



**ARRIVALIST RESEARCH
GRANT + CO-OP
PROGRAM OVERVIEW**

SEPTEMBER 2023

AGENDA

Overview– State Dispersion Portal and Marketing Co-Op Programs

Dan Roberts – VTC VP of Research & Strategy

Arrivalist Demo

Charles Lewis – Senior Business Development Director, Arrivalist

Questions & Answers

ARRIVALIST PROGRAMS - OFFERINGS

Grant Program

State Dispersion Portal

- Streamlined Statewide Portal, drillable by counties and origin markets, filterable by date.
- You'll have your own login – but all participants will have access to the same underlying data.

**For partners with a total budget under \$3M
VTC owns relationship with Arrivalist**

Marketing Co-Op

Arrivalist Trip

Arrivalist Trip + Attribution

Arrivalist Lodging

- Flagship Arrivalist product with Points of Interest and other drillable insights unique to your destination. All options here include dedicated client support from Arrivalist.
- Arrivalist Trip – adds Media Attribution to the above product highlighting the impact of your marketing.
- Arrivalist Lodging – can view origin market information down to ZIP code for where hotel guests come from and where vacation rentals are coming from versus travelers Visiting Friends & Relatives.

**For those with Detailed Research Needs
DMO owns relationship with Arrivalist**

ARRIVALIST PROGRAMS - COST

For partners with a total budget under \$3M:

Grant Program

State Dispersion Portal

- This is a VTC investment: it is **zero-cost** to partners upon completion of a grant application
- Participants will complete a final report after 12 months on how the data was used and what media was secured using insights in the Dashboard
- This is a grant – but VTC is paying Arrivalist directly. Money is not changing hands between VTC/Arrivalist and your DMO; only between VTC & Arrivalist.

For those with Detailed Research Needs:

Marketing Co-Op

Arrivalist Trip

Arrivalist Trip + Attribution

Arrivalist Lodging

- \$25,000 + \$5,000 set up: \$30,000 total (**subsidized \$8,333 by VTC to \$21,666.67 for first 12 partners**)
- \$55,000 or \$75,000 depending on channels measured – (**\$8,333 subsidy applies too for Trip subscriptions that include Attribution**)
- \$25,000 + \$5,000 set up

ARRIVALIST PROGRAMS – NEXT STEPS

Grant Program

State Dispersion Portal

For partners with a total budget under \$3M:

- Download and complete grant application at <https://www.vatc.org/marketing/advertising/partneradvertising/arrivalist/>
- Grant applications are due by **Tuesday, October 10**; Target Date to Enable Access is **November 1st** with access enabled for 365 days.
- Reach out to Dan Roberts at droberts@virginia.org for any questions.

Marketing Co-Op

Arrivalist Trip

Arrivalist Trip + Attribution

Arrivalist Lodging

For those with Detailed Research Needs:

- Reach out to Charles Lewis at charles.lewis@airdna.co to customize program and begin procurement process.
- Let Dan Roberts know – even before procurement begins at droberts@virginia.org so that we can track interest and progress towards the 12 participants.
- Co-Op participants will be on their own timeline, and will own their own contract with Arrivalist.

STATE DISPERSION PORTAL

APPLICATION DETAILS

(1 of 2)

- Simple word document application returned via email.
- Must be a VTC-Recognized DMO. Only DMOs are eligible.
- Explain how you will use Arrivalist data to inform marketing decisions.
- Think about how you can use information in other VTC Marketing programs – such as Marketing Leverage.
- Due on Tuesday, October 10, 2023. Roughly 3 weeks to complete.

Virginia Tourism Corporation DMO Arrivalist Research Grant Program

Please return to Dan Roberts at droboterts@virginia.org by Tuesday, October 10, 2023

DMO Information:

DMO Name:

DMO Address:

DMO Contact:

DMO Email:

EIN #:

W-9 Attached: Yes/No

DMO Locality:

DMO Operational Budget:

1. Why are you applying for this research program? What marketing decisions will you drive or support with this information?
2. List three partners you will share Arrivalist data with. These can be organizations (such as town DMOs), retail businesses, restaurants, lodging partners, and other localities.
3. Please explain how you will share Arrivalist data. Please note that Arrivalist data can not be shared on a public facing website. Will you share in monthly meetings, newsletters, presentations, one-on-one meetings? Please be as detailed as possible.
4. Explain how you will use Arrivalist data to select your paid media target markets and allocate your marketing budget. Please name specific media outlets wherever possible.
5. Explain how you will use Arrivalist data to drive earned media placements. This could be through press releases, FAM tours, influencers, etc. Please name specific media outlets wherever possible.
6. Explain how you will use Arrivalist data to drive traffic to your owned media channels.

