



WE MEAN BUSINESS TOGETHER

The Bucks County Tourism And Hospitality Industry Defined.

VISIT
BUCKS
COUNTY

Our **Mission**

Visit Bucks County (VBC), a private nonprofit organization, is the official tourism promotion agency for Bucks County. VBC works with its partners to generate economic impact and employment growth by driving overnight business and encouraging visitors to experience Bucks County and all it has to offer.

VBC has a dedicated sales & marketing team who actively market the area to attract meetings, sports tournaments, groups tours and weddings/events.

The Visitor Center features a gift shop, theater, boardroom, staff offices and a main gallery where several events are held.

VBC is subsidized through a 3 percent occupancy tax on visitor stays to fund operations, sales and marketing programs. Of the 3 percent, 0.5 percent is put into a grant fund that is distributed two times a year. Since its inception in 2008, the Bucks County Tourism Grant Program has provided more than \$2 million in marketing/infrastructure support to more than 60 non-profit organizations.

LEADERSHIP

Visit Bucks County Board of Directors

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Economic Impact

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About Bucks County

Bucks County, Pennsylvania, Philadelphia's Northern Countryside, is a beautiful 622 square-mile county, conveniently located 25 miles from Philadelphia and only 75 miles from New York City. Accessible from many major highways, Bucks County is filled with history, culture, art, theater, shopping, wineries, romance and family-friendly attractions.

02

Visitors Visit & Visitors Spend

Travel and tourism is one of America's largest industries, generating \$2.1 trillion in total economic impact - \$887.9 billion of which is spent directly by domestic and international travelers during their trips.

Source: U.S. Travel, 2013



Bucks County Visitor Center, Bensalem

TOTAL IMPACT IN BUCKS COUNTY

Travel and tourism expenditures in Bucks County generated a total of \$895.3 million for the local economy in 2013, an increase of 2 percent from 2012. As a whole, the travel and tourism industry supported 11,670 jobs throughout the county, generating a total personal income of \$270.3 million. Tax revenue generated by tourism in Bucks County equaled \$122 million between local, state and federal taxes, an increase of 4.4 percent since 2012.

A visitor is defined as someone who travels more than 50 miles and/or stays overnight.

\$895m
IN ECONOMIC
IMPACT

11,670
JOBS
THROUGHOUT
THE COUNTY

STORYTELLING

Today's consumers have shorter attention spans than ever! In the multi-screen society we now live in, there is a greater demand to provide compelling content and visuals to capture the attention of potential visitors. Visit Bucks County will continue to leverage experiences shared by locals and visitors on social media to market the county to future customers and consumers.

OUR FOCUS

COLLABORATION

Visit Bucks County is becoming even more involved with the local business community by forming relationships focused around economic development drivers while continuing to assist large and small businesses to better capture visitor spending.

SERVICE

Word-of-mouth is one of the most important and trusted marketing tools. Providing exceptional service once a visitor has arrived in Bucks County is critical in creating impressions and experiences they will share with friends and family.

Enhancing our on-site services to clients bringing groups, meetings and sports tournaments to our region positions Bucks County as a destination willing and able to handle any type of event.

\$122m

IN STATE,
LOCAL AND
FEDERAL TAXES

State of Pennsylvania Data

Pennsylvania hosted an estimated 64.8 million overnight travelers and 125 million day-trip travelers.

