

Market Research Presentation 2014 Advertising Tracking and Conversion Study Insights

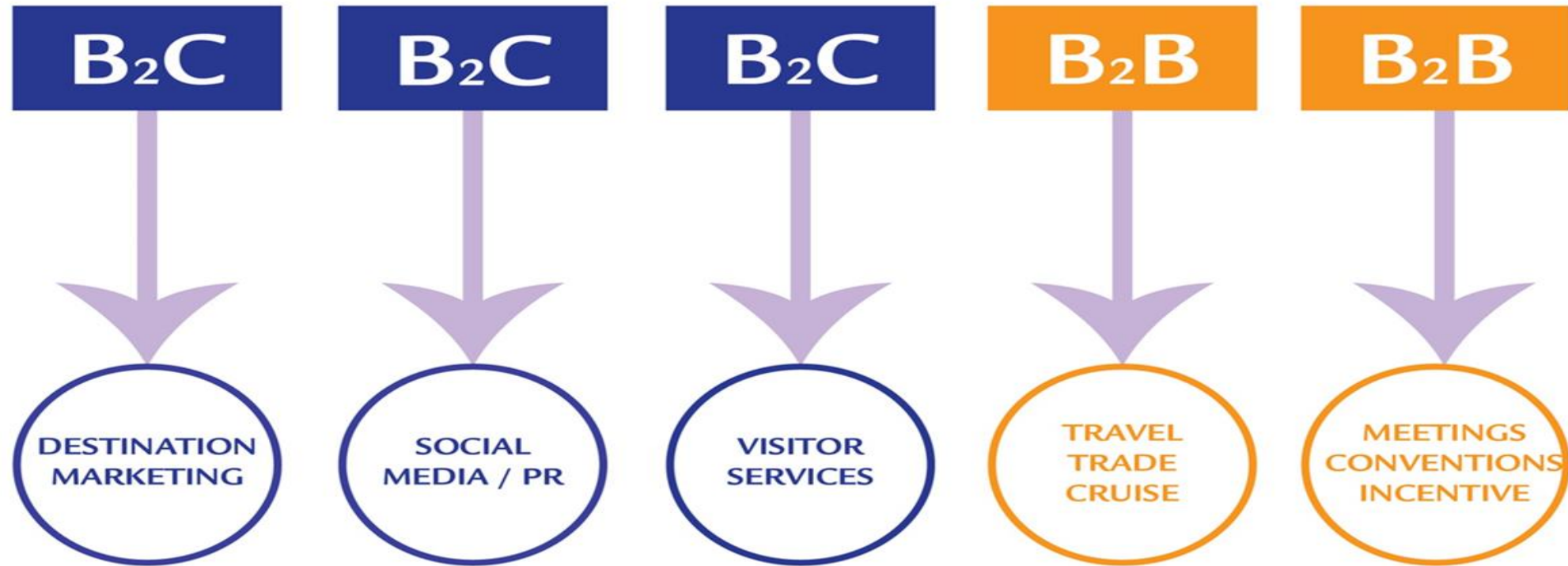
Paul Nursey

November 20, 2014

The Tourism Ecosystem



Key Activities: Marketing & Sales



Measurement & Accountability Critical

Today's Objectives

- Share results for how advertising performed with customers
- Provide marketing tips and strategic insights about our prospective customers from Seattle for all of us to learn from
- Implications to drive future successful campaigns



Tourism Victoria Destination Advertising Evaluation

*Seattle Market: Post Campaign Research
(Wave 1 of 2): Final Report*

August 30, 2014

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August 30, 2014



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The Campaign

- Tourism Victoria has been running a successful campaign in short haul markets, now in its second year, called *Victoria Calling*. The campaign has won numerous awards for its creative impact, integration of digital and social media communications and integration of public and media relations efforts.
- Supportive media includes an online display campaign, social advertising and PR events in both Seattle and Vancouver.
- The campaign attempts to engage prospects via drawing them into unique phone booths set up in high traffic malls where the public has the opportunity to learn more about the destination and engage online.

Tourism Victoria engaged Insignia Marketing Research Inc. to conduct an independent assessment of its 2014 campaign, specifically in the Seattle market. The results in this Wave 1 report aim to provide Tourism Victoria with insight into the overall effectiveness of the program. An assessment of the return on investment will be provided in the Wave 2 report.

Background, cont'd

- The Tourism Victoria summer advertising campaign was launched in Seattle, Washington from Monday, April 28th, 2014 until June 14th, 2014.
- The campaign elements included:



Online banner advertising



Social media via Facebook, Twitter, Instagram, and YouTube



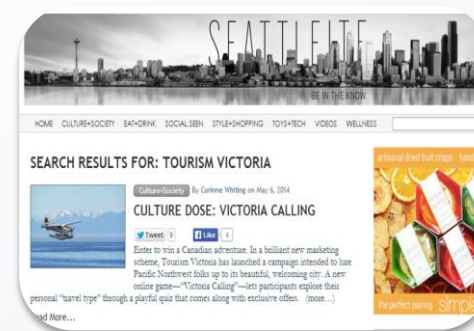
Online Traveller Type Quiz (Victoriacalling.com and TourismVictoria.com)



Aerial banners



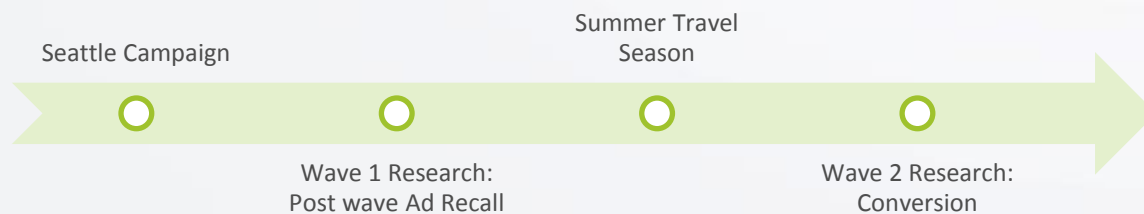
Interactive telephone booths house in Westlake and Northlake Malls



Earned media, including coverage on TheSeattleite.com and King 5: New Day Northwest

Research Objectives

- The overall objective of this study was to measure the effectiveness of the campaign in generating awareness and intention to travel to Victoria B.C. among residents of Seattle. A further component (to happen post-high travel season) will be to calculate the ROI of the campaign.
- The research provides Tourism Victoria with answers to the following questions:
 - What is the interest level in Victoria as a travel destination?
 - What are Victoria's travel brand strengths?
 - Has the campaign had a positive impact on the market in terms of generating both short term travel and future travel intent?
 - Which media have been most effective?
 - Which elements of the campaign have been most effective (e.g., interactive opportunities within booth, etc.)?
 - What is the extent to which the campaign has moved prospects down the Path to Purchase?
 - What is the ROI of the campaign?
 - How can the campaign improve moving forward?
- The research is being conducted in 2 waves:



Objectives for Post Wave Ad Recall Research (Wave 1)

- Understand consumers' past year travel behaviour
- Measure intention to travel in the next 12 months
- Determine where respondents are on the Path to Purchase for travel to Victoria
- Understand top drivers of the Victoria travel brand
- Understand the feelings and attitudes evoked by Victoria
- Track overall awareness of Victoria travel advertising (unaided)
- Measure proven recall of each specific execution
- Measure the overall impact of the campaign by gauging who was positively influenced
- Determine the ability of the campaign to move prospects through the Path to Purchase.

Objectives for Post-Travel Season Research (Wave 2):

- Measure the number of travellers converted by the campaign and resultant conversion rate
- Calculate the estimated incremental tourism revenue generated by the converted travellers based on the conversion rate and ITS data on average spend, per trip, per person
- Calculate return on investment (ROI) of the campaign

Methodology

- The post wave survey was conducted via a national online panel operated by Research Now immediately after the campaign ended, from June 23 to July 5, 2014
- Respondents met the following criteria:
 - Age 18+
 - Residents of Seattle, Washington.
 - All have taken a leisure trip in the past 12 months. A leisure trip was defined as “out of town trips of one or more nights for the purpose of visiting friends and/or relatives, for pleasure, vacation or holiday, or for personal reasons such as travel to attend sporting events or weddings, and trips where you combine business with a pleasure trip.”
- A total of n=1,000 interviews were conducted.
- The results have been weighted by age, gender and geographical location to align with the travel population in the Seattle, Washington metropolitan area.

Sample Profile

	% of Total Sample
Gender	
Male	50
Female	50
Age	
18-24	12
25-34	24
35-44	19
45-54	16
55+	28
Average number of trips per year	3.83

Key Findings

Large Captive Audience Interested in the Product: Ongoing Need to Reposition

• Seattle Traveller Behaviour

- There is a large proportion of travellers in the Seattle region (approximately 80% incidence), who take, on average, four overnight trips per year.
- Most Seattle travellers tend to travel in and around their home state. However, they are keen to travel to British Columbia – nearly four in ten (37%) indicate that they are planning on visiting B.C. in the next 12 months.
- In B.C., Victoria's biggest competition is Vancouver – Seattle travellers are more likely to have been to Vancouver and express higher interest in visiting Vancouver in the future.
- That said, Victoria has a captive and loyal audience in Seattle – seven in ten have previously been to Victoria at some time in their life, and a further four in ten are seriously considering a future trip. In terms of targets, interest in Victoria travel is not dominated by a particular demographic. Rather, interest is broad and reflects the Seattle traveller population.
- **Implication for Tourism Victoria:** Victoria benefits from having a large potential audience with great interest in short-haul travel, including to Victoria. Given most travelling is done in and around Washington State, Victoria's close proximity and accessibility from Seattle suggests that it can be an ideal getaway destination for all Seattle travellers provided they have a compelling and attractive reason to go. The right branding and communication will be key in attracting new/repeat visitors.

