



## Select Board

# Meeting Agenda

The Provincetown Select Board will hold a special meeting on Monday, June 1, 2020, at 5 pm in Judge Welsh Room, Town Hall, 260 Commercial Street, Provincetown, MA 02657.

**NOTE: THIS IS A REMOTE PARTICIPATION MEETING**

The Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, §18, and the Governor's March 15, 2020 Order imposing strict limitation on the number of people that may gather in one place, this meeting of the Provincetown Select Board will be conducted via remote participation to the greatest extent possible. Specific information and the general guidelines for remote participation by members of the public and/or parties with a right and/or requirement to attend this meeting can be found on the Provincetown website, at <https://www.provincetown-ma.gov/>. For this meeting, members of the public who wish to watch/listen and participate in the meeting may do so in the following manner:

1. Watch on PTV GOV Channel 18, as well as an online livestream of PTV GOV at <http://www.provincetowntv.org/watch.html>
2. To listen and participate in this meeting, dial **(833) 579-7589**. When prompted, enter the following Conference ID number: **678 320 034** When prompted, state your name, then press #.
  - Keep your phone muted at all times when not talking (\*6 to mute & unmute your phone)
  - Do not use speakerphone
  - Do not use Bluetooth devices
  - Mute all background noises
  - Mute PTV on the television or computer and use only the phone audio
  - Please do not speak until the chair or the meeting moderator asks for public comments or questions.

**No in-person attendance of members of the public will be permitted**, but every effort will be made to ensure that the public can adequately access the proceedings in real time, via technological means. In the event that we are unable to do so, despite best efforts, we will post on the Provincetown website an audio or video recording or other comprehensive record of proceedings as soon as possible after the meeting.

1. Joint Meeting with Visitor Services Board – (Votes May Occur)
2. ~~COVID-19 Recovery Coalition – (Votes May Be Taken on the Following Items)~~
  - ~~a. Chair and Vice-Chair Update~~
  - ~~b. Town Manager Update~~
3. Other topics related to further COVID-19 not otherwise anticipated within 24 hours by the Chair – (Votes May Occur)

Posted by the Assistant Town Clerk [www.provincetown-ma.gov](http://www.provincetown-ma.gov), 05/28/2020, 3:10 pm AR



**Provincetown Select Board  
AGENDA ACTION REQUEST  
Monday, June 1, 2020 5 pm**

**1**

**JOINT MEETING WITH VISITOR SERVICES BOARD**

Discussion of visioning.

**Requested by:** Town Manager Robin Craver

**Action Sought:** Discussion/Approve

**Proposed Motion(s)**

Discussion Dependent/Votes May Occur

**Additional Information**

To listen and participate in this meeting, dial (833) 579-7589.  
When prompted, enter the following Conference ID number:  
**678 320 034 (only available on night of meeting)**

**Board Action**

<i>Motion</i>	<i>Second</i>	<i>Yea</i>	<i>Nay</i>	<i>Abstain</i>	<i>Disposition</i>

# Tourism Office



Date: May 29, 2020

To: Robin Craver

From: Tony Fuccillo  
Nina Cantor

**RE: Tourism Marketing Strategic Plan update**

Copy: Visitor Services Board, David Gardner, Josee Young, Elizabeth Paine

In March the Tourism Department developed a strategy for proactive planning and communications during the COVID-19 health crisis which was presented at the VSB meeting on March 26, 2020 and approved with a 7-0-0 vote. At the time, we did not know what would transpire, regionally, nationally and globally. We did know we needed a flexible strategy to get us through the phases of the pandemic and situate Provincetown for recovery and future normalcy. A three to six month strategy was created and has been in place since mid-March.

## **Three to Six Month Strategy – A three tiered approach**

### **1. Go Dark**

- a. Paused advertising campaign on Monday March 16<sup>th</sup> following the COVID-19 activity over weekend
- b. Course of action – Proactively prepare and craft the next campaign based on the strategy created. Create organic social media posts in the interim with appropriate message.

