# AGENDA

Shenandoah Valley Travel Association

1924 – 2019

*Celebrating 95 Years of Tourism Promotion!*

2:00 p.m. Call to Order by Greg Miller / SVTA President

Welcome to The Mimslyn Inn – Jim Simms / GM

Member Introductions

# AGENDA

## 2:30 p.m. Break-out Sessions

Skyline Terrace - SEO & Technology

Tom Kirk / Director of Digital Marketing – VTC

Speakeasy – Making an Impact With a Small Budget

Shannon Johnson / Tourism Brand Director – VTC

Shenandoah Room – Membership Benefits

JoLynn Veney – SVTA Sales Rep

# AGENDA

3:45 p.m. Meeting re-convenes

John Graves – Luray Caverns

Shenandoah National Park Update
Sally Hurlbert / SNP Management Specialist

Shenandoah Valley Tourism Partnership

PR / Social Media Updates – Kathy Moore
Moore Public Relations

# Shenandoah Valley Travel Association

visit the SHENANDOAH Valley

# About SVTA

**Now celebrating 95 years!**

Founded in 1924, SVTA is one of the oldest regional tourism promotional organizations of its kind in the USA.

SVTA is a membership-based organization that receives no lodging or meal tax revenues.

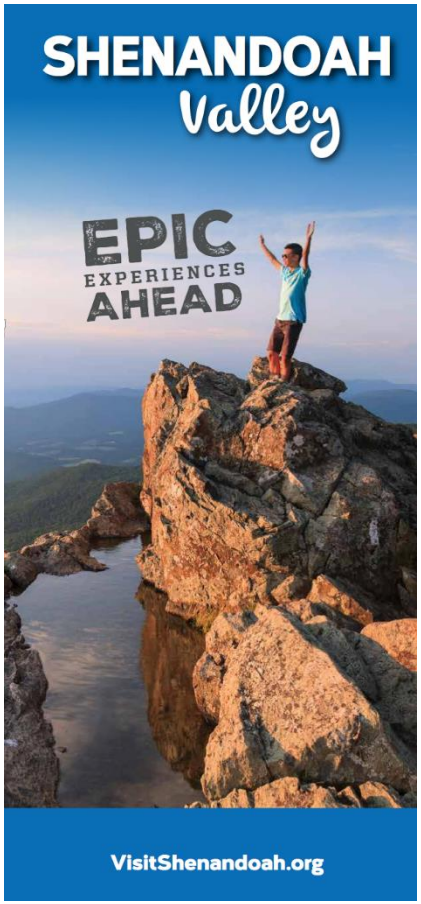
*We promote the tourism assets of our beautiful and historic valley to the rest of the world.*

# SVTA promotes the Valley

- Destination/Travel Guide
- Website(s)
- Advertising
- Digital Retargeting & Prospecting
- Content Marketing
- Social Media Marketing
- Email Marketing
- Travel Trade Shows
- Public Relations & Media Outreach
- Strategic Partnerships

