

ALL IN FOR
TOURISM

DIGITAL
SOLUTIONS
FOR ANY
BUDGET



About Us:

- VistaMedia has evolved from publishing Visitors Guides in the 1980s to now being the largest publishing house in the mid-Atlantic. Half of our business being publishing magazines and the other half is highly targeted digital marketing.
- Our evolution includes lifestyle magazines each coupled with digital strategies. This line-up includes well-known brands such as Coastal Virginia Magazine, Virginia Guide, Blue Ridge Country and The Roanoker.



Top Tactics for DMOs



Email Marketing:

Email marketing is communicating with your prospective or returning visitors... email. Returning visitors have subscribed to internal communications. Prospective visitors can be identified via large databases of opt-in data.

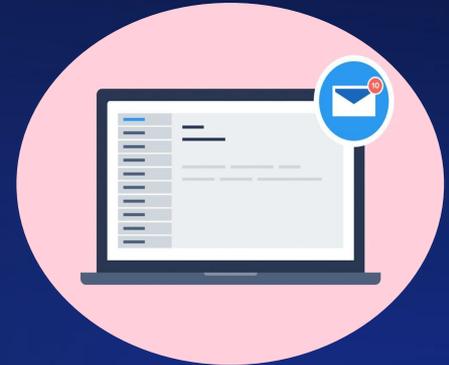
- The first thing people look at in the morning is their phone.
The second is their email
- 80% of consumers prefer email as their primary communication channel
- E-mail marketing metrics are 30x higher than any other form of digital marketing
- CLEAN DATA means opt-in, permission based, verified and bot-free
- Personalized e-mails get a 50% higher response



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Email Pointers:

- Target like audiences as your 1st party audience...Demographics, interests, areas and include desired areas
- Use large images and some copy...point is to get visitors to interact with your brand
- Create call-to-action points throughout
- Personalize subject lines and check subject line sendcheckit.com
- Success rates and measurements with reporting



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Visit Williamsburg Case Study

Challenges:

- Visit Williamsburg needed a strong and reliable digital campaign that would increase the occupancy rate

Our Solution:

- Advanced Audience Targeting (Custom Emails)
- Omni-Channel Integration

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CAMPAIGN REPORT

Campaign Summary

Name: Visit Williamsburg June 10, 2025 Initial Full Drop

From/Brand:	Visit Williamsburg		
Headline:	Summer Fun Lives Here ☀️		
Broadcast Date:	06/10/2025		
Audience:	1,125,000	ID:	2355956
Views:	247,815	Clicks:	25,727
View %:	22.03%	Click %:	2.29%

CAMPAIGN STATS

Views | 22.03 % Total Views 247,815

Clicks | 2.29 % Total Clicks 25,727

CTVR | 10.38 %

Campaign Creative



Clicks by Device

Desktop 28.83% | 7,417

Mobile 71.17% | 18,310

CLICKS BY WEB BROWSER

13,776 Chrome

2,009 Edge

432 Firefox

4,458 Safari

5,052 Other

Visit Williamsburg Case Study

Project Summary

- VistaMedia designed, launched, and tracked the Visit Williamsburg Email Marketing and Omni-Channel Integration campaigns.
- A fall campaign resulted in approximately 10% increase in occupancy during the 7 day period after its deployment
- Email marketing was the 2nd highest driver of site traffic with a 72% engagement rate

This year, e-mail marketing will send over 300,000 high quality visitors to VisitWilliamsburg.com. Cost per visitor acquisition averages \$1

