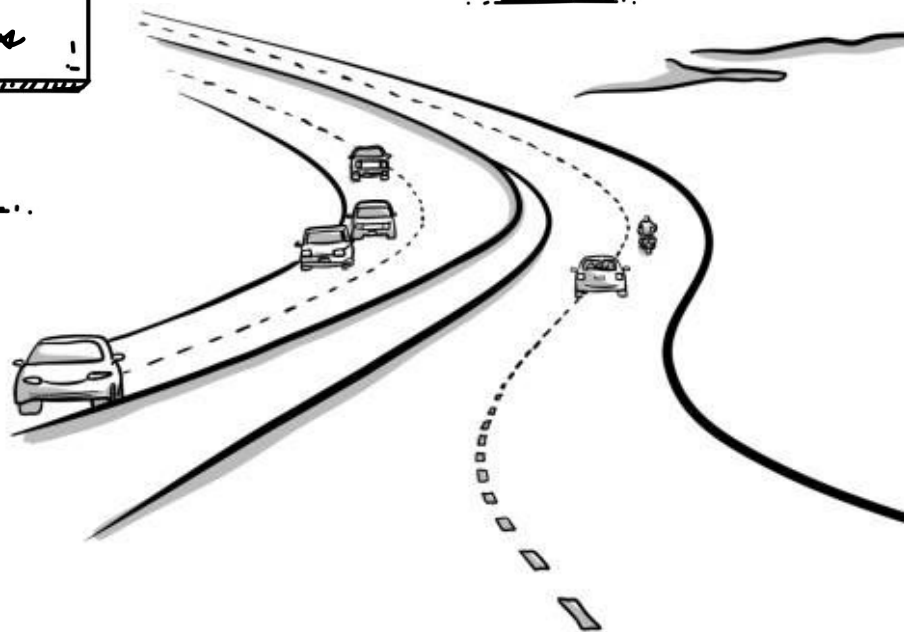
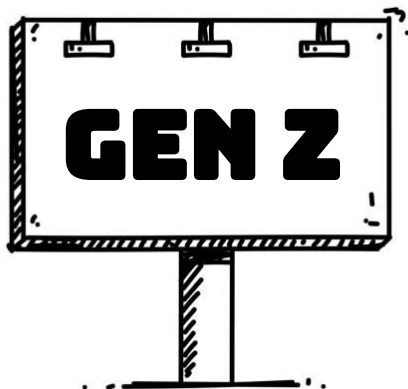
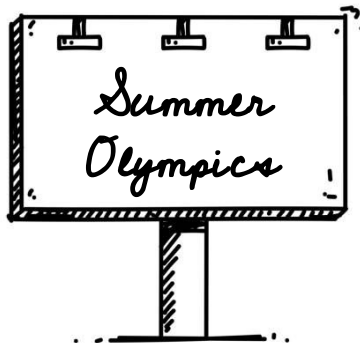
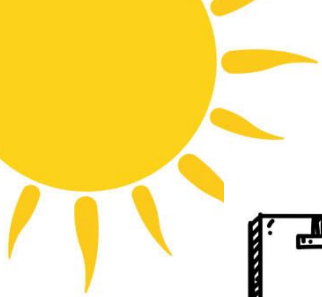


Buckle Up for 2024

Politics, Olympics and 2024... Oh My!

Missouri Division of Tourism | March 28, 2024







Political Season

2024 Political Spending

Political ad spending is projected to reach record-breaking heights by the end of the 2024 election cycle, with initial spending forecasts at **\$12 billion.**

This makes it the most expensive two years in political history.

Of that, \$3 billion is expected for the presidential race alone.

Where does the rest of that money go?

- Gubernatorial races (15 states)
- Senate races (34 states)
- Issue money
- Down-ticket local races (mayor, state government, dog catcher, etc.)

The Political Window and Broadcast Media

- A political window, which is 45 days before a primary and 60 days prior to a general election, is a time when political candidates have access to media's lowest unit rate (LUR).
- This rate is equal to the lowest rate charged to any advertiser in the window.
- This time frame creates challenges for nonpolitical advertisers because with an increase of political advertisers, available inventories are taken, and prices are higher than normal.
- During this time, nonpolitical advertisers can and do have spots canceled to make inventory available for political advertisers.

