Webinar | March 23, 2021

2021 Local Digital Event Series: Road Trips
Welcome! Thank You for Joining Us

Today’s Discussion

- Road Trips (Leisure) Vertical Ad Forecast for 2021
- Market Trends and Second-Half 2021 Projections
- Digital Selling Strategies
- Deep Sub-Vertical Analysis:
  - Traveler Accommodations: Hotels-Motels
  - Museums, Historical Sites, and Other Venues
  - Gambling and Lotteries
  - Other Motor Vehicle Dealers

Coming in April - 2021 Local Digital Event Series: OTT
Effects of Pandemic: Airline Travel Still Way Off from 2019 Levels

Airline Travel off over 60%
- Very little travel in April or May 2020 down 90%+

Still off significantly in the first two months of 2021
- Jan 2021 down 61.9% from Jan 2020
- Feb 2021 down 59.5% from Feb 2020

Source: Transportation Security Administration (TSA)
Driving (Including Road Trips) Put on Hold in 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2019</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>244,136</td>
<td>272,191</td>
<td>-10.3%</td>
</tr>
<tr>
<td>November</td>
<td>233,773</td>
<td>261,735</td>
<td>-10.7%</td>
</tr>
<tr>
<td>October</td>
<td>259,203</td>
<td>282,972</td>
<td>-8.4%</td>
</tr>
<tr>
<td>September</td>
<td>247,157</td>
<td>268,847</td>
<td>-8.1%</td>
</tr>
<tr>
<td>August</td>
<td>252,718</td>
<td>286,439</td>
<td>-11.8%</td>
</tr>
<tr>
<td>July</td>
<td>260,094</td>
<td>292,680</td>
<td>-11.1%</td>
</tr>
<tr>
<td>June</td>
<td>247,379</td>
<td>284,106</td>
<td>-12.9%</td>
</tr>
<tr>
<td>May</td>
<td>212,672</td>
<td>285,544</td>
<td>-25.5%</td>
</tr>
<tr>
<td>April</td>
<td>165,903</td>
<td>276,976</td>
<td>-40.1%</td>
</tr>
<tr>
<td>March</td>
<td>221,053</td>
<td>272,537</td>
<td>-18.9%</td>
</tr>
<tr>
<td>February</td>
<td>233,931</td>
<td>229,346</td>
<td>2.0%</td>
</tr>
<tr>
<td>January</td>
<td>251,687</td>
<td>246,517</td>
<td>2.1%</td>
</tr>
<tr>
<td>Total</td>
<td>2,831,726</td>
<td>3,261,909</td>
<td>-13.2%</td>
</tr>
</tbody>
</table>

Significant downturn in driving beginning in March 2020 because well…. We all know why.

Source: Federal Highway Administration.
About 80 million Americans have received at least one dose. Well over 50% of the US population will have at least one dose by sometime in June.

The U.S. could reach herd immunity by summer through vaccinations alone.
Tom’s Next Road Trip

Myrtle Beach
Audrey’s Next Road Trip
Let’s take a poll
Road Trips (AKA Leisure) Vertical Ad Spend in 2021

Forecasted Ad Spend in 2021

$10.2B

In local advertising in All Markets
Up from $8.7 B in 2020 yet down from $13.2 B in 2019

-34% Decline in 2020
+16.5% Rebound in 2021

Top Media Choice by Share of Wallet

- 22.0% MOBILE
- 16.9% ONLINE
- 14.3% OUT OF HOME (OOH)
- 12.7% DIRECT MAIL

Source: BIA ADVantage, 2021 U.S. Ad Forecast
Leisure & Recreation Advertising Bouncing Back after Big Pandemic Hit

Bounce Back in 2021 after Devastating 2020

<table>
<thead>
<tr>
<th>Leisure Category</th>
<th>Advertising Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism and Travel Services</td>
<td>21.9%</td>
</tr>
<tr>
<td>Motion Picture and Video</td>
<td>20.6%</td>
</tr>
<tr>
<td>Airport, Cruises, and Other</td>
<td>19.3%</td>
</tr>
<tr>
<td>Amusement Parks and other</td>
<td>18.5%</td>
</tr>
<tr>
<td>Performing Arts Companies</td>
<td>18.5%</td>
</tr>
</tbody>
</table>

BIA tracks 11 Leisure & Recreation categories, Hotels-Motels is the largest at 30%

- Traveler Accommodation: Hotels-Motels
- Other Amusement and Recreation Industries
- Gambling and Lotteries
- Airport, Cruises, and Other Travel
- Tourism and Travel Services
- Motion Picture and Video Exhibition
- Fitness and Recreational Sports Centers
- Spectator Sports
- Performing Arts Companies
- Museums, Historical Sites, and Other Venues
- Amusement Parks and Arcades

Source: BIA ADVantage, 2021 U.S. Ad Forecast
Digital ad spending has grown significantly in the last two years. In 2021 we will see spend on digital to start to overtake traditional in this vertical.