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Campaign Creative



Clicks by Device

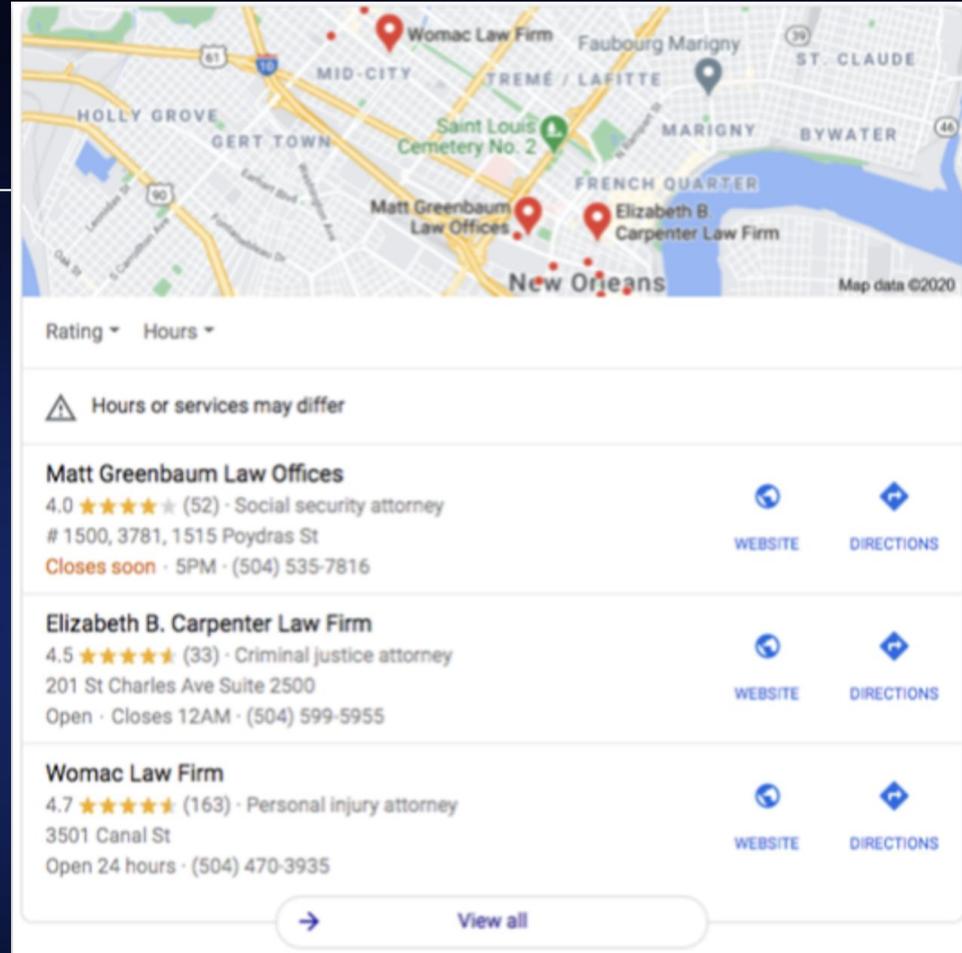
Desktop	28.83%	7,417
Mobile	71.17%	18,310

CLICKS BY WEB BROWSER

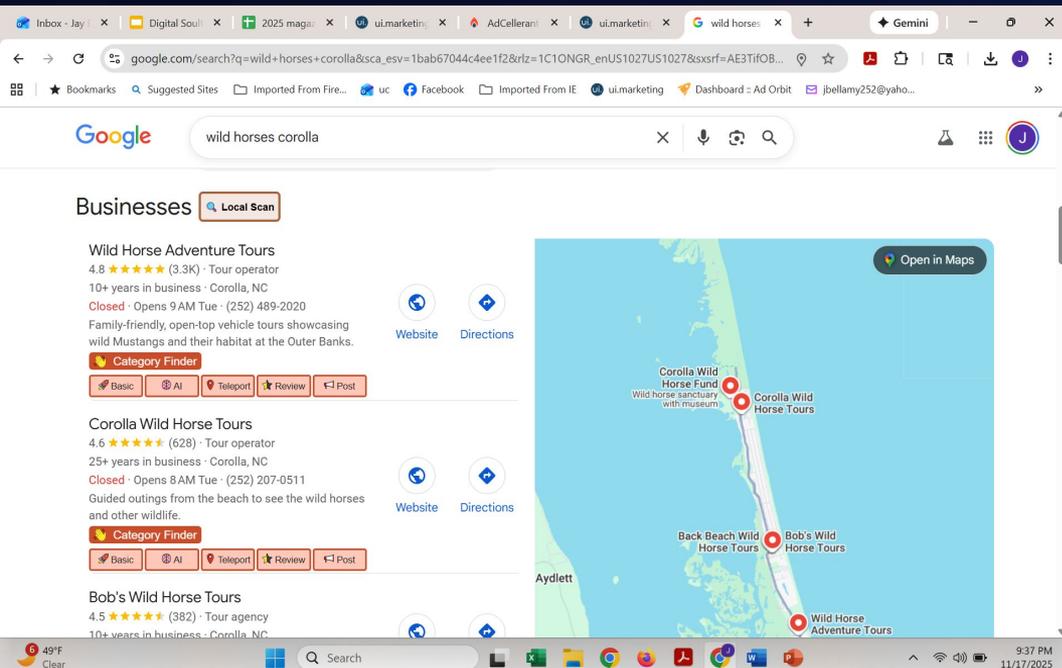
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LocalOne SEO