Source: rs-e.com, RAB Political Handbook 2022



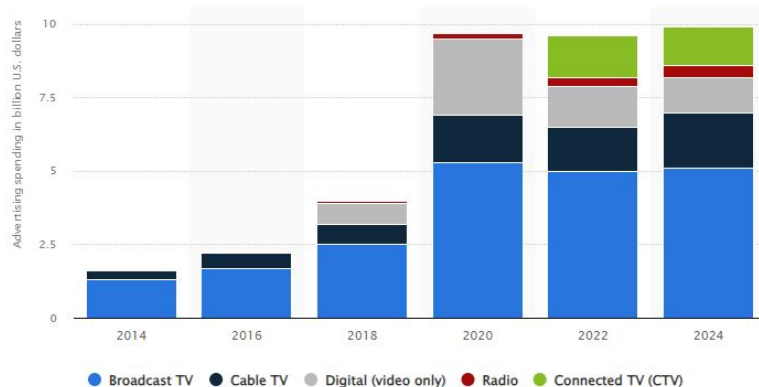
2024 Media Spending

Broadcast TV has been the largest recipient of political advertising spending in the United States.

In the 2024 presidential election, \$5.1 billion in ad buys is forecasted for the medium.

Digital video spending is forecast to be down from \$1.4 billion in 2022, to \$1.2 billion in 2024.

Connected TV (CTV) is expected to contribute significantly with **\$1.3 billion.**



Source: Statista 2023

Political Spend Co-Op Analysis

- It used to be conventional wisdom to “stay out” or shift dollars away from known political advertising tactics (broadcast, radio, print).
- However, political advertising is now everywhere, on every platform, with heavy spend. CTV, social and OLV have been some of the “newer” tactics used.
- There is no “staying out” of media anymore.
- Understand the elections that are happening in your market and the markets you are advertising in.
- Utilize first-party data for targeting as well as strategic behavioral and interest third-party targeting.



Political Advertising and You

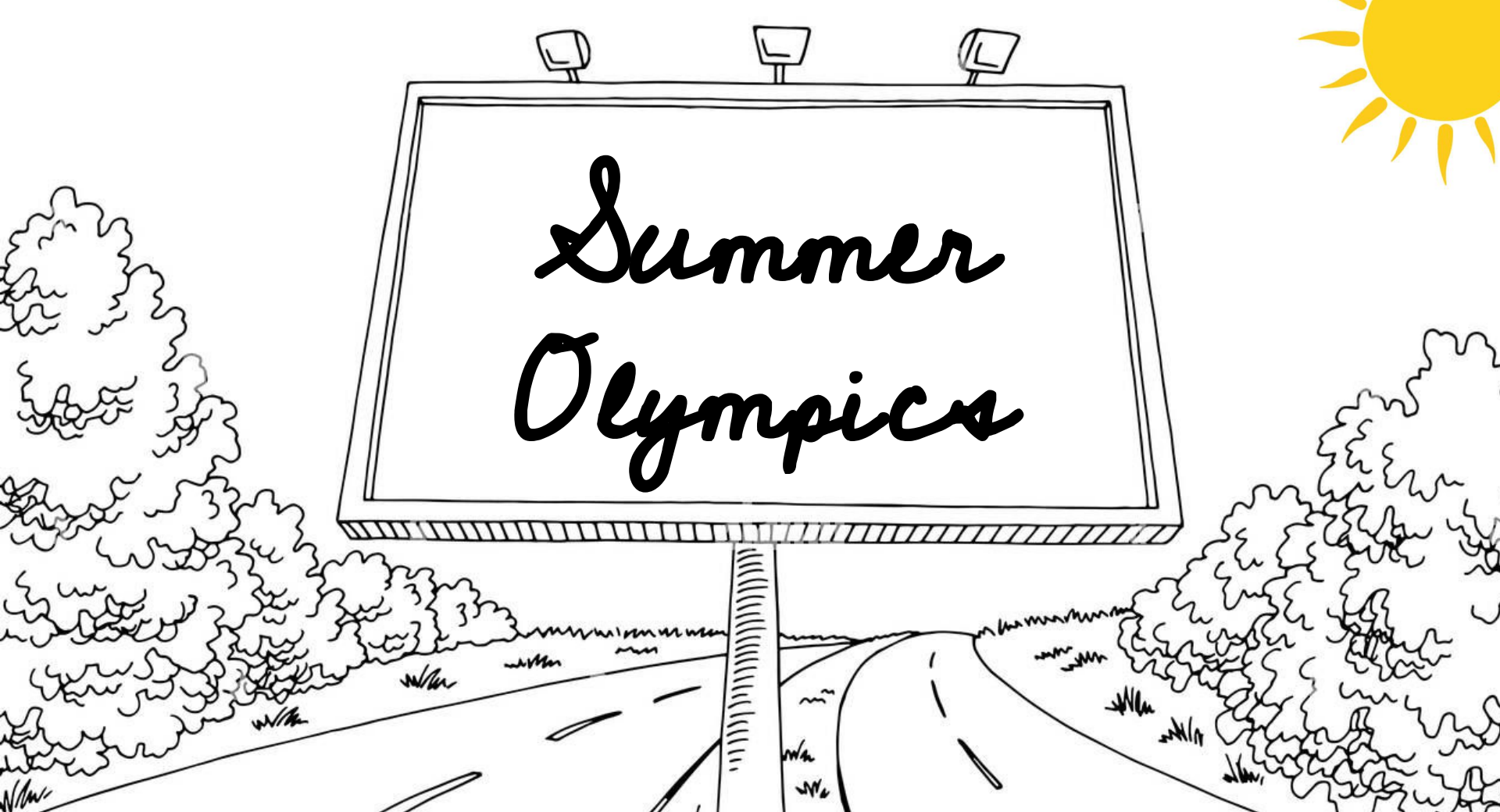
- Political advertising is now everywhere, on every platform, with heavy spend and heavy clutter.
- Understand the elections that are happening in your market and the markets you are advertising in.

