

Final Report
FY2011 Tourism Grant Program
D: Narrative Report

Regional Council: Cape Cod Chamber of Commerce

Summarize each grant-funded project and results to date. *Use additional sheets as necessary.*

Project Name: Summer 2010 Advertising Campaign

To enhance top-of-mind awareness about Cape Cod in the Boston and Worcester markets, we purchased billboards on I-95 (Rte 128) in Braintree and Route 290 in Worcester for the months of July and August. To help leverage our limited ad dollars, we partnered with Comcast Business Class on this summer buy, using their logo in the billboards along with our logo and MOTT's logo.



In July 2010, Smith Travel Research (STR) indicated an 11% increase in Barnstable County's occupancy rate and a 12.2% increase in RevPAR. STR data for August 2010 showed a 2% increase in occupancy and a 2% increase in RevPAR.

Rooms tax receipts for Barnstable County in Quarter 3-2010 totaled \$14,126,895, up from \$12,380,625 in Quarter 3-2009 (this represented an increase of 14%).

Note: Q3 was the first quarter reflecting increased local options taxes.

Accommodations surveys conducted by the Cape Cod Chamber of our lodging industry showed occupancy at 76% in July 2010, versus 65% in July 2009; and at 87% in August 2010, versus 81% in August 2009.

Total unique visits in July and August on CapeCodChamber.org and CapeCodTravelGuide.com were up 3% over the previous July/August. We attribute this increase in web traffic in part to our investment in search engine marketing and a summer pay-per-click campaign. In July and August, there were a total of 21,097 searches on our online availability search feature (6% increase over July/August 2009), and 29,926 click-throughs to the online reservation systems of member properties (16% increase over July/August 2009).

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Project Name: Fall 2010 Advertising Campaign

Our fall advertising campaign has typically comprised about 35% of our seasonal advertising budget, and has included a media mix of radio, print, online and billboard.



Our initial FY-11 scope of services included a fall campaign, but budget limitations led us to forego fall 2010 paid advertising, with the exception of a co-op ad in the *Greater Boston CVB Fall/Winter Travel Planner*. Instead, we leveraged trade relationships for our fall marketing, including a Cape & Islands Fall promotion with American Express (featuring hospitality special offers at various pricepoints) and bus wraps on P&B buses to Boston. In addition, we launched a social media campaign



featuring fun Cape Cod giveaway contests and local celebrities' reasons for coming to the Cape in fall. We also continued to market our new Phone App.

Despite not investing in a fall advertising campaign, our website and online booking activity for September and October 2010 was very positive. Unique visits to our two visitor websites were up 11.5%, and online booking activity was up 7%. The social media contest we launched was well received, with over 500 fans & followers participating; and Facebook was the second highest referring page to our websites in September/October. Our American Express promotion also helped generate web traffic, sending 11,500 unique visits to our designated special offers page.

Smith Travel Research indicated slightly elevated occupancy levels in Barnstable County in September 2010, and showed a 4.6% increase in occupancy in October. Rooms tax receipts for Barnstable County in Quarter 4-2010 totaled \$2,774,639, up from \$2,146,737 in Quarter 4-2009 (an increase of 23%). Accommodations surveys administered to the Cape Cod lodging industry showed the occupancy rate for September 2010 at 63%, up from 61%; and at 49% for October 2010, up from 55%.

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Project Name: Holiday 2010 Advertising Campaign

The week prior to Thanksgiving, we partnered again with the Martha's Vineyard and Nantucket Chambers on a two-page advertising spread featuring a Cape & Islands holiday calendar of events in *The Boston Globe Magazine*. We also created a special Holiday events landing page on CapeCodChamber.org, which we promoted via a 250x250 banner ad on CapeCodChamber.org and CapeCodTravelGuide.com. There were 2,584 visits to this landing page from mid-November to mid-December.

