

THE BAY OF QUINTE STAYCATION SWEEPSTAKES

ENTER TO WIN A \$500 BAY OF QUINTE STAYCATION!



TOTAL ENTRIES: 3,121

TOTAL REACH: 420,000+

BUSINESSES SUPPORTED: 27

LOCAL TRIPS TAKEN: 8

STAYCATION DOLLARS FOR RESIDENTS/BUSINESSES: \$4,000

ESTIMATED ECONOMIC ACTIVITY GENERATED >\$47,000

Purpose

The purpose of the campaign was to encourage residents to think about travelling locally and to drive economic growth by providing funds that would go directly to local businesses.

It reminded local residents that there are many assets worth visiting within the region; they don't need to travel far to find great experiences. The campaign prizes also mandate a hotel stay to encourage growth in local accommodations.

The focus was on our partner communities of Belleville, Brighton and Quinte West, while Mohawks of the Bay of Quinte did not participate as a result of their COVID-19 protocols.

It allowed us to continue marketing the region and supporting local businesses, while being aware of consumer mindsets around travel. It also laid the foundation for a future re-attraction campaign.

Tactics

Digital: Programmatic advertising + Facebook & Instagram ads

Social: Facebook, Instagram & Twitter to our 45,000+ followers

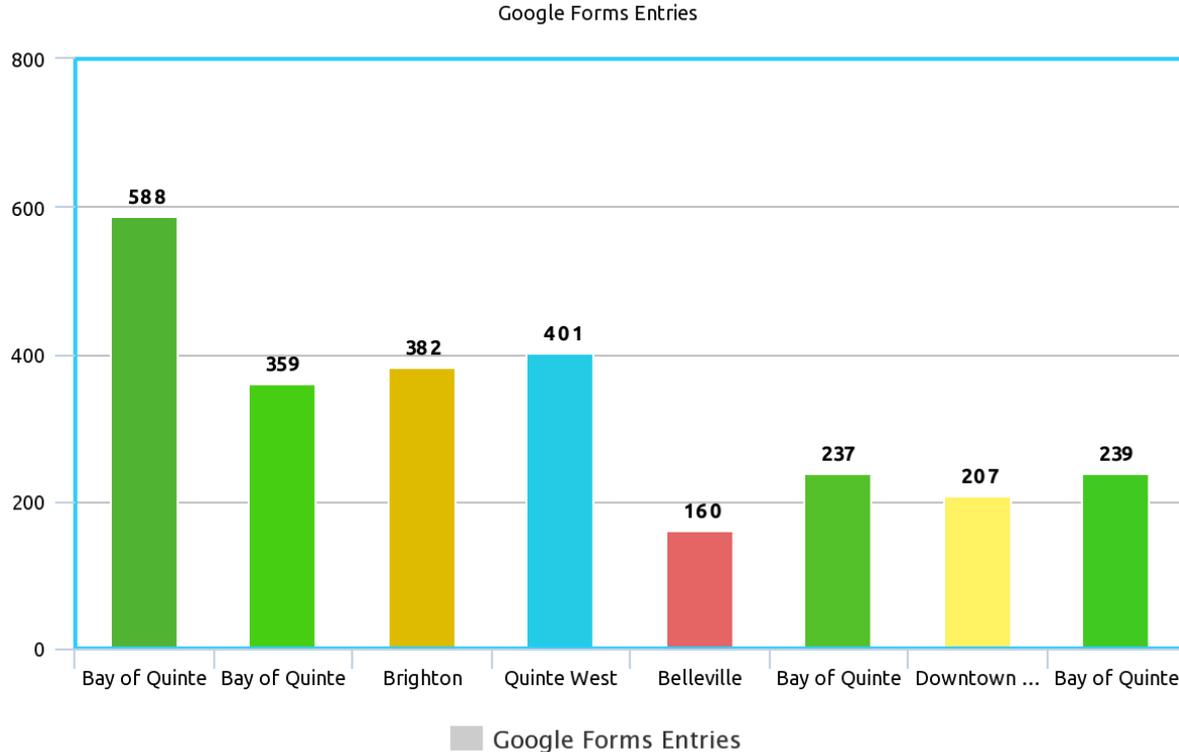
Radio: Staycation Sweepstakes was a feature of our weekly call-in updates