Political Windows

Missouri Primary: 6/22-8/6

General Election: 9/6-11/5







Vive Les Jeux
Olympiques!



PARIS

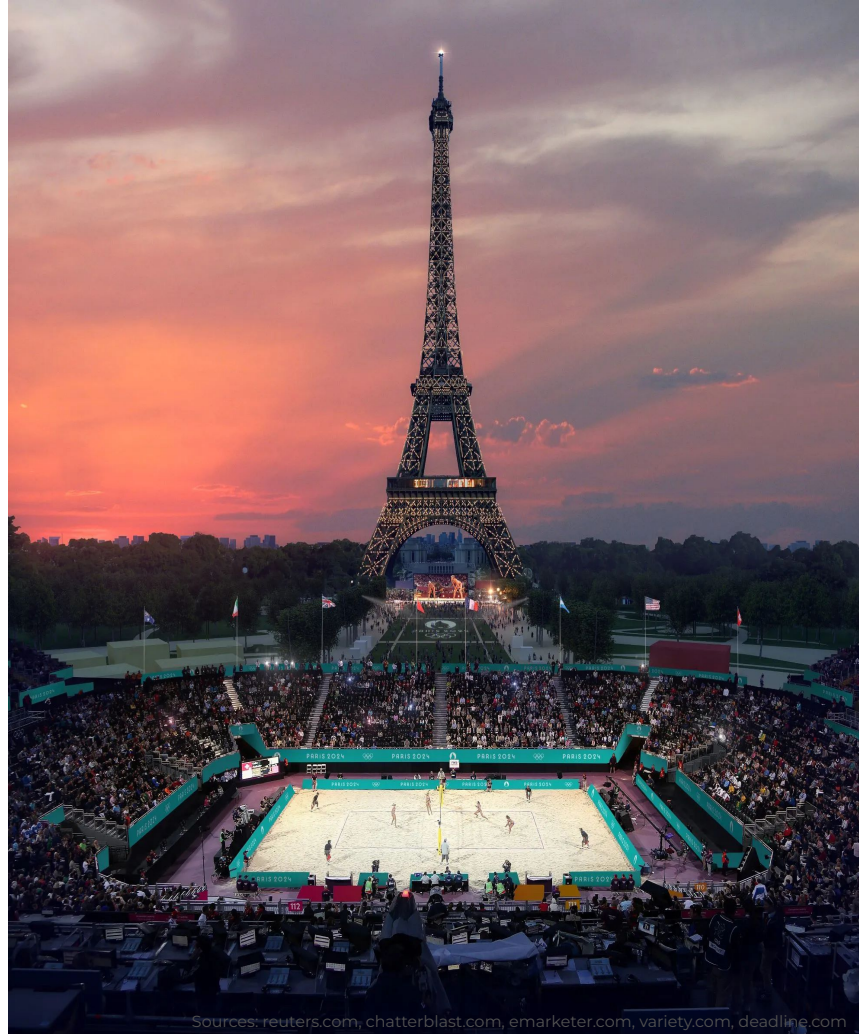
2024



7/26-8/11

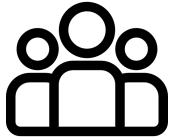
Ad Spend

- As of October 2023, NBC has sold out of its national advertising inventory for the Opening Ceremony and halftime slots for soccer, basketball and other team competitions.
- Additionally, total advertising sales for the Paris Games are pacing ahead of previous Games, with projections showing NBC closing in on \$1 billion.



Sources: reuters.com, chatterblast.com, emarketer.com, variety.com, deadline.com

Who's Watching?



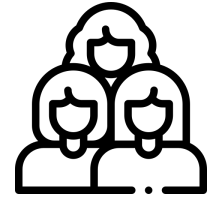
A50-64
Gen Z
Millennials



Gen Z and millennials have a strong affinity for women's sports, and the 2024 Games will specifically cater to this interest

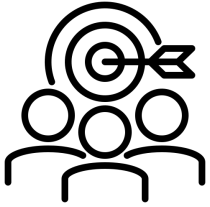


Viewers are more likely to have attended some college



Women are more likely to identify as an Olympics fan

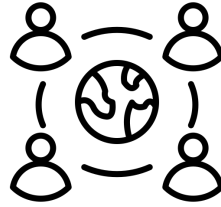
Why Are They Watching?