DECEMBER 3 - 5 **Nantucket Christmas Struff Weekend**
An old-fashioned holiday celebration featuring streets lined with Christmas trees, Victorian gardens, ball games, crafts shows, house tour, Santa & Mrs. Claus, concerts, festival of trees, and much more! 508-228-1700

DECEMBER 3 - JANUARY 2 **9th Annual Enchanted Village**
Cape Codder Resort, Route 132, Hyannis
Friday-Sunday only. 508-771-9000

DECEMBER 3 - JANUARY 3 **Festival of Peas**
Nantucket Whaling Museum, 13 Broad Street, Nantucket
Thursday - Monday, including holidays. 508-228-1894

DECEMBER 3 **Holiday House Tour**
Throughout town, Nantucket. 4 to 7 pm
508-228-1285

DECEMBER 4 **Apprentice Day**
Martha's Vineyard Museum, Edgartown, Martha's Vineyard. Expert apprentices will evaluate period objects from 9 am to 3 pm.
508-427-4441

DECEMBER 5 **The Three Sages' Christmas Opera Concert**
Christmas music, opera arias & duets.
First Congregational Church, 62 Center Street, Nantucket. 4 to 7:30 pm. 401-920-0242

DECEMBER 10 **Christmas Lighting of Edgartown Lighthouse**. Martha's Vineyard. Refreshments and music by The Commonwealth Music Center. 508-427-4441

DECEMBER 10 - 11 **Mitosequegans Holiday Family Concerts**. Old Whaling Church, Edgartown, Martha's Vineyard. 508-427-4440

DECEMBER 11 **Chatham's Historic Inn Tour**. Participating inns in Chatham. 1:30 to 4:30 pm. 508-466-5199

38th Annual Mashpee Christmas Parade. Mashpee Commons, Mashpee. 6 pm. 508-477-0792

The Vineyard Artisan Festival. This very special holiday event is filled with unique gifts you can only buy from the Vineyard Artisans, all hand made and always beautiful. Free parking and admission, great food available. Grange Hall on State Road in Mill Village, Martha's Vineyard. 10 am to 4 pm. 508-493-8889

DECEMBER 18 **Nantucket Community Music Center Holiday Concert**. First Congregational Church, Nantucket. 4 pm. 508-228-3312

DECEMBER 31 **New Year's Eve Celebrations across Cape Cod**, including First Night Chatham. 888-382-6700

For accommodations, events and great values, go to:
CapeCod
CapeCodChamber.org/holiday
888.33.CapeCod

NANTUCKET ISLAND CHAMBER OF COMMERCE
NantucketNoel.com
508.228.1700

MARTHA'S VINEYARD CHAMBER OF COMMERCE
mvy.com
800.505.4815

Massachusetts
massvacation.com

Smith Travel Research indicated that Barnstable's occupancy rate was up 23.7% in December 2010, while RevPAR was up 25%; in January 2011, occupancy was up 17%, while RevPAR was up 15.9%; and in February 2011, occupancy was up 13.2%, while RevPAR was up 5.5%. Our occupancy rates compiled by the Cape Cod Chamber accommodations surveys mirrored the STR occupancy rates, showing December 2010 occupancy at 24%; January 2011 occupancy at 32%; and February 2011 occupancy at 36%.

Rooms tax receipts for Barnstable County in Quarter 1-2011 totaled \$1,202,847, an increase of 8% over Quarter 1-2010.

From December-February, combined unique web visits on CapeCodChamber.org and CapeCodTravelGuide.com were up 10.4% over the previous year. There were 3,228 availability searches on our online booking engine in December-February.

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Project Name: Spring 2011 Advertising Campaign

Our late spring/early summer 2011 marketing included a mix of radio, magazine and online advertising.

We partnered with the Martha's Vineyard and Nantucket Chambers on our print advertising campaign, using the new tagline "Come Sea What You've Been Missing." The call to action drove people to our individual websites for online bookings and events. We ran print ads in the Spring and Summer Travel Issues of *Boston Globe Magazine*, in the June issue of *Boston Magazine* (partnering with private hospitality businesses), the *Greater Boston CVB Spring/Summer Travel Planner*, *Spring Massachusetts Preprint*, and in the *USA Today* Summer Travel Guide. We also ran a stand-alone ad with advertorial for just Cape Cod in the June issue of *Connecticut Parent Magazine*.



We ran a spring radio campaign with online added value exposure—featuring Cape Cod vacation giveaways—on Boston radio station KISS 108 FM in June. We played up our "A Short Trip to Far Away" tagline in this campaign. The online portion of the radio contest enabled us to gather email subscribers for our Visitor Email database.

As far as online initiatives, we sent four Cape & Islands co-op email blasts to Courant.com and Boston.com subscribers (dropping May 16th & June 22nd in the Boston market and May 24th & June 15th in the CT market). We also launched a two-month interactive banner ad campaign that was geo-targeted to affinity websites in the Boston and Hartford markets.