• Victoria Brand Perceptions

- Among potential travellers, Victoria is a destination known for its natural scenery and gardens, and for being a clean, safe, and walkable getaway destination. It is also perceived to be a laid-back and accepting culture that is influenced by the nature it is surrounded by. It is less likely to be known for its nightlife, or for things to do with families/children.
- **Implication for Tourism Victoria:** This analysis provides the landscape for how Victoria is perceived. Further analysis is recommended to help prioritize the various brand attributes, to understand which elements are truly driving travel intent, and to identify any potential short-comings (i.e., those areas that are important drivers of travel intent, but where Victoria is currently falling short of expectations).

Key Findings

Very Strong Recall of Advertising: “Hook” of Phone Booths for media, strong digital and PR

• Advertising Recall

- By city, Victoria ranks third in unaided advertising. One-quarter (26%) spontaneously recall Victoria ads, after Leavenworth and Portland. Whistler and Vancouver follow with 23% each.
- Advertisements for the Clipper and other ways to get to Victoria are most top-of-mind for Seattle travellers when asked, unaided. Many spontaneously recall seeing or hearing ads for packages that include the Clipper Ferry and one-night stay in a hotel. In terms of attractions, Butchart Gardens and the Empress Hotel have the highest unaided recall in terms of things to see and do.
- **Aided recall of Tourism Victoria’s advertising (i.e., those who claim to have seen one or more of the five tested ads/media during the past three months) is at 26%, overall.** This result is higher than Insignia’s normative data for comparable travel destination campaigns which, on average, are around 17% for proven recall.
- PR (articles/news media) has the highest rate of recall among the various campaign media tested (13%). Those appearing in the Seattle Times have the highest recall, followed by unspecific mentions of TV, online, magazines, and newspapers.
- Online banner advertising (12%), sees the next highest recall. However, as expected, respondents have trouble specifying the exact website or place online where the ads were seen. This is not surprising given the volume and amount of data Internet users are exposed to on a daily basis.
- Of the 8% that recall seeing the “Victoria Calling Campaign”, most recall seeing the campaign online, specially on Facebook and Tourismvictoria.com. YouTube, and other social media were seen by fewer respondents, however, with the growth of social media usage (both volume and frequency), it is expected that these numbers will grow, year-on-year.
- **Implication for Tourism Victoria:** While the booths and the quiz are unique and interactive experiences, the traditional pushed and earned media are most likely to be remembered. Given the ‘hook’ for the media articles are the booths and quiz, it is likely the discrete campaign components are working in tandem to influence travel consumers to think Victoria. As with all destination marketing, the higher the frequency of different medium used in a given timeframe, the higher likelihood that travel consumers will notice and be influenced by a specific campaign.

Key Findings

- **Campaign Impact on Travel**

- The campaign had excellent exposure in the Seattle market, especially among new prospects. The majority of those who recalled the Victoria campaign were either in the early planning stage or not yet seriously considering a trip to Victoria in the near future prior to seeing the ads.
- However, after seeing the advertisements, over half consider themselves more likely to visit Victoria, suggesting the campaign had a positive influence on travel intentions.
- On the path-to-purchase, **15%** indicated that they were **at least one step further along the path to purchase** after seeing the campaign.
- **Implication for Tourism Victoria:** On the surface, the advertising campaign is successful in moving travellers along the path-to-purchase, at least in terms of attitude and sentiment toward the destination. The follow up survey (i.e., Wave 2), to be conducted mid-September, will help to quantify actual conversion ratios and provide Tourism Victoria with data to understand the financial impact of the campaign (i.e., ROI).

15% Moved Towards Purchase Due to
Being Exposed to Advertising

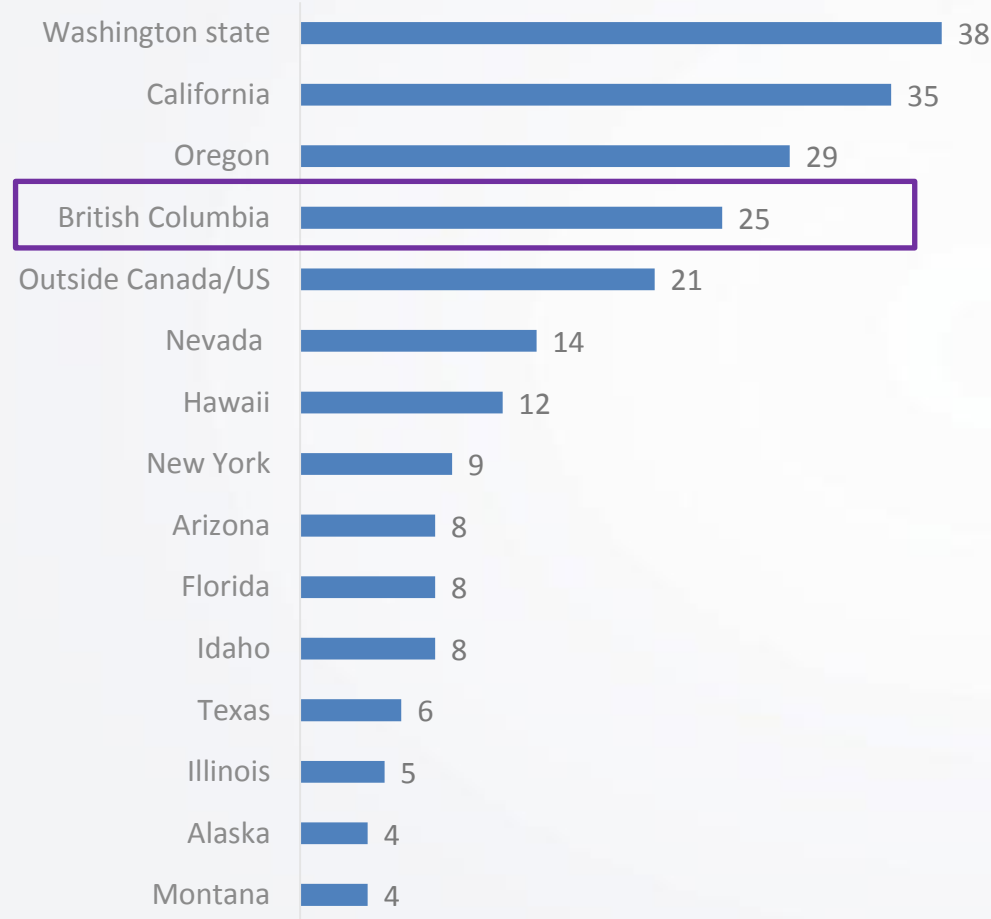
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PAST TRAVEL TO VICTORIA, BC

Destinations Visited in the Past 12 Months

Seattle travellers tend to vacation in and around their own state. California, Oregon, and B.C. are the most popular out-of-state destinations. One-quarter of them have visited B.C. in the past 12 months. Males were more likely to have vacationed in B.C.

Top 15 Destinations Visited in the Past 12 Months



	Gender (%)		Age (%)				
	Male	Female	(A) 18-24	(B) 25-34	(C) 35-44	(D) 45-54	(E) 55+
	(412)	(588)	(69)	(206)	(188)	(148)	(389)
Washington state	36	40	42	33	34	38	43 ^{BC}
California	34	36	28	40	36	34	34
Oregon	31	27	28	33	30	25	28
British Columbia	29	21	25	26	32 ^D	21	22 ^C
Outside Canada/US	23	19	14	20	20	20	26 ^A
Nevada	15	14	14	15	15	14	13
Hawaii	11	13	7	13 ^{CE}	8	14	14 ^{AC}
New York	8	10	10	13	6	10	6
Arizona	9	8	4	8	5	7	13
Florida	8	8	5	7	7	10	9
Idaho	8	7	7	5	7	6	12 ^{BCD}
Texas	5	6	5	4	7	7	6
Illinois	5	4	6	7 ^D	5	2	4
Alaska	6	3	3	1	5 ^B	5 ^B	7 ^B
Montana	4	5	2	4	5	2	6

Base: All respondents (n=1000)

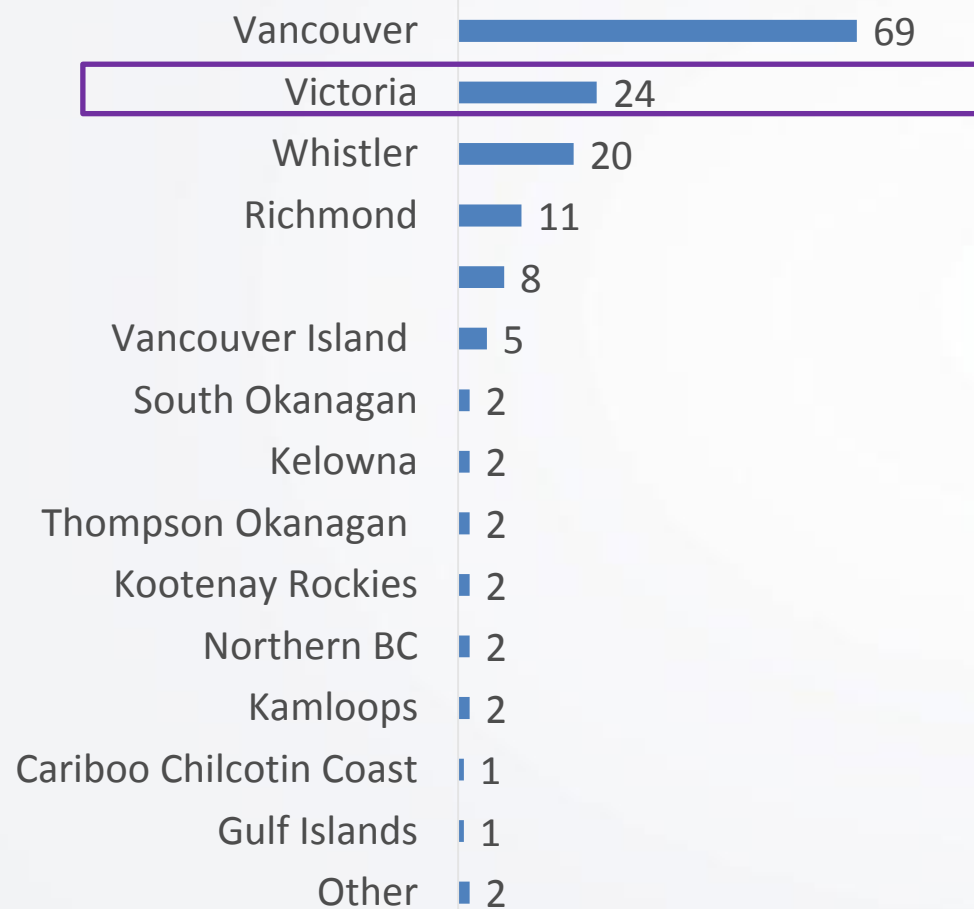
Q.2a During the past 12 months, which of the following countries or destinations did you visit for leisure and stay at least one night, if any?