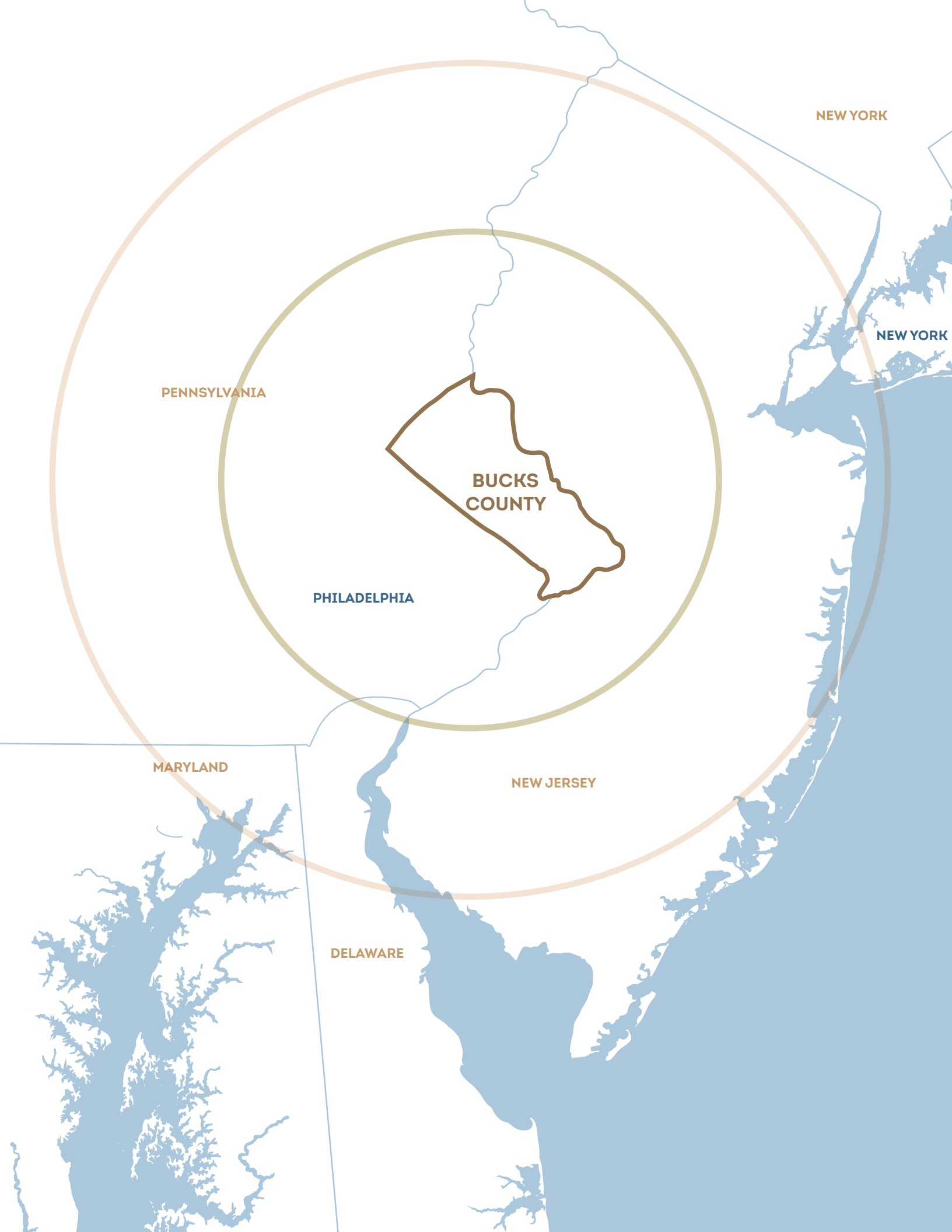
Source: Longwoods International, 2013

64.8m

Overnight travelers

125m

Day-trip travelers



NEW YORK

NEW YORK

PENNSYLVANIA

BUCKS
COUNTY

PHILADELPHIA

MARYLAND

NEW JERSEY

DELAWARE



CITY

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Driving Economic Impact

Bucks County is primarily a drive-to destination seeing the majority of overnight visitors from the New York metropolitan area (including northern New Jersey) and the Philadelphia region.

Many leisure visitors come from the Baltimore/Washington, DC area, as well as other regions within a 300-mile drive of Bucks County. Visitors from the West Coast and cities around the globe also visit Bucks County!

BUCKS COUNTY'S TARGET MARKETS



Leisure Visitors



Sport Tournament Organizers



Group Leaders & Tour Operators



Meeting/Event/Wedding Planners



TOP 10

VisitBucksCounty.com

Sessions by State

- | | |
|-----------------|-------------------|
| 1. Pennsylvania | 6. Maryland |
| 2. New Jersey | 7. Washington, DC |
| 3. New York | 8. Massachusetts |
| 4. Virginia | 9. California |
| 5. Florida | 10. Kentucky |

Source: Google Analytics, 2014

Static Billboard



TripAdvisor Digital Ad



Travel Channel Digital Ad



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Creative Execution

The recent creative direction leverages the brand equity of the *Capture Your Bucks County Moment* campaign. Creating and sharing “Bucks County Moments” has integrated perfectly into all content channels for Visit Bucks County, including social media, web, public relations and traditional/digital marketing.