$5.1B in Digital Ad Spend in 2021

Email 9.9%

Classified Verticals 19.7%

Other Display 34.2%

Video Display 6.3%

Search 30.0%

Other Display and Search spend through the next five years make up the majority of digital spend.

Source: BIA ADVantage, 2021 U.S. Ad Forecast
Sub-vertical Analysis

Traveler Accommodation: Hotels-Motels
In 2021 Hotels & Motels Spends

$3.0B

In local advertising in All Markets Mobile Gets 23.4% or $712.9M

18.0% ONLINE
15.2% OUT OF HOME
13.5% DIRECT MAIL
5.7% RADIO

* BIA ADVantage clients can run local alert reports in the platform. See “Vertical Alerts” in the Market Reports area.

Source: BIA ADVantage, 2021 U.S. Ad Forecast
Traveler Accommodation: Hotels & Motels: Traditional & Digital Share

- **Digital** 53%
- **Traditional** 47%

$3.0B in 2021

$1.6B in Digital Ad Spend in 2021

- **Search** 29.1%
- **Video Display** 3.9%
- **Other Display** 36.6%
- **Classified Verticals** 20.6%
- **Email** 9.9%

BIA ADVantage, 2021 U.S. Ad Forecast
2021 Market Trends

- Hotel industry went from 66% occupancy in 2019 to 44% in 2020. For 2021, operators are projecting 52% occupancy, still below a break-even level for many.

- First post-pandemic trips will be to reconnect family, like family reunions and weddings, starting Q2 2021

- 61% of consumers want to travel after vaccination. Of those people, 83% want to take 2 domestic trips and 44% will take 2 international trips.

- 41% of domestic travelers will spend $2,500+ on trips

- About half of business travelers will stay in hotels for leisure trips once vaccinated. 62% of frequent business travelers will take more leisure trips than last year. Only 5% will take more business trips.

SOURCE: AdMall® Local Account Intelligence Reports, SalesFuel.com, 2021
Domestic Vacationers are 27% more likely to think more favorably of a business that responds to negative reviews than the average US adult.

SOURCE: 11th annual AudienceSCAN® study of U.S. consumer behavior
SalesFuel.com [n= 15,281 adults online]
Ask: What is your average TrevPAR?

Remind them to **update messaging** based on state-mandated policies on their websites, social media.

Recommend messaging that reduces risk for potential guests. For example, fully-refundable vacation rentals get 4.2X more bookings and higher revenue.

Feature the destination prominently in SEO keywords.

Reputation management is critical. 78% of travelers check online reviews before booking a hotel.
Question?

Please enter your question into the control panel.

If we don’t answer your question during the webinar, we will answer via email after the webinar.
Sub-vertical Analysis

Museums, Historical Sites, and Other Venues
Museums, Historical Sites, and Other Venues: Ad Spend & Share of Wallet

In 2021
Museums, Historical Sites, and Other Venues Spends
$490M

In local advertising in All Markets
Mobile Gets 20.0% or $97.8M

Source: BIA ADVantage, 2021 U.S. Ad Forecast

* BIA ADVantage clients can run local alert reports in the platform. See “Vertical Alerts” in the Market Reports area.
Museums, Historical Sites, & Other Venues: Share of Traditional & Digital

$490M in 2021

$224M in Digital Ad Spend in 2021

- Digital: 46%
- Traditional: 54%

BIA ADVantage, 2021 U.S. Ad Forecast

$490M in 2021

- Email: 9.8%
- Classified Verticals: 18.0%
- Other Display: 29.4%
- Video Display: 11.1%
- Search: 31.7%

BIA ADVantage, 2021 U.S. Ad Forecast
Some consumers will want the security of traveling in their own vehicles and will take vacations closer to home, visiting natural attractions in order to escape the crowds.

