75K)
URBANICITY	Mostly likely Suburban				

MEDIA: Awareness by Market

Media platforms have a similar ranking based on awareness by market, with Chicago and Denver garnering lower Venturesome awareness overall

% Aware* Venturesome by Market

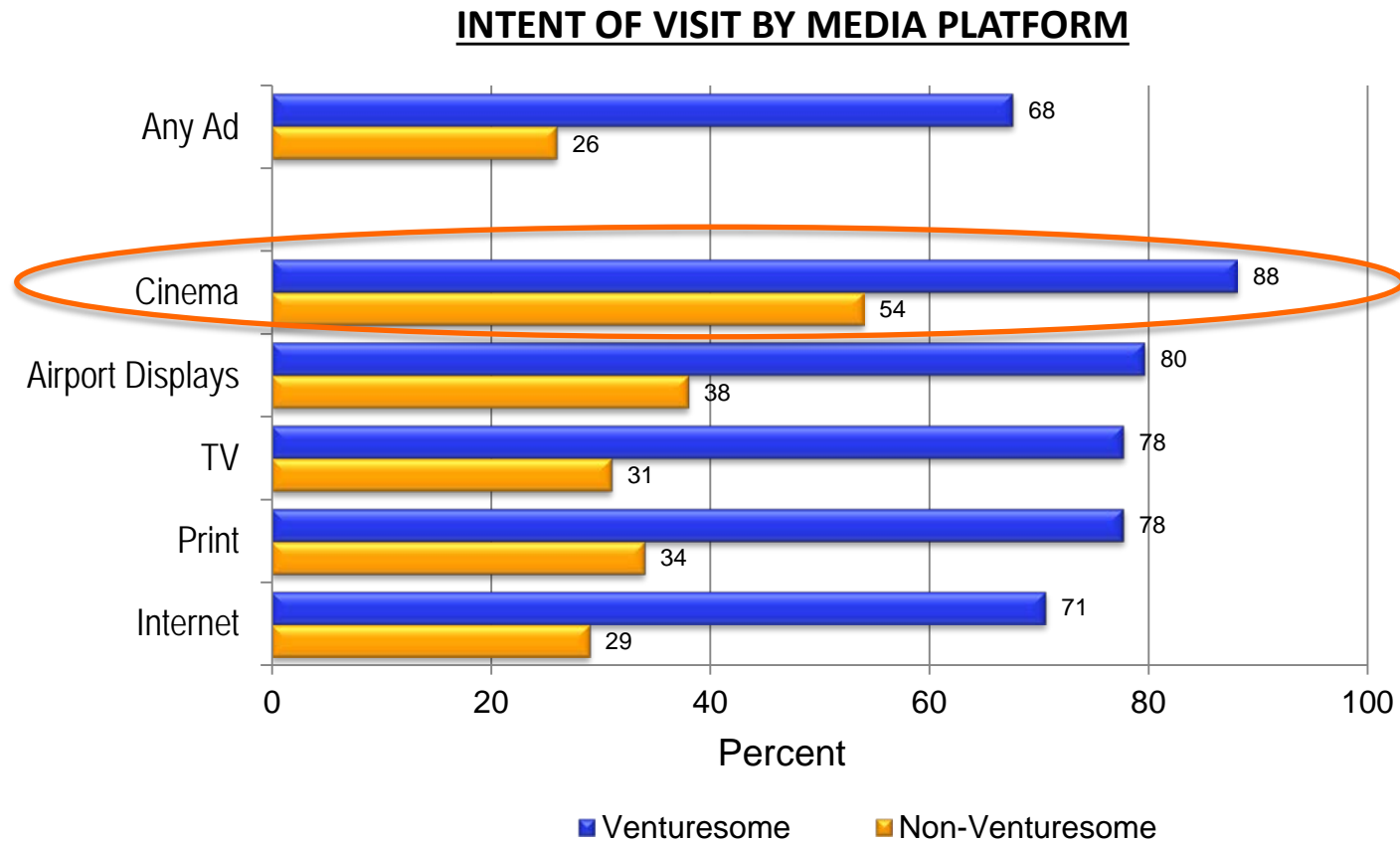
	CHICAGO	DENVER	DALLAS	HOUSTON	PHOENIX
Print	38	41	49	48	44
Internet	40	41	46	46	42
Airport	27	25	34	38	35
TV	27**	24	30	28	25
Cinema	5	4	7	7	7

*+ other media

**Suspect “halo recall” from cinema, taxi, online (No TV ran in CHI)

MEDIA: Impact on Travel Intent

Although cinema advertising had lowest % awareness across markets, it appears to be HIGHLY IMPACTFUL in driving Trip Intent among Venturesomes



MEDIA: Impact on Travel Intent by Market

Important differences exist by market in each media platform's role in driving Trip Intent among Venturesomes

% 12 Mo Trip Intent among Ad Aware* Venturesome

	CHICAGO	DENVER	DALLAS	HOUSTON	PHOENIX
Cinema	62	54	84	75	72
Airport	59	72	80	63	76
TV	N/A	69	78	68	73
Print	47	67	78	65	70
Internet	53	66	76	64	77