“It’s That Moment” encourages consumers to visit Bucks County and create memories and moments that bond friends and families forever. They are the moments we remember year-after-year and share on and offline. Compelling visuals depicting visitors in “Bucks County Moments” encourages consumers to want to learn more and then visit Bucks County!

Visit Bucks County relies on a mix of media to brand Bucks County while driving awareness of all the things there are to see and do in the region. From traditional to digital, here is a sample of outlets where the tourism office has marketed in recent years:



Long Island Railroad Posters

Digital Billboard



Long Island Pulse

Long Island Railroad

Roosevelt Field Mall

New Jersey Transit

Northern New Jersey Billboards

Staten Island Buses

New York City/New Jersey Ferries

New York City Double Decker Buses

TripAdvisor

MaxPoint

Google AdWords

Philadelphia Magazine

Facebook

Twitter



Philadelphia Magazine



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Business-to-Business Sales & Marketing Outreach

Visit Bucks County's Business-to-Business efforts focus on promoting Bucks County as the premier countryside destination for meetings, groups, sports and weddings/ events business.

Relationships are a vital part of the business-to-business (B2B) markets. Visit Bucks County attends tradeshows and education conferences, building personal contacts with industry professionals. These relationships allow us to market accommodations, meeting venues, attractions and sports facilities that result in increased bookings.

Bucks County Sports Commission

Through outreach to local clubs, parks & recreation departments and a committee of sports-minded partners, the Sports Commission identifies bid-worthy events and areas of opportunity to attract sports tournaments to Bucks County.





ON THE ROAD PROMOTING BUCKS COUNTY

Visit Bucks County represents partners at many tradeshows and conferences throughout the year. Here's a sampling:

American Bus Association, Marketplace

Pennsylvania Bus Association, Marketplace

Destination Marketing Association International, Pre-Sales Academy

Philadelphia Area Meeting Professionals International, Education Day

National Association of Sports Commissions, Event Symposium

Mid-Atlantic Society of Association Executives, Mid-Year Conference

Collinson Media & Events, ConnectSports Marketplace

Pennsylvania Association of Travel & Tourism and Middle Pennsylvania Meeting Professionals Chapter, Meeting Great Expectations

Greater New Jersey Motorcoach Association, Marketplace

Recent/Future Meetings, Groups & Events Hosted

ebay Enterprise Sales Conference
 National Catholic Bible Conference
 Timber Framers Guild Conference
 Association of the U.S. Army Regional Conference
 National Barn Alliance Winter Meeting
 Pennsylvania Prothonotaries and Clerks of Courts Association Annual Conference
 Vandalia Bus Lines
 Conway Tours
 Richmond AARP
 Breakaway Tours
 Elite Coach
 USA Collegiate Fencing Championships
 National Public Parks Tennis Championships

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Pitching the Bucks County Story

Public relations plays a key role in getting the Bucks County story told.

Visit Bucks County's (VBC) public relations efforts center around relationship building with members of the media to gain positive coverage in print, online and broadcast media, locally and nationally, to help drive visitation and overnight stays to Bucks County, Pennsylvania.

The tourism office has three main target markets within its overall public relations initiatives:

1

Leisure PR is focused on all consumer-related media relations efforts aimed at raising awareness of Bucks County as a leisure destination.

2

Business-to-Business PR refers to any media relations efforts aimed at raising awareness of meetings, groups, sports, weddings and meetings/events markets.

3

Visit Bucks County PR efforts are aimed at raising local awareness regarding tourism's economic impact and the tourism office's initiatives.





pennsylvania
meetings + events



VBC has had great success communicating with the media through press releases, targeted pitching and social media. Last year, VBC landed nearly 300 media placements, including stories in *USA Today*, *Huffington Post*, *Washington Post*, FOX29, 6ABC, *Philadelphia Business Journal*, *Group Tour Magazine* and more.

