



Leonards



Seven Valleys

Campaign Update | 2 May 2022

Lithgow Tourism | Leonards Advertising





Summary

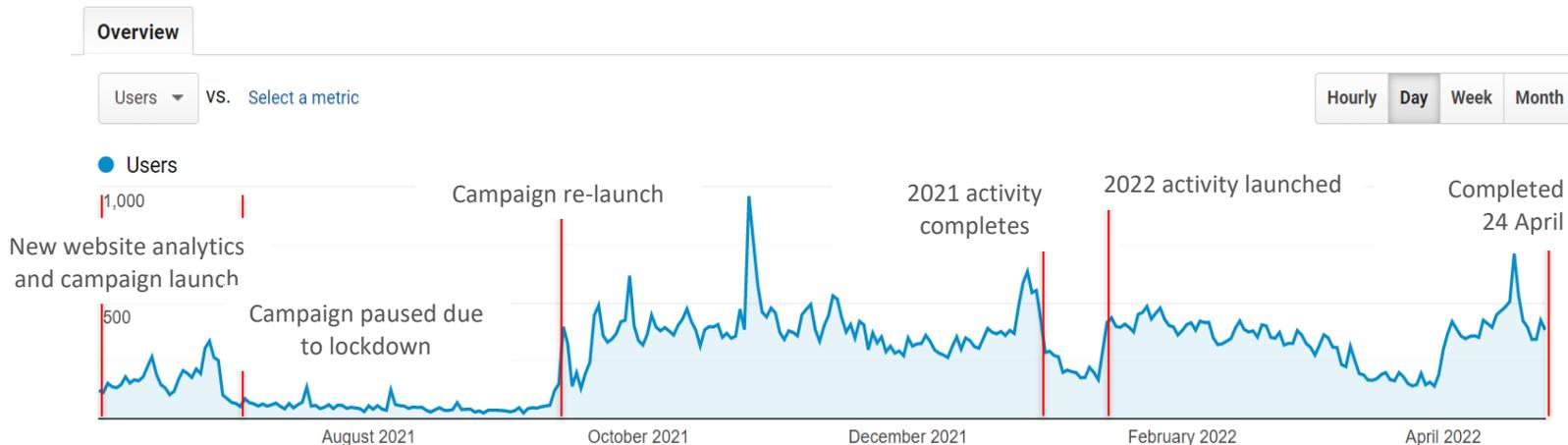
After an initial non-starter in June due to Covid shutting down the tourism industry, Seven Valleys campaign was re-introduced in September 2021 and ran consistently up until end of December 2021.

Activity resumed from 14 January 2022 with a copy update and focus on summer travels and activities – leading right through until 24 April 2022.

This gives a total of 8 consistent months of activity, which has been further extended until end of June 2022, however shifting delivery towards video. Though budgets have been quite small with an average of between \$100 - \$250 pw investment per channel, this consistency in market has allowed a long term trickle effect managing to achieve an always on status and solidify top of mind awareness - making a smaller budget work a lot harder than high investment short sharp bursts. Since the beginning, the campaign has been trialling a new brand name 'The Seven Valleys' in order to expose the greater region and not just Lithgow – however, this has been a very soft launch and used as a tag line as opposed to updating branding such as social media handles which remain under 'Lithgow Tourism & Events', and the website, although the landing page features Seven Valleys, the domain name is still www.tourism.lithgow.com.

This combined approach therefore cannot help us understand truly how 'The Seven Valleys' brand name is being received in market - there has also been minimal engagement/ feedback surrounding 'The Seven Valleys' within social media comments, but, we can see a significant increase in Google Searches surrounding [The Seven Valleys] which shows the campaign is cutting through, generating curiosity and results independently. A very positive sign.