Web: Jen designed BayofQuinte.ca/Staycation which featured staycation ideas, blogs and links to other BoQ assets, along with guidelines for safe travel in the community

Newsletter: Sent weekly to 2,000+ subscribers

Partner marketing: partners “owned” the campaign for one week each to extend the reach past our BoQ RMB following

Google Forms Entries: 2,573 total



Google Forms Entries: Analysis

- The pattern here is similar to the performance on socials as well: a strong first week; a drop in week 2; growth in the following weeks as we shared the contest with partners; lower participation in the final weeks.
- These entries lead to a significant increase in subscribers for our tourism and industry newsletters (see slide 12).
- It also gave us a catalogue of participants' ideal staycation spots, which is information we can use going forward.
- Lower entries in later weeks could be due to contest fatigue or not knowing that entries each week were allowed.

BoQ Socials: Instagram



shamrockshay I used to go camping all the time at @presquilepp when I was a kid. Visiting the park brings back so many fun memories of biking around, getting fudge from the lighthouse store and trips to the beach!

9w 1 like Reply

No. of posts: 8 (1 per week)

Total Reach: 25,055

Contest Entries (comments): 212

AER: 0.84%

% follower growth: 4.8%

% follower growth last year over the same time period: 3.51%

BoQ Socials: IG

- The engagement rate appears much lower than our usual stats. In general our posts usually garner an AER of 6-8%. [According to Sprout Social](#), AER across all industries on Instagram is 1.60%.
 - Normally when calculating AER we include other engagements (likes/saves/sends), but since commenting was a requirement of entry, we wanted the AER to only reflect this.
- Many partners shared our posts and stories, encouraging followers to participate.
- While AER is lower than we had anticipated, the growth in followers was still important as we continue to grow awareness of the BoQ RMB brand, in and outside the region.
 - Likes and reach were still consistently strong for our campaign posts

BoQ Socials: Twitter



Bay of Quinte Region @BAY_OF_QUINTE · Jul 7
 BOQ STAYCATION SWEEPSTAKES

We want to treat you to your perfect "getaway" with a BoQ Staycation! We're giving away a Staycation prize valued at \$500 EVERY WEEK for the next 8 weeks to residents of the Bay of Quinte region. Click below to learn more!

bayofquinte.ca/tourism/stayca...



No. of posts: 8

Total Impressions: 10,312

Contest Entries (comments): 0

Link Clicks: 82

AER: 0.80%

% follower growth: 0.58%

% follower growth last year during the same time period: 0.49%

BoQ Socials: Twitter

- Our goal with sharing the campaign on Twitter was to drive traffic to the Staycation web page
- The lifespan of a tweet is much shorter than a Facebook or Instagram post, so it made more sense to drive people to the site rather than encourage engagement on the post itself.
- The engagement rate appears much lower than our usual stats. In general our posts usually garner an AER of 2%. However, according to [2018 industry benchmarks by Rival IQ](#), the median Twitter engagement rate across every industry is 0.046%, meaning our AER is above average.
 - Normally when calculating AER we include other engagements (likes/retweets), but we wanted the AER to only reflect the link clicks.

BoQ Tourism/Community Newsletter



We're back with week 2 of the Bay of Quinte Staycation Sweepstakes! Congratulations to last week's winner, Jennifer Low, who is looking forward to relaxing at a local spa and trying out a few patios. We're giving away a Staycation prize valued at \$500 EVERY WEEK for 8 weeks to residents of the Bay of Quinte region, so you can explore close to home. The best part? YOU get to choose your perfect itinerary!