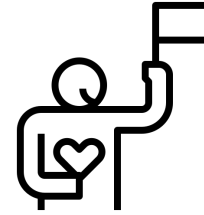
Captive Audience/
Appointment TV



One-of-a-Kind Event



Cultural Zeitgeist

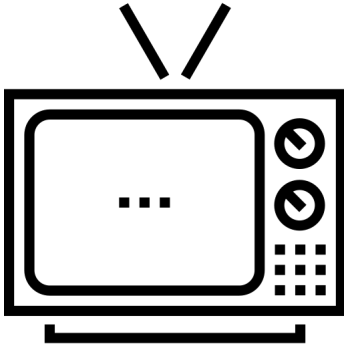


Support Their Country
and Athletes

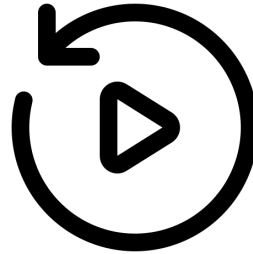


Elite Athletes

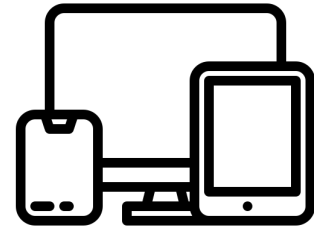
How Are They Watching?



Live Broadcast



Highlights and Replays



Across Multiple Devices

How Can Your Market Capitalize on High-Profile Events?

Studies have also shown that advertisers (including destinations) that align with the Olympics have higher audience affinity.

Big-name events are opportunities to showcase the depth and breadth of attractions as well as build awareness for the destination before, during and after the event.

Hometown sports, heroes and unique offerings (e.g., skiing, ice rinks, horseback riding)

Media partnerships with local outlets (television, print, digital, radio)

Examples: 2024 eclipse, NFL Draft, Super Bowl Parade, FIFA World Cup 26, Route 66 centennial, Copa America 2024

Get creative! This is the fun part of marketing.

