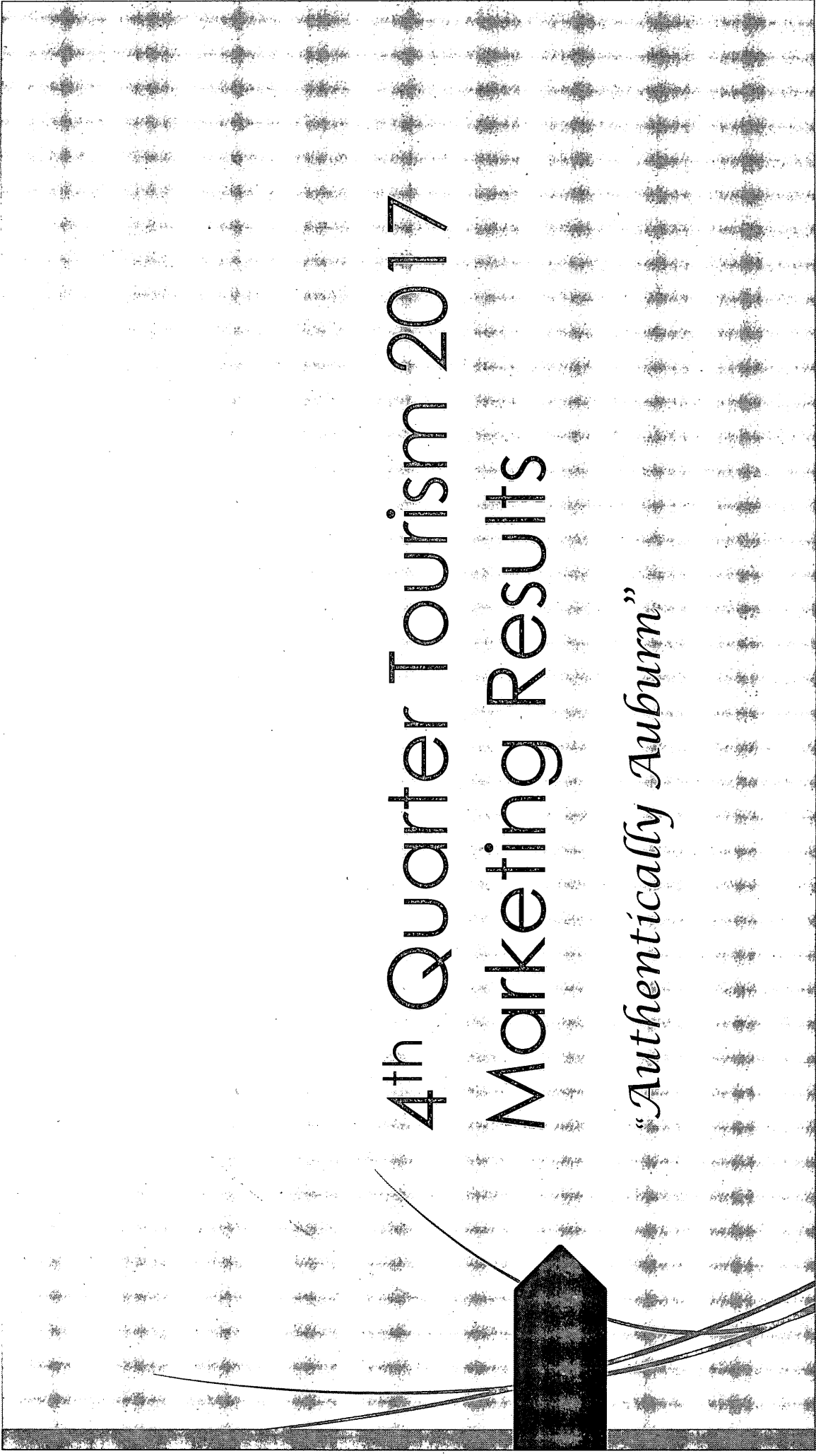


**Auburn Tourism Board Meeting
January 18, 2017 – 10:00 AM
Auburn City Hall Council Chambers
AGENDA**

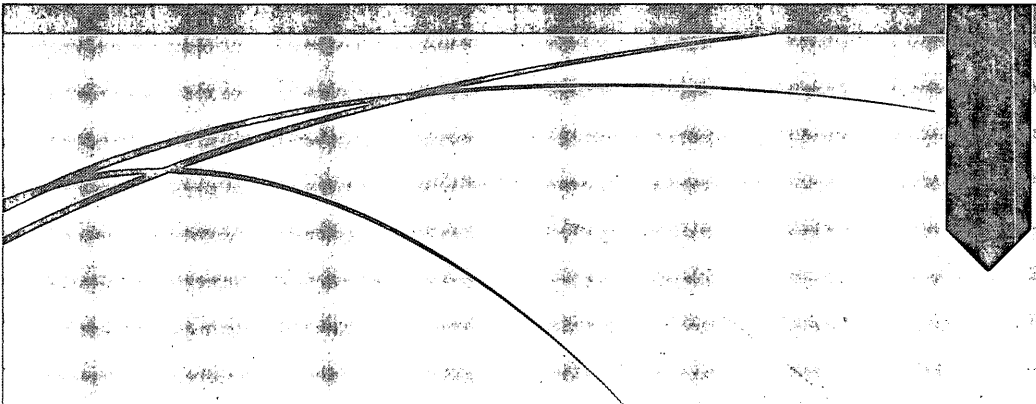
- I. MEETING CALLED TO ORDER AND ROLL CALL**
- II. APPROVE DECEMBER MEETING MINUTES**
- III. OLD BUSINESS**
 - 1) Marketing Agency Selection
 - 2) 4th Quarter Marketing Campaign Results
 - 3) City Council Update Study Session January 22nd 5:30PM
- IV. NEW BUSINESS**
 - 1) Tourism Updates
 - November Budget Report
 - 2018 Calendar of Events
- V. FEBRUARY MEETING:
THURSDAY, FEBRUARY 15th at 10AM in COUNCIL CHAMBERS**
- VI. DOWNTOWN WALK THRU**
- VII. ADJOURNMENT**





4th Quarter Tourism 2017 Marketing Results

“Authentically Auburn”



GOALS

- ▶ Generate awareness of Auburn offerings and website
- ▶ Test strategic regional and national markets
- ▶ Collaboration with Tourism, Economic Development, and Downtown Businesses for shared goals of heads in beds, feet in streets, peeps in seats
- ▶ Invite and Encourage Social Media Engagement

Tourism Video - Facebook

Geo target:

Vancouver, **British Columbia**,
Canada and **United States**:
Anchorage, **Alaska**; Phoenix;
Scottsdale, **Arizona**; Chicago,
Illinois; Los Angeles, San
Diego, San Francisco,
California; Boise, **Idaho**; Ann
Arbor, **Michigan**; Minneapolis,
MN; Las Vegas, Reno,
Nevada; Eugene, Portland,