B.C. Destinations Visited in the Past 12 Months

Among those who vacationed in B.C., the majority visited Vancouver (69%). Victoria ranked second – attracting a quarter of the B.C. visitors.

Among Those Who Visited B.C. in Past 12 Months

B.C. Destinations Visited in the Past 12 Months



	Gender (%)	
	Male (113)	Female (125)
Vancouver	69	69
Victoria	20	29
Whistler	21	18
Richmond	13	8
Vancouver, Coast and Mountains	8	9
Vancouver Island	6	3
South Okanagan	3	1
Kelowna	2	2
Thompson Okanagan	2	2
Kootenay Rockies	2	2
Northern B.C.	3	-
Kamloops	1	2
Cariboo Chilcotin Coast	2	-
Gulf Islands	1	1
Other	2	2

Base: Among those who visited B.C. in past 12 months (n=238)

Q.2b On those trips to British Columbia, Canada in the past 12 months, which regions or cities in British Columbia have you visited?

* Caution: small base size.

Past Travel to Victoria

Past visitation is high; 67% of Seattle travellers have visited Victoria before, not surprising given the close geographic proximity. Past visitation is higher among the older age groups.

Strategic Implication: Need to convert younger professional travellers so they can trial the destination and repeat. Keep the funnel of repeat travellers strong for future years. Can't rest on past customers.



	Age (%)				
	(A) 18-24	(B) 25-34	(C) 35-44	(D) 45-54	(E) 55+
	(69)	(206)	(188)	(148)	(389)
Ever visited Victoria	32	49	68	77	91
Visited:					
Within past 12 months	7	8	11	9	10
1-2 years ago	1	6	5	8	11 ^{ABC}
2-5 years ago	5	10	20	22	27
Over 5 years	20	24	32 ^A	39 ^{AB}	43 ^{ABC}

Base: All respondents (n=1000)

Q.14a. Have you ever previously visited Victoria, B.C. on a leisure trip?

Q.14b. When did you last visit Victoria, Canada on a leisure trip?

Details on Last Trip to Victoria

Spring/early fall was the preferred season to vacation in Victoria. The average trip duration was about two nights, with Victoria as key component often coupled with a night in the Vancouver area.

Among Those Who Took a Trip to Victoria in the Past 5 Years



Base: Among those who visited Victoria within past 5 years (n=374)

Q.15a Thinking about the most recent trip you took to Victoria, B.C. for leisure during the past 5 years, in which month did you take that trip?

Q.15b How many nights did you spend away from home?

Q.15c How many nights did you spend in Victoria?

Q.15d What other regions did you spend at least one night on that trip, if any? Please select as many as apply.

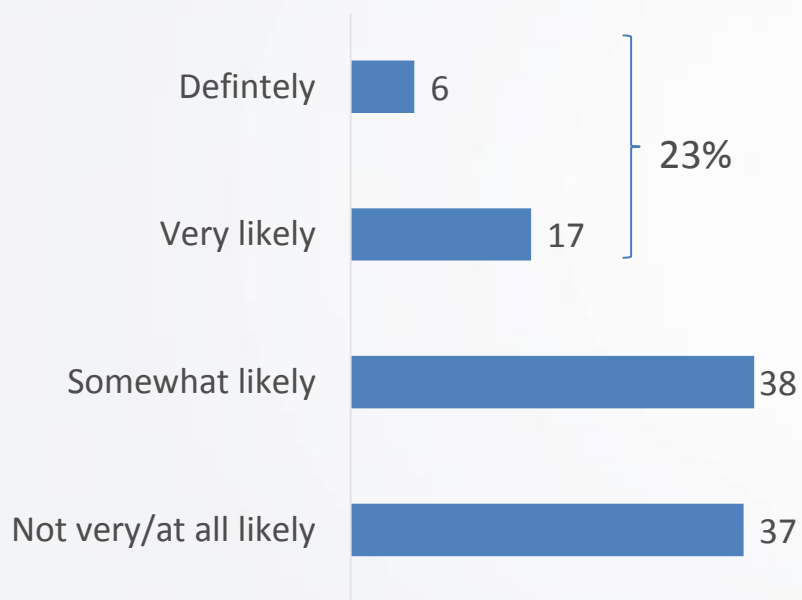
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FUTURE TRAVEL TO VICTORIA, BC

Likelihood of Visiting Victoria in the Next 12 Months

As many as 23% of Seattle travellers said they are very likely to visit Victoria in the next 12 months. There is no real and significant difference in interest between the demographic segments. This suggests Seattle travel consumers, regardless of age, have a relatively equal likelihood of visiting Victoria in the next 12 months.

Likelihood of Visiting Victoria Next 12 Months



	Gender (%)		Age (%)				
	Male	Female	18-24	25-34	35-44	45-54	55+
	(412)	(588)	(69)	(206)	(188)	(148)	(389)
Definitely	6	6	9	7	6	6	5
Very likely	16	17	15	21	17	14	15
Somewhat likely	38	38	32	41	38	34	40
Not very/at all likely	37	37	42	31	35	41	38

Base: All respondents (n=1000)

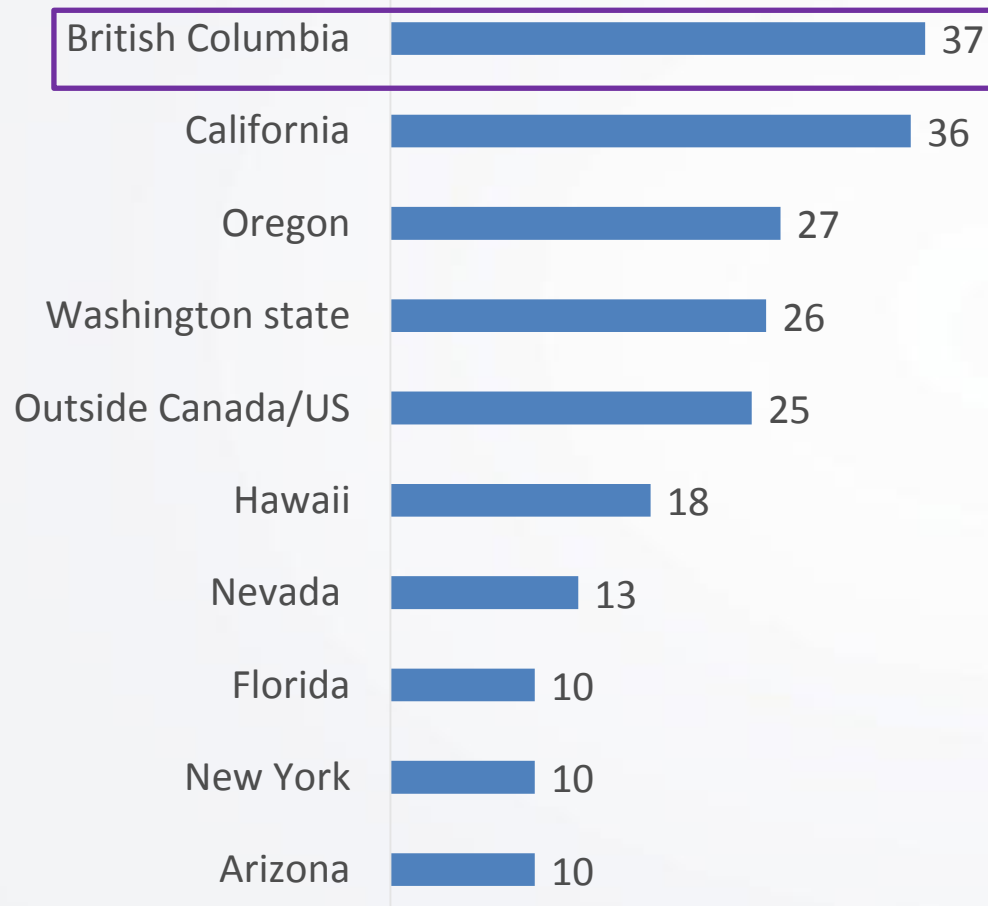
13d. How **likely** are you, if at all, to travel to Victoria, B.C., for a leisure trip in the next 12 months?

* Caution: small base size.

States/Provinces Likely to Visit in the Next 12 Months

British Columbia is a travel goal for 37% , on par with California, surpassing home state Washington and nearby Oregon. While the younger age group (18-24) may not seem as keen as older travellers, B.C. is still their top destination to visit in the next 12 months.