Google Analytics - Timeline



<p>Reporting Dates: <u>23rd May 21 – 25th April 22</u></p> <p>Users: 80,821 New Users: 80,064 Sessions: 95,625 Number of Sessions per User: 1.18 Pageviews: 170,037 Pages/ Session: 1.78 Avg. Session Duration: 1 min 5 secs</p>



Top 5 most visited pages (excluding home page):

1. /accommodation/	14,430 users
2. /attractions/	10,507 users
3. /member/lake-wallace-camping	8,158 users
4. /member/bubblentent	6,906 users
5. /member/capertee-valley	5,513 users

Accommodation has remained the most visited page throughout with 8.49% of total user traffic – this shows a focus on holidays/ overnight stays. We have seen lake Wallace camping spring to third position which really outlines 2022 mind-set or **escapism, outdoors and healthy**. Top regional attractions remain with Capertee Valley as number 1, though Lake Wallace and glow worm tunnel each also have high page views – this is all in line with campaign creative.

It is difficult to prepare a fair analysis YoY as this point due to so many external factors affecting activity – NSW specifically has experienced environmental devastation since 2019 which has affected ability to travel; from bushfires in 2019/ 2020, COVID-19 throughout 2020/2021, and the floods of 2022. The Australian tourism industry as a whole has had to adapt to severe change including no overseas visitor’s right up until Feb 22. This has actually served domestic tourism well with Aussies looking to holiday within their states with a hesitancy to book further afield even today.

That being said if we compare Lithgow Tourism website analytics: Sep 12 2020 – April 10 2021 vs Sep 12 2021 – April 10 2022, we can see a +10% increase in user traffic on site.

Reporting Dates:

Sep 12 2020 – 24 Apr 2021

Users: 65,314

New Users: 64,627

Sessions: 80,883

Number of Sessions per User: 1.24

Pageviews: 289,058

Pages/ Session: 3.57

Avg. Session Duration: 1 min 13 secs

Vs.

Reporting Dates:

Sep 12 2021 – 24 Apr 2022

Users: 72,539

New Users: 71,994

Sessions: 85,718

Number of Sessions per User: 1.18

Pageviews: 150,233

Pages/ Session: 1.75

Avg. Session Duration: 1 min 2 secs

The key thing to note is that reporting dates 2020-2021 included budgets that far exceeded 2021-2022.

Campaigns included Halloween and Never Normal which held a budget of approx. \$20K across 4 months (Sep 2020 – Dec 2020) which drove huge numbers specifically into November and December 2020 vs. around \$15K across 8 months (Sep 21 – Apr 22)

When compared like for like, without external factor considerations, these numbers indicate that on a lesser budget The Seven Valleys was able to resonate and engage more effectively than Never Normal Lithgow campaign.



The Seven Valleys - Campaign Performance - Digital Media Breakdown

Google Search: 14 Jan – 24 Apr 2022

With burst 1 activity over in 2021, The Seven Valleys burst 2 re-entered the market on 14 Jan, taking us straight through until 24 April.

Due to the cut in budget, adgroups were restricted to 'The Seven Valleys / Lithgow' search terms only, as opposed to generic short break and general nsw attractions, which drove opportunistic site traffic.

What this did, was for anyone searching under 'Lithgow', placed a Seven Valleys ad in front of them which assists with brand association and awareness. For those searching The Seven Valleys it creates a clear user journey and ensures other channel activity, performance and potential is maximised.

- ✓ Using this strategy we saw an overall increase to 9.90% CTR during 2022, and 19.40% CTR against Seven Valleys keywords specifically

Total Results:

Adgroup	Link Clicks	Impressions	CTR	Avg. CPC	Spend	End Date	Budget
Burst 1: 21 Jun – 29 Jun 2021	387	5,782	6.69%	\$0.89	\$347.03	29 Jun 21	\$347.03
Burst 1 (cont.): 12 Sep – 31 Dec 2021	4,311	69,676	6.19%	\$0.47	\$2,052	31 Dec 21	\$2,052.97
TOTAL	4,698	75,458	6.23%	\$0.49	\$2,400		\$2,400
Burst 2: 14 Jan – 24 Apr 2022	1,713	17,310	9.90%	\$0.83	\$1,430	24 Apr 22	\$1,430
TOTAL	1,713	17,310	9.90%	\$0.83	\$1,430		\$1,430
TOTAL	6,411	92,759	6.91%	\$0.59	\$3,830		\$3,830