STATE DISPERSION PORTAL APPLICATION DETAILS (2 of 2)

- As part of the program, we are asking that you secure media opportunities using the information in the Portal.
- We are going to be monitoring logins and access to the portal. Please make sure you're logging in to apply data your marketing decisions.
- You are able to sign up multiple users within your organization. The grant application is for the organization.
- Again - think about how you can use information in other VTC Marketing & grant programs – such as Marketing Leverage.

I attest that I will provide proof of at least \$5,000 in earned media in my grant final report that will be due on October 4, 2024. We recommend that you set up Google Alerts and paste those links into a spreadsheet to track your earned media for this final report.

- Web-based and print media editorial can be valued at \$2,500 per page.
- Web-based and print guide links can be valued at \$500 per link.
- Social media links, influencer links, post mentions and podcast mentions can be valued at \$500 per mention.

I understand that VTC is underwriting my participation in this program. Once my application is approved and I sign up for my Arrivalist access, I should login on a frequent basis to monitor my destination and apply the information into my destination marketing activities. VTC will be tracking login frequency to monitor the performance of this grant.

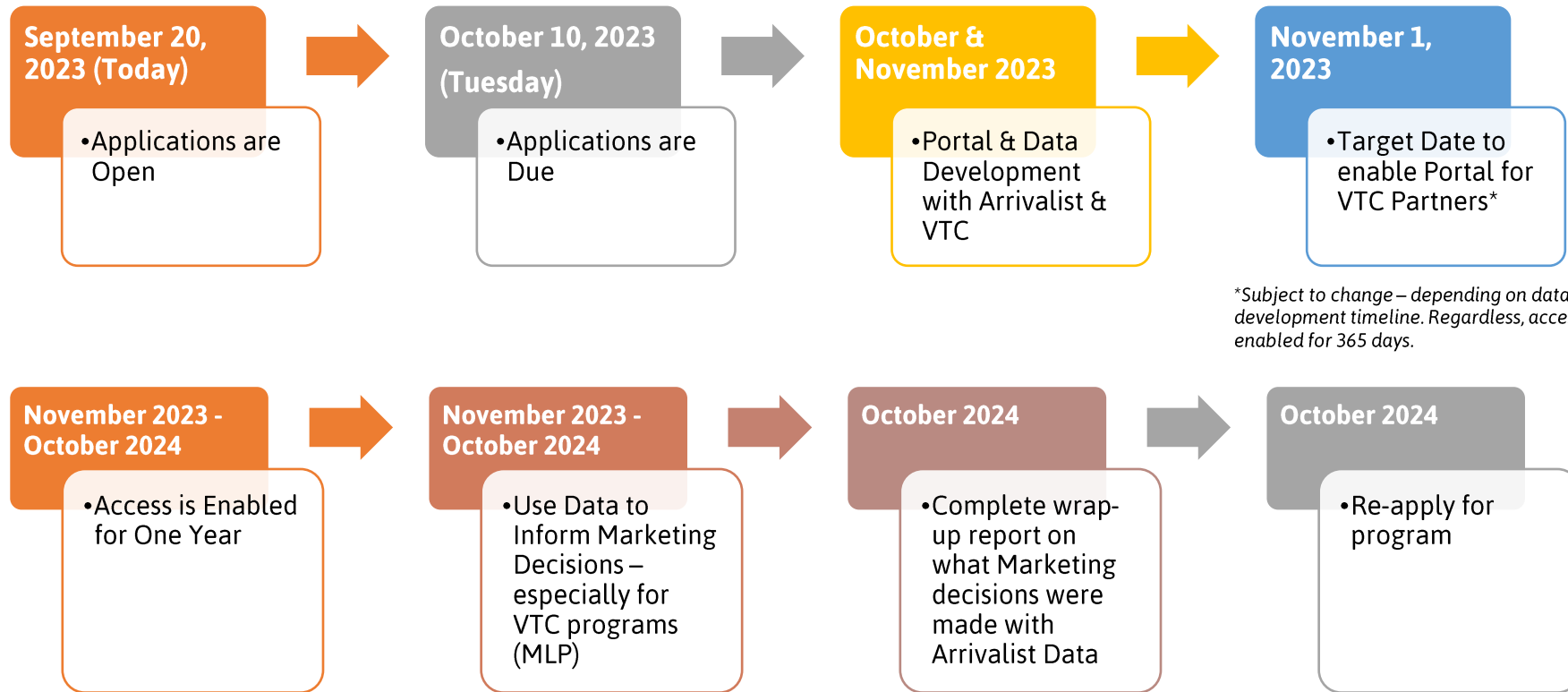
I understand that this research grant is only available for official Virginia DMOs as of August 31, [2023](#) with a total operational budget of less than \$3M. Official DMOs with budgets greater than \$3M should consider VTC's Co-Op Marketing offering for Arrivalist Trip.

Signature _____ Title _____ Date _____

Arrivalist User Information:

Name	Title	E-Mail Address

ARRIVALIST STATE DISPERSION PORTAL RESEARCH GRANT – TIMELINE



THANK YOU!