- Efforts are focused on optimizing the **Google Business Profile** and **listings**
- Listing site examples: Yelp, Bing, YP, Foursquare
- Voice assistants like Google, Bing, Apple Maps, Alexa, Bing and Waze
- Results show up towards the top of the search results page in the form of a map/three-pack



Wild Horse Adventure Tours – Local One SEO Campaign



SAMPLE REPORT WILD HORSE ADVENTURE TOURS

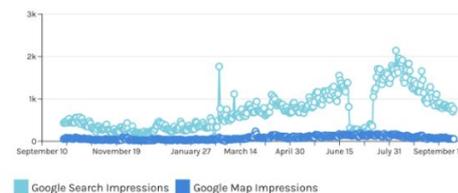
LOCALONE SEO REPORT ANNUAL REPORT (2024-10-01 — 2025-05-30)

Snapshot

Google Impressions: 285,396
Google User Actions: 59,482
Google Ratings: 4.9

Google Listing Impressions

256,111 Google Search Impressions
29,285 Google Map Impressions



Performance by Location

Location	Location Name	Calls	Website V.	Direction...
810 Currituck Clubhouse Dr	Wild Horse Adventure Tours	1,603	42,067	15,812
Total		1,603	42,067	15,812

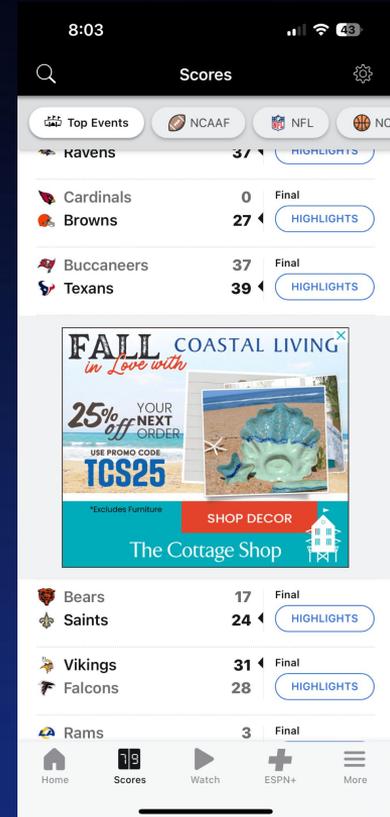
Google Listings Actions

1,603 Calls
42,067 Website Visits
15,812 Direction Requests
0 Book Appointments
0 Order Now
0 Food Menu Clicks



What is Programmatic Advertising?

- Serving the right ad at the right time to the right person.
- Ads found within websites and apps.



Programmatic Differentiators:

1

Impression Screening

Verify impressions are screened to ensure they are real people

2

Day Parting

Verify hours that impressions are served. Best practice is exclude 12am-5am

3

Frequency Caps

Verify and set. Our common practice is not to exceed 3 ads within a 8 hour time period per user.

4

Above The Fold

Verify strategy of where the ads are shown? Above the fold, below the fold, or unknown?

Programmatic Differentiators:

5

Brand Safety Measures

What sites are ads shown? There should be a specific number of top sites that ads are shown

6

Specifically for Geofencing and Device ID

How granular can the fences be? They should be able to get down to a few meters.

7

Reporting

Verify the frequency of reports delivered and how in depth the reports are.

Retreat at Crabtree Falls



Retreat at Crabtree Falls

Retreat at Crabtree Falls is a vacation rental agency in Nelson County Virginia.

They have luxury cabin rentals located in a scenic area.

The purpose of the campaign was to target potential vacation renters from the larger areas of Virginia (Northern, Central & Eastern) The campaign targeted people interested in outdoor activities, campaign and weekend getaways.