Click below to enter the sweepstakes! (*Open only to residents of Belleville, Brighton and Quinte West, and Mohawks of the Bay of Quinte.*)

[Enter the BoQ Staycation Sweepstakes!](#)

No. of features: 8 (1 per week)

Total clicks to campaign link: 920

New subscribers: 773

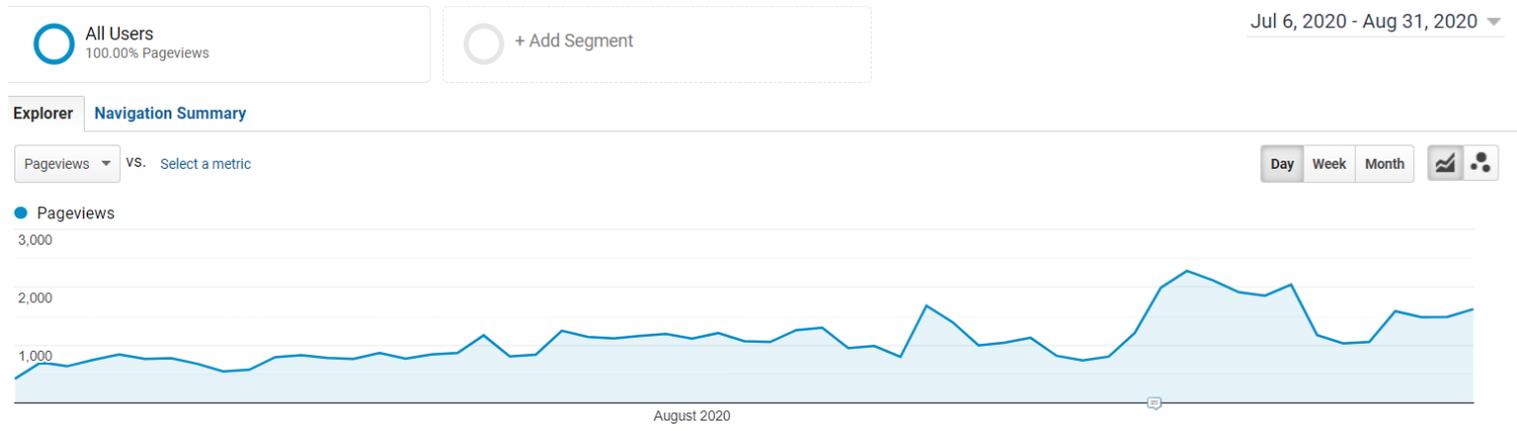
% new subscribers: 32.31%

% new subscribers over the same time period last year: 16.69%

BoQ Tourism/Community Newsletter

- Newsletter sign-ups generated for this campaign were much stronger than anticipated. The newsletter sign-ups alone present a strong ROI for the campaign spend.
- The campaign was the main focus of the newsletter during those 8 weeks
- We emphasized it by placing it at the top
- Encouraged people to think about their own ideal staycation by sharing what the previous week's winner had chosen for their prize
- *Note: we also had 432 new subscribers to our industry newsletter from the Google Forms sign-ups.*

