



2016 Tourism Advertising Halo Effect

Background



- ◉ Tourism marketing research has long demonstrated that tourism advertising and the visitation it inspires have a positive impact on consumers' image of destinations as a place for leisure travel and recreation. Applying the psychological concept of the “halo effect” to tourism promotion advertising, Longwoods set out to determine if the gains in image for Missouri from its tourism advertising would extend beyond the appeal as a place to visit. Could it be that economic objectives could be achieved such as viewing Missouri more favorably as a place to live, work, start a business, attend college, purchase a vacation home and retire?
- ◉ Longwoods International has conducted this research for multiple state and city destination across the U.S. For this study, 2,000 consumers were surveyed for Missouri's “It's Your Show” campaign.

Findings



- In every case, Missouri's tourism advertising and subsequent visitation significantly improved the image of Missouri not only as a place to visit, but also for a wide range of other economic development objectives.
- The research compared the rankings by those who had not seen the "It's Your Show" campaign or visited Missouri with those who did see the tourism ads and/or visited.
- For each economic development objective, the most dramatic improvement in image was by those consumers who both were exposed to the advertising campaign message and visited Missouri.

Specific Missouri Findings



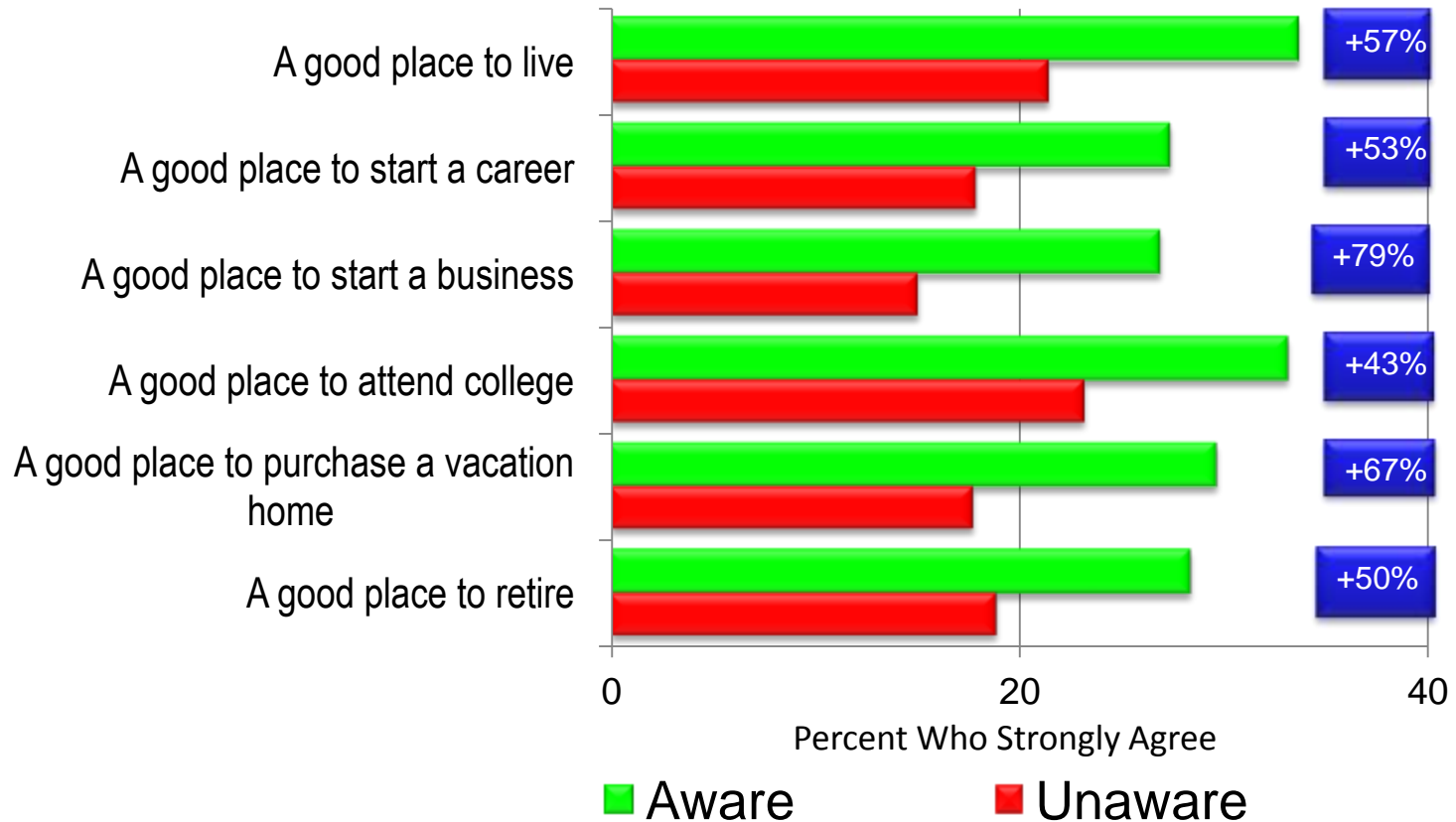
- Specifically, the Missouri “It’s Your Show” advertising campaign created a strong image lift. For example, those who saw the Missouri ad campaign were 79% more likely to view Missouri as “a good place to start a business” than those who had not seen the ads. Those who had visited Missouri were 65% more likely to view Missouri as “a good place to start a business” than those who have not visited, and those who had both seen the campaign and visited were 120% more likely to view Missouri as “a good place to start a business.” The same pattern holds true for all six economic development objectives in the study.