Because spring ads push summer business, we can report only on the early results. STR data for April 2011 showed occupancy up 6.8% and RevPAR up 5.2%; for May 2011, STR data showed occupancy up 5.4% and RevPAR up 6.8%.

Based on our web traffic, the visitor demand is strong. There were 189,102 unique visits to our travel websites in April-May 2011 (up 6.3%). Unique visits on the travel websites were up 8.5% in June 2011 (152,350 unique visits this June alone). Our new BookDirect feature has been well received by visitors, with 27,992 searches in the month of June.

Feedback from hospitality members has been cautiously optimistic and upbeat, with many reporting back strong advance bookings and rentals. Because weather (and weather forecasting) remain such major factors impacting tourism on the Cape, we held the 3rd Annual Cape Cod Quahog Day on the First Day of Summer to put a fun spin on the weather outlook for the summer (see photo at right).

This press event, featuring NECN meteorologist Tim Kelley as emcee and Cape Codder Chris Lambton of ABC's "The Bachelorette" as head of Quahog Security, received great media coverage by regional press, including the Boston Globe, Boston Herald, WCVB-TV, New England Cable News, Boston radio stations and more. Doug the official Quahog predicted 12 weeks and one day of beach weather ahead!



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Project Name: Niche Markets

We generally dedicate funds to niche market initiatives:

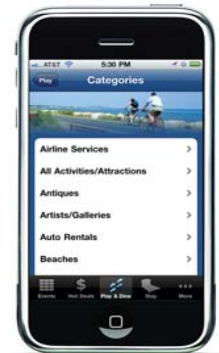
Internet Advertising

Based on the continued popularity of the Internet as a tool for travel planning and booking, one of our goals for FY-2011 was to continue to use the website to help stimulate shoulder season bookings. We also extended our SEO efforts to our companion content-driven website – CapeCodTravelGuide.com – to further bolster our web presence.



We used the grant funding to:

- Fund the initial launch of the new BookDirect search engine and booking solution on our travel websites. Unlike our previous availability search feature, BookDirect collects rates and availability direct from the lodging property's website, making the search results more accurate and timely for our website visitors (36,841 searches on this new feature from mid-May 2011 launch through June 30, 2011).
- Facilitate frequent maintenance updates to our visitor websites: CapeCodChamber.org and CapeCodTravelGuide.com (the companion website to the *Cape Cod Travel Guide*)
- Help grow the subscriber database for our visitor e-newsletter (sent out 8 times per year) by 34% through such aggressive techniques as online giveaway incentives (29,926 subscribers as of June 30, 2011)
- Make a significant investment in search engine optimization for both CapeCodChamber.org and CapeCodTravelGuide.com
- Offer the *Cape Cod Travel Guide* available in digital format on the website (30,551 downloads in FY-2011)



Web traffic was strong in FY-11. Over the course of the fiscal year, unique visits to CapeCodChamber.org were up 5% over the previous fiscal year, and unique visits to CapeCodTravelGuide.com

were up 12%. Between July 1, 2010 and June 30, 2011, CapeCodChamber.org received 650,248 unique visits; there were 368,258 visits to CapeCodTravelGuide.com.

CapeCodChamber.org continues to come up first on the google, aol, and yahoo search engines during a search for "Cape Cod," and CapeCodTravelGuide.com comes up first in a search for "Cape Cod Hotels."

Our free Cape & Islands Phone App – available for iPhone, iPad and Android mobile devices – has been downloaded by just over 20,000 users since its launch last July. The App includes information on events, hot deals, accommodations, dining and attractions, and also features maps and social media links.

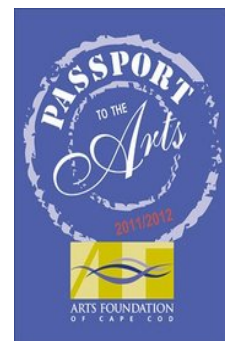
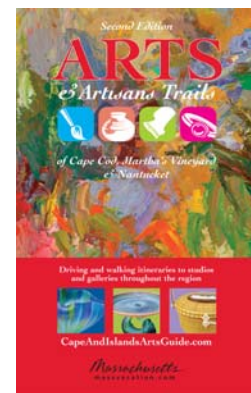
We maintain an active presence on such popular social networking sites as Twitter and Facebook, which has helped to bolster web traffic as a referral source. We also use our social networking presence as a customer service tool, by providing travel-planning tips to our fans and followers upon request. We administer two Facebook Fan Pages for visits – Facebook.com/CapeCodMass had 58,025 fans as of July 1, 2011 (53% increase since July 2010), and Facebook.com/VisitCapeCod had 3,548 fans (81% increase since July 2010). Our Twitter Page – www.Twitter.com/VisitCapeCod - had 2,926 followers as of July 1, 2011 (a 61% increase since July 2010).