visit the SHENANDOAH Valley

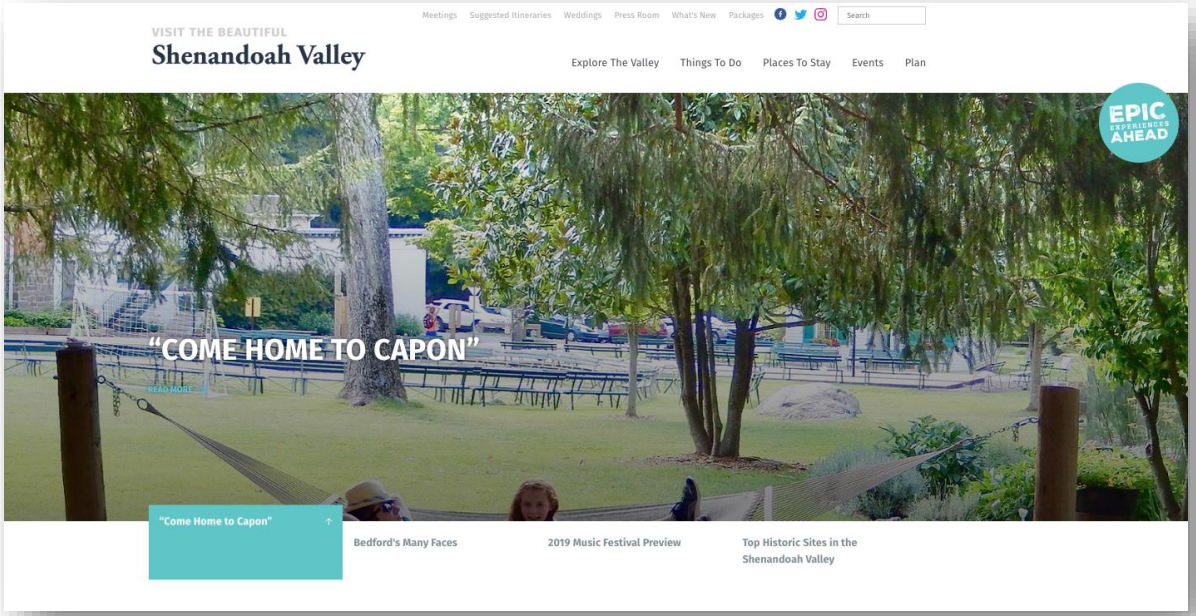
# Destination travel guide




**SVTA produces 150,000 travel guides**, which are distributed via Virginia Welcome Centers and Rest Areas, individual online requests,
travel trade shows, and 750 locations in high traffic areas in Virginia with FPIS.

visit the SHENANDOAH Valley

# Website 1: VisitShenandoah.org




- Washington DC
- Chicago!!!
- New York
- Virginia Beach
- Arlington
- Charlottesville
- Charlotte
- Philadelphia

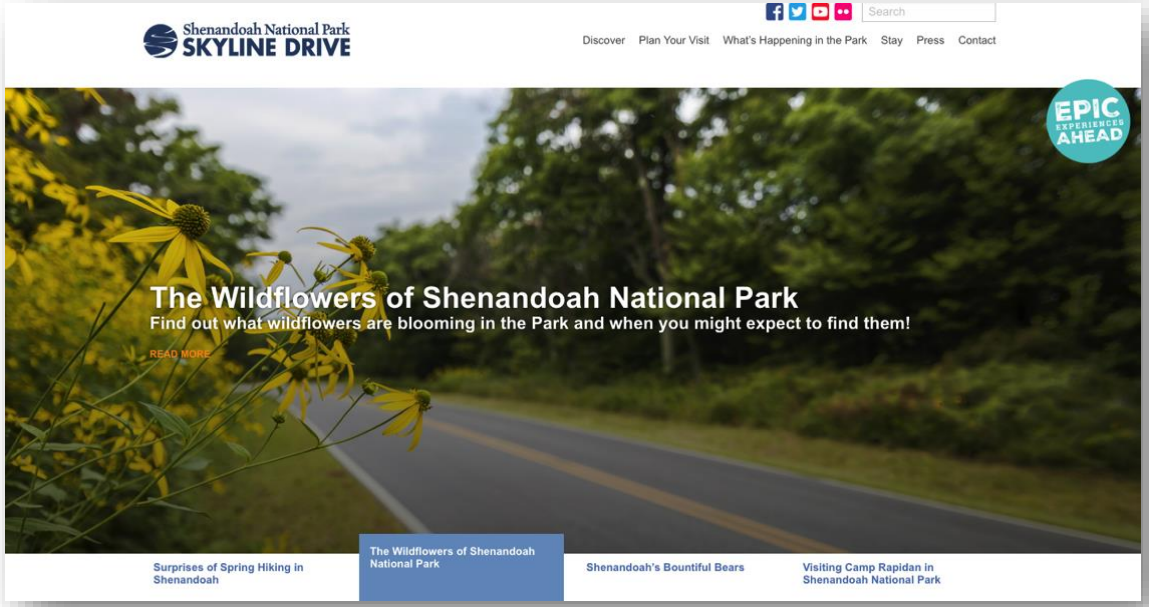
**35,000 sessions YTD**

+ 24% over same period last year

Avg. session is 2.5 minutes

"Things To Do" + "Places To Stay" are top content

# Website 2: VisitSkylineDrive.org




- Washington DC
- Charlottesville
- New York
- Chicago!!!
- Arlington
- Virginia Beach
- Tysons/Fairfax
- Philadelphia