BoQ Staycation Web Page

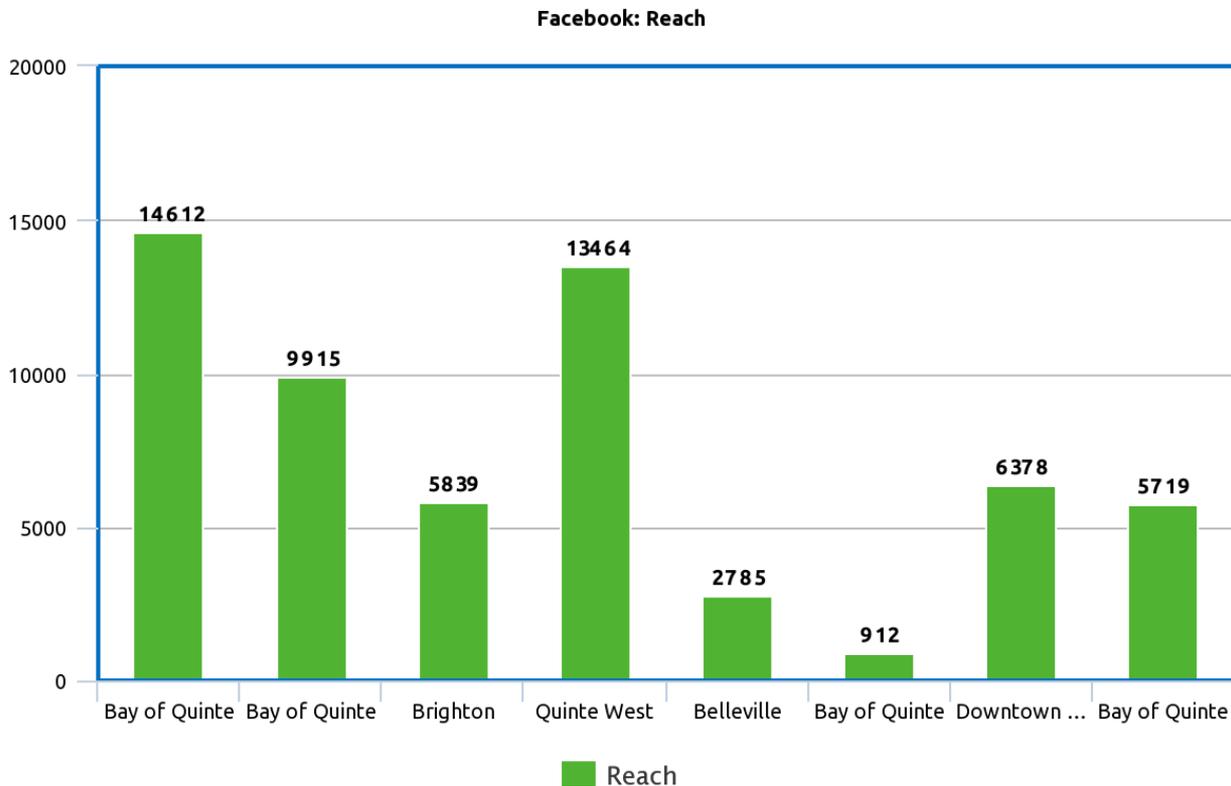


Page views: 17,474
Unique page views: 10,345
Avg. time on page: 1:03
Bounce rate: 44.85%
% Exit: 51.22
Top referral source: Facebook

BoQ Staycation Web Page

- The Staycation Toolkit on the page encouraged safer travel and resources for what's open
- Blog encouraged some additional digging for users to learn more about what's going on in the region
- Our bounce rate is usually in the 60-70% range on the tourism site, so this drastically improved for the campaign
- % Exit is good because ultimately we want people to leave the page and drive them to other pages
- Top referral sites were Facebook (3,271 sessions), direct (2,283), Google (1,592), InQuinte Ad (316), Instagram (245)

Facebook reach: total = 59,624 (1.6% CTR)