The tourism office also finds success hosting press trips where travel writers visit Bucks County, stay overnight and complete a customized itinerary compiled by VBC to experience the county as a visitor. Press trips allow journalists to have a unique experience and often lead to more compelling, interesting media placements. Last year, the tourism office hosted 15 press trips, resulting in dozens of positive placements in key outlets.

BUCKS COUNTY ACCOLADES

THE 12 MOST
**BEAUTIFUL
CASTLES**
IN THE UNITED STATES

-The Culture Trip

AMERICA'S BEST
**PUMPKIN
FESTIVAL**

-Fodor's Travel

**3 FABULOUS
DAY TRIPS** FROM
NEW YORK CITY
FOR ANTIQUE LOVERS

-Huffington Post

THE 10 MOST
**BEAUTIFUL
TOWNS**
IN PENNSYLVANIA

-The Culture Trip

**AMAZING U.S. CASTLES
YOU CAN VISIT**

-Condé Nast Traveler

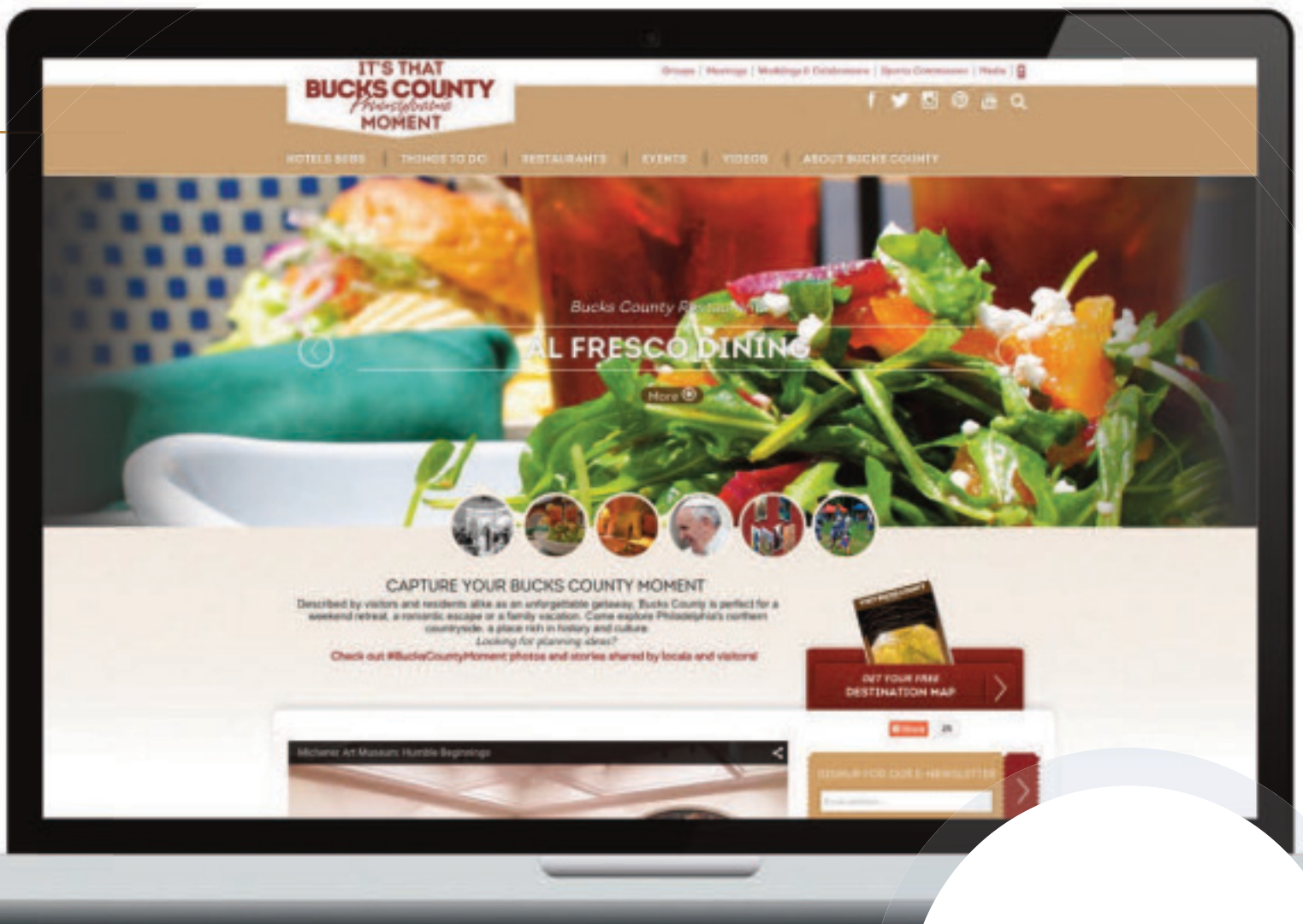
Digital Dive