What this means ...



- ⦿ Tourism functions as the front door for economic development because if Missouri is successful in attracting visitors to the state, those people view Missouri more favorably as a place to live, work, start a business, attend college, purchase a vacation home and retire.
- ⦿ Tourism can play a very powerful role in helping Missouri achieve its economic development objectives and this new data definitely will jumpstart that conversation.

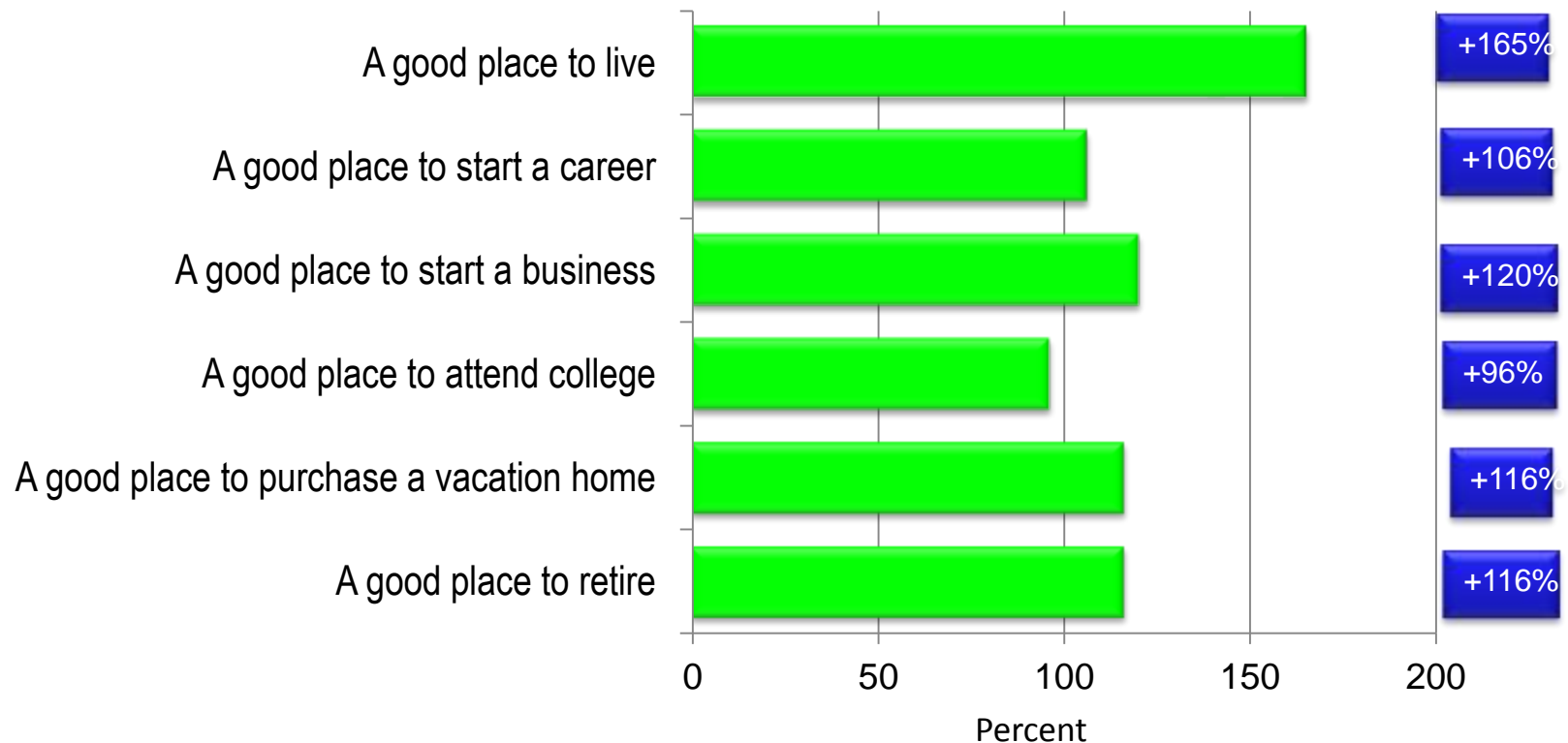
Impact of Missouri's 2016 Tourism Campaign on State's Economic Development Image