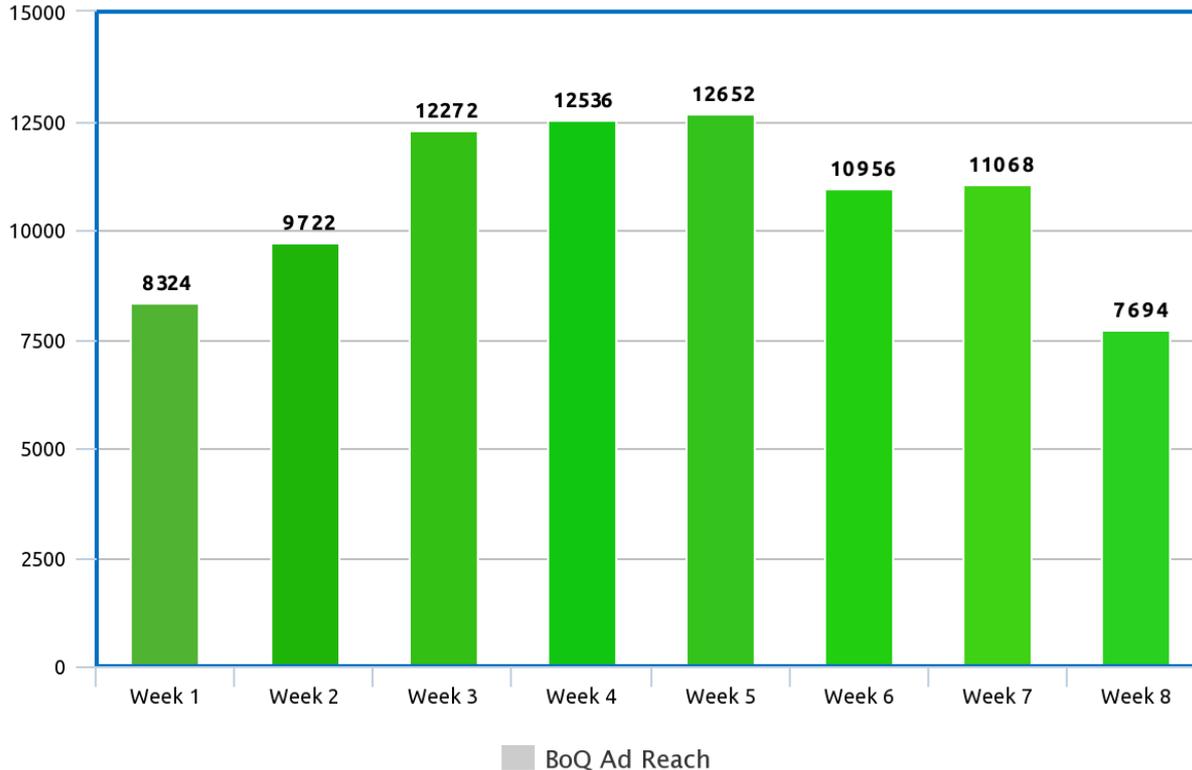
BoQ + Partner Socials: Facebook

- There was a noticeable drop in engagement during Week 2, which prompted the switch to include partners in owning a week of the campaign to engage their following (vs continuing to push ours).
- Kelsey (Downtown Belleville) mentioned anecdotally that Facebook was suppressing their posts, and negatively affected reach.
 - This could be true for other partners as well, and could be impacted by the number of posts that day/week.
- According to [Hootsuite](#), brands can expect their posts to be seen by about 5.5% of their page's followers, with lower averages for bigger brands.
- The City of Quinte West's success could be linked to the supporting content they shared that week, pointing back to the campaign.
- Note: BoQ and partners each boosted their campaign post with \$50, and BoQ boosted with \$100 in the final week.