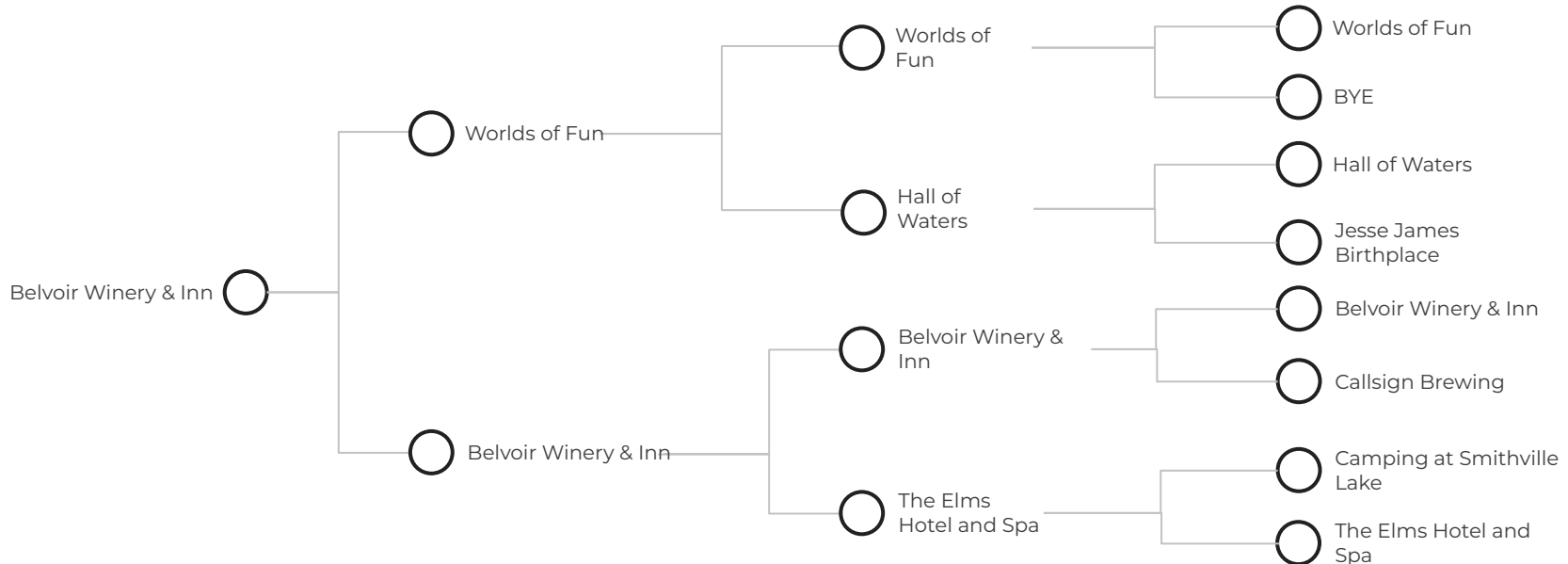
Source: hospitalitytravelpackages.paris2024.org, [Deadline.com](https://deadline.com), MRI

