

**VIRGINIA
IS FOR
LOVERS[®]**

**ARRIVALIST PARTNER
PROGRAMS**
Industry Webinar

**Research Team
Virginia Tourism Corporation**

ARRIVALIST PARTNER PROGRAMS

AGENDA

- Overview of Arrivalist Partner Offerings
- Cost
- Program Deadlines
- Sample Uses
- Demo & Requirements of the Virginia State Portal



ARRIVALIST PARTNER PROGRAMS

WHAT IS ARRIVALIST?

Arrivalist provides mobile location data for visitor intelligence.

This helps destinations understand:

- Where are travelers coming from?
- How long are they staying?
- How do visitation patterns change across days, months, and seasons?

Our goal in providing these programs is for you to help drive marketing decision making.





ARRIVALIST PARTNER PROGRAMS

OVERVIEW

OPTION 1 – ARRIVALIST STATE PORTAL

- For VTC Partners with an Operational Budget of Under \$3M.
- Essentially Complimentary – We ask that you apply and complete a final report detailing media secured with the information from the portal.

OPTION 2 – ARRIVALIST CO-OPS

- You own your own contract & relationship with Arrivalist.
- Discounted rates, and a handful of subsidies are available from VTC.
- This is if you need your own in-depth research around visitation and attribution.



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COST

OPTION 1 – ARRIVALIST STATE PORTAL

- This is an in-kind grant - we are paying for your participation in exchange for a media match.
- Media Match Requirement of \$5,000 and we provide you media valuations to use. This is a 2-to-1 match against what Arrivalist charges us for your participation.
- VTC provides access to Arrivalist

OPTION 2 – ARRIVALIST CO-OPS

Five VTC Subsidies are Available for Arrivalist Trip Options at \$4,000 Each

- Arrivalist Trip - \$22,500 (\$18,500 after subsidy)
- Arrivalist Trip + Attribution - \$50,000 (\$46,000 after subsidy)
(500 million digital impressions + website content)
- Arrivalist Trip + Attribution - \$70,000 (\$66,000 after subsidy)
(500 million digital impressions + website content + CTV, OOH, SmartTV, LTV, Online Radio)
- Arrivalist Lodging - \$25,000

Partner DMOs manage their own procurement and contracts with Arrivalist

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DEADLINES

OPTION 1 – ARRIVALIST STATE PORTAL

- Applications Open: Monday, October 7, 2024
- Applications Close: Wednesday, October 30, 2024

OPTION 2 – ARRIVALIST CO-OPS

- Subsidies are available until June 6, 2025
- You must be under contract with Arrivalist by that date for VTC to apply subsidies.





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SAMPLE DATA USES

OPTION 1 – ARRIVALIST STATE PORTAL

- Top Origin Markets for you Locality or City but through a Statewide Portal
- Length of Stay & Seasonality Patterns for your Market

Earned & Paid Media Market Selection

Marketing Research for VTC's Grant Applications & Co-Ops

OPTION 2 – ARRIVALIST CO-OPS

- In-depth data customized for your locality both at a locality-level, at a point-of-interest level.
- Includes points of interest and cross-visitation across points-of-interest. You get to identify your own points-of-interest.
- In-Depth performance management of your marketing with Attribution