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Snapshot

Impressions

154,752

Clicks

134

CTR

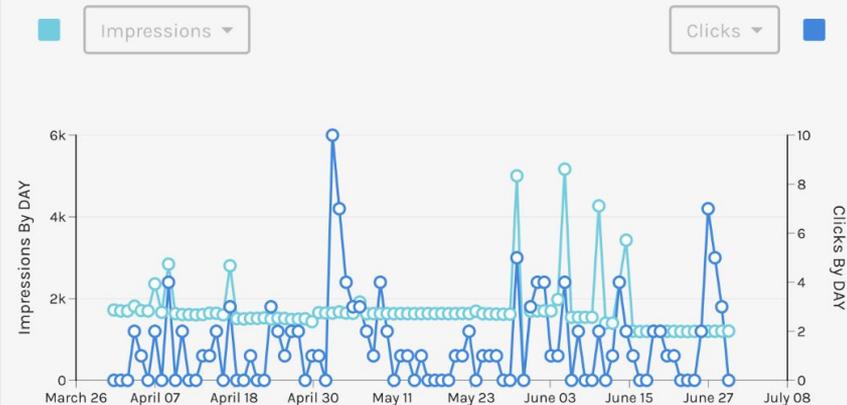
0.09%

Conversions

340

Data by Time Frame

DAY



Retreat at Crabtree Falls

This 3 month campaign served 154,752 impressions, had a .09 CTR, 340 total online conversions (276 post impression & 64 post click conversions)

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Conversions



Post Impression Conversions

276



Post Click Conversions

64



Total Conversions

340

Top Performing Channels

Channel	Impressions
	16,593
	14,592
	3,980
	2,748
	2,323

* Top 5 results displayed in table.

Geofencing Micro Proximity

This real time, hyper local and radius based Geofencing serves ads to a target audience while they are at a specific location, on a specific day.

Most campaigns consist of several geo-fences. Your ads can also be set to follow these devices until they leave market or a geo area

Reporting of geofencing provides valuable foot traffic attribution, offering insights into actual visits to a location based on devices that received ads



Bush Beans Visitor Center



Geofencing Micro Proximity- Bush Beans

- Bush Bean Visitors Center in Chestnut Hills, TN shares brand history and bean facts.
- Campaign targeted tourists in Gatlinburg and Pigeon Forge.
- Used micro proximity geofencing around hotels, restaurants, and attractions.
- Ads sent to mobile devices in targeted zones.
- June 2025: 945 devices that received and ad AND visited the center.



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Bush Beans Visitor Center Sample Reports

Footfall Responses By Destination Location

Name	Responses
Bush's Visitor Center	945

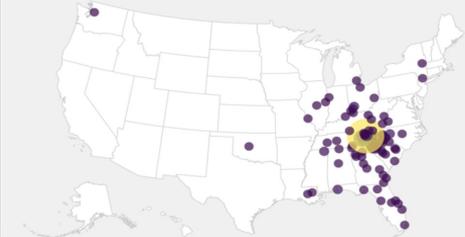
945

Footfall Unique Responders

1,027

Footfall Total Visits

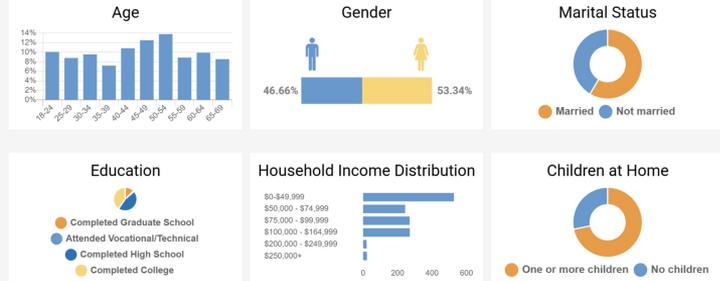
Household Visits Heatmap



Footfall Responses By Target Audience

Name	Responses
The Appalachian Lodge (1)	254
Margaritaville Island Hotel - Pigeon Forge (1)	130
Baymont Inn (1)	114