Arts & Culture marketing

We work hard to support and promote the local arts & culture scene.

We continue to market the second edition *Arts and Artisans Trails of Cape Cod, Nantucket & Martha's Vineyard*. This completely revised guidebook leads readers to an eclectic assortment of Cape & Islands artists, artisans' studios and galleries, some on the main streets of the region, but many off the beaten path. The second edition guide includes new maps, articles, images and galleries. The pages are chocked full of stunning photography, interesting anecdotes, individual artists' histories, and compelling samples of some of the timeless arts and crafts to be found along these seven trails. The guide can be purchased for \$5 online at CapeAndIslandsArtsGuide.com, in the Cape Cod Chamber of Commerce Welcome Center, and at select museums and bookstores. Proceeds support the arts on Cape Cod. We also support the marketing of the Arts Foundation of Cape Cod's annual Passport to the Arts (50% admission discount to 52 cultural venues) – we sell the Passport on our online store and at our visitor center.

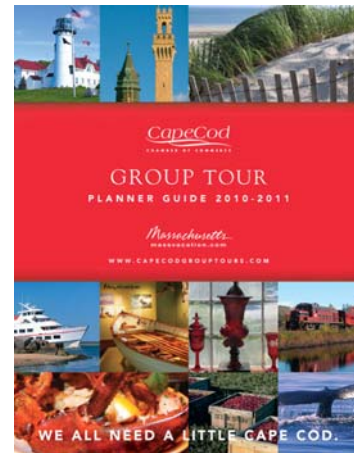
We partnered with the Arts Foundation of Cape Cod on the annual Cape Cod Maritime Days in May 2011. The 18th annual celebration—named one of the "Top 100 Events in 2008" by the American Bus Association—was a month-long event, featuring nearly 75 activities, which ranged from maritime lectures and boat-building exhibits to kayak excursions and lighthouse &



walking tours. Over a dozen lodging establishments developed Maritime Days lodging packages. The events and lodging packages were promoted on CapeCodMaritimeDays.com. We also provide marketing support to the Arts Foundation's Fall for the Arts event in October – in 2011, Fall for the Arts will be expanded from a three-day event to a month-long celebration across Cape Cod.

Group Tour

Grant funding allowed us to pay association dues and registration fees for the following shows, each of which provided us the opportunity to market Cape Cod as a premier group tour destination: National Tour Association, American Bus Association, Bank Travel, Ontario Motor Coach Association, and Student & Youth Travel Association. Our Group Tour Planner is our primary fulfillment piece at these shows, along with our Cape Cod Travel Guide.



In FY-11, we generated 238 group tour leads from shows, and 57 from phone, website or fax (the Vice President of Sales for the Cape Cod Chamber estimated that at least 80% of those turned into definite bookings). The VP of Sales did add that with several receptive operators in the region, it can be a challenge to get exact reporting numbers.

In June 2011, we conducted the annual Splish Splash Bus Bath tourism fundraiser & awareness event in June 2011. At the event, which is designed to create awareness about the importance of the motorcoach industry on Cape Cod - we washed nine buses and numerous cars, and raised over \$1, 000 for Alex's Lemonade, a national organization that funds research for children's cancer.

Also in FY-11, two of Cape Cod's annual event were designated among the American Bus Association's Top 100 Events in North America for 2011 (Pops by the Sea and Bourne Scallop Festival). We also successfully bid on the American Bus Association Board Meeting, to be held on Cape Cod September 2012.

International marketing

We used private funds and 1038 funds in FY-11 to promote Cape Cod at the following trade shows: the DNE Summit in Mt Washington Hotel, NH in April 2011, and PowWow International in San Francisco, CA May 2011. This year we answered the call for high res photography from tour operators and press by developing for them a



promotional USB drive that included 25 high res beauty shots of Cape Cod, a slide presentation featuring participating properties and attractions, and a profile of Cape Cod with highlights and seasonal activities.