**30,000 sessions YTD**

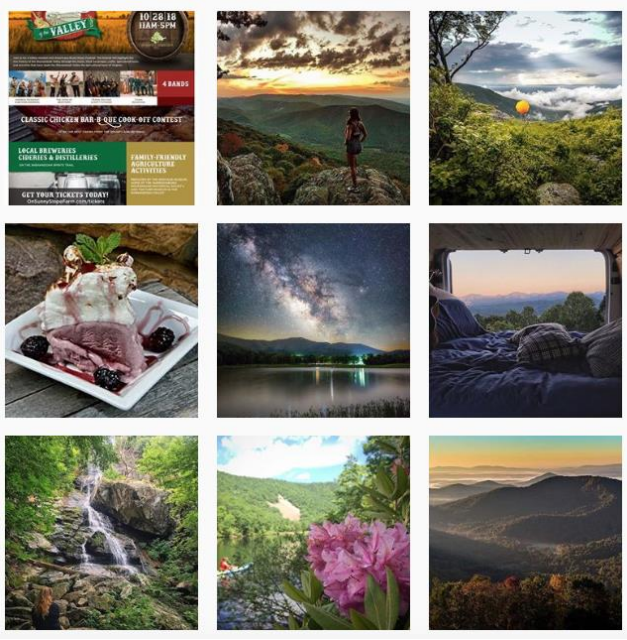
+ 7% since this period last year

Avg. session is 1.25 minutes

"Plan Your Visit" menu is top content

visit the SHENANDOAH Valley

# Social media in 2018



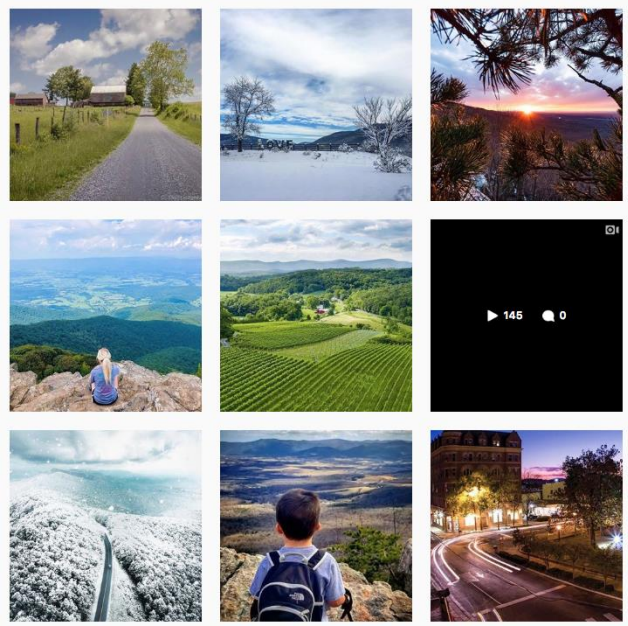

**Facebook**
Page likes on January 1, 2018: 2698
Page likes on December 31,2018: 3550
↑ **31.57% increase**

**Twitter**
Followers on January 1, 2018: 423
Followers on December 31, 2018: 695
↑ **64.30% increase**

**Instagram**
Followers on January 1, 2018: 541
Followers on December 31, 2018: 1359
↑ **151.20% increase**

visit the SHENANDOAH Valley

# Social media in 2019…so far




**Facebook**
Page likes on January 1, 2019: 3551
Page likes on March 15, 2019: 3805
↑ **7.15% increase**

**Twitter**
Followers on January 1, 2019: 695
**Followers on March 15, 2019: 716**
↑ **3.02% increase**

**Instagram**
Followers on January 1, 2019: 1359
**Followers on March 15, 2019: 1504**
↑ **10.67% increase**

visit the SHENANDOAH Valley

# Looking for next big social moment

❄ Breathtaking, isn't it? ❄
This amazing capture of the Blue Ridge Mountains was captured by Kenton Steryous and makes any snow lover want to get out and travel the #ShenandoahValley. Plan your epic experience at VisitShenandoah.org.

**638** Reactions, Comments & Shares

| | | |
|---|---|---|
| 1,228 Like | 237 On Post | 991 On Shares |
| 334 Love | 72 On Post | 262 On Shares |
| 4 Haha | 0 On Post | 4 On Shares |
| 154 Wow | 35 On Post | 119 On Shares |
| 25 Comments | 25 On Post | 0 On Shares |
| 269 Shares | 269 On Post | 0 On Shares |