Visit Bucks County runs a robust digital content calendar posting several articles a week to the leisure and business-to-business sections of the website. Currently there are more than 200 articles on VisitBucksCounty.com!

All online (and offline) roads lead back to the website: social media posts, digital advertising, enewsletters, marketing materials and visitor inquiries!



The tourism office is proactive in its content distribution plan sending more than 50 enewsletters annually to potential visitors, sports tournament organizers, meeting planners, tour operators, wedding planners, meeting/event planners and local stakeholders and partners.



VISITBUCKSCOUNTY.COM

Source: Google Analytics, 2014

STATS

TOP 3 CITIES BY SESSIONS

Philadelphia, New York
& Doylestown

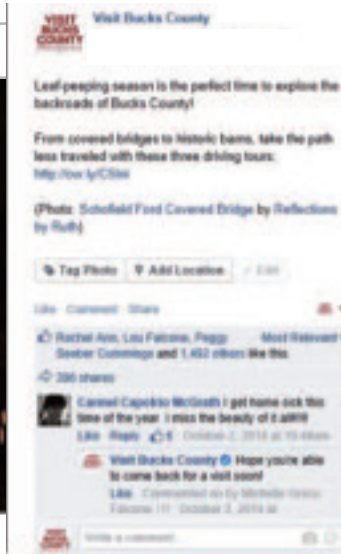
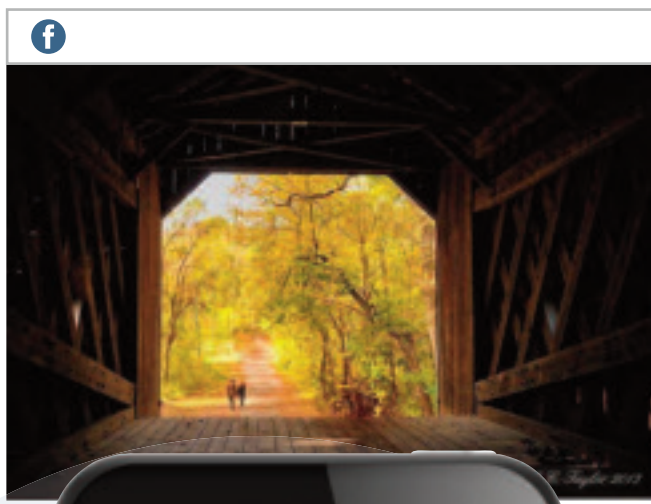
Nearly
400K
SESSIONS