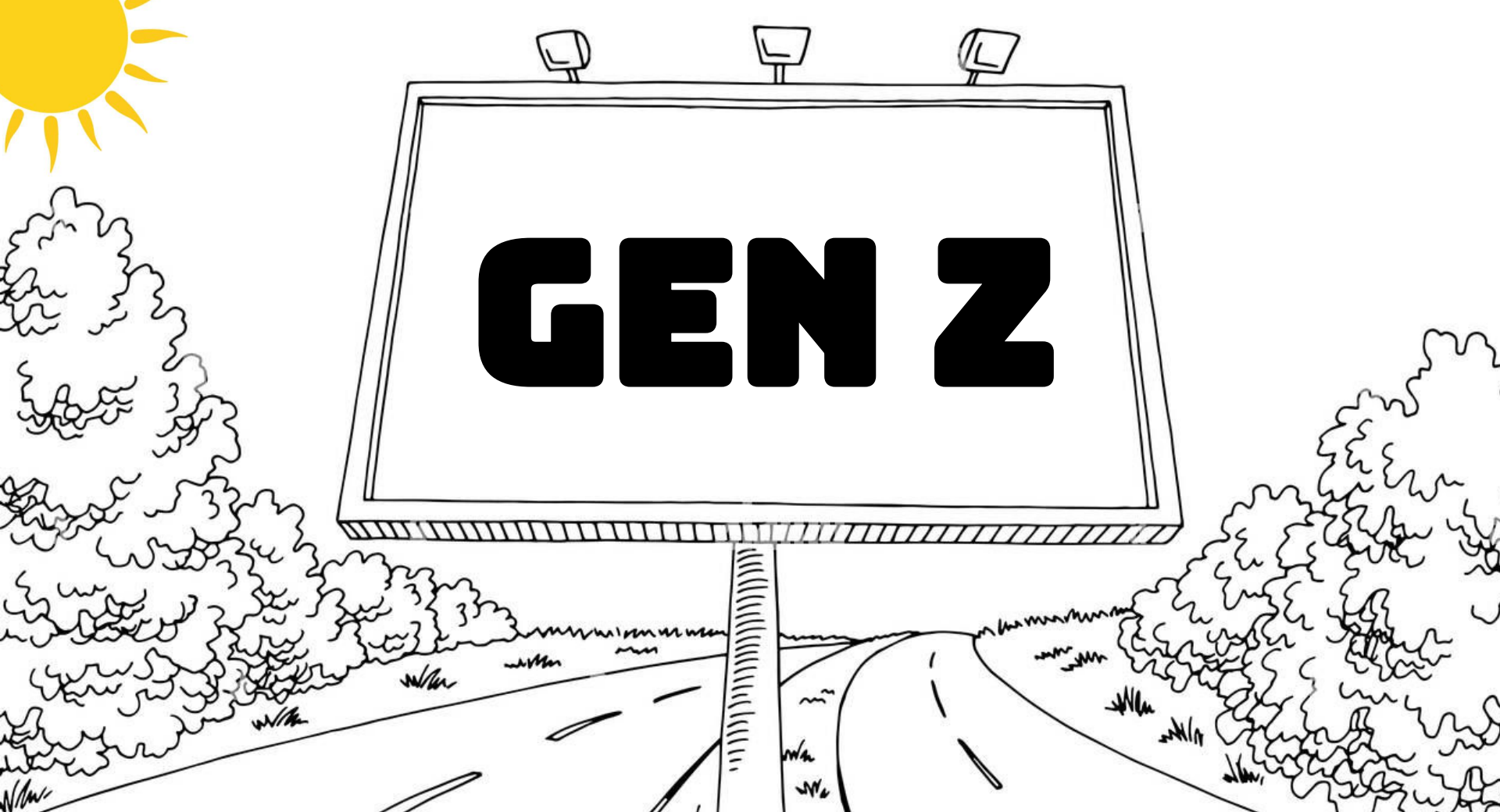
Clay County Example: Market March Madness

Select 8-16 attractions within your market to build into a bracket.

The bracket could be hosted on your website or social pages and promoted via email or social media.

Users can then build their own bracket with a winner drawn from entries. Prizes could include a weekend getaway in your market, tickets to an event, etc.





Gen Zers Roll Their Own Way

Gen Z is becoming the largest generation, and there are a few things you should know about them, as they are eager to travel.



They tend to look for more **budget-friendly** travel options and **steer away from more traditional accommodations**



They want to explore **uncharted territory** for a **unique and elevated experience**



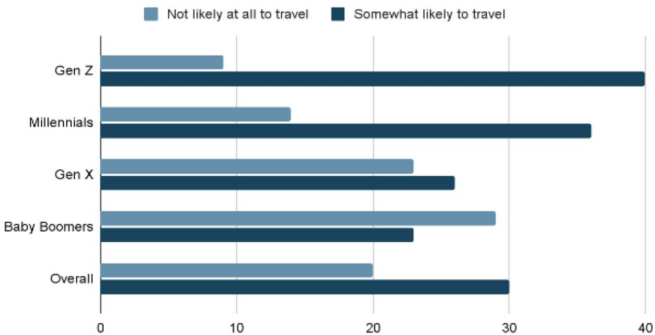
Technology is their best friend. If there is an **app** to make traveling easier, they are there

Gen Z

- 70% of American millennial and Gen Z travelers report seeking out experiences that their family and friends have likely not thought of.
- 61% of Gen Zers who took three or more leisure trips over the previous 12 months come from households with earnings below \$50,000 annually.
- More than half (52%) of Gen Z adults are considered frequent travelers, meaning they take at least three leisure trips over the previous year.
- 52% of frequent Gen Z travelers said they'll go to a national park in the next year, and another 55% plan to visit a theme park, suggesting that they favor longer trips, but not necessarily pricier ones.
- Due to budget preferences and the the desire for unique experiences, Gen Z is much more likely to book a B&B instead of hotels or resorts.