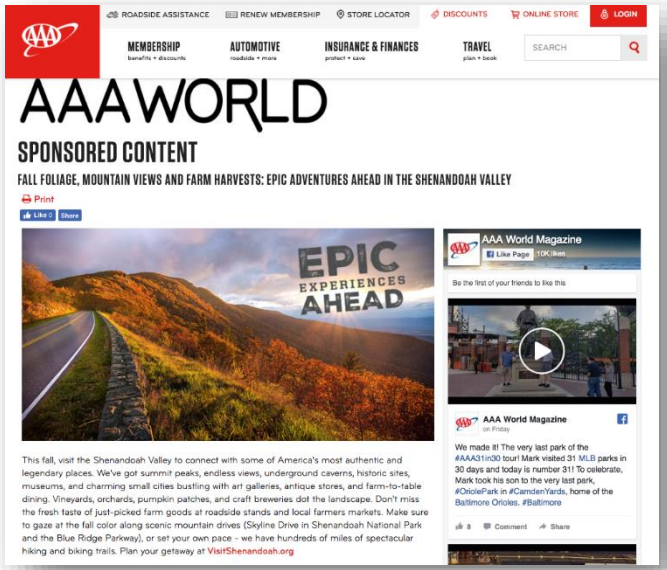
**Facebook**
- 638 Reactions (on Post)
- 1,228 Likes
- 334 Loves
- 154 Wows
- 25 Comments
- 269 Shares

**Twitter**
- 1,452 impressions
- 58 engagements
- 4% engagement rate

**Instagram**
- 212 likes
- 9 comments

visit the SHENANDOAH Valley

# Email marketing: quarterly

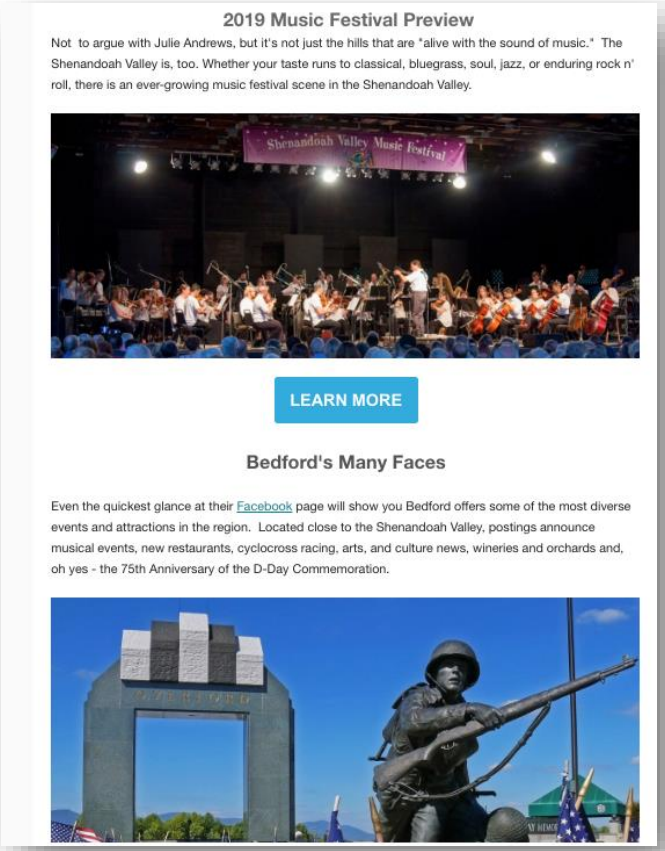



**Through our partner AAA World, this email goes out to 485,000 subscribers** and is shared on AAA's social channels 2x-3x each month.

The digital section is performing on average a 0.43% CTR with an average of 1,819 engagements per send.

visit the SHENANDOAH Valley

# Email marketing: monthly



## 2019 Music Festival Preview

Not to argue with Julie Andrews, but it's not just the hills that are "alive with the sound of music." The Shenandoah Valley is, too. Whether your taste runs to classical, bluegrass, soul, jazz, or enduring rock n' roll, there is an ever-growing music festival scene in the Shenandoah Valley.