Website page views

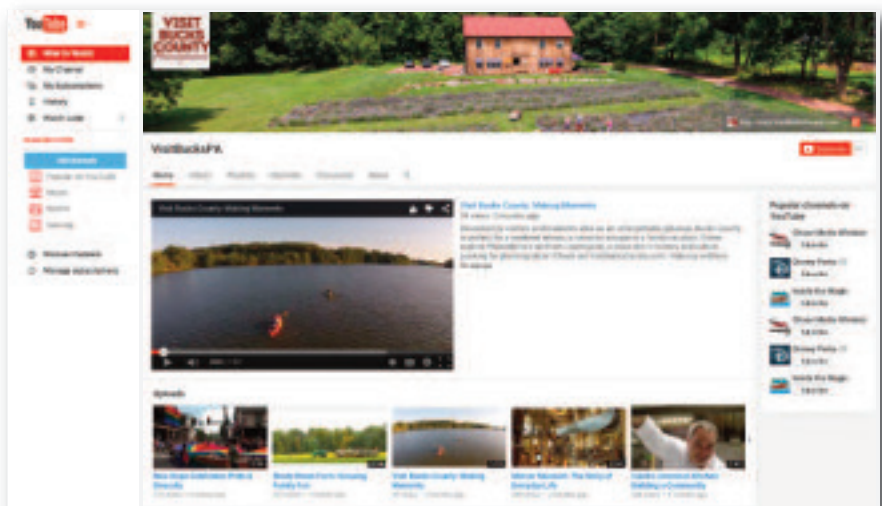
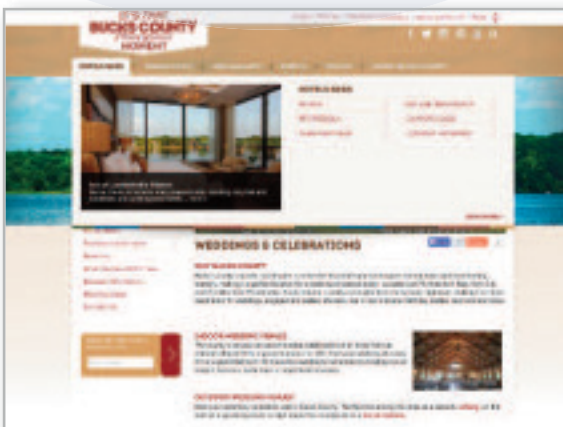
↑60%

Source: Google Analytics, 2014 vs 2013

1.3M
PAGE VIEWS



Today's consumer demands more than just itineraries or a list of things to do. They desire photos and videos. Eye candy that tells the Bucks County story!





Annually, Visit Bucks County manages an Instagram contest that generates more than 2,000 photos per year that engages locals and visitors to share their #BucksCountyMoment with the world!

This content is leveraged and repurposed on other social and digital platforms allowing others to tell the Bucks County story.

A video series launched in October 2014 allows Bucks County winemakers, restaurateurs, shop owners along with many others to tell their story first hand. The videos have received thousands of views on VisitBucksCounty.com, YouTube and Facebook.

Visit Bucks County continues to be a leader in the digital space. The tourism office has been at the forefront of many social platforms throughout the years, including being the first CVB to partner with Foodspotting and the third DMO to partner with Foursquare.

Our social communities create conversations among the tourism office, passionate locals, previous and potential visitors where experiences and first-hand knowledge are shared!



Service at the Center

The Bucks County Visitor Center is the perfect place for visitors and locals alike to begin their stay in Bucks County. No matter their needs, the friendly and knowledgeable staff at the Bucks County Visitor Center are there to help. The Visitor Center also houses the administrative offices for Visit Bucks County.

The Bucks County Visitor Center proudly houses the Creative Bucks County exhibit, an interactive display gifted from the James A. Michener Art Museum. Visitors can browse the outstanding work from 13 of Bucks County's artists, playwrights, authors and photographers to learn about these famous figures and how they helped to shape the modern world. The gift shop at the Visitor Center is stocked with Bucks County apparel and unique items from many attractions in the region.

There's Always Something Happening at the Center!

Bucks County GardenFest

Browse beautiful shadowbox displays made by local nature centers, parks, gardens and attractions. At the exhibit, learn about all there is to see and do in Bucks County during the spring.

Bucks County ArtFest

The rotating art exhibit in the theater expands into the main gallery of the Bucks County Visitor Center in May and June for ArtFest.

Bucks County Quilt Show

A variety of beautiful, handcrafted quilts hang from 25-foot high beams throughout the Visitor Center's Main Gallery running July through September.



Bucks County Holiday TreeFest

Twenty-five uniquely-themed trees are on display Thanksgiving through early January as the main gallery of the Bucks County Visitor Center is transformed into a winter wonderland.

Visit Bucks County
supports the Upper Bucks
County Chamber of
Commerce and their Visitor
Center on Main Street in
Quakertown.



MORE THAN

10K
WALK-IN
VISITORS

THE BUCKS COUNTY
VISITOR INFORMATION CENTER

MORE THAN

5,400
PARTNER
REFERRALS

MORE THAN

700
PHONE CALLS

7 ART
EXHIBITS

VISIT BUCKS COUNTY

Pennsylvania

VISIT BUCKS COUNTY.COM

3207 Street Road, Bensalem PA 19020

Phone: 1.800.836.2825



VisitBucksPA