Top 10 Destinations Very Likely to Visit in the Next 12 Months



	Age (%)				
	(A) 18-24	(B) 25-34	(C) 35-44	(D) 45-54	(E) 55+
	(69)	(206)	(188)	(148)	(389)
British Columbia	28	42 ^A	41 ^A	35	36
California	23	41 ^A	41 ^A	35	34 ^A
Oregon	21	34 ^{ACD}	24	23	29
Washington state	20	22	27	31	28
Outside Canada/US	18	24	23	26	29 ^A
Hawaii	12	23 ^{AE}	18	16	16
Nevada	5	17 ^A	11	13 ^A	13 ^A
Florida	10	13 ^C	7	9	11
New York	5	16 ^{ACE}	8	12	7
Arizona	5	10	5	10	14 ^{AC}

Base: All respondents (n=1000)

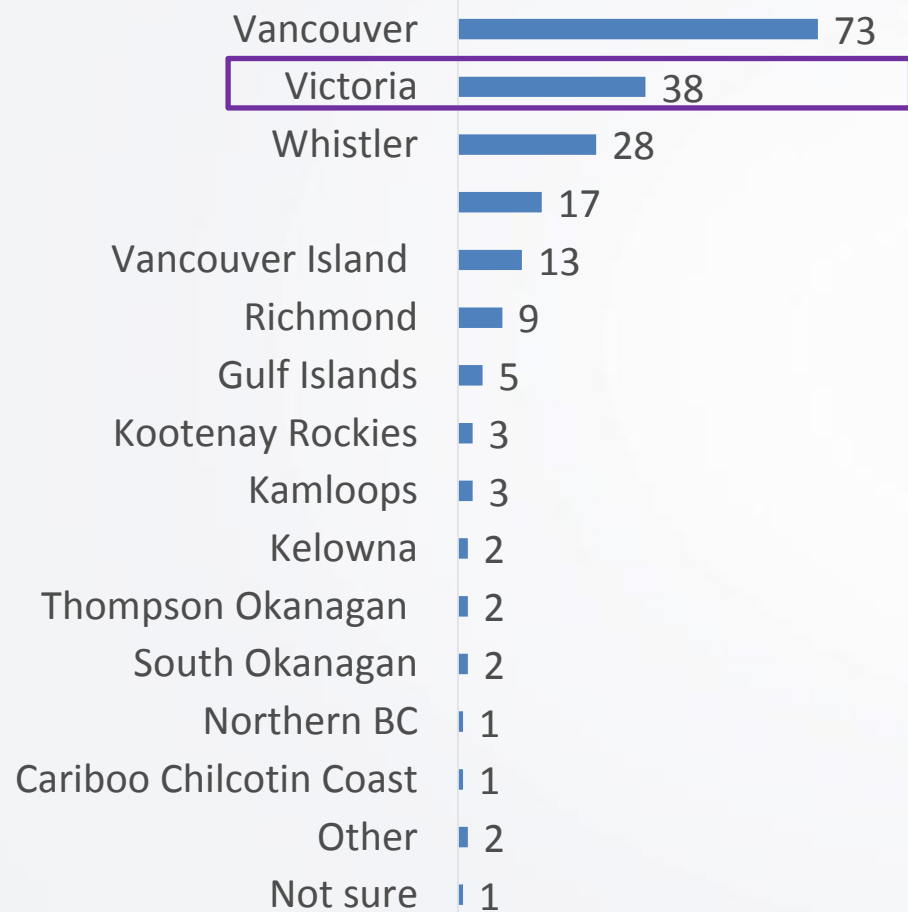
3a. Which of the following countries or destinations would you be very likely to visit in the next 12 months for leisure and will stay for at least one night, if any?

B.C. Destinations Likely to Visit in the Next 12 Months

The majority (73%) of Seattle travellers are likely to visit Vancouver in their next B.C. trip. A respectable 38% would visit Victoria - highest among females.

Among Those Who Are Very Likely to Visit B.C. in Next 12 Months

B.C. Destinations Very Likely to Visit in the Next 12 Months



	Gender (%)		Age (%)				
	Male	Female	(A) 18-24	(B) 25-34	(C) 35-44	(D) 45-54	(E) 55+
	(160)	(209)	(19)*	(84)	(73)	(52)	(141)
Vancouver	71	75	63	77 ^E	80 ^E	80 ^E	63
Victoria	29	49	31	42	35	40	39
Whistler	28	28	34	33 ^E	33 ^E	27	18
Vancouver, Coast and Mountains	16	18	27	15	24 ^D	10	14
Vancouver Island	14	13	11	11	15	22	11
Richmond	12	6	11	14 ^{CE}	5	13	5
Gulf Islands	6	5	-	3	7	9 ^A	6
Kootenay Rockies	6	1	7	3	-	3	5
Kamloops	2	4	-	3	1	6	4
Kelowna	2	3	-	2	2	3	3
Thompson Okanagan	2	2	4	1	1	3	3
South Okanagan	3	2	4	2	-	4	2
Northern B.C.	**	2	4	-	-	3	1
Cariboo Chilcotin Coast	1	-	-	2	-	-	1
Other	3	1	-	-	1	3	6
Not sure	-	1	4	1	-	-	-

Strategic Implication: Many customers are close to converting.
Need to keep the efforts up for strong future dividends.

Base: Among those who are very likely to visit B.C. in the next 12 months (n=369)

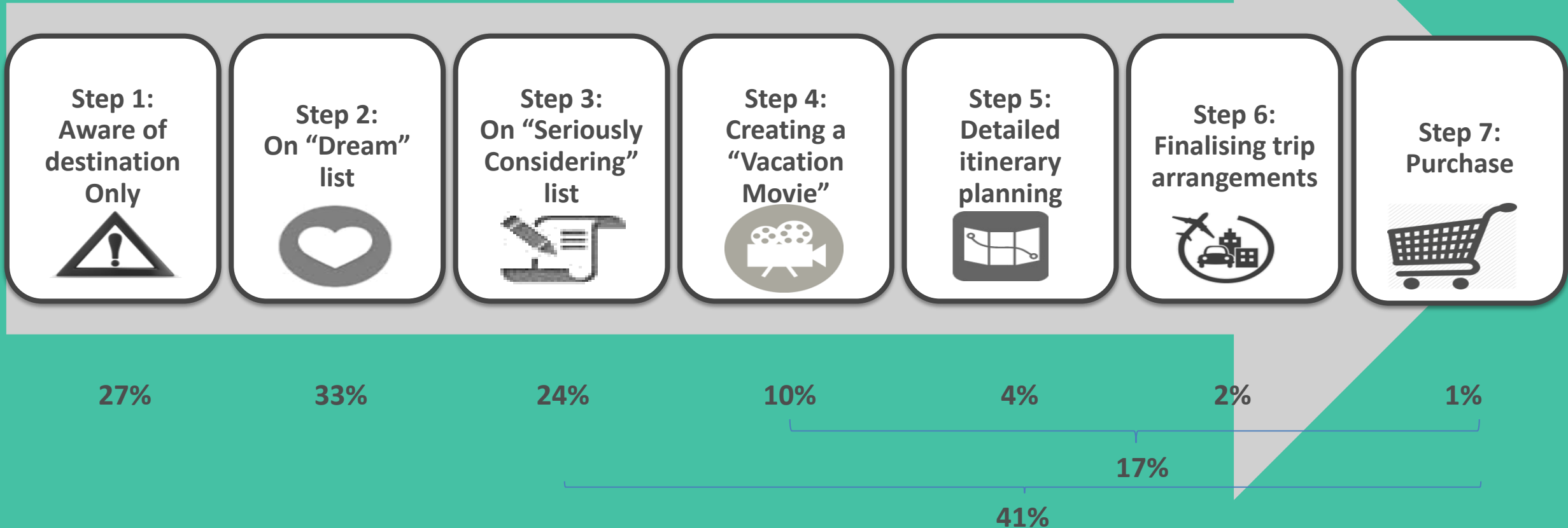
3b. [IF B.C. AT Q3A] Where in British Columbia would you be likely to visit on this trip? Please select as many as apply.

* Caution: small base size. ** Less than 0.5%.

Victoria's Position on the Path To Purchase

On the path-to-purchase, four in ten Seattle travellers are seriously considering a trip to Victoria, with 17% having started to create their own concept of a trip.

The goal is to move the 33% of key prospects from the Dream list to the Seriously considering list.



Base: Data percentage on all respondents (n=1000)

13b. Thinking about a future leisure trip to Victoria, B.C., please select the one box which best describes how far along you are in planning/booking that trip.

* Caution: small base size.

Demographic Profile of Prospects

The demographic profile of those who are actively considering a Victoria vacation (at Step 3 to 7 on the Path to Purchase) closely matches the cross section of Seattle travellers. This indicates that the overall travel population in Seattle is a likely audience for Victoria (i.e., no specific demographic group is more likely to want to visit Victoria vs. another demographic group). That said, the appeal of Victoria's tourism experience does favour older travellers.

Strategic Implication: Victoria's opportunity is broad from a demographic perspective

	Total (1000) %	Potential Visitors* (394) %
<u>Gender</u>		
Male	50	50
Female	50	50
<u>Age</u>		
18-24	12	12
25-34	24	28
35-44	19	19
45-54	16	16
55+	28	25
<u>Household Composition</u>		
Adults only	78	76
With children <18	22	24
<u>Household Income</u>		
<\$50K	21	19
\$50K - <\$75K	20	24
\$75K - <\$100K	16	15
\$100K+	33	36
Don't know	10	7
<u>Education</u>		
High school or less	6	5
Some technical college or university	17	13
College or technical diploma	15	18
University degree (Bachelor's)	37	35
Graduate degree	24	28

* Travellers who are at least considering a trip to Victoria in the next 12 months on the Victoria's Path to Purchase Position (step 3 to 7).