LEARN MORE

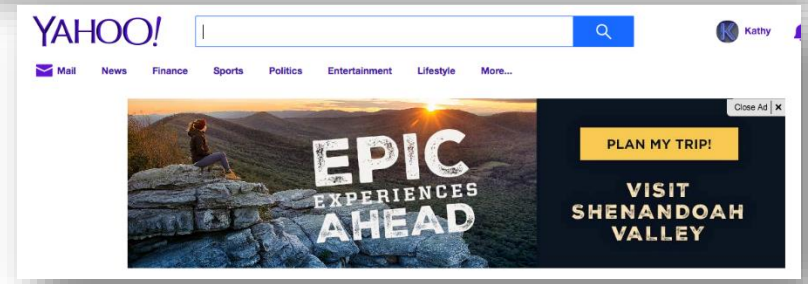
## Bedford's Many Faces

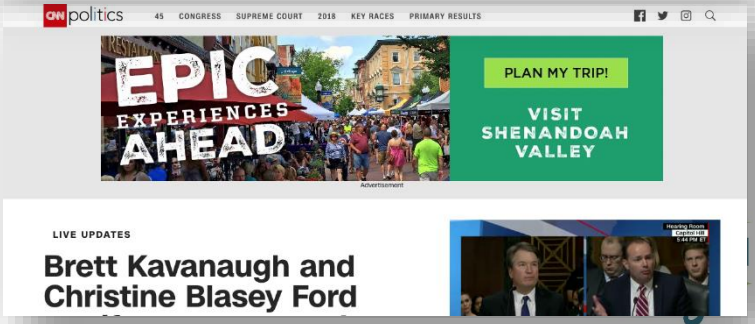
Even the quickest glance at their Facebook page will show you Bedford offers some of the most diverse events and attractions in the region. Located close to the Shenandoah Valley, postings announce musical events, new restaurants, cyclocross racing, arts, and culture news, wineries and orchards and, oh yes - the 75th Anniversary of the D-Day Commemoration.

**This e-mail newsletter, featuring four SVTA branded content stories each month, goes to 8,300** qualified leads from website opt-ins and trade show leads.

visit the SHENANDOAH Valley

# Digital ads: retargeting

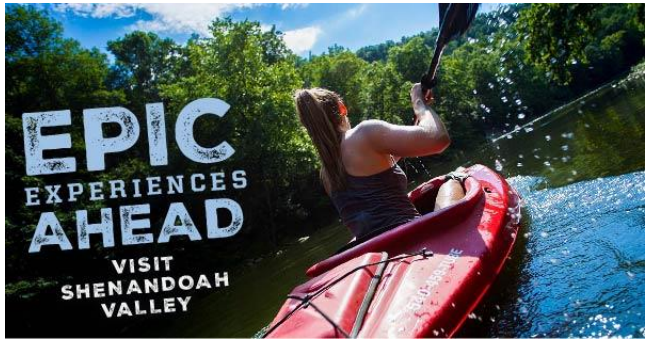


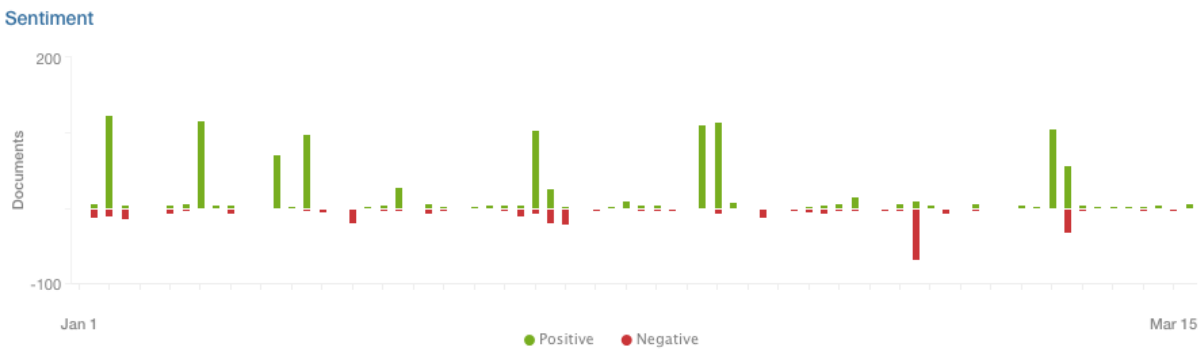
# Digital ads: retargeting

## 1,722,072 impressions since January 1

- Web retargeting: 0.21% CTR (avg is 0.1957% CTR)
- Facebook retargeting: 1.7% CTR (avg is 0.8154% CTR)
- SVTA's digital spend averages $32/day
- Launching new digital "prospecting" campaign in April

