



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

Summary: The Return on Investment of the **I♥NY** Marketing Campaign

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Overview

- The I Love NY tourism marketing campaign is widely cited as one of the most successful and iconic campaigns in the US.
- Tourism Economics has assessed the real returns of the campaign in 2008 and 2009 on the basis of incremental new visitors and spending generated by marketing.
- The basis of the analysis is a seasonal tracking survey which is fielded throughout the northeast region. Results of five separate waves of the survey yielded metrics on awareness and response to the campaign by geographic region. These results were then projected to the general population for each geographic area.
- Spending estimates are based on average visitor expenditures and the economic impact measurements use a proprietary model of the New York State tourism economic based on BEA and NYS Department of Labor data.

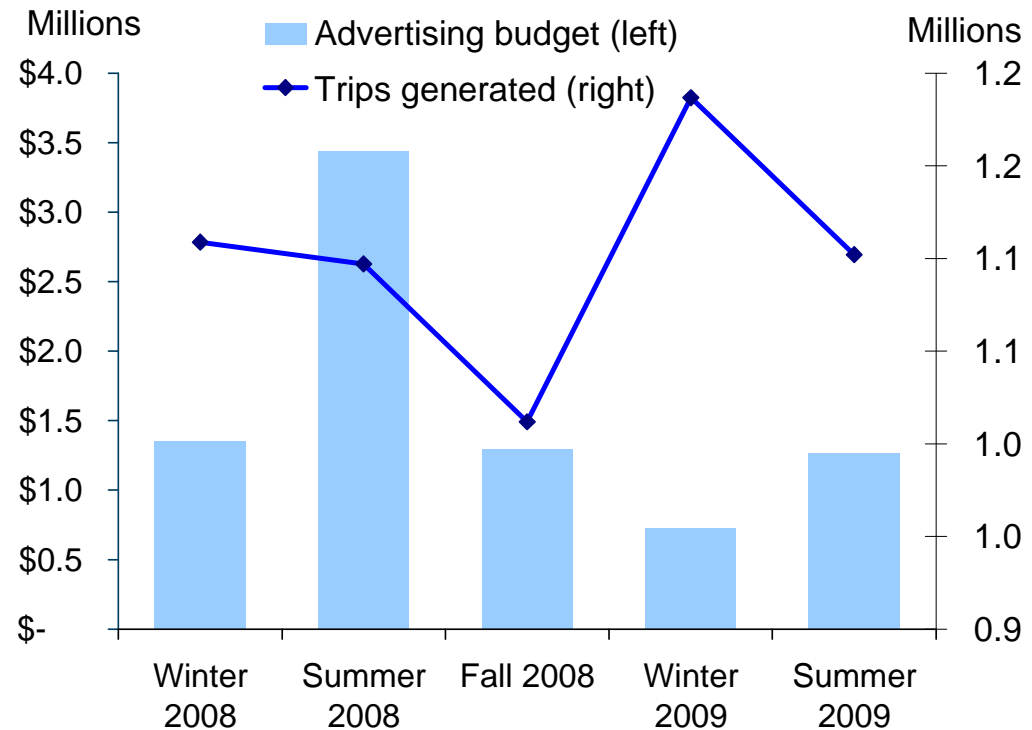
Key findings

- The I Love NY marketing campaign has been very successful over the past two years.
- An advertising budget of just over \$8 million drove incremental tourism visits of 5.5 million persons.
- These trips yielded \$1.2 billion in new visitor spending from the beginning of 2008 through the summer of 2009. This indicates an average return on investment of \$143 for every dollar invested in advertising.

Advertising was consistently effective

- Over 1 million incremental person trips were taken in New York State in each season of the campaign.
- In total, 5.5 million trips were generated by the I Love NY campaign over the five seasons.
- In 2008, 1.7% of all trips to the state were generated by the campaign.