*+ other media

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CHICAGO: Venturesome Awareness by Ad

Video made a strong showing in the Top Quartile of ads in Chicago, with each driving over 20% awareness

ADS IN TOP QUARTILE OF AWARENESS

MEDIA TYPE	AD	% AWARE	
AIRPORT	Spring/Summer Diorama	25.3	
DIGITAL VIDEO	Overview Video	21.7	
PRINT	Fly Fishing (Outside)	21.2	
DIGITAL BANNER	Chiles (SWA)	20.7	
CINEMA/TAXI	Spring/Summer Couple :30	20.5	
CINEMA/TAXI	Spring/Summer Family :30	20.2	

CHICAGO: Impact by Ad Content

Many expressions of NM’s unique culture drove both Image and Travel Intent in CHI, followed by couple vacation activities

IMAGE Correlation with “A place I would really enjoy visiting” and/or “More Favorable” Impression of NM	TRAVEL INTENT Correlation with Probably/Definitely Take Overnight Trip to NM in Next 12 Mos.
<u>CULTURE</u>	
ARCHITECTURE (luminarias)	
NATIVE PEOPLE (Acoma, dancers)	SHOPPING (Navajo rugs)
ART (opera)	
<u>COUPLE VACATION</u>	
*WINTER COUPLE (:30)	
ADULT RELAXATION (massage)	
<u>WINTER OUTDOOR ADVENTURE</u>	
SLEIGH RIDE	
SKIING	LLAMA TREK

WHAT DIDN'T RESONATE?

Cuisine (chiles, tamales) – Perhaps too unfamiliar? (Print Chiles had higher “Less Favorable” – 7% of CHI VT)

Winter can be polarizing even among VT (strongest “less favorable” scores for Skiing, Sleigh Print, but only 8%-10% of VT)

*TOP QUARTILE OF AWARENESS

DENVER: Venturesome Awareness by Ad

Awareness was lowest overall in Denver, but led by Airport and Digital Video. Notably absent from the top quartile are TV/Cinema :30s

ADS IN TOP QUARTILE OF AWARENESS

MEDIA TYPE	AD	% AWARE	
AIRPORT	Spring/Summer Diorama	23.1	
DIGITAL VIDEO	Overview Video	21.2	
PRINT	Couple in Balloon (TX Monthly)	19.2	<i>"phantom awareness" and/or airport halo, familiarity</i>
PRINT	Many Chiles (Saveur, Bon Apt, TX Monthly)	17.1	
PRINT	Skiing (Outside Mag)	16.3	
DIGITAL BANNER	Chiles (SWA)	16.1	

DENVER: Impact by Ad Content

Unlike Chicago, Cuisine appears as an important driver of both Image and Intent in Denver, along with Shopping and non-snow sport Outdoor Adventures

IMAGE <i>Correlation with "A place I would really enjoy visiting" and/or "More Favorable" Impression of NM</i>	TRAVEL INTENT <i>Correlation with Probably/Definitely Take Overnight Trip to NM in Next 12 Mos.</i>
<u>CULTURE</u>	
CUISINE (*Many Chiles print + tamales digital)	
SHOPPING (Navajo rugs)	
NATIVE PEOPLE (Acoma)	
<u>OUTDOOR ADVENTURE (NON-SNOW)</u>	
FLY FISHING	
SUMMER COUPLE (:30)	
SUMMER FAMILY (:30)	

WHAT DIDN'T RESONATE?

Architecture

Hot Springs – High "Less Favorable" (12% of Denver VT)

Skiing

*TOP QUARTILE OF AWARENESS

Note: No Winter TV/Cinema in DEN

DALLAS: Venturesome Awareness by Ad

Dallas had the strongest awareness overall, with the highest % aware among all markets for each of the ads in its Top Quartile.

ADS IN TOP QUARTILE OF AWARENESS

MEDIA TYPE	AD	% AWARE	
AIRPORT	Spring/Summer Diorama	32.8	
PRINT	Skiing (Outside Mag)	27.3	
CINEMA/TV	Spring/Summer Family :30	26.6	
CINEMA/TV	Spring/Summer Couple :30	26.1	
DIGITAL BANNER	Chiles (SWA)	25.3	
PRINT	Fly Fishing (Outside Mag)	25.1	

DALLAS: Impact by Ad Content

Impact in Dallas driven by various outdoor activities, couples, cuisine & culture

IMAGE Correlation with "A place I would really enjoy visiting" and/or "More Favorable" Impression of NM	TRAVEL INTENT Correlation with Probably/Definitely Take Overnight Trip to NM in Next 12 Mos.
<u>WINTER OUTDOOR ADVENTURE</u>	
	SLEIGH RIDE
	*SKIING
<u>OUTDOOR ADVENTURE (NON-SNOW)</u>	
*FLY FISHING	
HOT SPRINGS	
BALLOON	
SUMMER FAMILY :30	LLAMA TREK
<u>COUPLE VACATION</u>	
WINTER COUPLE (:30)	
*SUMMER COUPLE (:30)	
<u>CULTURE</u>	
CUISINE (chiles print, *SWA digital)	
	SHOPPING (Navajo rugs)
	NATIVE PEOPLE (Acoma, dancers)
	ART (opera)

WHAT DIDN'T RESONATE?