3

PERCEPTION OF VICTORIA

Experience Drivers for Victoria

	Total (1000)	Potential Visitors* (394)
	%	%
Has beautiful natural scenery	57	61
Has lots of gardens and parks	55	60
Is walkable	53	59
A clean, safe city	52	60
Great for a getaway/escape	49	61
Has historical architecture	40	43
Provides a relaxing atmosphere	39	45
Has English heritage and traditions	37	38
Easy to get to	37	41
Has a variety of attractions and activities	37	42
Great for romantic getaway	36	43
Has lots to see and do	36	42
Has interesting local culture and heritage	33	37
Is a unique experience	33	41
Has a good variety of accommodations	32	38
Has excellent dining opportunities	30	39
Has lots of boutique shopping	24	25
Has good art galleries/museums	23	26
Has good marine and wildlife viewing	22	26
Is affordable	20	25
Ideal for travellers without kids	17	22
Has interesting festivals and/or cultural events	15	21
Provides good value for the money	14	21
Has a good variety of events (e.g., music/theatre)	14	19
Ideal for retirees	12	13
Has good nightlife (e.g., pubs, bars)	12	16
Has a great variety of activities for families with young children	11	16
None of the above	5	2

The following table provides a rank order of key vacation attributes (i.e., physical tourism assets) closely associated with a Victoria vacation experience. While the data provide a notional understanding of how the Victoria brand is perceived by Seattle travel consumers, more detailed analysis including possibly brand regression analysis should be conducted in order to causally link how these attributes drive possible travel to Seattle. This analysis could help advise Tourism Victoria on what aspects to leverage to attract more Seattle travellers by prioritizing what is most important or valuable to travellers.

The data can help highlight what key aspects of Victoria's tourism experience can and should be highlighted in both imagery and messaging to more effectively engage with travel consumers.

Base: All respondents (n=1000)

Q.16a Please select the words and phrases listed below that, in your opinion, describe Victoria, B.C. extremely well. Please select as all that apply.

* Travellers who are at least considering a trip to Victoria in the next 12 months on the Victoria's Path to Purchase Position (step 3 to 7).

Emotional Drivers for Victoria

	Total	Potential Visitors*
	(1000)	(394)
	%	%
Has an attitude that is laid back and easy going	38	42
Is a place where the natural environment has influenced the lifestyle and culture	33	36
Has an accepting and open culture	32	35
Is very connected to the natural environment	27	31
Always wanted to visit	23	31
Has a free spirited and vibrant atmosphere	20	27
Has an earthy quality that feels very real	18	23
Is a place where I can live in the moment	16	22
Puts me in a creative frame of mind	10	16
Is a place where I can truly feel alive	9	14
Reminds me of what really matters in life	8	10
Is a place where I feel youthful and energized	7	12
Gives me a sense of belonging	6	10
None of the above	18	8

The following table provides a rank order of key emotional attributes (i.e., expressive feelings) described by potential visitors to B.C. when thinking of and/or travelling to the province. Like the experience attributes, the data provide a notional understanding of how the Victoria brand is emotionally perceived by Seattle travel consumers. More detailed analysis including possibly brand regression analysis should be conducted in order to causally link how these attributes drive possible travel to Seattle.

The data can help highlight what key aspects of Victoria's tourism experience can and should be highlighted in both imagery and messaging to more effectively engage with travel consumers at a deeper emotional level.

Base: All respondents (n=1000)

Q.16b Below is another list of phrases that can describe the **feelings and attitudes when traveling in a destination**. Please select the words and phrases listed below that, in your opinion, describe Victoria, B.C. extremely well. Please select all that apply.

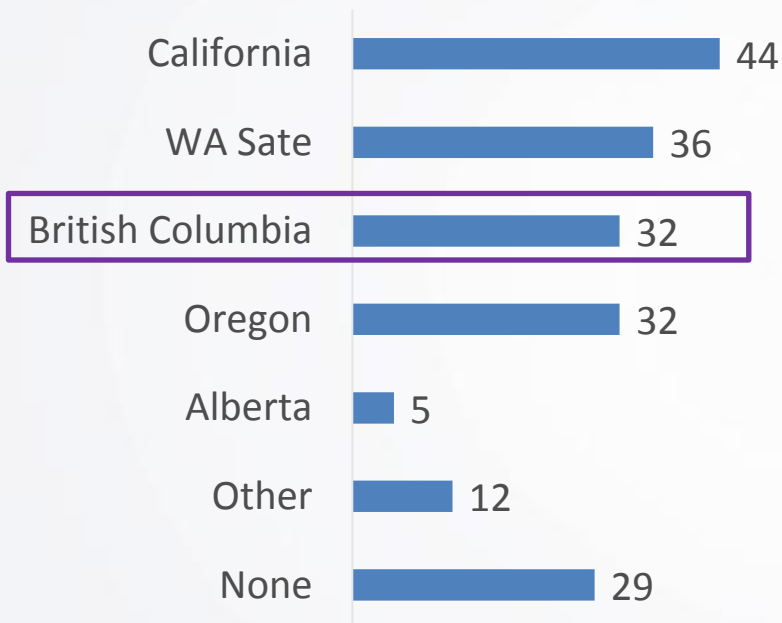
4

ADVERTISING AWARENESS

Unaided Recall of Province/State Vacation Advertising

Unaided awareness of vacation advertising for British Columbia in the past three months among nearby provinces/states is quite high; at 32%. This ranks third behind California and Washington State.

Province/State Advertising Awareness



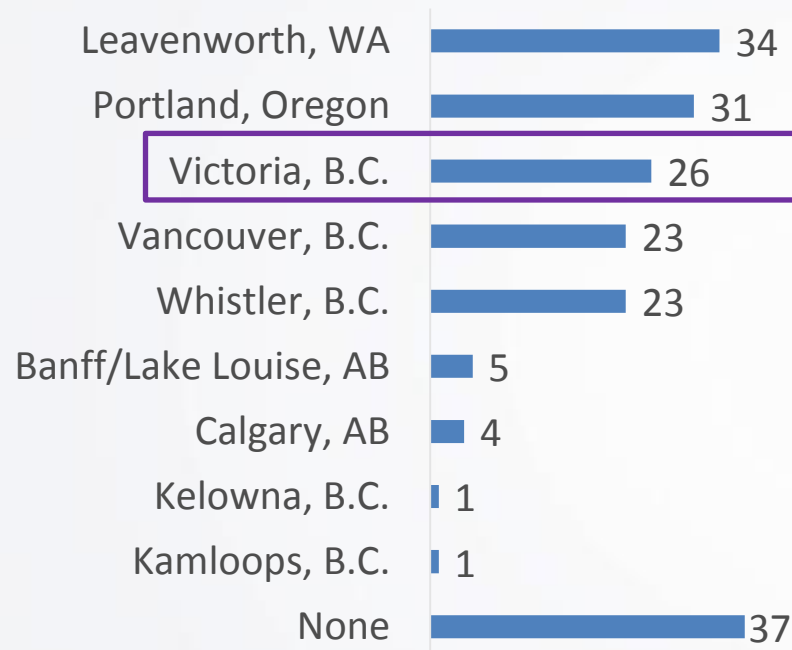
Base: All respondents (n=1000)

Q.4a. In the past 3 months, that is, since March, 2014, which of the following destinations have you seen or heard vacation advertising, if any?

Unaided Advertising Recall for Specific Destinations

By city, Victoria ranks third in unaided advertising – at 26%, highest among the 45+ age cohort.

Specific Destinations Ad Recall



	Age (%)				
	18-24	25-34	35-44	45-54	55+
	(69)	(206)	(188)	(148)	(389)
Unaided ad recall for Victoria	9	20	20	32	39

Base: All respondents (n=1000)

Q.4b Have you seen or heard any advertising for the following places as a vacation destination in the past 3 months, that is, since March, 2014?

Unaided Advertising Recall for Victoria

Strategic Implication: Victoria has equity, but we need to work to modernize perceptions over time

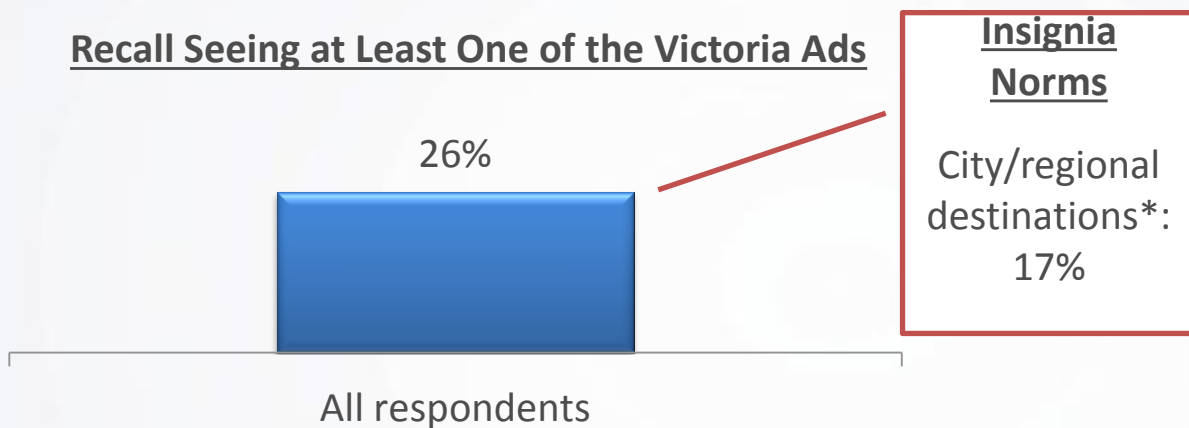
- Respondents were asked, unaided, to describe any advertising that they have seen for Victoria. Responses generally fell into broad categories: How to get there; What to see and do; and the medium in which they saw the advertisement; and the overall brand or message being communicated.
 - **How to get there:** Many recall advertisements that explain how to travel to Victoria, specifically, by Clipper (highest share of recall in total), the Black Ball Ferry, by car or by plane. Clipper advertisements had the highest recall overall, with many recalling packages that include the ferry trip and one night accommodation.
 - **What to see and do:** Some mentions included specific attractions and things to do in Victoria. Butchart Gardens had the highest recall, followed by the Empress Hotel, “tea”, whale watching, shopping, quaint shops and golf.
 - **Where they saw the add:** Radio and TV ads had high recollection (especially for Clipper), as did articles in magazines (specifically AAA). Some respondents recalled online advertising as well as discounts or coupons offered on group discount websites such as Groupon, LivingSocial, etc.
 - **Brand salience:** For some, Victoria is advertised as something unique and charming, that cannot be found in the US. Others recall it being explained as “the closest thing to visiting Europe,” a destination for a daytrip or one where you can stay the night.