### **2. Message of Safety and Hope Campaign**

- a. A thoughtful approach – A community coming together
- b. A message of hope and being safe and doing well
- c. The campaign will include social media and digital display
- d. The first reveal, Stay Safe Out There, was launched Friday April 3<sup>rd</sup> and ran for four weeks
- e. The second reveal, Stay Strong, The Future is Bright, was launched Friday May 8<sup>th</sup> with a TBD run

### **3. Visit Provincetown Campaign**

- a. A wellness and healing approach
- b. A message letting the public know Safety and Health are as essential as Sun and Sand
- c. Launch TBD – Tentative date for planning purposes is June 15<sup>th</sup>. The date will be confirmed on when to pivot the marketing to promote Provincetown with an invitation to visit
- d. The campaign will include social media, digital display, radio and sponsored content articles (including the 400 year commemoration), America's oldest continuous art colony and stories about the Town

The VSB invested in a new tourism website this year. PtownTourism.com moved from the development stage to a maintenance contract with Bellweather on March 1, 2020. The current climate during the health crisis has created a downturn in traffic for all travel and tourism websites; however, it is important to protect the investment and get the search engine optimization (SEO) in order by directing people to ptowntourism.com as part of the process of growing the quality and quantity of the website traffic, increasing the visibility to users and strengthen the sites organic position for the future.

The digital marketing campaigns in April and May have been supporting and building the SEO. These statistics provided by our digital specialists, The Spark Group and Bellweather, will provide some insight on the success of the messaging and creative of the Safety and Hope marketing.

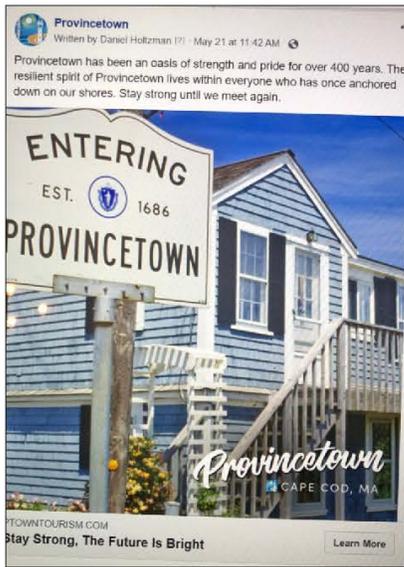
#### **April Website and Marketing Activity Overview:**

- *Stay Safe Out There* campaign went live April 3<sup>rd</sup>
- Website users: 13,069
- New users: 12,710
- Marketing activity directed 11,556 to the website
- There were 14,752 sessions with 23,620 page views
- 88% of the website engagement was the direct result of social media, digital display and content marketing
- Total user reached of 401,503
- Total user engagement of 172,009
- Generated a Click Thru Rate (CTR) of 4.39% on a tourism & hospitality industry average CTR of .90%
- ConranPR was contracted beginning April 2020 and began working with the existing strategy and messaging in place.
  - Drafted a PR strategic plan to bring the Provincetown Office of Tourism through the beginning of CY 2021
  - Economic Recovery Campaign for Fall 2020 to position Provincetown for the 2021 Maintain contact with press and media
  - Provide guidance and prepare communications, press releases and statements

#### **May month to date Marketing activity:**

- ConranPR sent letter on May 4<sup>th</sup> to advise their press and media contacts that they have been contracted by Provincetown as the Destination Marketing PR firm. The letter peaked immediate interest and dialog.
- Two journalist published stories about the current climate of tourism in Provincetown
- Journalists are interested in writing travel stories about Provincetown and Gayle Conran is managing the timing to be in line with the reopening phases of the Commonwealth and the Town
- *Stay Strong, The Future is Bright Campaign* went live May 8<sup>th</sup>
- Total MTD user reach is 157,048
- The marketing and messaging is generating positive engagement and dialog, the following page provides insight on two successful ads and the positive users comments about us and expressing their understanding for the need for safety and health guidelines as well as rescheduling and postponing travel plans

## Stay Strong: The Future is Bright Tourism May Digital Media Campaign



**Judy Palmer O'Toole** Every time I round this curve on 6A I say to myself "I'm home.". First visited in 1985. Starting spending a week each summer a few years later. Pretty soon it was a weekend here, a weekend there... I'll be back as soon it's allowable. Stay well my loves.