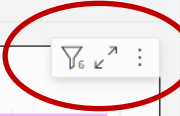
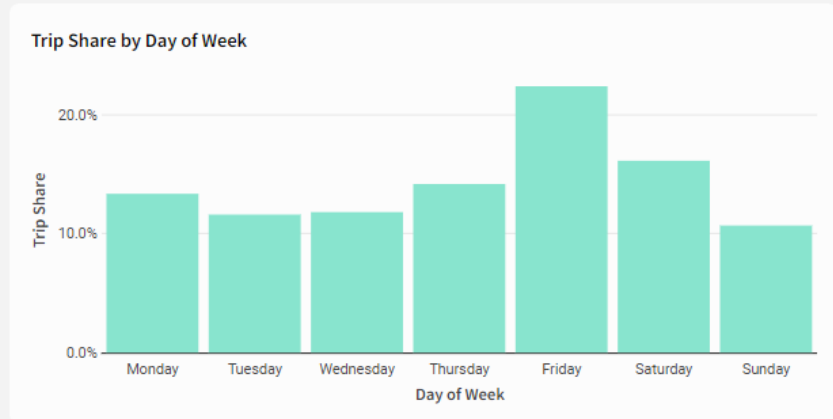
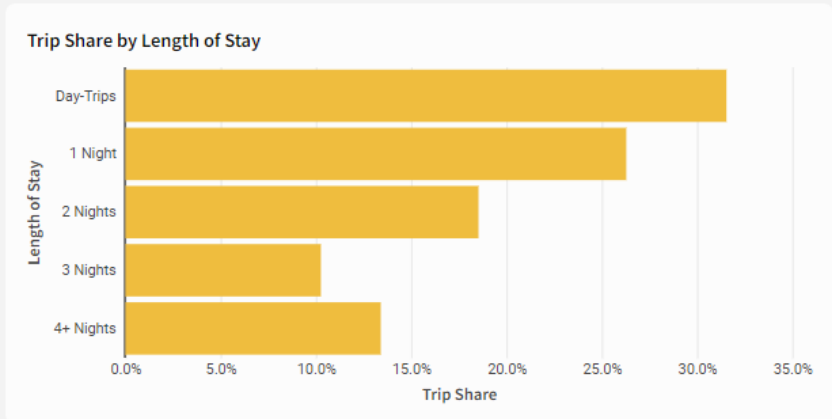
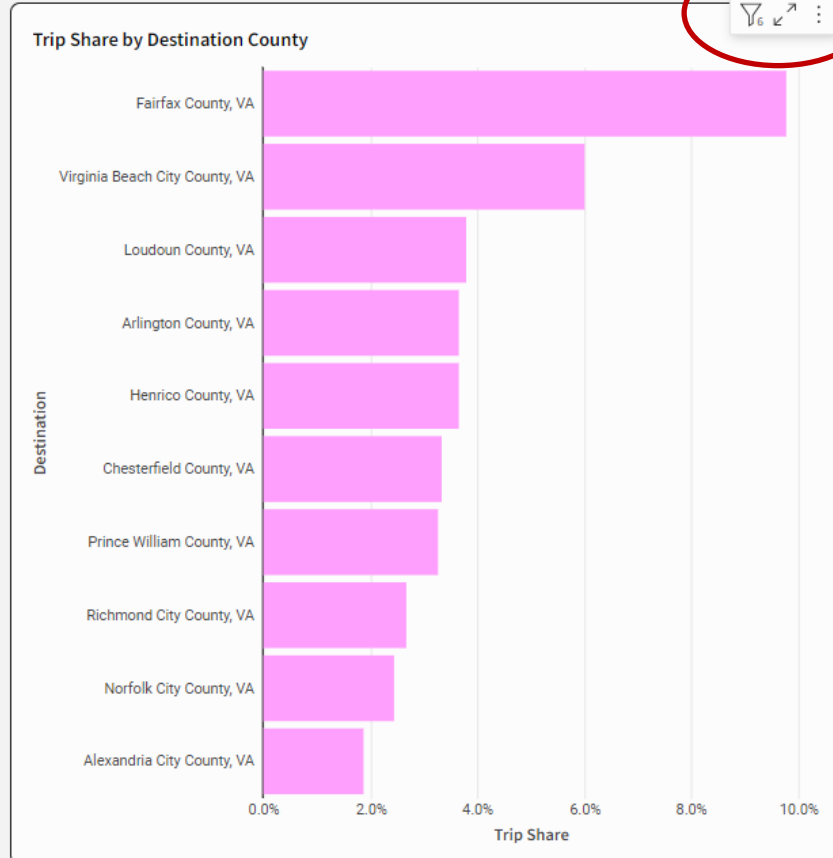
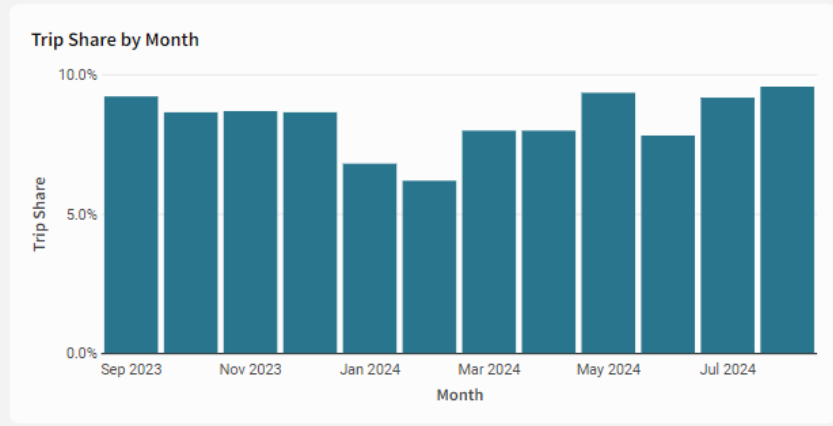
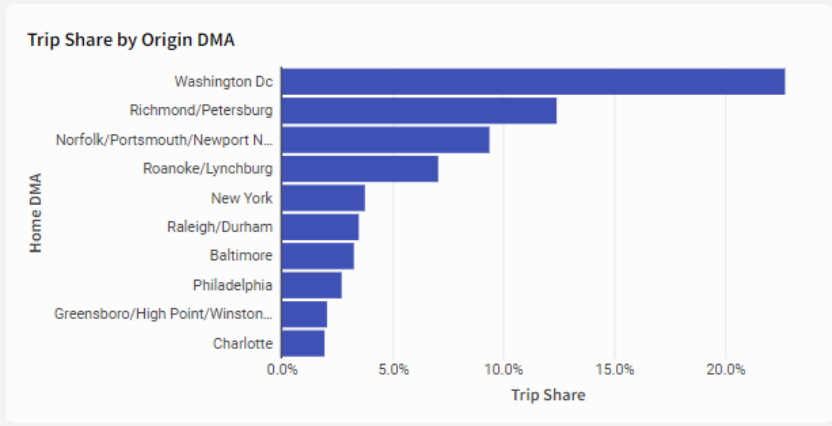
STATEWIDE VIEW:

Dates **Primary Destination** **Destination Type**

Average Nights in Destination
1.7
↑ 0.9% vs Previous Year

Share of Day-Trips
31.5%
↓ 1.0% vs Previous Year

Share of Overnights
68.5%
↑ 1.0% vs Previous Year



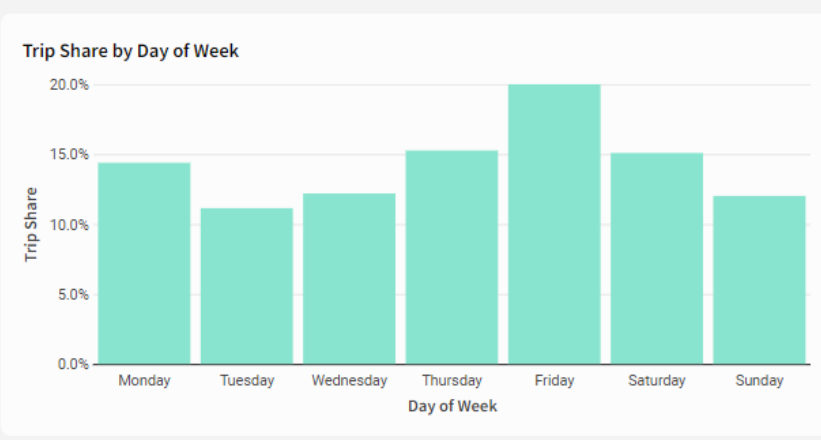
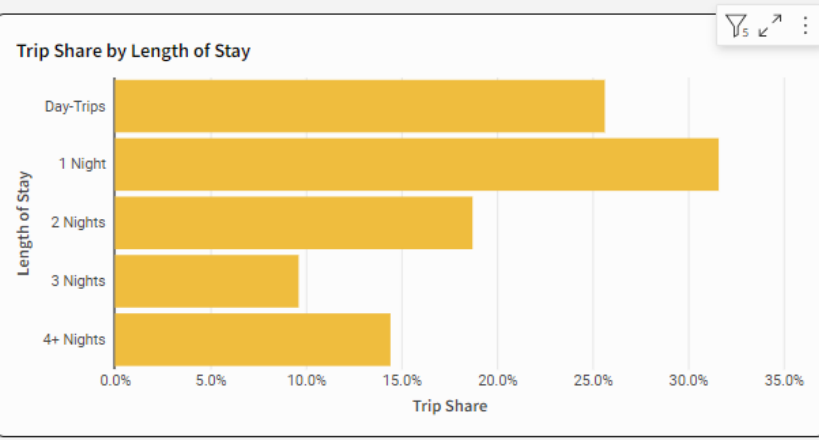
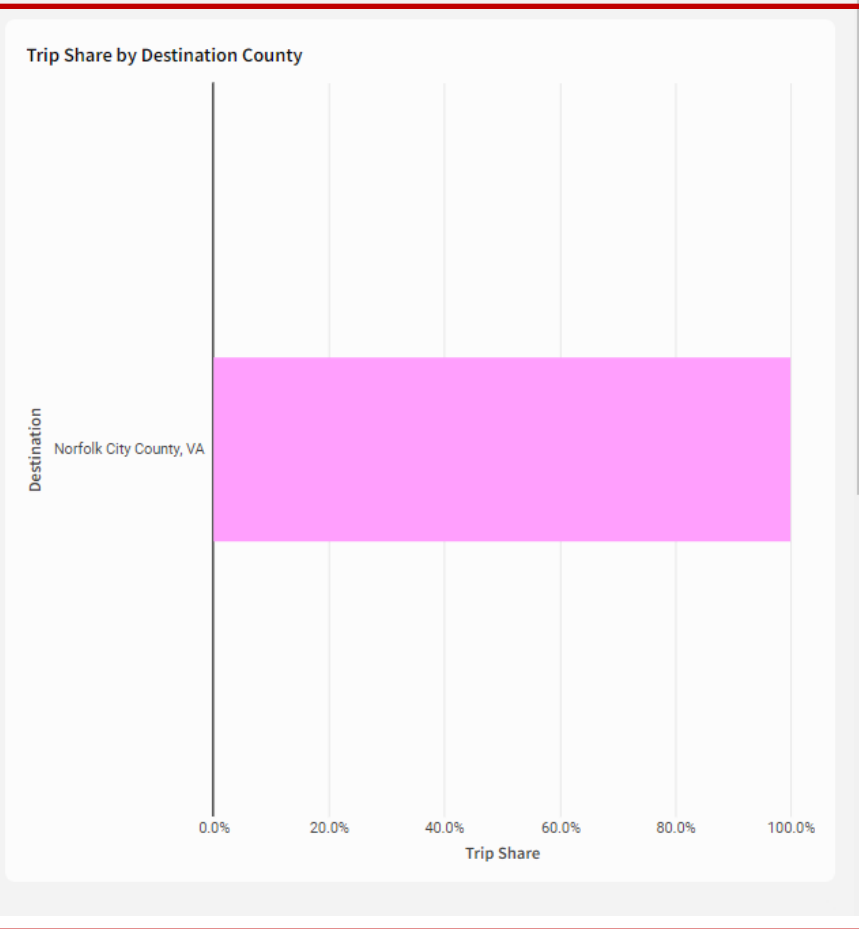
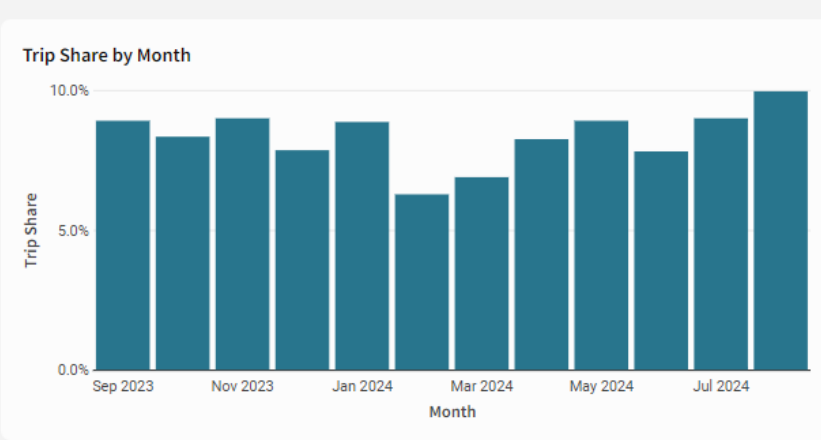
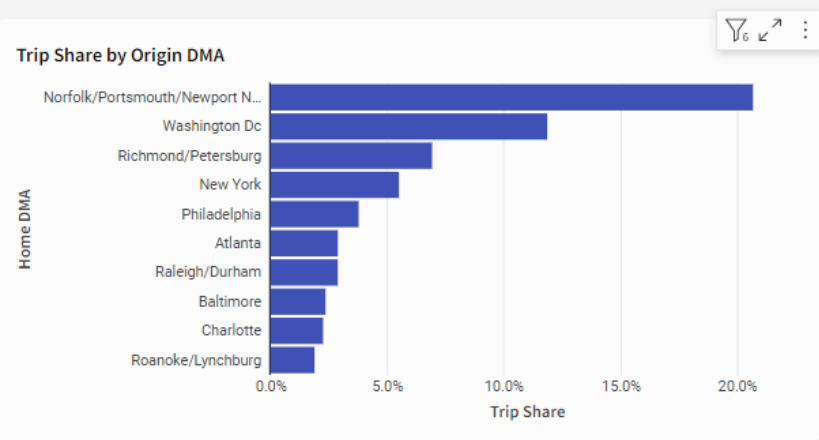
FILTERED FOR ONE CITY:

Dates
9/01/2023 - 08/31/2024
1.8
↓ 1.5% vs Previous Year

Primary Destination
All

Destination Type
Arrival County
25.6%
↓ 2.1% vs Previous Year

Share of Overnights
74.4%
↑ 2.1% vs Previous Year



THE ARRIVALIST RESEARCH GRANT PROGRAM HAS A MEDIA MATCHING REQUIREMENT

Channel	Media Valuation
Web-based and print guide links	\$500 per link
Social media links, influencer links, post mentions, podcast mentions	\$500 per link
Web-based or print media editorial	\$2,500 per page
Broadcast media	\$2,500 per coverage
Requirement – a combination of the above that gets to the total	\$5,000 in total

GUIDELINES:

- **We are primarily looking for instances where you used the Arrivalist data to make media decisions**
- **Media purchased through VTC's grant program is a GREAT application that could be in your final report**
- **Both paid & earned media are eligible**

EXAMPLE OF MEDIA SUBMISSION FOR THE FINAL REPORT

Media Outlet or Relevant Social Channel	Value in Earned or Paid Media (\$)	Date	Relevant Link to the Earned or Paid Media	Any attributional information/ Remarks
Virginia Living	\$500	June 2024	Unconventional Overnights Virginia Living	Web Based Link
Southern Living	\$500	May 2024	Plan An Antiquing Road Trip Through The Shenandoah Valley (southernliving.com)	Web Based Link
Voyage Raleigh Magazine	\$2,500	February 2024	Hidden Gems: Meet Jon Henry of Jon Henry General Store - VoyageRaleigh Magazine Raleigh's Most Inspiring Stories	Web Based Editorial
World Atlas	\$500	February 2024	8 Most Charming River Towns in Virginia to Visit in 2024 - WorldAtlas	Web Based Link
Old Town Crier	\$2,500	February 2024	River Bluff Farm Bed & Breakfast in Quicksburg, VA - Old town crier	Web Based Editorial



ARRIVALIST PARTNER PROGRAMS

NEXT STEPS

OPTION 1 – ARRIVALIST STATE PORTAL

- Access Application at:
www.vatc.org/marketing/advertising/partneradvertising/arrivalist
- Apply by Wednesday, October 30th, 2024

OPTION 2 – ARRIVALIST CO-OPS

- Contact Charles Lewis at charles.lewis@airdna.co for a demo of each individual product and next steps.

QUESTIONS?

- **Reach out to Dan and Pratiksha at:**
 - droberts@virginia.org
 - pbhattarai@virginia.org
 - **Reach out to your local Destination Development Manager**

THANK YOU



vatc.org/marketing/advertising/partneradvertising/arrivalist/