Responders Profile



Device ID

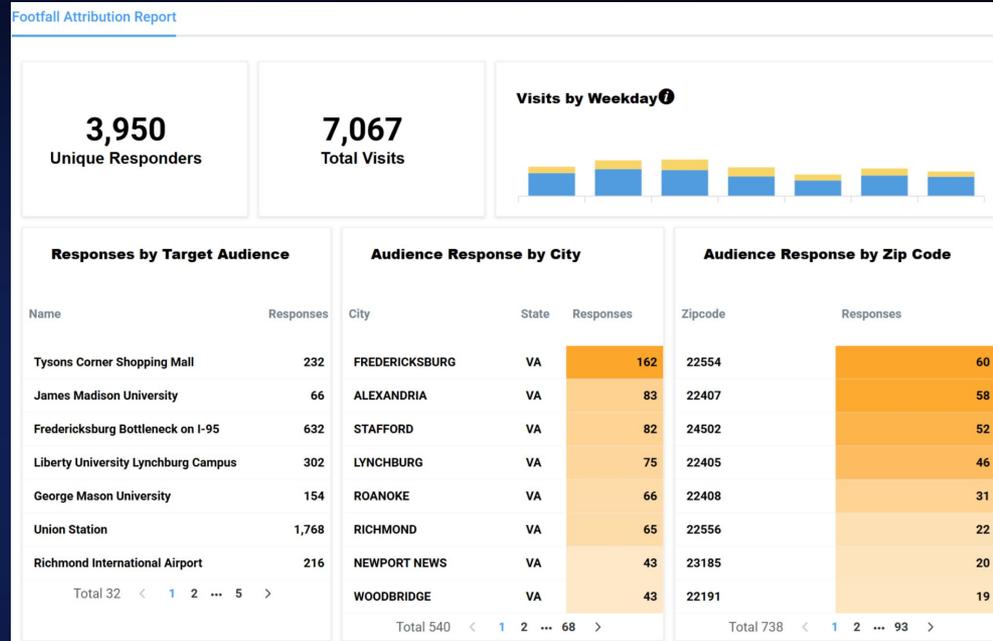
Device ID works much like geofencing however it is based upon past device patterns. This technology can look at the historical data to identify devices within locations from up to one year prior. It can also provide Foot Attribution reporting Center.

For example: If you're looking to convince Myrtle Beach vacationers that Virginia Beach is a better vacation destination, you can use Device ID targeting. This method analyzes historical satellite data to identify devices that were in certain resort geofences up to a year ago, allowing you to serve highly targeted ads to those users, showcasing the unique attractions and events that Virginia Beach has to offer. You can also select certain geographic segments of audiences and deliver ads.



Amtrak Virginia Case Study

Amtrak is a familiar name across America. Just the mere thought of riding the rails evokes feelings of adventure and nostalgia. Amtrak's marketing success is measured by ridership. College students, public transportation and metro systems, airports and other large travel hubs are also where potential train riders are. So by using Device ID, we created a satellite fence around those identified locations and sent them fun seasonal creative about the benefits of using Amtrak instead. Over 7,000 riders per month were identified at Amtrak stations in just one state that had also received a digital ad from being in a targeted location over the past year.



Streaming Television

Streaming television ads are tv ads on internet connected devices. OTT/CTV stands for Over the Top Connected TV. Internet connected devices are Roku, Firestick, or Apple TV and the streaming services can be Netflix, Hulu, Amazon Prime, Disney+, Paramount, HBO Max and 30+ others.

- Can be as affordable as \$1,000 per month.
- Reporting includes viewer demographics, website visitation, foot traffic attribution, video completion rate and what streaming channels your ads are being seen on.
- An affordable way to have TV advertising while targeting the correct audience and geography with deliverable results and metrics.

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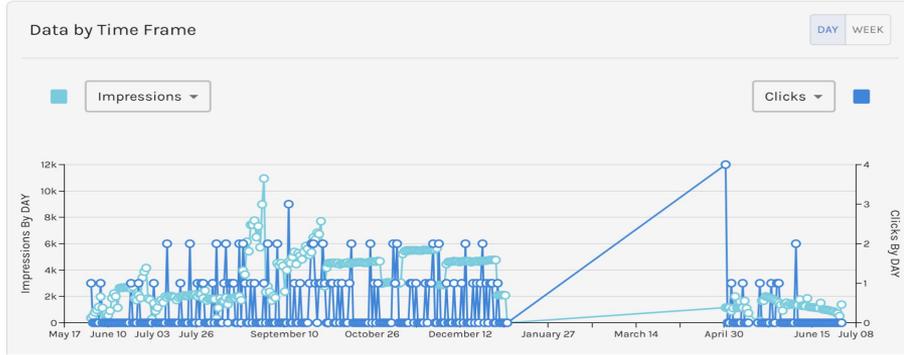
Newport News Case Study

Newport News, Virginia did a complete revamp of their website and started a city-wide scorecard that measures the success of any tax dollars spent. The ROI on every digital ad dollar spent was critical.

In 2024, we identified 27,267 visitors physically visiting the Visitor Center, Zoo, Downtown Area and Mall. These same visitors had viewed their streaming tv spot or received a digital ad because they had visited a competitor destination or attraction. An additional 20,546 website visitors were recorded.