**Donald Pothier Bessette** We might visit in July. We will see how things are then. Best little town in the world.

**Ray DiNitto** Can't WAIT to return...but only when it's safe and responsible to do so!



**Ray DiNitto** Can't WAIT to return...but only when it's safe and responsible to do so!

**Gigi B Guerriera** Patience is a virtue. I'd rather all of you be safe, alive and kicking. I'm sure it is difficult, and a difficult decision, but the alternative price would be too high. Stay safe. Be strong. Your spirit and resilience will get you through! XOXO

## June Objectives

- Finalize the Digital Media firm contract resulting from the RFP to begin work on July 1, 2020 and arrange, organize and supervise the onboarding of the media specialists
- Work in conjunction with other departments and administration to support communication with synchronized messaging to reach targeted tourism audiences
- Identify timing to pivot the marketing to promote Provincetown with an invitation to visit including and building upon messaging about *Safety and Health are as Necessary as Sun and Sand*
- Utilize digital media ads to stay in touch with our target audiences
- Continue running the Stay Strong, The Future is Bright campaign to maximize exposure to the PtownTourism.com website, increase visibility and strengthen the organic search engine position
- Use sponsored content in publications to reach readers with stories about Provincetown
- Complete PR firm onboarding and information gathering to prepare for development of forward strategic planning
- Maximize use of ConranPR to provide insight on the current domestic and international destination marketing activity
- Work with our contracted marketing specialists to develop the messaging and creative to best communicate with the audience demographic
- Amend and build upon the current strategy to include a fall campaign to promote the economic recovery of the Town and planning for the 2021 season
- Reinstate regional radio including public safety and health tips
  - Radio Script DRAFT - *Provincetown is one of the most inclusive places on the planet, a safe haven encircled by the great outdoors, from beaches to the dramatic dunes. This summer in Provincetown is going to be different - it will be a time of nostalgia and exactly what is needed at a time when safety and health are as necessary as sun and sand. So if you visit Provincetown, remember our safety tips... wear a mask and social distance and we will be ready to greet you! Ptown Tourism Dot com.*



Provincetown Tourism

Public Relations Highlights, April 2020

### **Provincetown's Covid-19 Positioning**

Created and wrote a statement for Town Manager Robin Craver to address the ongoing COVID-19 crisis and its effect on the town and tourism. Released on April 9, 2020.

### **PRESS RELEASES**

Created the first, introductory communication to target media. Designed to get Provincetown on the radar early as press plan for summer press coverage, while maintaining a gentle tone to match these sensitive times.

#### ***A Postcard from Provincetown***

To be distributed May 4, 2020

ConranPR curated database for Provincetown includes 2,400 + media contacts across target sectors, including:

- LGBTQ+ publications, editors and freelance writers
- Major newspaper travel section
- Travel and lifestyle magazines
- Digital publications
- New England-based media outlets
- Travel freelancers, including those based in New England
- Travel trade media

*Next Releases in Queue:*

#### ***Provincetown, Paradise Found (Not Lost)***

Planned for distribution the moment Massachusetts receives the all-clear to travel and gather, albeit under new guidelines.

- A fulsome, practical press release about what Summer 2020 will look like, what's on and what's open, how to get there – why now.
- Updates, restrictions lodging, restaurants, shops, ferries, beaches
- Small gatherings, big memories

### **PLANNING & STRATEGY SESSIONS WITH PROVINCETOWN TOURISM**

ConranPR Principals, Gayle Conran & Everett Potter, worked with Tony Fuccillo and Nina Cantor on strategies to address Covid-19 and future positioning as the situation continues to evolve.

Calls took place throughout the month of April with Provincetown Tourism and key partners.

## **MARKETING / PR PLAN**

ConranPR created a 2020 marketing/PR framework, focusing on strategies and communications to address immediate crisis, inclusive of when Provincetown can begin to slowly reopen and allow visitors to return, and onward to the remainder of 2020.

## **MEDIA RELATIONS**

- Began soft correspondence with key media about ConranPR's work with Provincetown Tourism, including editorial contacts at *The New York Times*, *The Boston Globe*, *The Boston Herald*, and more.
- *Boston Magazine* – shared an advertising opportunity email with Nina.