BoQ + Partner Socials: Instagram

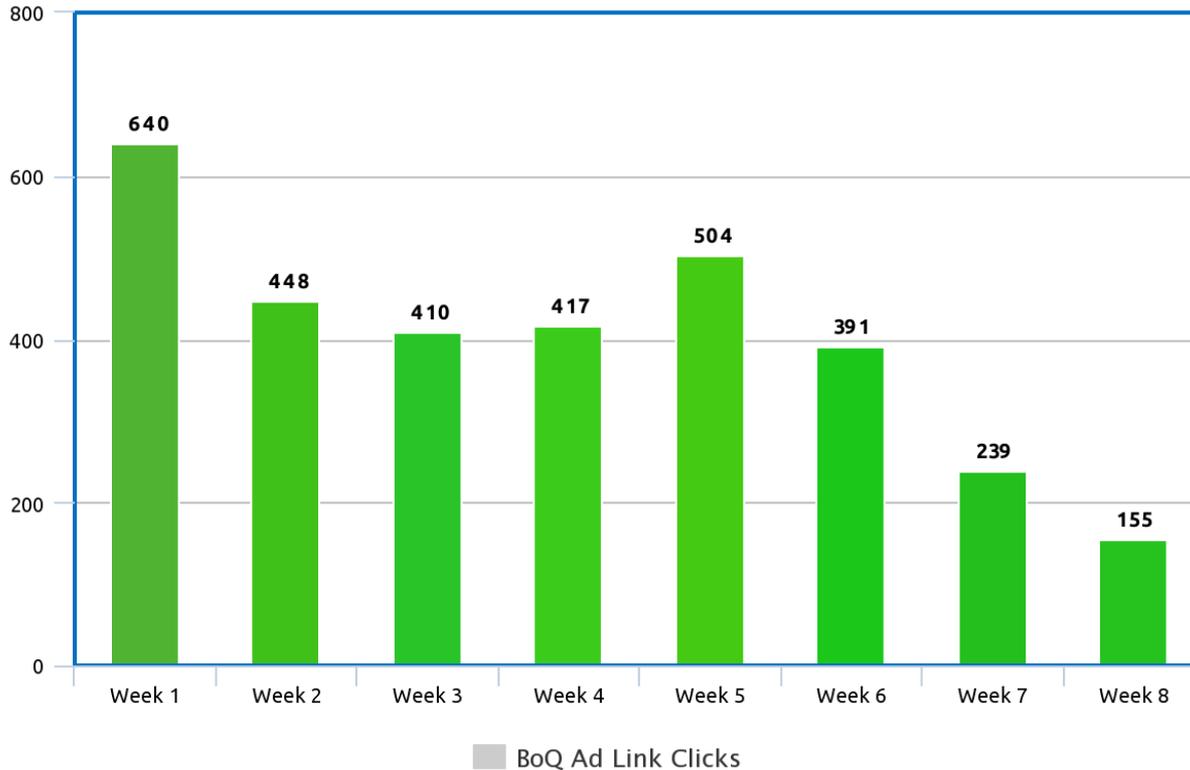
- Points of error:
 - 1. Information for Brighton's IG was unavailable, and so have been indicated with a value of 0, though the actual number would be higher.
 - 2. Link clicks for Downtown Belleville are actually profile visits. While this does still give an indication of interest in the contest, the actual number of link clicks is likely a bit lower.
- Our success in terms of reach is likely due to posting regularly
 - [According to "Later"](#), when you post consistently good content to Instagram, you'll not only improve your engagement but it's a signal to the algorithm that you're a quality account.
- The campaign stills were also very reflective of our brand, so they may have resonated more with users who follow us (vs partners)
- Link clicks will likely always be lower on Instagram (compared to other platforms) as you can't embed a link into a static post. This means a user will have to navigate to our profile and then leave the app, which creates an obstacle for entry.