Impressions 861,992 0% from last period	Clicks 102 0% from last period	CTR 0.01% 0% from last period	Completed Views 860,820 0% from last period
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Completion Rate
98.52%
0% from last period



Geography

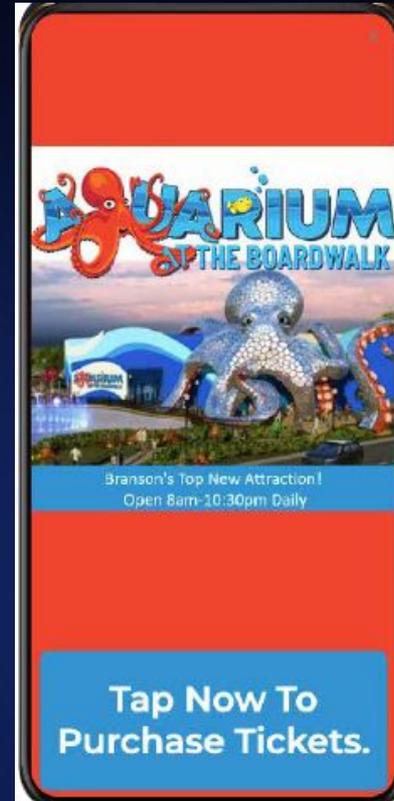
[ZIP CODES](#) [LOCATIONS](#) [EXPORT](#) [SHARE](#)

Zip Codes	Location	↑ Impressio...	Clicks	Conversions
29579	Myrtle Beach, South Carolina	235	0	0
22042	Falls Church, Virginia	235	0	0
10032	New York, New York	236	0	0
27410	Greensboro, North Carolina	236	0	0
27520	Clayton, North Carolina	237	0	0
19124	Philadelphia, Pennsylvania	237	0	0
92154	San Diego, California	238	0	0
Total		861,992	102	0



Ad Messenger

- Ad messenger ads are the ticker-tape style ads that run along the bottom of mobile devices. Unique delivery of digital messaging.
- High click through rate (2-3%) due to uniqueness.
- Affordable with easy creation...160 Characters, personal Logo , branding colors all delivered across 15,000 mobile apps
- One of the few digital marketing options that allows for targeting of a geographic radius in addition to traditional audience, location along with weather targeting

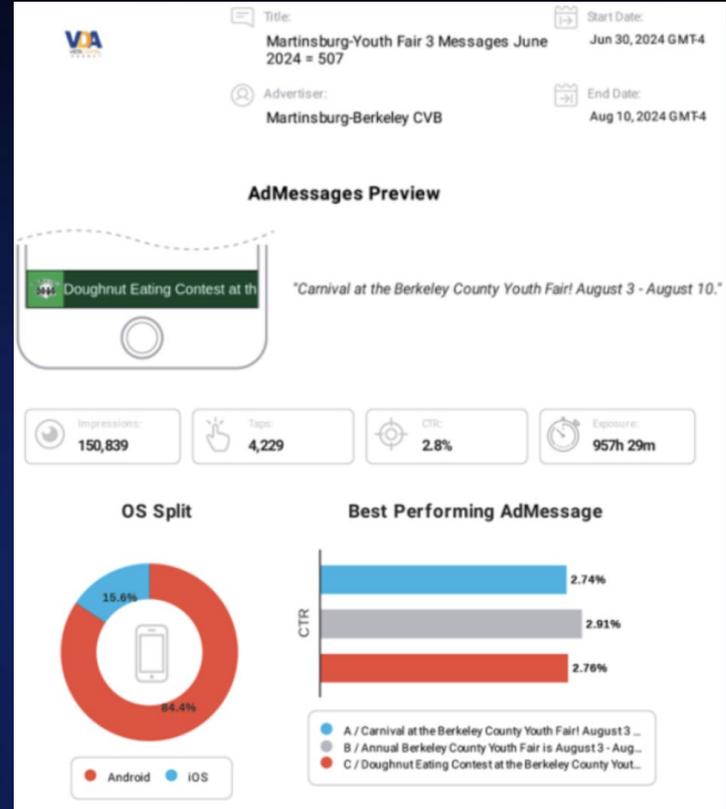


West Virginia Case Study

Martinsburg–Berkeley, West Virginia is a small historic town neighboring northern Virginia.

They are home to several fun events and want to make sure these events are promoted to their eastern neighbors across the Virginia border.

Over 150,000 Ad Messenger ads were delivered and more than 4,000 people visited the event's website with a click thru rate (CTR) of 2.8%.



Come Say Hi!

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