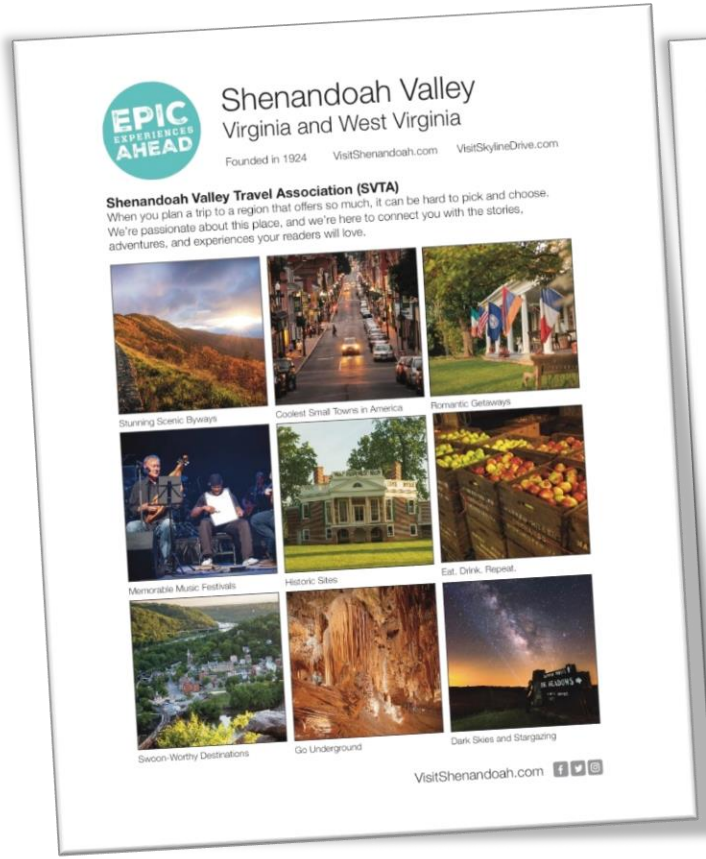


# PR: monitoring metrics



visit the SHENANDOAH Valley

# PR: pitching stories



EPIC EXPERIENCES AHEAD

Shenandoah Valley
Virginia and West Virginia

Founded in 1924 VisitShenandoah.com VisitSkylineDrive.com

**Shenandoah Valley Travel Association (SVTA)**
When you plan a trip to a region that offers so much, it can be hard to pick and choose. We're passionate about this place, and we're here to connect you with the stories, adventures, and experiences your readers will love.

Stunning Scenic Byways
Coolest Small Towns in America
Romantic Getaways
Memorable Music Festivals
Historic Sites
Eat, Drink, Repeat.
Swoon-Worthy Destinations
Go Underground
Dark Skies and Stargazing

VisitShenandoah.com

Affordable Escapes
Bucket-List Adventures
Multi-Generation Family Vacations

**Need information or images for a story?**

We're committed to providing you with quick and accurate information, itinerary planning assistance, and story ideas for off-the-beaten path assignments. We help coordinate media visits and interviews. We represent a wide range of destinations and attractions throughout the Shenandoah Valley.

**We provide EXPERT SOURCES on travel and tourism:**

- Outdoor recreation/adventure
- National parks travel
- Authentic "Main Street" destinations
- Caverns & geological attractions
- Cultural & heritage tourism
- Culinary & craft beer tourism

*The Shenandoah Valley encompasses fourteen counties in Virginia and two counties in West Virginia, stretching from Harper's Ferry in the north to Roanoke in the south.*

**About Shenandoah Valley Travel Association (SVTA)**
Founded in 1924, SVTA is one of the oldest regional tourism promotional organizations of its kind in the United States. We are the official travel information resource for the spectacular Shenandoah Valley region.

CONTACT:
**Kathy Moore / Moore PR**
svta@moorepublicrelations.com
540-886-3131 (office)
540-255-2662 (mobile)

SHENANDOAH VALLEY travel association
WEST VIRGINIA
VIRGINIA IS FOR LOVERS

visit the SHENANDOAH Valley

# PR: hosting writers

# PR: distributing news

## SVTA Receives "50 Years of Love" Tourism Grant

FEBRUARY 22, 2019

Shenandoah Valley (February 22, 2019) — Today, the Shenandoah Valley Travel Association (SVTA) announced that it has received a $10,000 grant from the Virginia Tourism Corporation (VTC) "50 Years of Love" grant fund. The fund is part of VTC's efforts to celebrate the 50th anniversary of the "Virginia is for Lovers" tourism slogan, which was [...]

## Shenandoah National Park Launches Official App

FEBRUARY 14, 2019

SHENANDOAH NATIONAL PARK — Shenandoah National Park Superintendent Jennifer Flynn has announced the launch of the park's official app, NPS Shenandoah. The free app, available in both Apple's iOS and Android platforms is designed to give visitors a digital tool for exploring Shenandoah. Users can choose to explore the park using the built-in map which [...]