Tourism Victoria Campaign Ads – Proven Recall

Aided recall of Tourism Victoria’s advertising, i.e., those who claim to have seen one or more of the five ads/media during the past three months, is at 26%. Recall is higher among males.

The Victoria campaign has done well compared to Insignia’s normative data of 17% for comparable short-haul market campaigns.



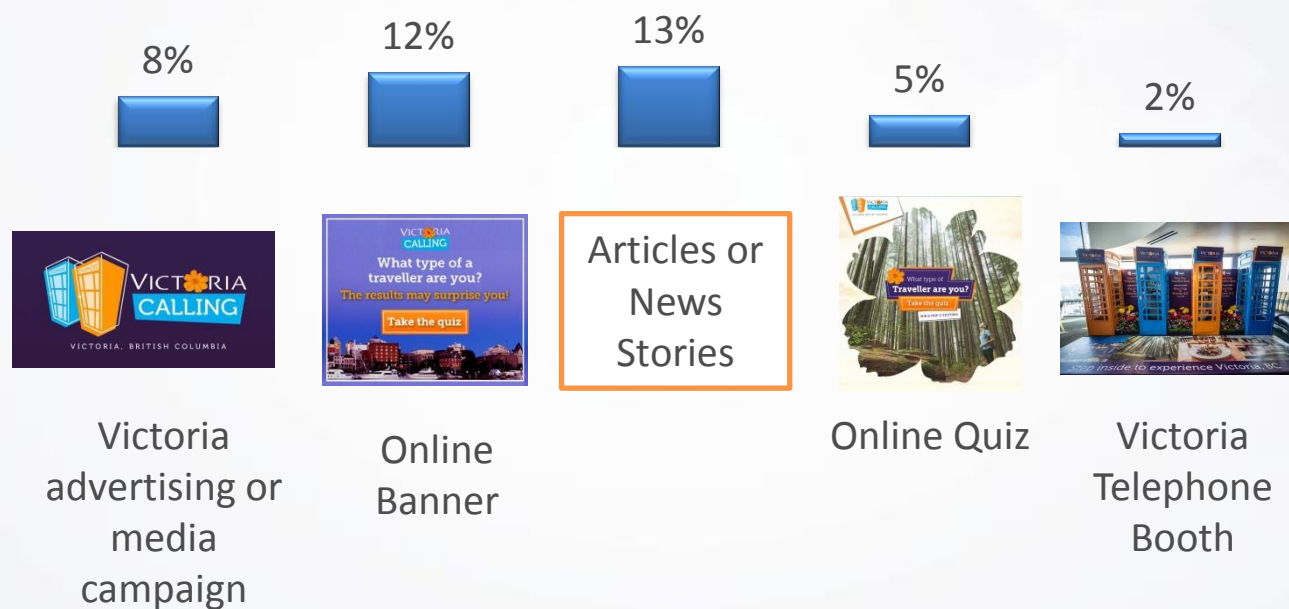
Gender (%)		Age (%)				
Male	Female	(A) 18-24	(B) 25-34	(C) 35-44	(D) 45-54	(E) 55+
(412)	(588)	(69)	(206)	(188)	(148)	(389)
30	23	33 ^D	26	21	19	32 ^{CD}

* Normative data are for destinations smaller than countries—i.e., states, provinces, cities

Base: All respondents (n=1000)

Victoria Campaign Ads Recall

- PR has the highest rate of recall among the various campaign medium, followed closely by online banner advertising. While a relatively newer trend in terms of increased rates of recall vs. more traditional forms of advertising, this does track changing travel consumer tastes around travel media consumption – with higher appeal of travel media and online/mobile social media forums.



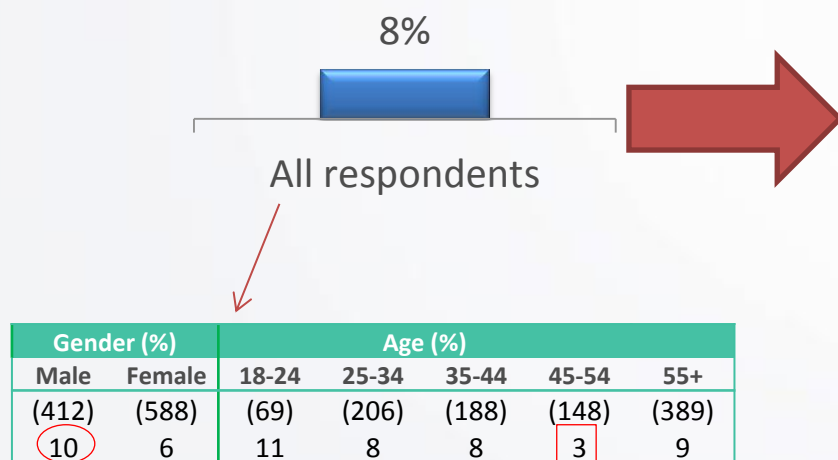
Base: All respondents (n=1000)

Campaign Aided Ad Recall

1. Victoria Calling Campaign

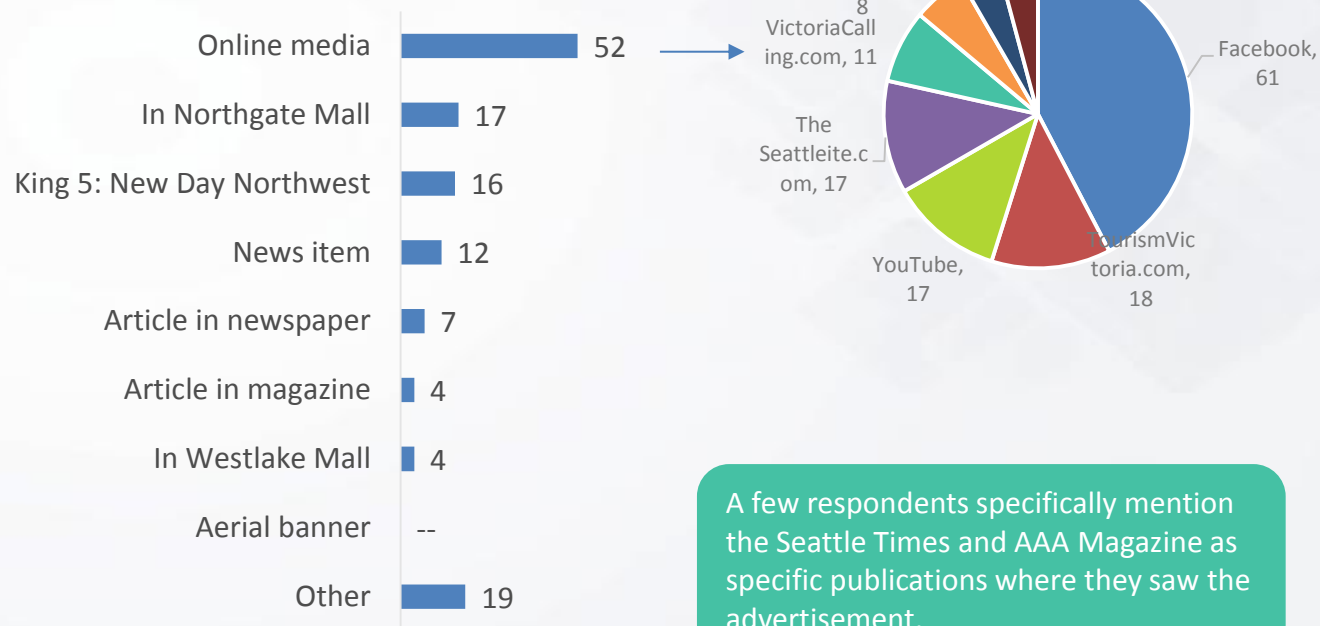


Recall Victoria Ad by Tourism Victoria



- When asked whether they recall seeing the “Victoria Calling” campaign, only 8% remembered seeing it. Recall was highest among males.
- Most remembered seeing it online with various social media campaigns quite memorable, especially Facebook and YouTube.

Location/Media Where Ad Seen (Among those who recall ad n=74)



A few respondents specifically mention the Seattle Times and AAA Magazine as specific publications where they saw the advertisement.

Base: All respondents (n=1000)

Q.5a Do you recall seeing or hearing any Victoria advertising or media by Tourism Victoria in the past 3 months, that is, since March, 2014?

Q.5b Where have you seen the Victoria advertising or media? Please select as many as apply.

