

# Case Study PR Campaign Travel & Tourism



## **“Grandtravel” Consumer Survey, Satellite Media Tour & Contest**

With Holly Robinson Peete



# The Objectives

- To develop, promote, market and sell Anaheim as a premier visitor destination, benefiting the economic vitality of the local community.
- To announce the research findings of a consumer survey conducted by Visit Anaheim and draw attention to their “Grandtravel” contest where the winner would win an Anaheim vacation, including hotel and entertainment for a family of four, plus two grandparents.

# Strategies and Tactics

- The Celebrity Source identified Holly Robinson Peete as the ideal spokesperson for this campaign, in addition to engaging Holly's mother Dolores Robinson, who often travels with Holly, her husband, NFL veteran quarterback Rodney Peete, and their four children.
- Visit Anaheim polled a sample of 1,000 Americans to determine interest in multigenerational travel.
- A Satellite Media Tour was conducted with Holly Robinson Peete to announce the results of the Survey and to draw attention to the "Grandtravel" contest on Visit Anaheim's website.
- Holly Robinson Peete posted the contest information on her social media platforms which were further amplified by Visit Anaheim.

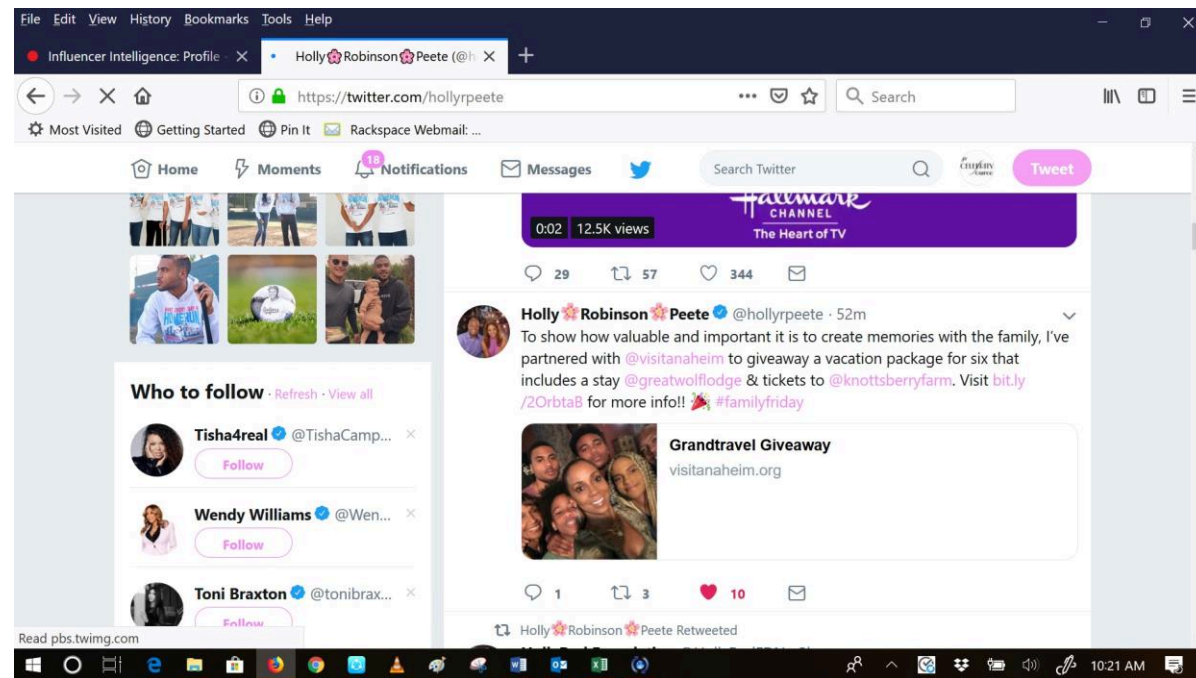
# Survey Findings

- Multigenerational vacations are top-of-mind with travelers when it comes to reliving memories, while also creating new ones, with the next generation.
- Millennial respondents (aged 25-34) lead the category when it comes to wanting more multigenerational trips, coming in at a whopping 83 percent.
- Two thirds (66 percent) of respondents have traveled with three or more generations of their family, making vacations with grandparents, their adult children, and grandchildren, a travel trend with no signs of slowing down.