## Tourism in the Shenandoah Valley Continues to Grow

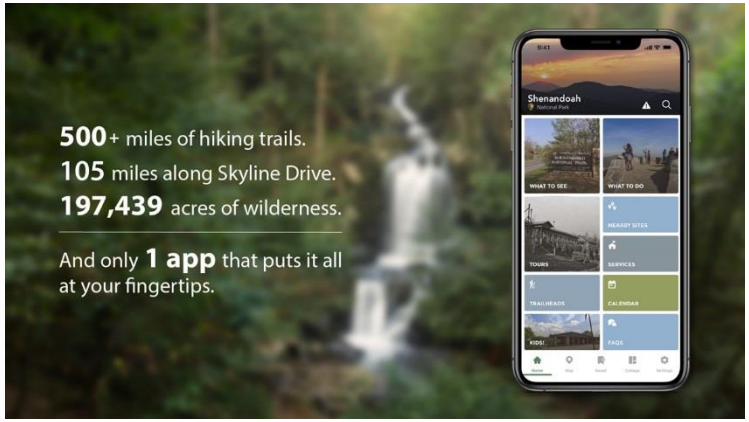
SEPTEMBER 10, 2018

SHENANDOAH VALLEY — The Shenandoah Valley Travel Association (SVTA) is pleased to announce that the Shenandoah Valley's travel, tourism, and hospitality industry continues to grow. Recently released data from the U.S. Travel Association shows that every locality in the Shenandoah Valley, and every locality in Virginia, saw an increase in travel expenditures as compared to the previous [...]

## SVTA Wins $25K Grant to Promote Region to Visitors Seeking Epic Experiences

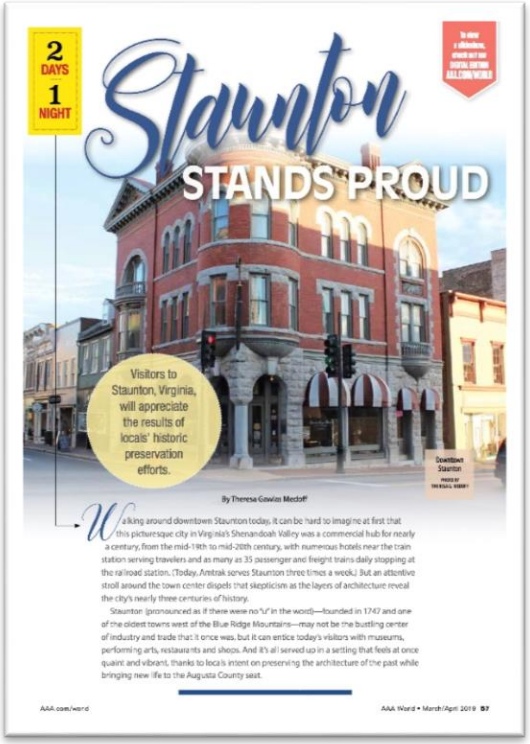
AUGUST 23, 2018

SHENANDOAH VALLEY — The Shenandoah Valley Travel Association (SVTA) announces it has received $25,000 from the Virginia Tourism Corporation Marketing Leverage Program grant fund to promote travel to the Shenandoah Valley. SVTA partnered with Staunton CVB, Front Royal CVB, Shenandoah Valley Music Festival, Museum of the



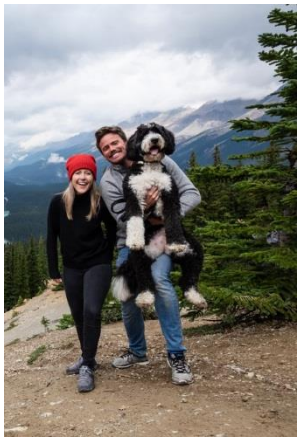

visit the SHENANDOAH Valley

# PR: growing relationships



visit the SHENANDOAH Valley

# PR: attracting social influencers



50 YEARS OF LOVE | VIRGINIA IS FOR LOVERS®

visit the SHENANDOAH Valley

# PR: leveraging new superlatives

- Shenandoah Valley "**Epic East Coast Road Trips**" – *US News & World Report*
- Shenandoah National Park **"National Parks To Visit in 2019"** – *MSN Travel*
- Luray Caverns "**Most Beautiful Vacation Spot**" in Virginia – *Insider*
- Shenandoah River among **"Best Rivers to Float in the USA"** – *Thrillist*
- Harper's Ferry **"America's Most Beautiful Town"** and Blue Ridge Parkway **"America's Most Beautiful Highway"** – *Country Living*
- Beerwerks Trail Among ***"Top 15 Ale Trails in US"*** – *Beer Connoisseur*
- Staunton among "**Most Beautiful Main Streets**" – *Reader's Digest & Architectural Digest*
- Luray among "**The 20 Best Small Towns to Visit**" – *Smithsonian*
- Skyland Resort **"National Park Lodges You Can Still Book For 2019"** – *Family Vacation*