State and National Parks will attract 18.5% of U.S. adults in 2021.

Theme park operators couldn’t celebrate the planned debut of new rides and attractions last year.

Museums are supplementing revenue by promoting their spaces for private events such as wedding receptions.

SOURCE: AdMall® Local Account Intelligence Reports, SalesFuel.com, 2021
40.1% of Amusement Park Patrons have responded to ads on a social network in the past 30 days.

SOURCE: 11th annual AudienceSCAN® study of U.S. consumer behavior
SalesFuel.com [n= 15,281 adults online]
Ask: What is your expected maximum allowable capacity?

Sell recruitment advertising now to help these businesses staff up for the peak summer months.

Recommend highly-visual social media platforms like Instagram, Pinterest and YouTube.

Build relationships with tourism/visitor's bureaus. Not only could they become an advertiser, but they can also direct you toward others that need your help.
Questions?

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Sub-vertical Analysis

Gambling and Lotteries
Gambling and Lotteries: Ad Spend & Share of Wallet

In 2021 Gambling & Lotteries Spends

$910M

In local advertising in All Markets Mobile Gets 19.1% or $174.0M

18.4% TV OTA
12.8% OUT OF HOME
15.1% ONLINE
11.5% DIRECT MAIL

*BIA ADVantage clients can run local alert reports in the platform. See “Vertical Alerts” in the Market Reports area.

Source: BIA ADVantage, 2021 U.S. Ad Forecast
Gambling and Lotteries: Share of Traditional & Digital

$910M in 2021

Traditional 55%
Digital 45%

$407M in Digital Ad Spend in 2021

Email 9.9%
Classified Verticals 17.8%
Other Display 29.2%
Video Display 11.3%
Search 31.9%

BIA ADVantage, 2021 U.S. Ad Forecast
2021 Market Trends

- Casino revenue dropped 30% in 2020.
- Some casinos will experience recovery to nearly full traffic by the end of 2021.
- But not destinations that rely on business travel and conventions.
- Half of Americans live in states soon to offer sports gambling.
- Poker rooms are beginning to reopen in many locations.

SOURCE: AdMall® Local Account Intelligence Reports, SalesFuel.com, 2021
Casino Guests are **44% more likely** than all U.S. adults to respond to a daily deal or digital coupon.

SOURCE: 11th annual AudienceSCAN® study of U.S. consumer behavior
SalesFuel.com [n= 15,281 adults online]
Ask: What is your expected maximum allowable capacity? When do you expect that to increase?

Focus SEM on in-state visitors or those within a short drive, use the state name prominently in SEO.

Recommend highly-visual social media platforms like Instagram, Pinterest for promoting winners, restaurants and special events.

Recommend promotional offers in compliance with state laws using digital coupons.
Questions?

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Sub-vertical Analysis

Other Motor Vehicle Dealers
In 2021
Other Motor Vehicle Dealers Spends

$800M

In local advertising in All Markets
Online Gets 23% or $184.2M

Source: BIA ADVantage, 2021 U.S. Ad Forecast

* BIA ADVantage clients can run local alert reports in the platform. See “Vertical Alerts” in the Market Reports area.
Other Motor Vehicle Dealers: Share of Traditional & Digital

- **Digital**: 50%
- **Traditional**: 50%

**$800M in 2021**

**$401.9M in Digital Ad Spend in 2021**

- **Search**: 28.8%
- **Video Display**: 18.5%
- **Other Display**: 24.6%
- **Classified Verticals**: 24.1%
- **Email**: 4.0%

BIA ADVantage, 2021 U.S. Ad Forecast
• **RV shipments** will likely reach 507,200 units in 2021, 19.5% jump over 2020. This would be a record for the industry.

• In 2020, 35% of RV buyers were **under age 35**.

• Demand for **pop-up campers** surged 30% last year. Younger drivers who are new to RVing like these easily towable models.

• **Motorcycle and scooter sales** grew 11.4% in 2020 as more consumers seek individual mobility. This is expected to continue in 2021 – especially in urban markets.

SOURCE: AdMall® Local Account Intelligence Reports, SalesFuel.com, 2021
46.9% of RV/Motorhome Shoppers have responded to an ad in a smartphone app or text message in the past month.

SOURCE: 11th annual AudienceSCAN® study of U.S. consumer behavior
SalesFuel.com [n= 15,281 adults online]
• **Ask:** What kind of financing offers are available?