Oregon; Austin, **Texas**;
Bremerton, Gig Harbor,
Olympia, Seattle, Spokane,
Tukwila, Vancouver, Yakima
Washington

Preferences:

Adventure travel, Vacations, Puget Sound,
Ecotourism, Seattle, Performing arts, Mount
Rainier, Love to Travel, TripAdvisor, Travel
Blogger, Tourism, Travel or Skiing and Behaviors:
Frequent Travelers or Craft beer

Avenues:

Boosted Post
Video Ad Campaign

Tourism Video – Facebook & Instagram

Demographics

40% Women
60% Men

Age	
0%	18-24
8%	25-34
13%	35-44
24%	45-54
36%	55-64
19%	65 & over

- ❖ 51,550 People Reached
- ❖ 20% Viewed Video
- ❖ 4,593 clicks to website
- ❖ 5,367 People Taking Action
- ❖ 2 Frequency Viewed Ad

** Explore Local **
AUBURN
** WASHINGTON **

ExploreAuburn.com

FACEBOOK

110,884 Impressions 4,593 Click Links \$0.43 Cost Per Result

Total Spent on Facebook Campaign: \$2021.27

Tourism Video – You Tube

Demographics of Engagement

40% Women

60% Men

Age

27%	18-24
26%	25-34
15%	35-44
8%	45-54
6%	55 - 64
3%	65 & over
15%	Unknown

❖ 324,099 Impressions

❖ 38,017 Views

❖ 11.42% View Rate

❖ :27 Average View Duration

Explore
AUBURN
* WASHINGTON

ExploreAuburn.com

YOUTUBE

37,017 Views

\$0.02 Cost Per Result

Total Spent on YouTube campaign: \$709.68

Total Spent on Facebook Campaign: \$2021.27

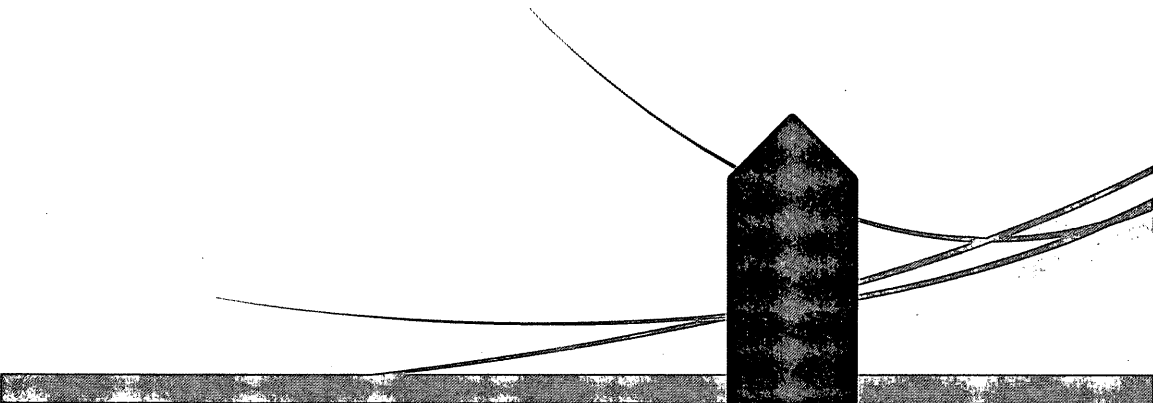
Total Tourism Funds Used for FB: \$1059.01