## **TOURISM INDUSTRY INTELLIGENCE GATHERING ON COVID-19**

Participated in a number of webinars and sessions focusing on destinations and hotels presented by fellow PR and tourism marketing colleagues. Topics included:

- **Editors Panel with the Society of American Travel Writers Association**
- **Using Data to Manage through the COVID-19 Crisis**  
Guest Speaker, John Hach, TravelClick
- **Skift Series – Travel's Path Forward**, PR and Marketing Panel
- **TravMedia's Travel Journalism During Covid-19**
  - *Travel Weekly*, Arnie Weissman, Editor in Chief
  - *The Los Angeles Times*, Travel Editor Catharine Hamm
  - *Westways* and AAA publications, Elizabeth Harryman, Travel Editor
  - *Travel + Leisure magazine*, Jacqueline Gifford, Editor in Chief
  - U.S. Travel Association, Tori Emerson Barnes, Executive Vice President, Public Affairs and Policy

## **TOURISM EVENTS AND INDUSTRY REPRESENTATION OF PROVINCETOWN**

- Gayle Conran is registered attend the annual [Travel Classics](#) media summit in October 2020 in Lausanne, Switzerland.
- Gayle Conran and Everett Potter registered attend the [Society of American Travel Writers annual convention in Milwaukee](#) in October 2020

# # #

# Bellweather: Ptowntourism.com Website Overview

Data From Google Analytics

## March 2020

### How is the site doing compared to this time last year?

Users <b>14,266</b> ↑ 11.0% from previous year	New Users <b>13,374</b> ↑ 10.9% from previous year	Sessions <b>15,423</b> ↑ 5.0% from previous year	Pageviews <b>26,334</b> ↑ 4.6% from previous year
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#### Bellweather Notes:

The (Other) category in Channels is from paid social ads. Visits from the "Social" channel are from organic (non-paid) social posts.

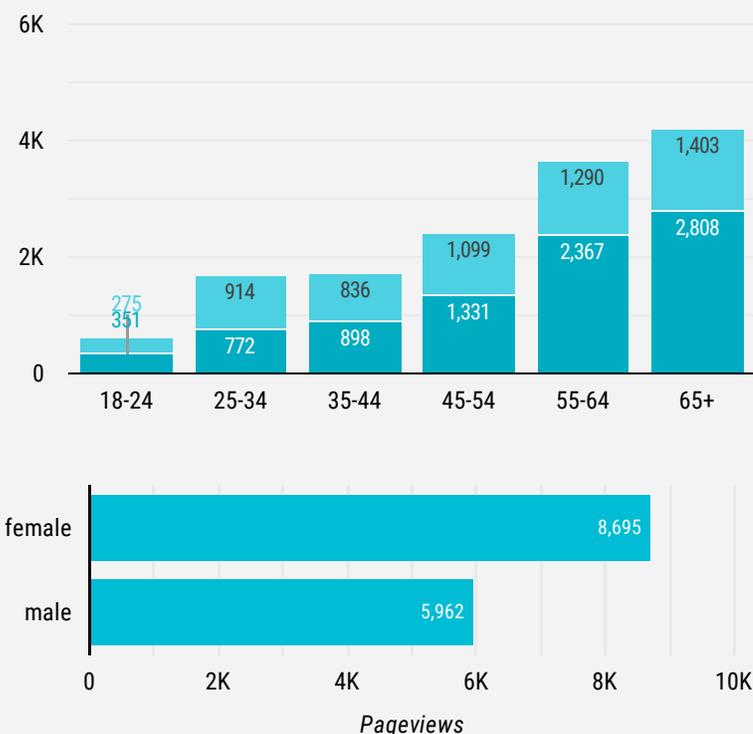
### Which channels are driving engagement?

All comparisons are from this period, last year

	Channel	Sessions	% New Sessions	% Δ	Bounce Rate	Avg. Session Duration	Pages / Session
1.	(Other)	9,566	88.5%	-10.0% ↓	80%	19	1.4
2.	Social	3,156	87.4%	11.2% ↑	80%	29	1.5
3.	Organic Search	1,143	82.7%	-3.2% ↓	45%	02:25	3.2
4.	Direct	1,001	74.2%	-20.9% ↓	61%	02:13	2.5
5.	Display	301	92.4%	1.5% ↑	76%	26	1.7
6.	Referral	254	72.4%	-3.1% ↓	42%	05:35	5.3
7.	Paid Search	2	100.0%	0.0%	100%	00	1.0
	<b>Grand total</b>	<b>15,423</b>	<b>86.7%</b>	<b>5.7% ↑</b>	<b>76%</b>	<b>43</b>	<b>1.7</b>

We noticed that there's a **big jump in Average Session Duration** between visits from **Organic Search (2.25 minutes)** and **"Other" (19 seconds)**, or **social (29 seconds)**. Plainly said, visitors who come from Google are more engaged with the site content. Based on this data, we recommend putting energy into SEM and meta descriptions.