Impact of *Visitation* on Missouri's Economic Development Image



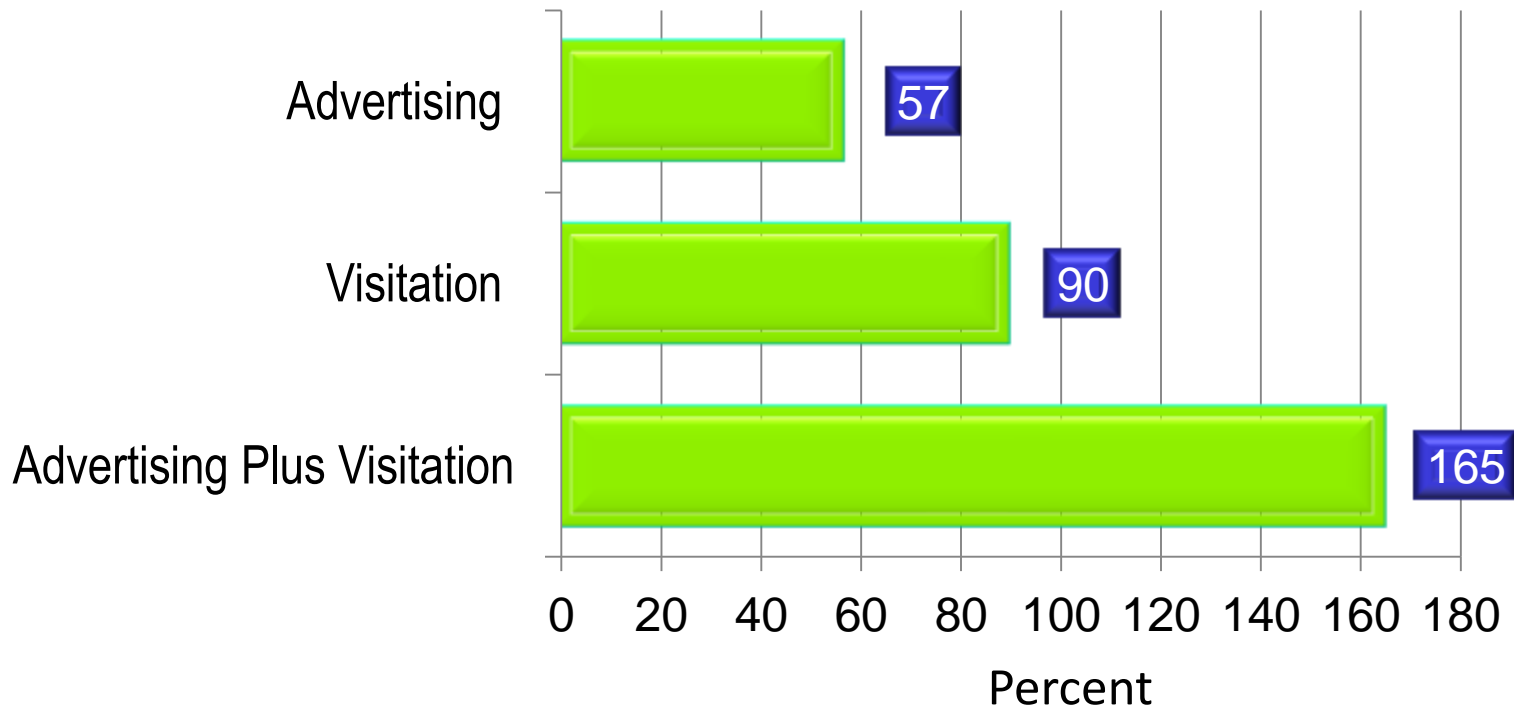
Impact of Ad Awareness *and* Visitation on Missouri's Economic Development Image