Best performing ad (clicks):

Most-shown ads

Lithgow

The Seven Valleys | Escape Accommodation | 90mins from Sydney
[Ad tourism.lithgow.com/accommodation](http://tourism.lithgow.com/accommodation)

Book your weekend break. Boutique accommodation. Luxury 6 star spas and resorts. Group retreats. Self-contained cottages. Glamping. Caravanning and

Ad	Impressions	Clicks	CTR
Enabled	7,264	784	10.79%

Top Search Terms (clicks):

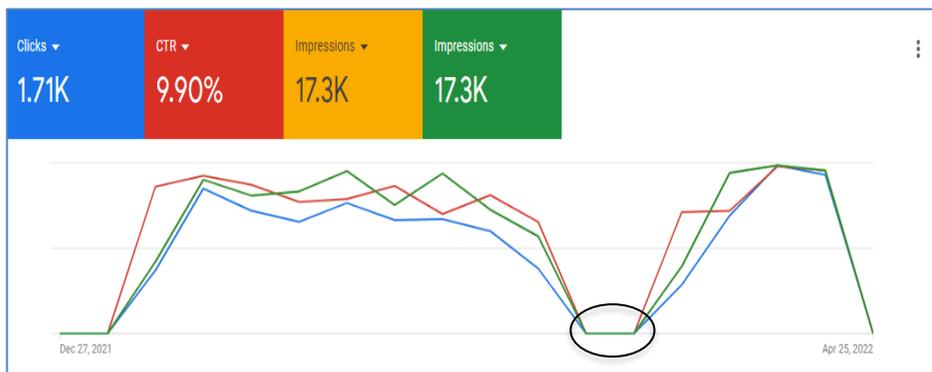
- #lithgow
- #things to do Lithgow
- #the seven valleys Lithgow
- #seven valleys Lithgow
- #the seven valleys
- #lithgow attractions
- #lithgow tourism
- #seven valleys
- #Megalong valley accommodation
- #lithgow things to do
- #7 valleys

A huge increase in search terms surrounding the seven valleys which is all as a direct result of campaign activity. We can see a combination of searches going on with 'seven valleys lithgow', which is down to the soft launch and operating under a tag line as opposed to new brand. Lithgow tourism remains the top driver. Suggest using a small proportion of Apr – Jun budget to keep a line open for 'the seven valleys' search only.

Seven Valleys: 188 clicks: 19.40% CTR
Lithgow: 1,349 clicks: 9.92% CTR

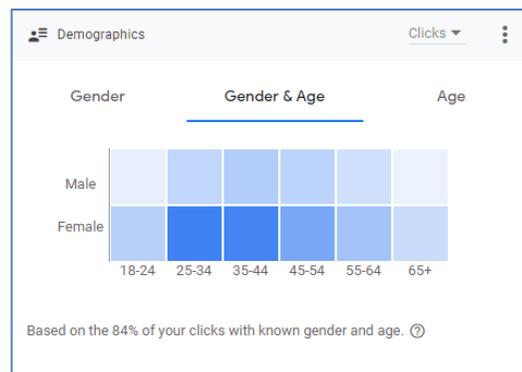
Most engaged postcodes based on clicks: [2790 \(Lithgow\)](#) | [2780 \(Blue Mountains\)](#) | [2750 \(Penrith\)](#) | [2170 \(Liverpool\)](#) | [2148 \(Blacktown\)](#)

Performance:



Campaign paused while budgets re-evaluated until end of year

Demographics



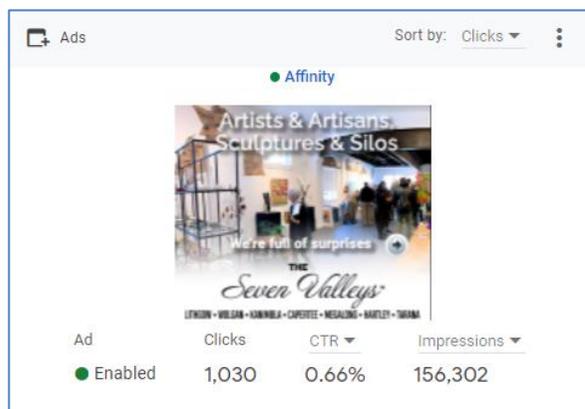


Google Display: 14 Jan – 24 Apr 2022

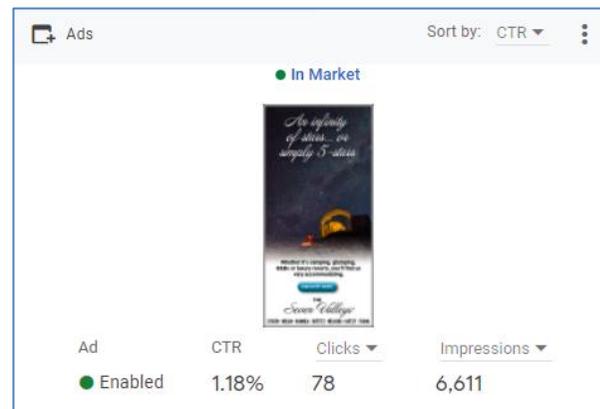
Display ads have been paramount to the campaign for awareness and reach, with its ability to serve hundreds of thousands of impressions at a CPC which we managed to manipulate down to just \$0.32 CPC by the second burst and \$0.29 by the final month (April22), whilst still delivering across premium publishers and at a CTR of above industry average.

Adgroup	Link Clicks	Impressions	CTR	CPC	Spend	End Date	Budget
Burst 1: 21 Jun – 29 Jun 2021	1,095	134,035	0.82%	\$0.36	\$402.82	29 Jun 21	\$402.82
Burst 2: 12 Sep – current day	4,970	996,891	0.50%	\$0.40	\$1,997.18	31 Dec 21	\$1,997.18
Sub TOTAL	6,065	1,130,926	0.54%	\$0.39	\$2,400		\$2,400
Burst 2: 14 Jan – 24 Apr 2022	3,990	771,960	0.52%	\$0.32	\$1,300	24 Apr 22	\$1,300
Sub TOTAL	3,990	771,960	0.52%	\$0.32	\$1,300		\$1,300
TOTAL	10,055	1,902,886	0.53%	\$0.36	\$3,700		£3,700

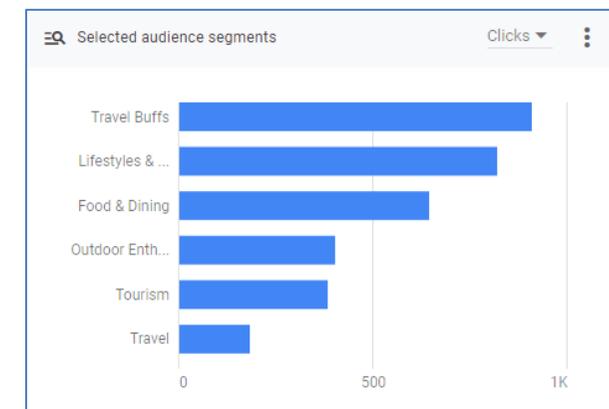
Best performing ad (clicks):



Best performing ad (CTR):