visit the SHENANDOAH Valley

# PR: promoting partnerships

**National Travel and Tourism Week is May 5-11, 2019**

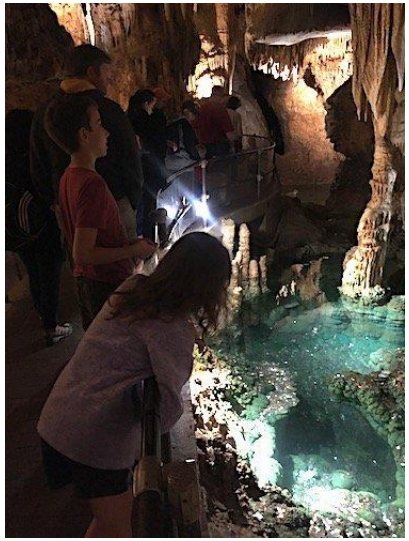
Did you know that 88% of Americans place **traveling to new places** at the top of their bucket list?

- More than two-thirds (72%) of American adults would rather spend money on experiences than things.

**Travel helps families connect**, creating everlasting memories and develop a lifelong bond.

- When surveyed, most children (61%) say the best way to spend quality time with parents is on vacation.

** with US Travel Association*



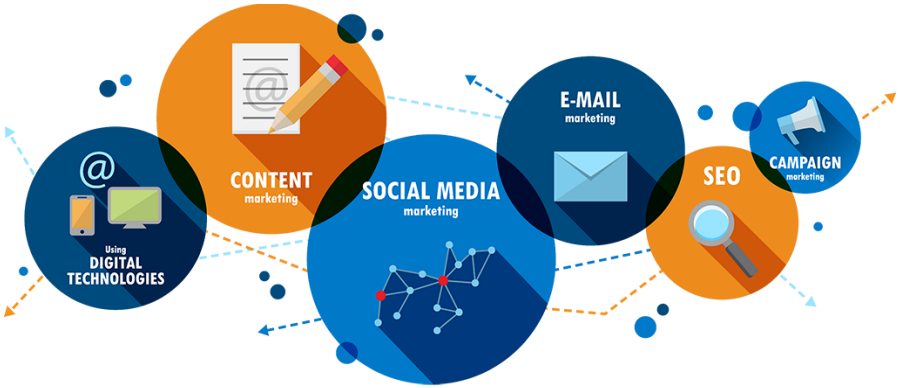
visit the SHENANDOAH Valley

# VTC $25K Marketing Grant

We’re continuing to supercharge our **experiential travel marketing campaign** with a digital-first strategy that’s supported by fresh seasonal content.

In primarily mid-Atlantic states, SVTA is targeting:

- **Millennials**, age 18ish - 37ish, 25% of the population
- **Baby Boomers**, age 53ish - 65ish, 23% of the population




visit the SHENANDOAH Valley

# VTC 50YOL - $10K Grant

SVTA partnered with 12 Shenandoah Valley tourism anchors to apply for this grant.

- Delaware North at Shenandoah National Park
- Discover Shenandoah
- Grand Caverns
- Luray Caverns
- Luray-Page County Chamber of Commerce
- Shenandoah Caverns
- Shenandoah River Outfitters
- The Mimslyn Inn
- The Museum of the Shenandoah Valley
- The Shenandoah Valley Music Festival
- Visit Staunton
- Wayne Theatre

50 YEARS OF LOVE
VIRGINIA IS FOR LOVERS

visit the SHENANDOAH Valley

# The latest report from SHD

Good news! Passenger traffic with SkyWest/United is trending well.

- SHD Airport saw a 225% increase in passengers in 2018 when compared to 2017.
- October 2018 broke a 20-year record for passenger traffic in a single month.

visit the SHENANDOAH Valley

# Any questions?

Kathy Moore
Moore Public Relations
540-886-3131
@kathy_moore
svta@moorepublicrelations.com

visit the SHENANDOAH Valley

# AGENDA

March 22, 2018 Annual Meeting Minutes

President's Report

Presentation of Fiscal 2019-2020 Budget

Steve Everidge/Treasurer

Presentation of FY19-20 Officers & BOD

Julie Armel/Immediate Past President

50 YEARS OF LOVE VIRGINIA IS FOR LOVERS | visit the SHENANDOAH Valley

SHENANDOAH VALLEY travel association VisitShenandoah.org

# AGENDA

Old Business

New Business

Meeting Adjourns

5:15 to 7:00 p.m.

Networking Reception & Silent Auction

Golden Horseshoe & Shenandoah Bowl

Award Presentations