A Good Place to Live



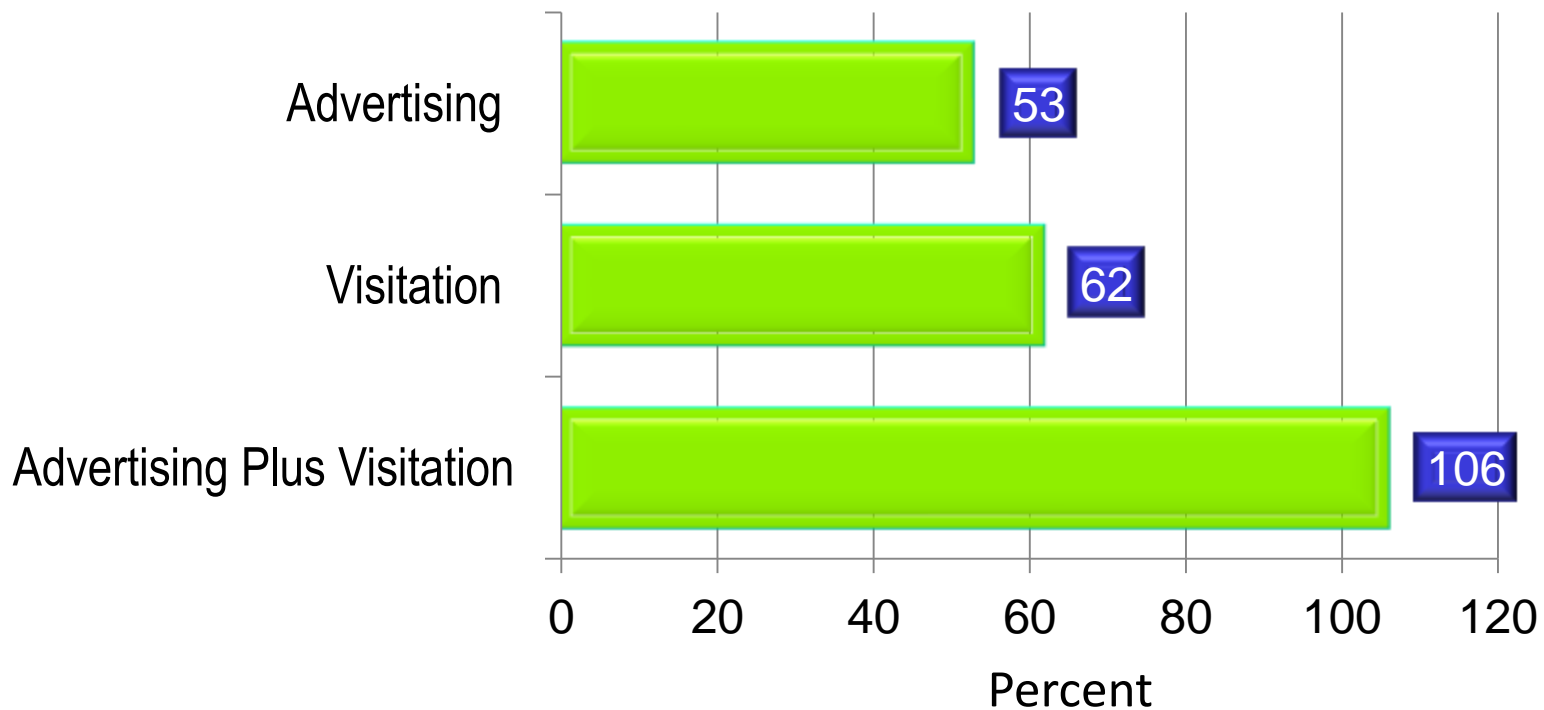
% Image Lift for Missouri



A Good Place to Start a Career