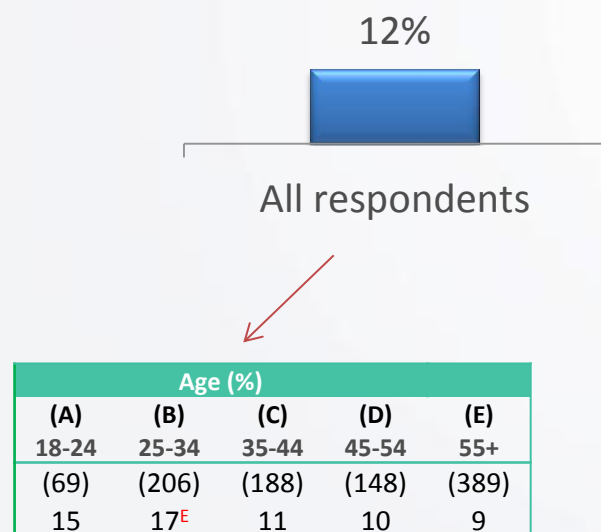
Please indicate which of the following online media where you have seen this promotion [Base size too small to report data (n=34)]

Campaign Aided Ad Recall

2. Online Banners

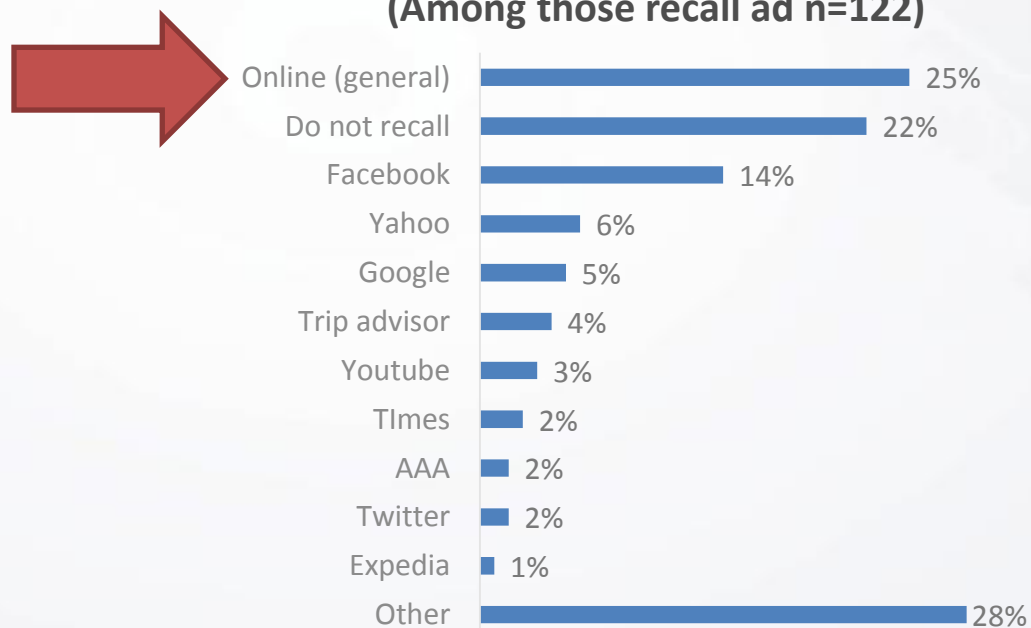


Recall Online Banner Ads



- When asked specifically about online banner ads, recall increased to 12%.
- As expected, respondents have trouble specifying the exact website or place online where the ads were seen; not surprising given the sheer volume of data presented to internet users on a daily basis. Of those that do recall, Facebook, Google, Yahoo, Tripadvisor, as well as Youtube, Twitter, AAA and The Seattle Times are mentioned.

Media Where Ad Seen (Among those recall ad n=122)



Base: All respondents (n=1000)

Q.6a Have you seen the Victoria online banner advertising by Tourism Victoria in the past 3 months, that is, since March, 2014?

Q.6b Please list where you recall seeing the online banner advertising (OPEN-ENDED)

Campaign Aided Ad Recall

3. Articles and News Stories

- Articles and news stories have the highest recall among the five evaluated campaign elements– remembered by 13%. Recall was highest among males and the 55+ age cohort.
- Among those that recall articles and new stories, those appearing in the Seattle Times have the highest recall, followed by unspecific mentions of TV, online, magazines, and newspapers. Again, AAA's article was quite memorable.

Recall Seeing Articles or News Stories About Victoria

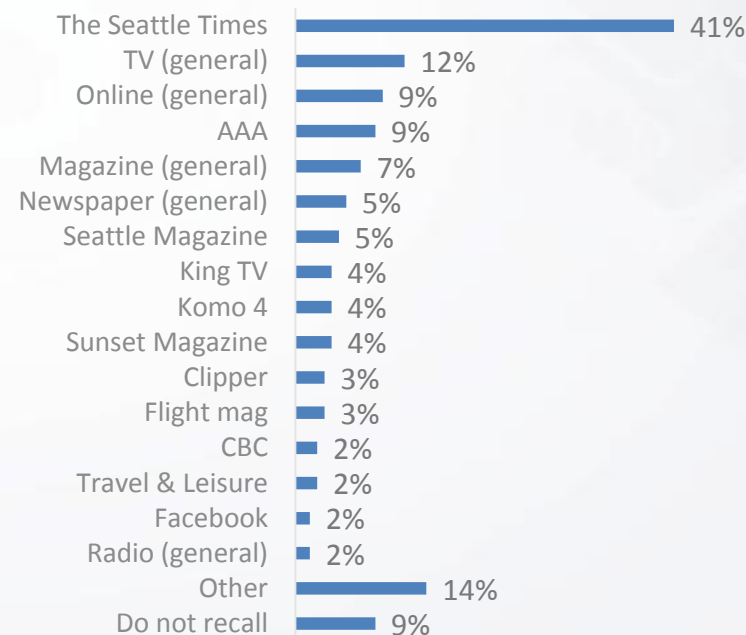
13%

All respondents

Gender (%)		Age (%)				
Male	Female	(A) 18-24	(B) 25-34	(C) 35-44	(D) 45-54	(E) 55+
(412)	(588)	(69)	(206)	(188)	(148)	(389)
16	9	12	6	11	9	21

Media Where Seen Articles or News Stories (Among those recall ad n=128)

OPEN-ENDED



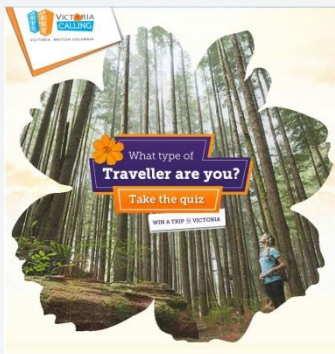
Base: All respondents (n=1000)

Q.7a Have you seen or read any articles or news stories about Victoria in the past 3 months, that is, since March, 2014?

Q.7b Please list where you recall seeing the articles or news stories about Victoria: (OPEN-ENDED)

Campaign Aided Ad Recall

4. “What type of traveller are you? Online



- Recall of the “What type of traveller are you” online quiz was 5%. Recall was higher among males.
- Recall of where online the quiz was seen is very low – with most being unsure or providing a generic response (i.e., online, website).
- Around 1 in 6 people who saw the quiz took it (18%).

Recall Seeing “What type of traveller are you? Online Quiz

5%

All respondents

Gender (%)		Age (%)				
Male	Female	(A) 18-24	(B) 25-34	(C) 35-44	(D) 45-54	(E) 55+
(412)	(588)	(69)	(206)	(188)	(148)	(389)
6	3	8	7 ^E	3	4	3

Base: All respondents (n=1000)

Q.8a Have you seen the Victoria “What type of traveller are you?” online quiz by Tourism Victoria in the past 3 months, that is, since March, 2014?

Q.8b Please list where you recall seeing the Victoria “What type of traveller are you?” online quiz: (OPEN-ENDED)

Q.8c Did you take the Victoria “What type of traveller are you?” online quiz? [Base size too small to report data (n=38)]

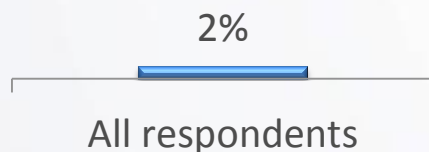
Campaign Aided Ad Recall

5. Victoria Telephone Booth



- Only 2% remembered seeing the Victoria telephone booth at either of the mall locations.
- One in four who saw the booths stepped in and took the quiz. Of the quiz participants, all found the experience to be at least somewhat enjoyable.

Recall Seeing the Victoria Telephone Booths



Base: All respondents (n=1000)

Q.9a Have you seen the Victoria telephone booths by Tourism Victoria in the past 3 months, that is, since March, 2014?

Q.9b Please list where you recall seeing the Victoria telephone booths: (OPEN-ENDED) [Base size too small to report data (n=18) and for subsequent questions]

Demographic Profile

Those who recall the campaign are directionally more likely to be male, over 55 years of age and with higher levels of education.

	Total	Recall Victoria Campaign
	(1000)	(264)
	%	%
<u>Gender</u>		
Male	50	56
Female	50	44
<u>Age</u>		
18-24	12	15
25-34	24	24
35-44	19	15
45-54	16	12
55+	28	35
<u>Household Composition</u>		
Adults only	78	81
With children <18	22	19
<u>Household Income</u>		
<\$50K	21	21
\$50K - <\$75K	20	27
\$75K - <\$100K	16	16
\$100K+	33	25
Don't know	10	11
<u>Education</u>		
High school or less	6	6
Some technical college or university	17	13
College or technical diploma	15	22
University degree (Bachelor's)	37	31
Graduate degree	24	27

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CAMPAIGN IMPACTS

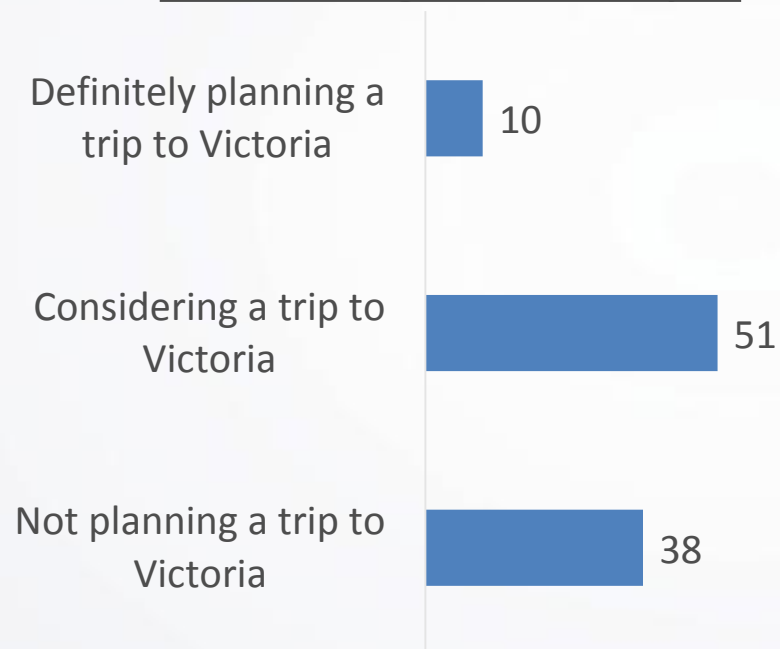
Trip Planned to Victoria Prior to Seeing Campaign

The majority of those who recalled the Victoria campaign were either in the early planning stage or not yet seriously considering a trip to Victoria in the near future which is very positive.