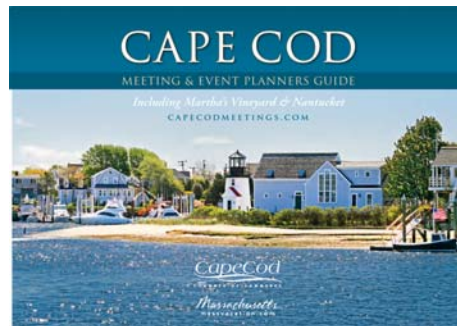
In FY-11, we hosted 13 international FAM tours with 45 participants from five countries, including Canada, UK, Germany, Italy and Ireland.

We continued our collaboration with Quincy, Plymouth & Bristol counties, Martha's Vineyard and Nantucket on "The Cultural Coast" regional tourism initiative. Our marketing efforts for Cultural Coast are focused in the international market, due largely to the fact that international visitors are more likely to travel "regionally" instead of just visiting one place. Marketing strategies in FY-11 included maintenance of TheCulturalCoast.org website and a presence at PowWow.

In FY-11, TheCulturalCoast.org received 7,883 unique visits, with visitors hailing from 85 countries, including the US, Germany, Spain, Canada, UK, France, Brazil, Mexico, Argentina and Italy.

Meeting & Incentive

Grant and private funding was used to pay registration fees for the following shows, each of which provided us the opportunity to market Cape Cod as a premier meeting & convention destination: Affordables, Holiday Showcase, Destination Showcase, Springtime in the Park, New England Business Expo, Greater Boston Concierges Show, MEET USA., Fraternal and Education Association. We generated leads 2,307 through shows and mailing lists.



We generated 74 M&I leads by phone, website and fax in FY-11. The Vice President of Sales for the Cape Cod Chamber estimated that at least 40% of those leads turned into definite bookings.

In FY-11, we printed the 2011-12 edition of the *Cape Cod Meeting Planners' Guide*, our fulfillment piece in response to meeting inquiries. We also conducted search engine optimization work on the accompanying website – CapeCodMeetings.com. This website received 17,479 unique visits in FY-11.

We held the Annual Meeting Planner Luncheon in Boston in June 2011, with 68 planners in attendance. We also held a "Get the Scoop" event in July 2010 in Cambridge, with 160 planners redeeming coupons (as well as 400 leisure guests, who had heard about the promotion on our Facebook and Twitter pages.)

We also held numerous site visits with prospective meeting planners, and manned booths to distribute information at shows like Ricky Tim's QUILTERS, Northeast Electrical

Association and Boat Builders Association. In addition, we volunteered for MOTT at the National Governor's Association Meeting in Boston in July 2010.

Sports Marketing

Funding allowed us to strengthen our efforts to market Cape Cod as a destination for athletic competition. In FY-11, we promoted Cape Cod sporting venues at the following shows: Eastern College Athletic Conference (ECAC), TEAMS, National Association of Collegiate Directors of Athletics (NACDA) and the New England Intercollegiate Golf Association (NEIGA). These efforts generated a lead list total of 427. We generated 15 sports leads by phone, website and fax in FY-11.

Through the work of VP of Sales Patti Lloyd and partnerships with such organizations as the Hyannis Youth & Community Center (HYCC), Town of Barnstable, Mass. Sports Partnership and ECAC, we successfully brought several major sports events to Cape Cod in FY-11. On Columbus Day weekend 2010, hundreds of alumni/athletes attended the hockey match-up between Colgate and Army at the HYCC (which held a record attendance of 1, 583 to our new facility). The game will be played here again in 2011. In March 2011, the Lobster Pot Hockey Tournament was played at HYCC and the Tony Kent Arena in Dennis, generating 1,000+ room nights. In April 2011, The Nations Cup and US National Theater on Ice Championship came to the HYCC, featuring skaters from all over the world and generating 3,100+ room nights. In May 2011, the NCAA Division III New England Baseball Regionals was played in Harwich (generating 400 room nights), followed by the New England Soccer Classic and Cape Cod Challenge soccer tournaments on Memorial Day weekend 2011 (generating a combined 10,000+ room nights). We also hosted American Bicycle Association's 2011 New England Nationals on June 24-26 at the Massachusetts Military Reservation.

Our partnership with ECAC, MA Sports & Entertainment Commission and MOTT has helped keep the region on the map as a sports destination. We have been asked to help the Junior Hockey teams with marketing and room blocks for the 2011/2012 winter season.