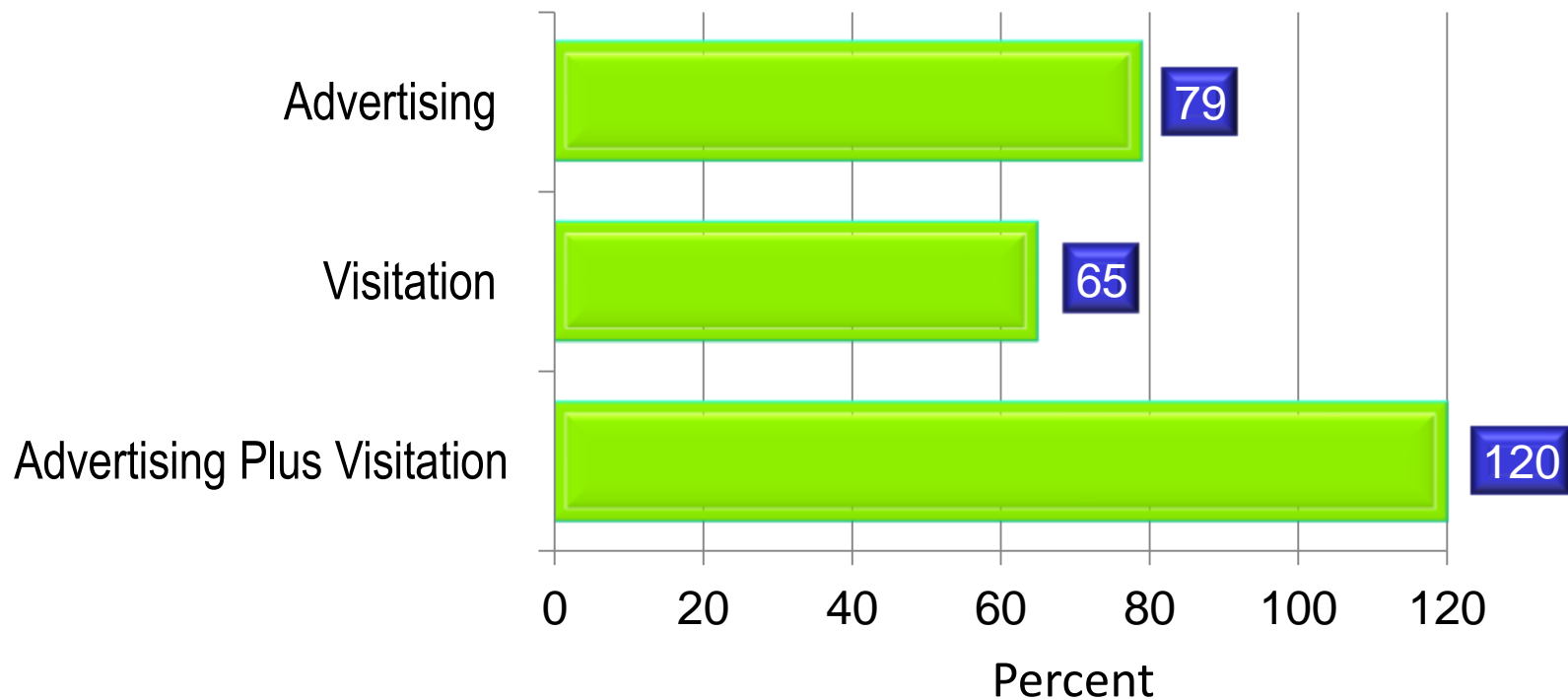
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A Good Place to Start a Business