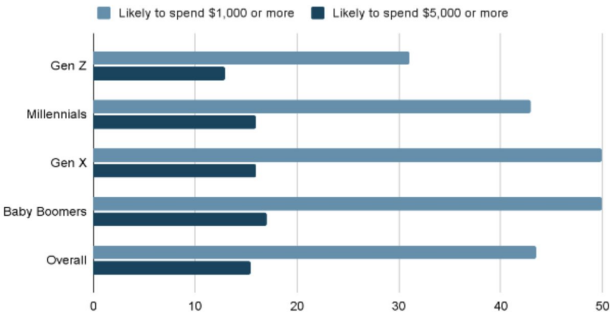
How likely are you to take a summer vacation this year?

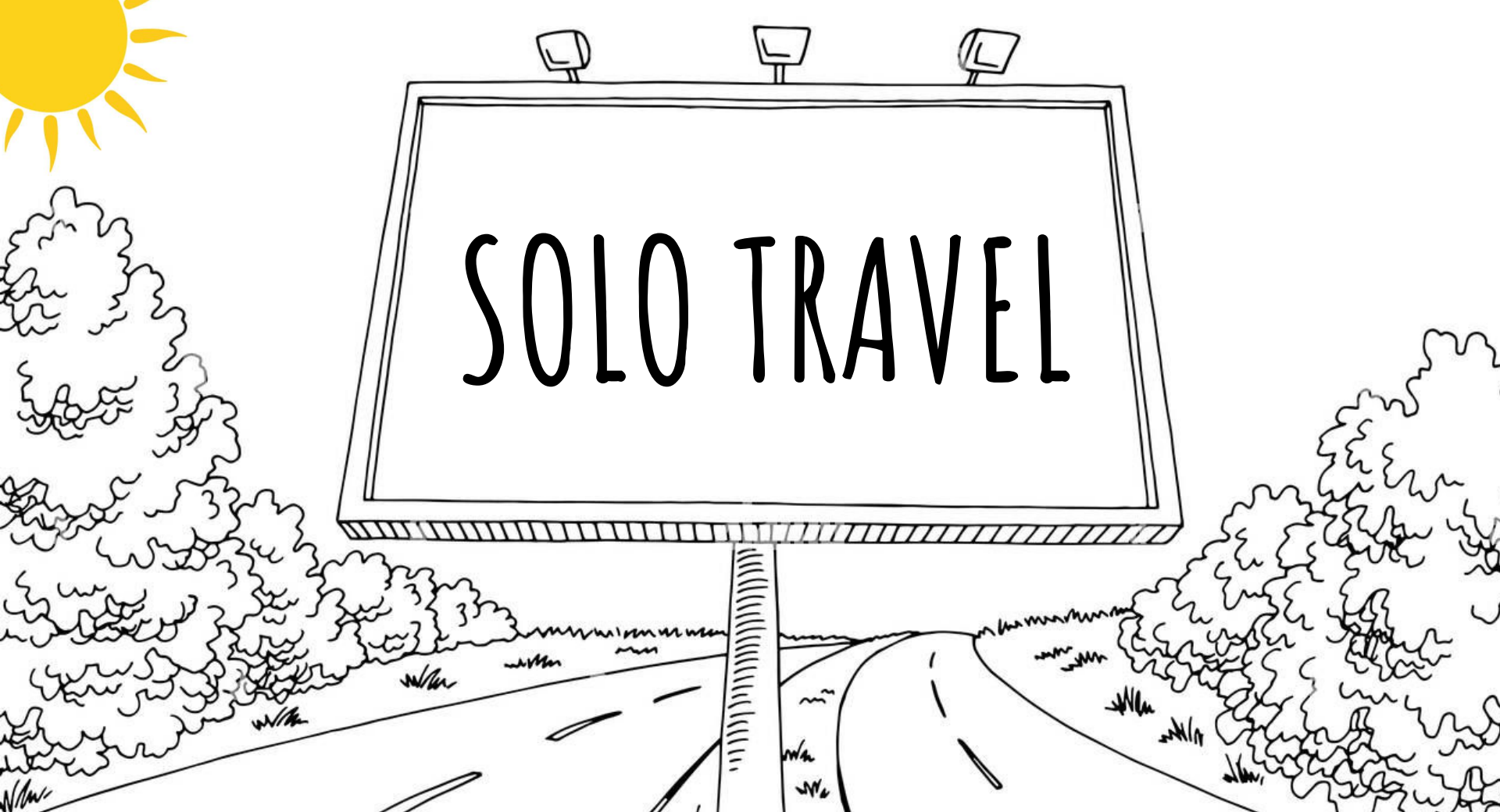
Points scored



How likely are you to spend \$1,000 or more on leisure travel this year?

Points scored





What Is Solo Travel?

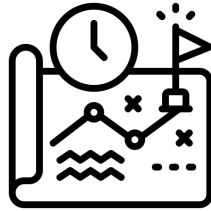
A Solo Traveler is a person who embarks on a journey, either long or short, in which they are both physically and emotionally away from the people and the culture that they are familiar with.

Solo travel is about self-exploration.

Barriers to Entry



Safety



Trip Planning



Higher Expenses

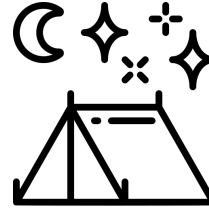


Loner = Loser?

What Do Solo Travelers Look Like?



Health +
Wellness



Adventure +
Outdoor



Culinary

Consist of females (84%)
and millennials (42%).

What are they doing?

What Do Solo Travelers Look Like?



Which account for

31%

of visitors to Missouri.

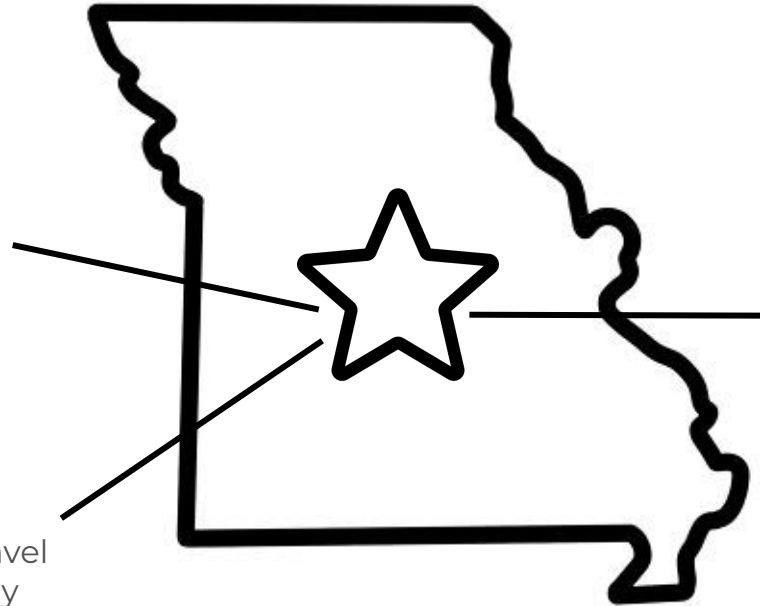
Solo Travel Affects Missouri

Missouri Travelers

While making up around 8% of travelers in the U.S. & Missouri, Solo is the fastest-growing segment, year over year, in the U.S. and Missouri by far.

Travel Party Composition

8% of Missouri Travel Parties travel alone to the state, only slightly down from 2020 and 2021.



Messaging Considerations

Perpetuating the myth that by visiting, or avoiding, certain places women can control the crimes perpetrated against them encourages a victim-blaming mentality.

Sources: Matador, SMARI 2023, SMARI 2022
Traveler types: Couple, Family With Children, Extended Family, Women Only, Men Only, Traveling Alone, Group of Friends

How Can Co-Ops Tap Into the Solo Traveler Market?

- Messaging
 - Including individuals (vs. groups) in your advertising
 - Provide specific travel tips for the Solo Traveler
 - Utilize UGC
- What kinds of options does your market have that would attract Solo Travelers?
 - Thought starters
 - Museums
 - Dining
 - Self-Care
 - Hiking
 - Educational
 - Shopping