The I Love New York Marketing Campaign



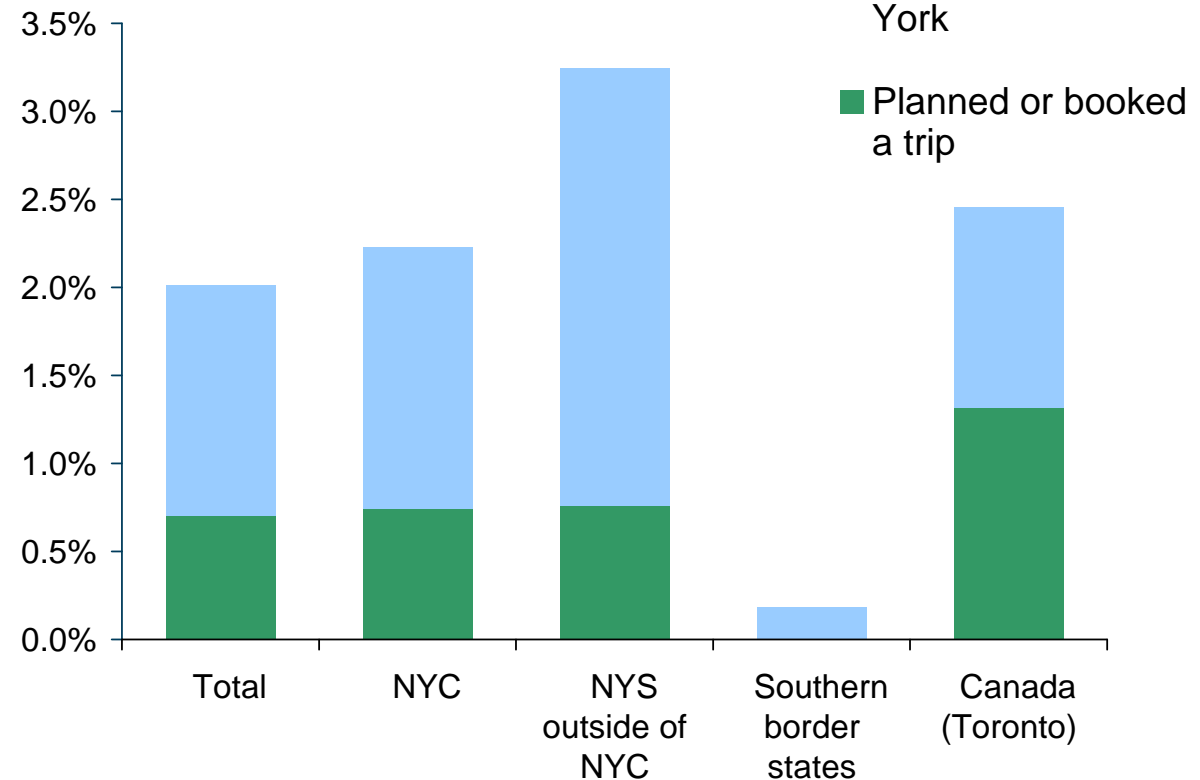
Source : Oxford Economics/ESCD

Response high in-state and in Canada

- As a share of the general population the responsiveness to I Love NY was greatest in New York (outside of NYC) and in Canada.

Campaign penetration by region

Share of Population, 2008 and 2009 average



Source : Oxford Economics

Economic benefits of the campaign

- This spending rippled through the state's economy, creating jobs, income and taxes.
- 8,600 jobs were sustained as a result of the program in 2008.
- Over \$41 million in state taxes and \$46 million in local taxes were generated by the campaign in 2008.

Note: Impact figures include direct, indirect and induced impacts based on the IMPLAN model of the New York State economy.

Understanding the results

- These results are based on the projecting of general population surveys which were undertaken in four distinct geographic markets. The key questions used to calculate return on investment related to actions taken by those who had seen I Love NY advertising. Those who responded, “planned or booked a trip” and “traveled to the State of NY” were considered having been influenced by the campaign.
- Another base of responses was considered for a medium term (following year) impact. A small fraction of those responding that the ad made them a lot more interested in visiting were considered as having been influenced by the campaign. This impact was measured as relatively small given the uncertainty of the effect.
- Overall the impacts which are presented in this report are likely conservative as they are based on select markets and do not include any impacts outside of the region.

Q.A10 Action taken after seeing advertising

Base - Recognized any ads

Called toll-free phone number for more information

Went to web site for more information

Will remember for future reference

Gave phone number/Web site address to someone else

Planned or booked a trip

Traveled to The State of New York

Other

Sigma

Nothing, I didn't take any action

Q.A8 Ad Persuasion

Base - Recognized any ads

Top 2 box (net)

It makes me a lot more interested in visiting The State of New York (outside of NYC)

It makes me a little more interested in visiting The State of New York (outside of NYC)

It doesn't make me that interested in visiting The State of New York (outside of NYC)

It doesn't make me at all interested in visiting The State of New York (outside of NYC)



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