### Engagement by Age & Gender



### What are the top states by sessions?

	Region	Sessions	Pageviews
1.	California	3,198	4,315
2.	Massachusetts	3,103	6,414
3.	Florida	2,075	3,119
4.	New York	1,633	2,670
5.	Connecticut	1,136	1,974

### What are the top cities by sessions?

1.	New York	1,429
2.	Boston	1,115
3.	Los Angeles	733
4.	Hanover	697
5.	(not set)	495

# March 2020: Top 25 Organic Searches

Organized By Clicks. Comparisons are for the previous [month](#).

	Query	Average Positi...	Clicks ▾	% Δ	Impressi...	% Δ	Site CTR	% Δ
1.	provincetown	6.9	112	-28.7% ↓	20,559	-1.0% ↓	1%	-27.9% ↓
2.	provincetown ma	7.4	85	-43.0% ↓	7,555	-21.4% ↓	1%	-27.4% ↓
3.	provincetown massachusetts	7.0	30	-42.3% ↓	3,047	-3.4% ↓	1%	-40.3% ↓
4.	provincetown tourism	2.1	21	-30.0% ↓	62	-21.5% ↓	34%	-10.8% ↓
5.	bear week provincetown	4.7	12	20.0% ↑	390	-24.3% ↓	3%	58.5% ↑
6.	visit provincetown	2.7	10	233.3% ↑	74	-15.9% ↓	14%	296.4% ↑
7.	provincetown bear week	6.1	9	350.0% ↑	293	34.4% ↑	3%	234.8% ↑
8.	province town	7.2	8	300.0% ↑	1,081	-4.8% ↓	1%	320.0% ↑
9.	provincetown cape cod	9.0	8	-33.3% ↓	1,048	-23.4% ↓	1%	-13.0% ↓
10.	ptown tourism	1.8	7	75.0% ↑	8	33.3% ↑	88%	31.3% ↑
11.	out of hibernation provincetown 20...	9.5	6	50.0% ↑	94	36.2% ↑	6%	10.1% ↑
12.	p town	7.9	6	-40.0% ↓	2,253	-18.0% ↓	+0%	-26.8% ↓
13.	provincetown events	8.3	5	-54.5% ↓	222	-38.2% ↓	2%	-26.5% ↓
14.	provincetown lgbtq	5.0	5	400.0% ↑	21	133.3% ↑	24%	114.3% ↑
15.	provincetown carnival 2020	6.1	5	-58.3% ↓	416	-47.9% ↓	1%	-20.0% ↓
16.	provincetown independence week 2...	6.1	5	-	74	311.1% ↑	7%	-
17.	out of hibernation	10.6	5	-	50	733.3% ↑	10%	-
18.	bear week	5.6	5	66.7% ↑	359	67.8% ↑	1%	-0.6% ↓
19.	provincetown, ma	6.6	4	-50.0% ↓	360	-28.9% ↓	1%	-29.7% ↓
20.	out of hibernation provincetown	5.6	4	300.0% ↑	48	77.8% ↑	8%	125.0% ↑
21.	ptown pride 2020	6.9	4	300.0% ↑	19	58.3% ↑	21%	152.6% ↑
22.	bear week provincetown 2020	2.9	4	100.0% ↑	92	-21.4% ↓	4%	154.3% ↑
23.	ptown	9.8	4	-20.0% ↓	2,290	10.3% ↑	+0%	-27.5% ↓
24.	p-town	7.9	4	300.0% ↑	648	-5.0% ↓	1%	321.0% ↑
25.	provincetown calendar 2020	6.3	3	-25.0% ↓	50	-55.8% ↓	6%	69.5% ↑
	<b>Grand total</b>	<b>14.1</b>	<b>697</b>	<b>-30.0% ↓</b>	<b>74,760</b>	<b>-8.0% ↓</b>	<b>1%</b>	<b>-23.9% ↓</b>

## Bellweather Notes:

**March was the beginning of the Coronavirus downturn. We have seen searches (and traffic) down for all of our destination clients. We anticipate this trend will continue for at least another month, until curves begin to level-off and summer travel plans are discussed in the news.**

**This is a great time to get your SEO in order. We strongly encourage Ptown to use this time to gather as many "backlinks"—or links from other sites, to the new site—as possible. Each backlink strengthens your organic position, and also increases the chance that someone will visit the site from another site.**

# March 2020: Top 25 Popular Pages

Organized By Pageviews. Comparison at right is for the previous [month](#).