- It means that the campaign had excellent exposure among new prospects.

Among Those Who Recall At Least One Campaign Ad

Prior to seeing the ads were you:



Strategic Implication: Advertising did a great job of creating new prospects to Victoria. Need to continue to create momentum.

Base: Among those who recall at least one Victoria campaign ad (n=264)

Q.10 Thinking back a few months to **before you saw or heard** the Victoria advertising and media campaign by Tourism Victoria we just discussed, had you planned to take a leisure trip of one or more nights to Victoria, Canada? At that time, were you definitely planning a trip to Victoria, Canada, considering it or not planning a trip to Victoria, Canada? ?

Likelihood of Visiting Victoria After Seeing Victoria Campaign

Among those reached by the campaign, over half (56%) are more likely to visit as a result of exposure. While Insignia's normative data is not directly comparable, our experience suggests these results are above average and should be considered quite positive for Victoria.

Among Those Who Recall At Least One Campaign Ad



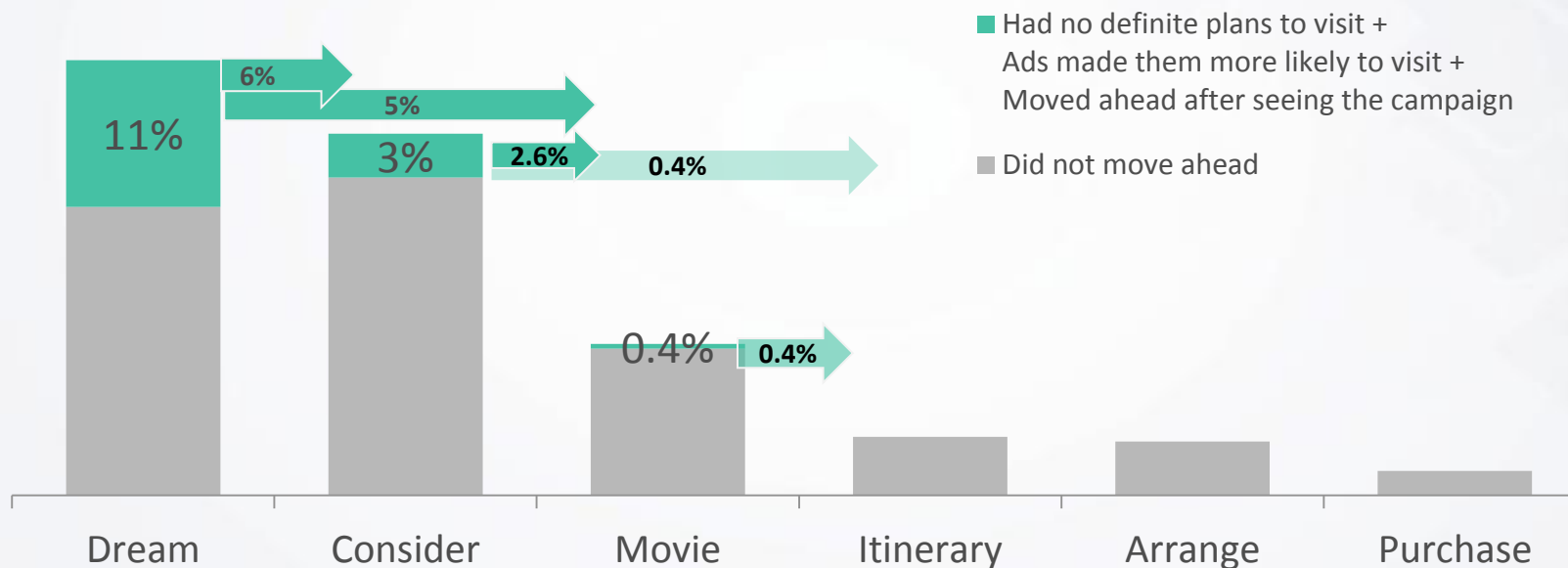
56% improvement in Likelihood to Visit
is a very strong result

Base: Among those who recall at least one Victoria campaign ad (n=264)

Q.11 After seeing or hearing the Victoria advertising and media campaign, did your likelihood of visiting Victoria, Canada in the next 12 months change? Would you say that the promotion made you...?

Campaign Effectiveness for Moving Travellers Along the Path to Purchase

- Among travellers who recalled seeing the Victoria campaign, **15%** indicated that they were **at least one step further along the path to purchase** after seeing the campaign and that the **promotion made them more likely to visit Victoria**.
 - A majority of the 15% of travellers were moved to “Seriously Consider visiting Victoria” and to “Creating a vacation movie for Victoria”. This figure is slightly higher than comparable Insignia normative data where positive movement on the path to purchase is in the range of 5% to 12%.



Position along the Path to Purchase prior to campaign among Travellers who recalled Victoria Calling campaign (n=264)

Tourism Victoria
Destination Advertising Evaluation & ROI

*Seattle Market: Post Campaign Research
(Wave 2 of 2): Final Report*

October 13, 2014

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October 13, 2014



2014 Seattle Spring Campaign ROI Synopsis

- The 2014 Tourism Victoria Seattle Spring campaign achieved a very respectable 39:1 Return on Investment. In other words, the campaign investment of \$120,000 in advertising/PR, generated revenue in Victoria of approximately \$4,680,000 (i.e., during July-September 2014), in addition to increasing broader awareness of and interest in Victoria as a leisure travel destination.
 - This is calculated from an estimated 10,400 Seattle consumers converted by the campaign, spending an average of \$450 in Victoria (per trip).
- Insignia's normative ROI data, based on similar travel and tourism campaigns conducted in U.S. border regions, are in the 12:1 range.
- Tourism Victoria's campaign ROI was much higher due to the relatively low campaign investment (i.e., compared to the normative data based on campaigns of \$1 million to \$2.5 million) and the large number of pushed and earned media. With approximately 13% of Seattle travellers recalling a news and/or media article/segment focused on travel to Victoria, PR clearly had a great impact in both influencing and likely converting Seattle consumers to travel to Victoria during June-September 2014.
- Tourism Victoria's Seattle Spring campaign can be considered very successful in increasing awareness of Victoria and positively impacting Seattle consumers to travel to Victoria. The modest campaign investment was successfully leveraged and executed.

Results:

- 39:1 Return on Investment
- Economic Impact of \$4,680,000 during July – September 2014 as a result of the advertising investment of \$120,000
- Estimated 10,400 trips to Victoria from Seattle
- Spending and average of \$450 per trip
- Most competitors average around 12:1 for US Short haul
- Successful campaign. One of the most successful Insignia has measured

2014 Seattle Spring Campaign ROI Calculations

	2014 Seattle Spring Campaign
A. Greater Seattle target population 18+ ¹	2,780,000
B. Survey qualification rate ²	78%
C. Seattle leisure travellers (A x B)	2,168,000
D. Conversion rate (converted as percentage of Seattle leisure travellers) ³	0.48%
E. Estimated converted travellers (C x D)	10,400
F. Average spend per trip per traveller ⁴	\$450
<i>Estimated converted travellers x average spend per trip per traveller = estimated incremental revenue</i>	
G. Estimated incremental revenue (E x F)	\$4,680,000
H. Campaign expenditure ⁵	\$120,000
<i>Estimated incremental revenue ÷ campaign expenditure = ROI</i>	
I. Campaign ROI	39:1
J. Insignia normative ROI data ⁶	12:1

¹ Greater Seattle Area: King, Snohomish, Pierce and Kitsap counties; U.S. Census Bureau. ² Incidence rate of campaign audience in the general population, estimated from Destination British Columbia sources and checked against wave 1 survey data. ³ Based on Insignia ROI Model qualifications for converted travellers. ⁴ Average spend per trip of Seattle leisure travellers to Victoria, British Columbia, less all return travel costs, based on Statistics Canada, International Travel Study, 2012 data and Destination British Columbia 2011 data. ⁵ Tourism Victoria. ⁶ Insignia normative data based on Canadian destinations' travel and tourism campaigns conducted in U.S. boarder regions, 2000 to 2013 data.

Strategic “Takeaways”

- Seattle is an excellent source market for Victoria
- Good exposure to brand, high repeat visitation and positive views of the destination
- High Victoria Brand awareness, but need to work on outdated perceptions over time
- High repeat visitation
- Need to focus on keeping the funnel of repeat visitors full = strategic need to focus on younger professionals
- This fits well with current Seattle economy

Advertising Evaluation Takeaways

- Many potential travellers are part way to converting: In future use media and creative focusing on a reason to visit now
- Being disruptive with phone booths worked for PR
- Digital engagement was deep
- Arial banner did not work

Learnings for 2015

- Broad opportunity but strategic need to build new prospects
- Creative needs to speak to younger target but also have halo
- Move from consideration to closing = Reasons to visit now
- Ongoing work to reposition Victoria to be more reflective of current experience and emotional drivers from brand survey
- Response will be a bold broadcast/digital campaign in the spring of 2015 with reasons to visit this summer
- Focus on high yielding transient FIT with halo to others

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