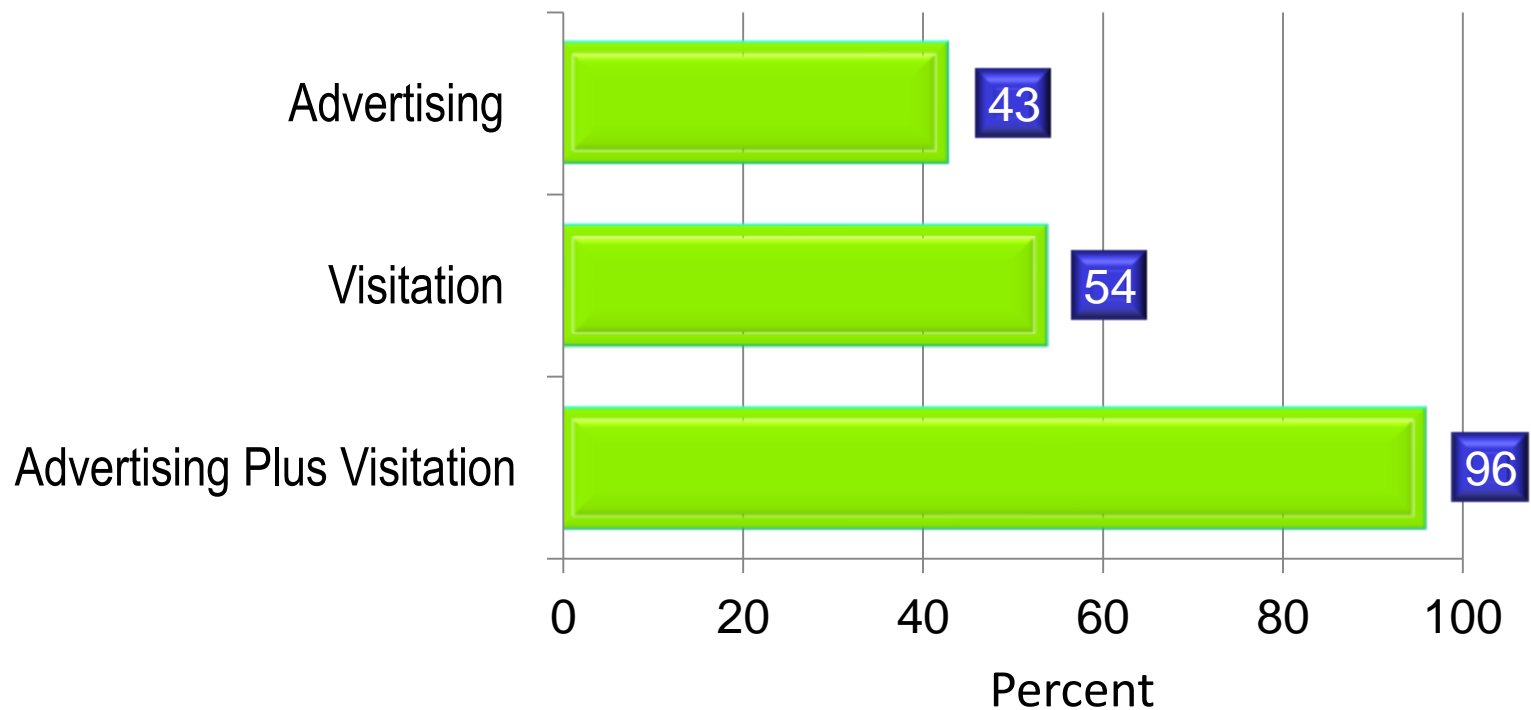
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A Good Place to Attend College