Total Spent on YouTube campaign: \$709.68

Total Tourism Funds Used for YT : \$391.25

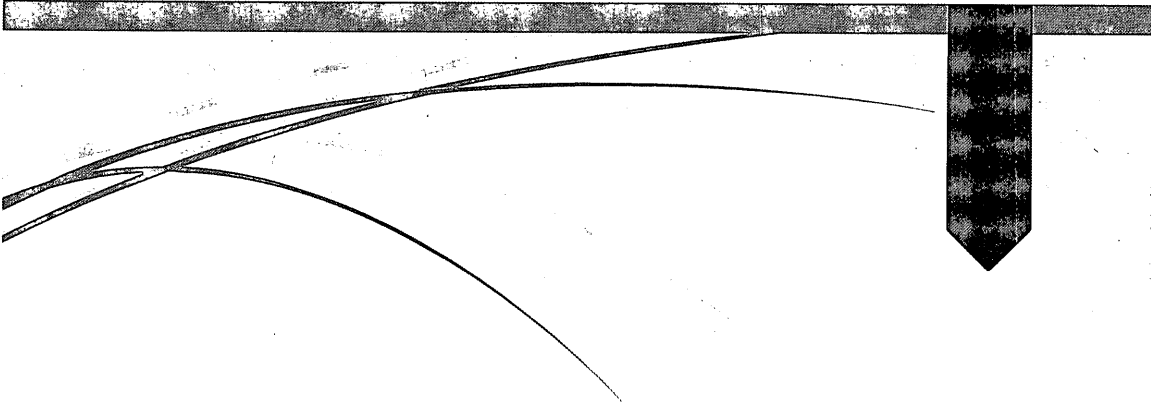
Total Tourism Funds Approved: \$2,500

Total Tourism Funds Unused: \$1,049.74



4th Quarter BIA 2017 Marketing Results

“Explore Auburn for the Holidays”



GOALS

- Generate awareness of Downtown businesses open for the holiday season
- Encourage Auburn residents as well as residents of local surrounding communities to venture to Downtown to eat, shop, and play
- Collaboration with Tourism, Economic Development, and Downtown Businesses for shared goals of feet in streets, peeps in seats
- Reach people who live near the businesses
- Engagement through views, likes, shares, comments

Holiday Video - Facebook

Geo target:

Vancouver, **British Columbia**,
Canada and **United States**:
Portland, **Oregon**; Auburn,
Artondale, Centralia,
Olympia, Seattle, Spokane,
Federal Way, Kent, Puyallup,
Renton, Sumner, **Washington**

Explore Auburn Tourism FB

Page -Community of 10,459
who like/follow our page

Preferences:

Adventure travel, Vacations, The Outlet,
Ecotourism, Puget Sound, Performing arts,
Christmas tree, Tourism, Mount Rainier,
Seattle, Love to Travel, Travel, Shopping,
Travel Blogger, Scrooged, Elvis Presley,
Family, Christmas music, Skiing or TripAdvisor
and Behaviors: Frequent Travelers or Craft
beer

Avenues:

Boosted Post

Video Campaign

Holiday Video – Facebook & Instagram

Demographics

70% Women

29.9% Men

80% U.S.

20% Canada

Age

0%	18-24
15%	25-34
17%	35-44
23%	45-54
27%	55 -64
19%	65 & over

- ❖ 43,916 People Reached
- ❖ 16,298 Video Views
- ❖ 1,584 clicks to website
- ❖ 43 shares
- ❖ 6,054 Unique Action
- ❖ 2.65 Frequency



FACEBOOK

104,562 Impressions 8036 Click Links \$.96 Cost Per Result

Total Spent on Facebook Campaign: \$627.06

Holiday Video – You Tube

Demographics of Engagement

32% Women

68% Men

100% U.S.

1 South Korea

1 Chile

99% Washington

0.4% Oregon

0.1% California

❖ 18,529 Views

❖ 84% Viewed

❖ 3 new subscribers

Age

27%

18-24

29%

25-34

18%

35-44

11%

45-54

8%

55 - 64

6%

65 & over



Explore Auburn for the holidays

YOUTUBE

18,529 Views

\$0.02 Cost Per Result

Total Spent on YouTube campaign: \$391.24

Total Spent on Facebook Campaign: \$627.06

Total Spent on Facebook Campaign: \$627.06

Total Spent on YouTube campaign: \$391.24

Total BIA Funds Used: \$1018.30

Total BIA Funds Approved: \$2,500

Total BIA Funds Unused: \$1481.70