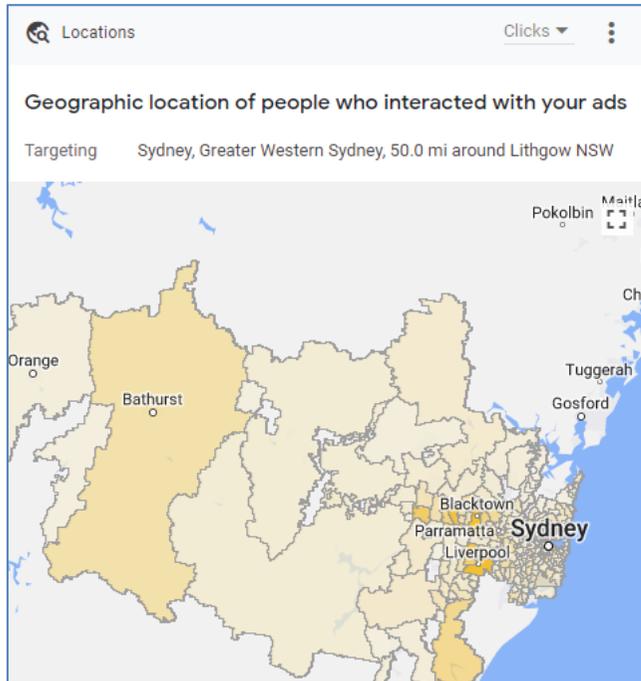


Audience segments:





User geo location:



User geo breakdown:

Sydney: 3,105 clicks @ 0.51% CTR
Greater Western Sydney: 677 clicks @ 0.52%
Lithgow + 50 mile drive time: 208 clicks @ 0.55% CTR

When comparing results to 'Never Normal' campaign which ran 2020/2021 we can see a significant increase on CTR and decrease in CPC.

The best performing creatives for 'Never Normal' were:
Portlands Foundations
Hassans Walls Lookout
Donkey Mountain

Elements of change:

Branding – from Lithgow Tourism to The Seven Valleys
Geo Target - streamlined with a focus on Sydney and Greater Western Sydney including bid adjustments
Creative – a broader approach for Seven Valleys including Attractions and Accommodation

Delivery: Top publisher sites:

#SMH #News.com.au #LF News #Dailyhunt: News #SBS #Chinese News #Australia News #Canberra Times #Daily Post Times #India Times #Northern Beaches Review #Daily Advertiser #Traveller.com.au #The Focus #7News #2GB #Nine #Local Breaking News #Central Western Daily #Central Online News #Country Living #Town & Country Mag #Worldnews #Daily Mail #Daily Telegraph #Daily Liberal #The New Daily #Courier Mail... **and so much more!!**



Social Media: 14 Jan – 24 Apr 2022

Social media numbers go unchallenged – and this has been the case for Lithgow Tourism and The Seven Valleys.

Adgroup	Link Clicks	Reach	Impressions	CTR (link clicks)	CPC	Spend	End Date	Budget
Seven Valleys_ 12 Sep – 31 Dec 2021	16,950	339,798	1,232,265	1.38%	\$0.23	\$4,000	31 Dec 2021	\$4,000
Sub TOTAL	16,950	339,798	1,232,265	1.38%	\$0.23	\$4,000		\$4,000
Seven Valleys_ 14 Jan – 24 Apr 2022	12,393	349,398	1,274,101	0.97%	\$0.20	\$2,600	24 Apr 2021	\$2,600
Sub TOTAL	12,393	349,398	1,274,101	0.97%	\$0.20	\$2,600		\$2,600
TOTAL	29,343	516,224	2,506,366	1.17%	\$0.22	\$6,600		\$6,600

Looking at 2022 activity we have managed to further reduce CPC however CTR dropped a little – though started off strong. We need to ensure when we have long term activity a copy schedule is created to roll out new copy / update images every 4-6 weeks to keep campaign fresh and not get repetitive creating ad fatigue.

2021 Burst 1 activity included a series of ads starting with teasers to plan local vacations with the October freedom day in sight, which worked really nicely in developing engagement and CTR while keeping relevant.

When comparing total campaign activity for The Seven Valleys vs. Never Normal – Never Normal had a larger budget of \$9,400 and was able to reach more people, however, more clicks and a higher CTR at an almost halved CPC shows that The Seven Valleys has been the more successful campaign out of the 2. 'Never Normal' campaign did however secure the most post reactions with Portland Foundations Silos Art achieving over 4K likes and almost 500 shares for that one single post – making the most successful paid post Lithgow Tourism has run to date.