	Page Title	Page	Pageviews ▾	% Δ
1.	Provincetown, Massachusetts – Official Guide to Provincetown	/	13,970	-24.1% ↓
2.	Provincetown Events – Your Guide to All the Best Happenings	/events/	995	-13.9% ↓
3.	Ultimate Guide to LGBTQ+ Provincetown – When to Go, What to See	/lgbtq/	856	-47.9% ↓
4.	Summer in Provincetown – Where to Go, What to See	/summer/	822	-45.8% ↓
5.	A Visit to Provincetown in the Spring – Calm, Beautiful, and Rejuvenati...	/spring/	475	-43.4% ↓
6.	Provincetown Restaurants – Seafood, Brunch, and Beyond	/restaurants-and-bars/	355	-67.3% ↓
7.	Bear Week – Provincetown	/events/bear-week/	268	36.7% ↑
8.	Where to Stay in Provincetown – Get a Complete Listing	/where-to-stay-in-provincetown/	252	-68.2% ↓
9.	Provincetown Carnival – Provincetown	/events/provincetown-carnival/	245	-30.4% ↓
10.	Experience Provincetown in Winter	/winter/	222	-67.0% ↓
11.	Provincetown in the Fall – The Local's Secret for a Perfect Visit	/fall/	193	-39.7% ↓
12.	Provincetown Beaches – Plan Your Perfect Beach Day	/beaches-and-parks/	192	-59.9% ↓
13.	Provincetown Art Galleries – Experience a Thriving Art Community	/arts-and-culture/	174	-52.6% ↓
14.	Out of Hibernation Ursamen – Provincetown	/events/out-of-hibernation-ursamen/	170	5.6% ↑
15.	Miss Gay Mass US of A – Provincetown	/events/miss-gay-mass-us-of-a/	162	82.0% ↑
16.	You searched for – Provincetown	?s=	143	-40.7% ↓
17.	Provincetown PRIDE – Provincetown	/events/provincetown-pride/	122	-17.6% ↓
18.	Provincetown Nightlife – Why You Should Start Before Dark	/nightlife/	119	-28.7% ↓
19.	Provincetown Bike Rentals and Trails – Where To Go	/hiking-and-biking/	113	-47.2% ↓
20.	Shops in Provincetown – Unique Gifts and High-End Style	/provincetown-shopping/	112	-46.9% ↓
21.	Places to Eat in Provincetown – The Complete List	/restaurants-and-bars/provincetown-res...	108	-75.8% ↓
22.	Experience Provincetown Year-Round	/all-seasons/	104	-52.7% ↓
23.	Provincetown Visitor's Guide	/visitors-guide/	103	-56.2% ↓
24.	Whale Watching in Provincetown – Plan Your Trip	/whale-watching/	101	-54.1% ↓
25.	Celebrate Provincetown Pride!	/articles/celebrate-pride-in-provinceto...	94	-34.3% ↓
		<b>Grand total</b>	<b>23,516</b>	<b>-32.1% ↓</b>

# Bellweather: Ptowntourism.com Website Overview

Data From Google Analytics

## April 2020

### How is the site doing compared to this time last year?

Users <b>13,069</b> ↓ -34.7% from previous year	New Users <b>12,710</b> ↓ -34.3% from previous year	Sessions <b>14,752</b> ↓ -36.3% from previous year	Pageviews <b>23,620</b> ↓ -41.7% from previous year
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These numbers are consistent to what we're seeing with all of our clients. April was the most recent peak of everything being locked down.