# Survey Findings Cont.

- The majority (56 percent) “strongly agree” that multigenerational trips are more special when visiting somewhere their parents or grandparents have been before and 53 percent report being “very happy” when they take trips to places they’ve previously been with their parents or children.
- Top benefits of traveling with three generations are:
  - Allows bonding time/memories to be built between grandparents and grandchildren (67 percent)
  - Spending more quality time together (65 percent)
  - Additionally, having Grandpa and Grandma around means Mom and Dad can escape to check out the local nightlife or less kid-friendly attractions, knowing the kids are in great hands





# Results--Satellite Media Tour

## A Local Campaign Gets National Attention!

- **Providence:** WPRI/ABC Rhode Show
- **Dallas:** WFAA/ABC Morning News
- **Jacksonville:** WJXX/ABC First Coast News
- **National:** Daytime Show-Syndicated to 200+stations
- **Oklahoma City:** KOKH/FOX Oklahoma Living
- **Chicago:** WBIG-AM Radio "The Big Wakeup Call with Ryan Gatenby
- **Las Vegas:** KTNV/ABC Morning Blend
- **Roanoke:** WSET/ABC Living in the Heart of Virginia
- **Phoenix:** KNXV/ABC Sonoran Living
- **Portland:** KATU/ABCAM Northwest
- **Regional Alabama:** WYAM/IND Valley Happenings
- **Tucson:** KGUN/ABC Morning Blend
- **National:** Neil Haley Radio Show-Syndicated on 120+ stations
- **Salt Lake City:** KSTU/FOX Fox 13 News
- **Los Angeles:** KCAL/IND avvy Living



# Results

## Contest & Visit Anaheim Website

- Contest received 3,918 total entries
- 15.92% increase in users to the website
- 15.53% increase in new users to the website
- 12.02% increase in pageviews
- 12.53% increase in unique pageviews

# Objectives Achieved !

*“Anyone who watches us on ‘Meet the Peetes’ knows that my mom is a big part of our lives – and that includes vacation time,” said Robinson Peete. “Whether it’s a girls weekend in New York City visiting my daughter, Ryan, or escaping for a quick staycation to somewhere fun like Anaheim, having grandma along for the journey is something the entire family looks forward to every chance we get.”*

--Holly Robinson Peete

*“Getting to spend time with your grandkids is always special, but being able to vacation with them is truly a treat,” said Dolores Robinson, Holly Robinson Peete’s mom. “My grandkids affectionally call me everything from ‘Gorgeous’ to ‘G-Money.’ It’s because we’ve carved out time to create memories that we have such a close bond. Visit Anaheim’s survey is proof that families love to travel with grandparents. And I love that they’re giving a family a chance to win a vacation to Anaheim – including spots for Grandma and Grandpa. How fun!”*

--Dolores Robinson

*“Thank you SO much for sticking with us through this crazy process. You are true partners and I’m so grateful for all your hard work.”*

--Karsha Chang PR

Note to The Celebrity Source on behalf of Visit Anaheim

# Celebrity Endorsement Studies

- Signing a big-name endorser can increase a company's sales by \$10M annually -- *Harvard Business School*
- Researchers have found that 85% of people surveyed say that celebrity endorsements enhance their confidence in and preference for a product.
- A brand that inks an endorsement contract with a celebrity can see their stock rise as soon as the news is made public – *Ad Age*
- One endorsement can increase sales by 4%, almost immediately. "Businesses, even small businesses, would be foolish to resist the mere exploration of celebrity influencers to promote their brand." – *Marketwatch*
- Studies show that consumers show greater recall of products that have been endorsed by celebrities – regardless of whether they are actual fans or not.

# Winner!



- PRism Award, Category: Media Relations, Travel, Tourism & Hospitality
  - Award of Excellence, Category: Earned Media, Satellite Media Tour

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