• **Ask:** What kind of inventory is available and what generates the highest profit for you?

• Take advantage of **co-op advertising**/market development funds

• Remind them to piggyback on **limited-time manufacturer promotions**, financing offers, new product drops

• Dealer websites must have **current photography, attention to detail, be optimized for mobile**.
Questions?

Please enter your question into the control panel.

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Get more on Leisure & Recreation:

Download: **2021 Local Digital Event Series: Vertical Analysis – Data & Insights.**

- This resource contains analysis on the sub-verticals we covered today. Plus get detail on how BIA and Salesfuel can help you.

- **Get the resource in the GoToWebinar panel or here:**
Get deep vertical analysis in BIA ADVantage.
Available for all local TV and local Radio markets.

How a market can examine Leisure Vertical in BIA ADVantage:

Realize Local Advertising with BIA ADVantage
Clients’ login here: https://advantage.bia.com/
Demo request: advantage@bia.com

Over 85% of our clients rate ADVantage “Very” to “Extremely Useful” in daily work and closing ad sales.

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BIA & SalesFuel: 2021 Local Digital Event Series

Join us monthly - 4th Tuesday of every month


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May 25, 2021
Lawyers and Accountants

June 22, 2021
Real Estate
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Discover High Potentials
Unmask Sales Impostors
Avoid Toxic Troublemakers

SalesFuel.com/HIRE
Thank You for attending.

Questions and Comments:

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## Media Definitions

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail</td>
<td>All revenue spent by national and local advertisers in promoting their products/services through mailings and catalogs.</td>
</tr>
<tr>
<td>Newspapers</td>
<td>All revenue generated by local daily and weekly newspapers from national and local advertisers. Includes all online advertising revenue generated by these local newspapers.</td>
</tr>
<tr>
<td>Cable Television</td>
<td>All revenue generated by local cable systems for sale of time to either national or local advertisers on all their aired networks. Does not include any advertising sold by national cable networks.</td>
</tr>
<tr>
<td>Email</td>
<td>All revenue spent by national and local advertisers in email solicitation.</td>
</tr>
<tr>
<td>Directories</td>
<td>All revenue generated by local directory companies for their digital/online listing services for their print listing services. Also includes revenue from other digital products sold by directory companies including services related to websites, video, SEM and mobile ad networks.</td>
</tr>
<tr>
<td>Over-the-Top (OTT)</td>
<td>All locally targeted advertising revenue sold on streaming video that is delivered to TV sets via Internet connections.</td>
</tr>
<tr>
<td>Magazines</td>
<td>All revenue generated by local/regional magazines from either national or local advertisers. Does not include any advertising generated by magazines with a national subscriber base.</td>
</tr>
<tr>
<td>MEDIA</td>
<td>DESCRIPTION</td>
</tr>
<tr>
<td>---------------------</td>
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</tr>
<tr>
<td>Mobile</td>
<td>All revenue generated from advertising on mobile devices. This includes search, display, mobile video, messaging and native social ads.</td>
</tr>
<tr>
<td>Online</td>
<td>All revenue generated by online companies selling locally targeted advertising. These advertisements could be sold by local pure-play online companies or national companies offering geo-targeted advertising. Includes display, search and classified/vertical advertising.</td>
</tr>
<tr>
<td>Out-of-Home (OOH)</td>
<td>All revenue generated from sale of advertising in locations outside homes. Includes traditional billboards, digital billboards, digital signage, taxicabs and digital cinema.</td>
</tr>
<tr>
<td>Radio</td>
<td>All revenue generated by local radio stations for sale of time to either national or local advertisers. Does not include any advertising sold by national radio networks.</td>
</tr>
<tr>
<td>Television</td>
<td>All revenue generated by local television stations for sale of time to either national or local advertisers. Does not include any advertising sold by over-the-air national networks or any retransmission consent revenue generated by these local television stations.</td>
</tr>
<tr>
<td>Social</td>
<td>Money spent on ad formats across social networks. Now predominantly consisting of native advertising formats that serve as an alternative to display and can generate higher engagement and command premium rates.</td>
</tr>
<tr>
<td>Video</td>
<td>Local video advertising includes all advertising revenue generated by video advertising shown by local over-the-air television stations, local cable systems, mobile devices, online sites and out-of-home displays.</td>
</tr>
</tbody>
</table>