

Visit Virginia Blue Ridge

Background

The destination Virginia's Blue Ridge represents Roanoke and surrounding cities/counties within an hour's driving radius. A large number of visitors to the region travel from Northern Virginia. The Metro-Mountain mix of Virginia's Blue Ridge serves as an opportunity to be a major mountain/outdoor adventure travel destination for the residents of Northern Virginia due to proximity while also supplying city amenities such as high-class accommodations, arts & culture, and food & beverage. One challenge the organization faces when advertising to the Northern Virginia/Washington DC market is ensuring the audience is aware of where Virginia's Blue Ridge is located and the various cities/counties that fall under the "Virginia's Blue Ridge" designation.

Objective

Increase Store/Business Facility/Special Event Traffic.

Objectives were to: create brand awareness for Virginia's Blue Ridge brand, educate the audience of destination location, feature new opportunities for outdoor recreation travel, and showcase the accessibility of the region as a vacation destination to the Northern Virginia and DC population - a key feeder market for the destination.

Strategy

To create brand awareness, ads were placed among a mix of Metro bus, Metrorail liveboards, and Silver Line Metro Station Dominations in addition to complimentary mobile advertising with the goal of saturating the DMA audience with multiple touchpoints. Virginia's Blue Ridge destination name was featured boldly and largely within all advertisements to call attention to the brand name. A map graphic was included to educate the Washington DMA audience on the physical location and ease of accessibility of the destination. Location marker icons were also used throughout the ads to further emphasize cities, counties, and specific attractions within the larger promoted region. To showcase the outdoor amenities, large scenic imagery of nature and outdoor adventure (hiking biking, paddling, etc.) were the main focus of all advertisements.

Plan Details

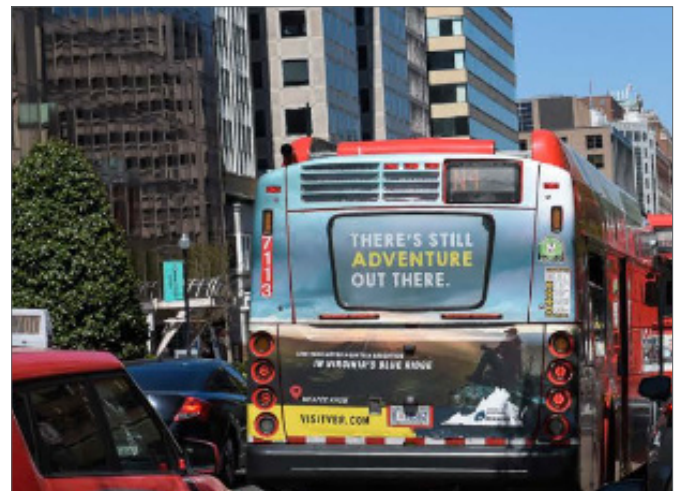
Campaign Posting Dates: 10/2/2023 - 10/29/2023

Campaign Posting Dates: April 3 - May 28, 2023

OOH Formats Used: Bus Formats: Fullbacks & King Headliners; Metrorail Formats: Digital Rail Liveboards & 2 Metro Station Dominations; Other: Mobile Ads

Target Demographic: DMA Residents with discretionary income with an interest in travel/outdoor adventures

Budget: Budget \$10,000 or larger



Results

The Visit VBR campaign yielded impressive results, demonstrating the effectiveness of OOH in driving increased visitor spending and engagement. Despite challenges in other key markets during 2023, Visit VBR observed a 2% rise in average visitor spending from the target market, alongside an 11% boost in overall visitor spending. Moreover, there was a substantial 50% surge in social media referral traffic to Visit VBR's website from the Washington DC market, reflecting successful integration between OOH and digital campaigns. The Washington DC DMA emerged as the top traffic source for Visit VBR's website, with significant year-over-year increases in various traffic metrics, affirming the impact of the OOH campaign. With a clear goal of boosting visitation to Virginia's Blue Ridge region, the campaign achieved an 11% year-over-year increase in visitation from the target market, reinforcing support for local businesses and the regional economy. Additionally, the campaign's success has paved the way for future collaborations and partnerships, signaling broader opportunities for economic development, talent recruitment, and relocation initiatives within the community.