BoQ Social Media Ad Reach: 85,224 total



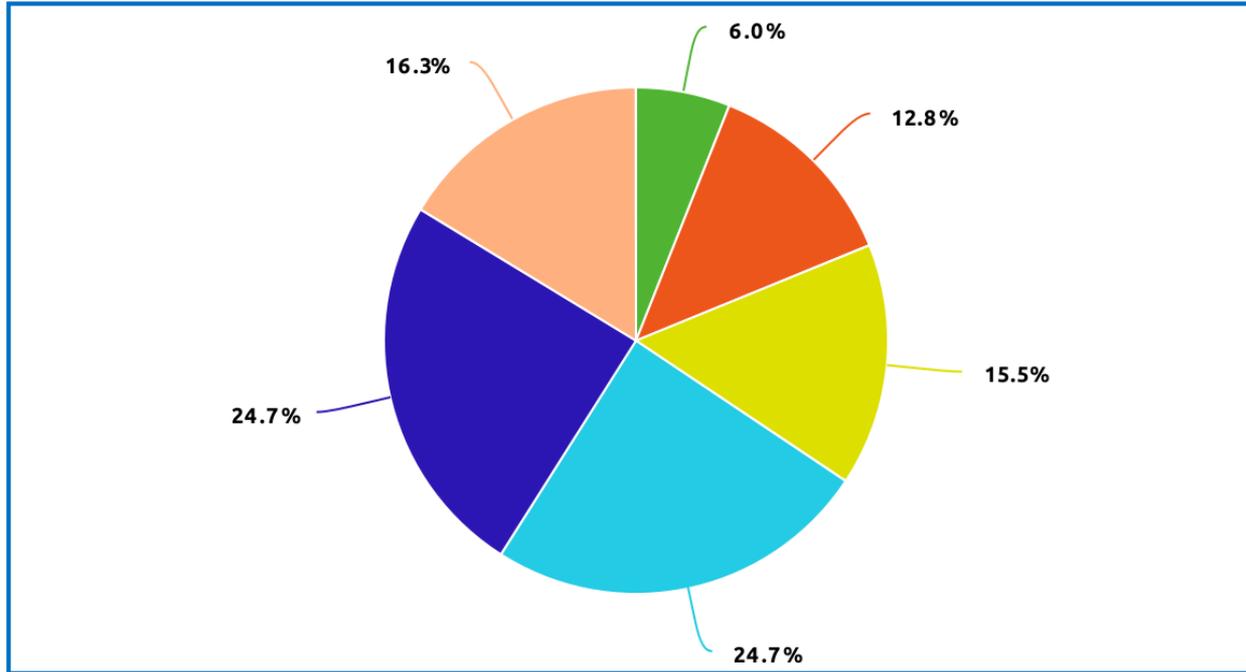


BoQ Social Media Ad Link Clicks: 3,204 total (3.8% CTR)



BoQ RMB Ads: Demographics

BoQ Ads: Demographics



■ 18-24
 ■ 25-34
 ■ 35-44
 ■ 45-54
 ■ 55-64
 ■ 65+

BoQ RMB Ads: Analysis

- We spent \$50 each week on ads, targeted geographically within Belleville, Brighton and Quinte West.
- Fairly consistent reach week/week
- 63.46% of entrants were age 45+, which is normally outside our target demographic. Since the campaign was hyper-local, we wanted to reach as many people as possible and expanded the target age range.
- Link clicks declined over time, which could be due to:
 - Contest fatigue - perhaps we need to look at different language to use for ads
 - People not knowing they could enter every week (communication error on our end)

BoQ Programmatic Ads

- Programmatic, enriched social media and search ads
- Hyperlocal geofencing with BoQ attractions/restaurants/accommodations as conversion zones
- 258,515 impressions
- 2,789 Staycation campaign landing page clicks
- 713 contest entry clicks
- 906 referrals to partners/stakeholders
 - 208 referrals to partner sites from BoQ.ca
 - 152 “Book Now” clicks to accommodations pages
 - 546 conversion zone entries of unique mobile devices
- Estimated economic activity generated from ads = \$47,060

What Worked?

- Total reach over 420,000
 - While reach would typically not be as important in a campaign, because the Bay of Quinte brand still relatively lesser known, greater reach = greater awareness raising, which continues to be very important for BoQ RMB marketing activities
- Over \$47,000 in estimated economic activity generated from “Book Now” clicks and physical entries into geo-fenced conversion zones like restaurants and attractions
- Newsletter sign-ups of 773 was growth of over 25% of our newsletter base. We are now comfortably above 4,000 with tourism + industry combined, who are being communicated with weekly
- Partner engagement and participation was a big part of this campaign
- Trevor was able to (continue) build(ing) relationships with local operators when purchasing gift cards and making reservations, also making them aware of the campaign
- Supported 27 businesses financially thus far (still 3 staycations to book) and no business has been repeated
- Encouraged travel within the region, based on data about consumer mindsets from Destination Canada
- Encouraged people to think about their own ideal staycation by sharing what the previous week’s winner had chosen for their prize
- Increased awareness of local assets and our partner communities

Lessons Moving Forward

- Themed giveaways can drive great interest depending on the focus because people can envision a specific prize. Eg. Fall harvest staycation featuring flowers from Dahlia May Flower Farm, an outdoor experience at Cricklewood Farm and seasonal dinner + drinks at Signal Brewing Co.
 - Engagement would change from descriptive comments to tagging/sharing
 - Selected businesses will help promote to drive engagement and reach
- We need clear messaging from the outset about who can enter the contest. Ultimately there will always be people don't read the guidelines and end up disappointed or upset, but we can do our best to mitigate this with clear instructions.
- Trying ads on other platforms:
 - Pinterest. Visually, the campaign stills would work well with our existing content on Pinterest. People use Pinterest as a trip-planning tool and as a search engine, so it would be an effective way to reach our target market.
 - YouTube. [According to Sprout Social](#), YouTube is used widely by our target demographic