Golf Coast marketing

Funding supported trade show registrations in Boston, Central MA, Providence and Portland, Maine, which in total generated 1,741 leads. We continue to work with our golf courses to co-op and identify golf publications and prospective golf groups that will enable us to market Cape Cod as a year round golf destination.

Wedding marketing

Through our visitor and meeting websites, we continued to promote Cape Cod as a premier wedding destination. Leads generated by phone, website or fax in FY-11 totaled 42, and 75% of those leads turned into definite bookings (we helped to finalize housing, off site dinners and all wedding needs).

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Project Name: **Public Relations**

For the eighth year, the Cape Cod Chamber of Commerce retained the services of Bill DeSousa-Mauk (formerly president of Michael Patrick Destination Communications, and now president of DeMa PR) to help publicize Cape Cod as a high-value, year round destination. We partner with the Martha's Vineyard Chamber of Commerce on this PR contract.

The following represents an overview of activities and accomplishments both underway and completed during FY-11.

- Developed and disseminated 336 media and press leads to hospitality industry
- Maintained the Cape Cod Chamber online image library, uploading more than 250 new images
- Distributed more than 1,800 Cape Cod images to 440+ print publications, daily newspapers, websites, blogs and promotional materials
- Worked alongside MOTT on its ongoing PR efforts, by providing images, story ideas, background information, and assistance with fam trips
- Hosted press visits (group and individual) for and provided support to 119 domestic and international travel writers, covering the region for such news outlets as USA Today, Toronto Star, Boston Globe, Yachting magazine, Yankee magazine, New York Post, Zagat, New York Daily News, Frommer's, Coastal Living, Fodor's, ABC News, CBS News, MSNBC, Rhode Island Monthly, AAA Annual CT-MA-RI TourBook, Parents magazine, Woman's World, Marie Claire, The Today Show, examiner.com, 417mag.com, Yahoo Travel and more
- Provided more than 288 clips to the Cape Cod Chamber
- Film Siting and Permitting assistance for the following: Kommitted Films; Gourmet on the Go; Columbia Pictures feature film *I Hate You Dad* (being filmed this summer in Osterville); and the independent film *The Beach House* (to be filmed in September on Cape Cod)

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Project Name:

Ad Production Fees

In FY-11, we continued our relationship with Pierce-Cote Advertising, based on Cape Cod, for all of our advertising production needs. They work diligently to guide our decisions for the creative of our seasonal advertising campaigns, and helped to shape our new advertising/branding identity in our collaboration with the Islands.

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Project Name:

Postage

Grant funds covered postage costs for mailing our fulfillment pieces. In FY-11, we sent out a total of 9,004 fulfillment pieces in response to reader service leads generated from our advertising alone. While we try to recoup mailing and shipping costs for the *Cape Cod Travel Guide*, many are sent at no cost to the recipient (including bulk shipments to distributions points, such as AAA offices.) Our Destination Lure Brochures are mailed out at no cost to the recipient.

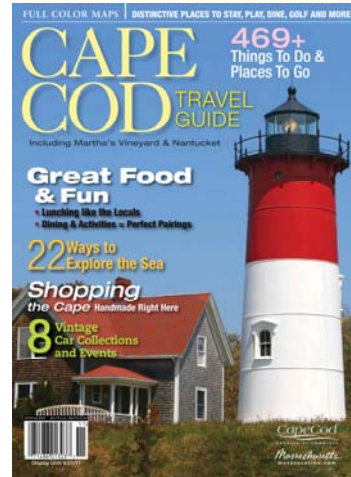


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Project Name: **Guidebook Distribution**

We used the grant to help offset the cost of *Cape Cod Travel Guide* distribution. This facilitates a high degree of visibility of the publication on the Cape and in/around Boston. Our goal is to have day trippers pick up the magazine and plan a return trip, or to encourage those visiting other parts of the state to perhaps extend their stay to include a visit to Cape Cod.

Available on newsstands across the nation, the *Cape Cod Travel Guide* is packed with interesting articles, beautiful photography, and information about arts & culture, recreation, beaches, shopping, dining, accommodation choices and getting around on Cape Cod. In FY-11, we printed 200,000 copies of the *Cape Cod Travel Guide*.



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Project Name:

Photography

Total Cost: \$700.00

Grant funding allowed us to purchase photography of fun, active Cape Cod scenes for use in our *2011 Cape Cod Travel Guide*, including the cover image.