Tamales (too close to Tex Mex?)

Architecture

Couple Massage

*TOP QUARTILE OF AWARENESS

HOUSTON: Venturesome Awareness by Ad

Overall awareness among Houston was also strong, with Top Quartile of ads very similar to DFW

ADS IN TOP QUARTILE OF AWARENESS

MEDIA TYPE	AD	% AWARE	
AIRPORT	Spring/Summer Diorama	32.1	
DIGITAL BANNER	Chiles (SWA)	24.8	
CINEMA/TV	Spring/Summer Family :30	24.3	
CINEMA/TV	Spring/Summer Couple :30	22.7	
PRINT	Skiing (Outside Mag)	22.4	Potential halo from airport, other winter
PRINT	Many Chiles (Saveur, Bon Apt, TX Monthly)	22.2	Trumped Fly Fishing for Top Quartile (vs DFW)

HOUSTON: Impact by Ad Content

Although similar to Dallas, Houston's ad content drivers were much more focused

IMAGE Correlation with "A place I would really enjoy visiting" and/or "More Favorable" Impression of NM	TRAVEL INTENT Correlation with Probably/Definitely Take Overnight Trip to NM in Next 12 Mos.
<u>WINTER OUTDOOR ADVENTURE</u>	
SLEIGH RIDE	
*SKIING	
<u>OUTDOOR ADVENTURE (NON-SNOW)</u>	
FLY FISHING	
	HOT SPRINGS
	LLAMA TREK
<u>CULTURE</u>	
*CUISINE (chiles print)	SHOPPING (Navajo rugs)
	NATIVE PEOPLE (dancers)

WHAT DIDN'T RESONATE?

Tamales (too close to Tex Mex?)

Architecture

Art (opera)

Hot Springs polarizing on Image (High "Less Favorable" at 11% of HOU VT)

*TOP QUARTILE OF AWARENESS

Note: No Winter TV/Cinema in HOU

PHOENIX: Venturesome Awareness by Ad

Phoenix has strong awareness comparable to Houston overall, but with markedly different Top Quartile of ads dominated by Print executions

ADS IN TOP QUARTILE OF AWARENESS

MEDIA TYPE	AD	% AWARE	
AIRPORT	Spring/Summer Diorama	31.9	
PRINT	Couple in Balloon (TX Monthly)	25.9	<i>“phantom awareness” and/or airport halo, familiarity</i>
PRINT	Many Chiles (Saveur, Bon Apt, TX Monthly)	24.1	
PRINT	Fly Fishing (Outside Mag)	23.2	
CINEMA/TV	Spring/Summer Family :30	22.9	
DIGITAL VIDEO	Overview Video	21.1	

PHOENIX: Impact by Ad Content

Ad content drivers in Phoenix lean toward Winter, Couples & Cultural features

IMAGE <i>Correlation with "A place I would really enjoy visiting" and/or "More Favorable" Impression of NM</i>	TRAVEL INTENT <i>Correlation with Probably/Definitely Take Overnight Trip to NM in Next 12 Mos.</i>
<u>WINTER OUTDOOR ADVENTURE</u>	
SLEIGH RIDE	
SKIING	
<u>OUTDOOR ADVENTURE (NON-SNOW)</u>	
HOT SPRINGS	
	LLAMA TREK
<u>COUPLE VACATION</u>	
WINTER COUPLE (:30)	
SUMMER COUPLE (:30)	
<u>CULTURE</u>	
SHOPPING (Navajo rugs)	
	ARCHITECTURE (luminarias)
	NATIVE PEOPLE (Acoma, dancers)
	ART (opera)

WHAT DIDN'T RESONATE?

Cuisine
Balloon
Fly Fishing

NO NOTABLE DRIVERS TOP QUARTILE OF AWARENESS

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 - ✓ *Awareness*
 - ✓ *Effectiveness: Image & Travel Intent*
- **Implications**

Implications for Media Strategy

BALANCE OF FY15

- Launch and monitor “TV online” Spring plan to drive more awareness of our high impact video assets
- Look for ways to optimize cinema plan (more frequency/weeks?) as strong trip intent driver, especially in TX markets and Phoenix

FY16 PLANNING

- Consider different media mix approach to new vs. more established markets. Need plan to more effectively build awareness and drive impact with Chicago Venturesomes (+ new markets – San Diego)
- Migrate Denver from prioritized fly market to drive market in FY16, given lower performance overall, lack of multi-season relevance, limited drivers of trip intent. Existing ad content drivers of culture (cuisine, shopping) will translate well to event/fairs/festivals drive market plan.

Implications for Media Strategy

BALANCE OF FY15

- Apply existing creative assets based on specific learning on key drivers of image and trip intent by market (ex: AZ AAA – couple & culture)
- Fully leverage new culinary creative assets to maximize opportunity in Texas markets

FY16 PLANNING

- Identify new production needs based on limited assets in key content areas that drive travel intent by market (ex: Art, non-snow outdoor adventure, culture-based shopping, etc.)