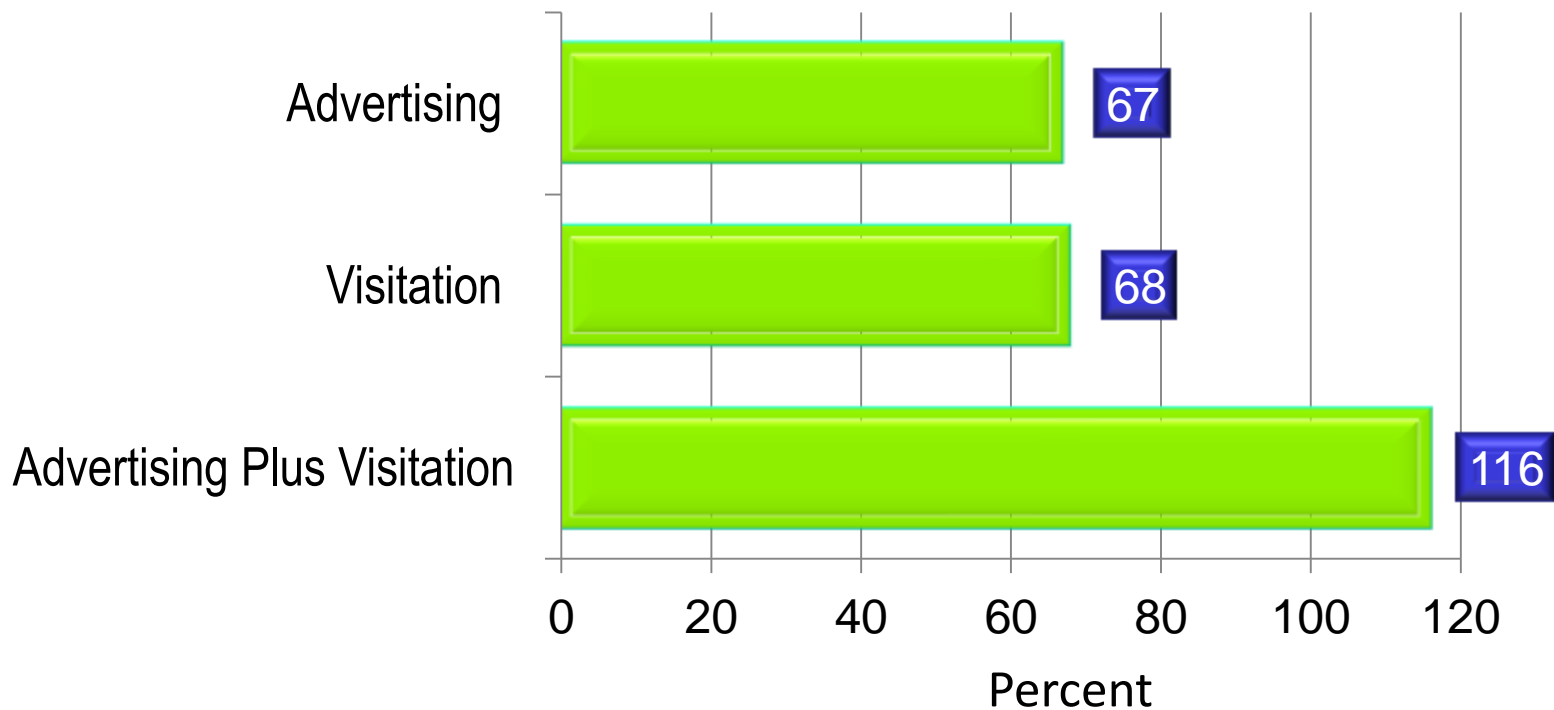
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A Good Place to Purchase a Vacation Home



% Image Lift for Missouri



A Good Place to Retire



% Image Lift for Missouri