Although we are seeing largely better engagement rates from The Seven Valleys (bar post reactions) – it is also important to see from user point of view that there is probably little difference between Lithgow / Seven Valleys led social media campaigns, as they both look very similar - coming from the same Facebook page under 'Lithgow Tourism', and clicking through to Lithgow website. Numbers are more likely to be affected by refined audiences and learnings from previous activities as well as an appetite for domestic travel in 2022.



Ad performance (Jan – Apr 22):



Lithgow Tourism & Events
Published by Leonards Advertising · January 21 ·

Discover the Lost City...
Part of our Gardens of Stone, just 2.5 hours from Sydney in the Seven Valleys.
#TheSevenValleys #TheLostCity #LithgowTourism #LoveNSW #GardensOfStone #Tourism #History #Outdoors #Hiking



TOURISM.LITHGOW.COM
The Seven Valleys
Gardens of Stone

Learn more

1.7K 271 Comments 201 Shares

Lithgow Tourism & Events
Published by Leonards Advertising · January 20 ·

From art galleries and iron sculptures to massive silo art, we're full of surprises.
#TheSevenValleys #GangGangGallery #LithgowTourism #LoveNSW #Arts #Tourism #Culture #Artisans



TOURISM.LITHGOW.COM
The Seven Valleys
Artists & Artisans

Learn more

129 2 Comments 23 Shares

Lithgow Tourism & Events
Published by Leonards Advertising · January 14 ·

Feel like riding high this summer?
Whether it's on a mountain bike or a pleasure horse, the action is here this summer.
#TheSevenValleys #HassansWalls #LithgowTourism #LoveNSW #Nature #HikingTrails #Adventure #MountainBiking #LoveTheOutdoors



TOURISM.LITHGOW.COM
We're Ready & Waiting
The Seven Valleys | Hassans Walls

Learn more

9

Lithgow Tourism & Events
Published by Leonards Advertising · January 14 ·

An infinity of stars... or simply 5-stars.
Whether it's camping, glamping, B&B's or luxury resorts, you'll find us very accommodating.
#TheSevenValleys #BubbleTent #LithgowTourism #LoveNSW #Nature #Tourism #UnderTheStars #UniqueStays



TOURISM.LITHGOW.COM
The Seven Valleys
Places to Stay

Learn more

219 24 Comments 15 Shares

Lithgow Tourism & Events
Published by Leonards Advertising · April 1 ·

Discover the magic of the Glow Worm Tunnel.
Under the Wollemi lies a secret world of tiny sparkling lights.
#TheSevenValleys #GlowWormTunnel #LithgowTourism #LoveNSW #Nature



TOURISM.LITHGOW.COM
The Seven Valleys
Attractions

Learn more

189 35 Comments 19 Shares

Lithgow Tourism & Events
Published by Leonards Advertising · October 26, 2020 ·

Portland Foundations Silos Art.
Heritage and guide's creativity - you'll love our story.



TOURISM.LITHGOW.COM
Portland Foundations
Silos Art

Learn More

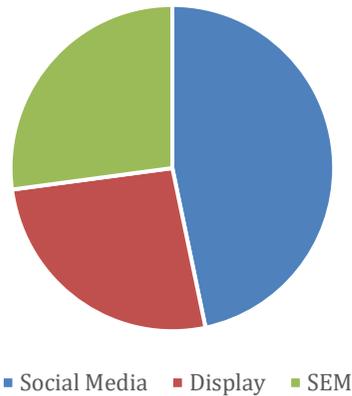
4.3K 253 Comments 472 Shares

Never Normal ad
for comparison

Total Engagement:
Post Reactions: 2,282
Post Comments: 178
Post Saves: 334
Post Shares: 275



Spend to date: \$14,130 (media only)



Breakdown:

June – December 2021: \$8,800
January – April 2022: \$5,330

Still to come:

April – June 2022: \$4,606

Recommendations:

- **IMPORTANT:** Please update website home page footer to include link to privacy policy that states use of Google Analytics, Google Ads, Social media ads and Remarketing
- Update Facebook pixel as is currently inactive
- Supply video / creative for social media asap for April – June 2022 activity

THANK YOU!