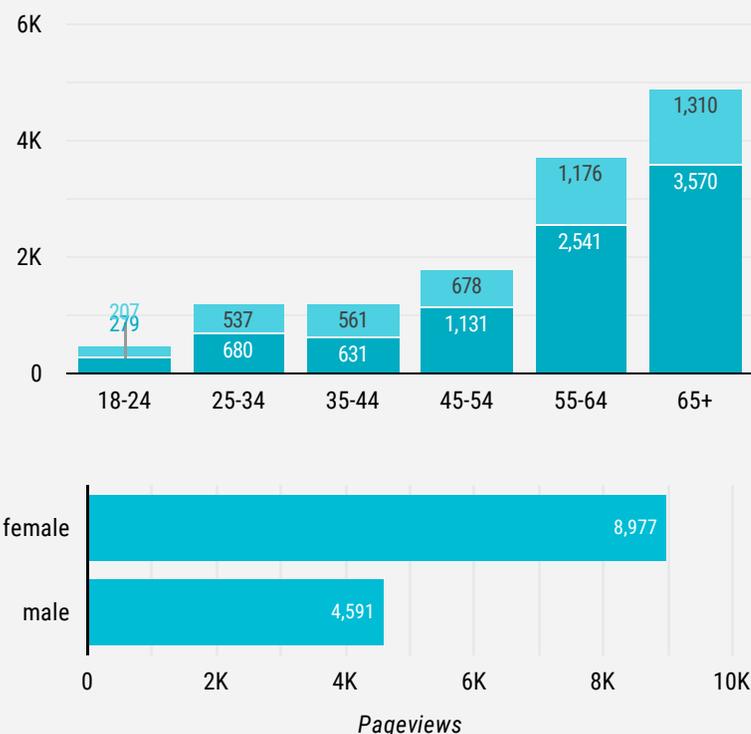
Below we're seeing a small increase over last month of (Other) but their Average session duration has dropped. However, we are seeing your Social category spike from 29 seconds to 2:09 minutes with an increase in pages/session up to 3.1.

### Which channels are driving engagement?

All comparisons are from this period, last year

	Channel	Sessions	% New Sessions	% Δ	Bounce Rate	Avg. Session Duration	Pages / Session
1.	(Other)	10,656	88.3%	-0.5% ↓	92%	11	1.2
2.	Direct	1,724	80.3%	-11.3% ↓	62%	01:37	2.6
3.	Organic Search	1,482	80.3%	-7.0% ↓	53%	01:57	3.0
4.	Referral	499	81.4%	23.8% ↑	63%	01:48	2.4
5.	Social	390	81.5%	1.1% ↑	65%	02:09	3.1
6.	Paid Search	1	100.0%	13.3% ↑	100%	00	1.0
	<b>Grand total</b>	<b>14,752</b>	<b>86.2%</b>	<b>3.1% ↑</b>	<b>83%</b>	<b>38</b>	<b>1.6</b>

### Engagement by Age & Gender



### What are the top states by sessions?

	Region	Sessions	Pageviews
1.	Massachusetts	2,776	6,036
2.	New York	2,685	3,952
3.	Pennsylvania	1,741	2,226
4.	New Jersey	1,225	1,597
5.	Virginia	1,121	1,393

### What are the top cities by sessions?

1.	Eastham	1,747
2.	New York	1,516
3.	Boston	746
4.	(not set)	697
5.	Provincetown	233

# April 2020: Top 25 Organic Searches

Organized By Clicks. Comparisons are for the previous [month](#).

	Query	Average Positi...	Clicks ▾	% Δ	Impressi...	% Δ	Site CTR	% Δ
1.	provincetown	7.2	151	29.1% ↑	26,843	25.8% ↑	1%	2.6% ↑
2.	provincetown ma	7.1	87	29.9% ↑	7,386	3.3% ↑	1%	25.7% ↑
3.	provincetown tourism	2.5	28	40.0% ↑	84	47.4% ↑	33%	-5.0% ↓
4.	provincetown massachusetts	7.5	28	-3.4% ↓	3,055	0.9% ↑	1%	-4.3% ↓
5.	ptown	7.8	23	228.6% ↑	2,959	25.4% ↑	1%	162.1% ↑
6.	ptown tourism	1.7	20	233.3% ↑	24	242.9% ↑	83%	-2.8% ↓
7.	bear week provincetown	8.0	18	-21.7% ↓	522	-8.6% ↓	3%	-14.4% ↓
8.	bear week	6.3	17	-5.6% ↓	477	0.2% ↑	4%	-5.8% ↓
9.	provincetown carnival 2020	5.4	17	142.9% ↑	717	81.5% ↑	2%	33.8% ↑
10.	ptown carnival 2020	5.4	14	600.0% ↑	538	41.6% ↑	3%	394.4% ↑
11.	p town	6.7	13	160.0% ↑	3,124	35.9% ↑	+0%	91.3% ↑
12.	provincetown cape cod	8.2	11	57.1% ↑	1,232	16.8% ↑	1%	34.6% ↑
13.	provincetown events 2020	7.6	9	-	156	13.0% ↑	6%	-
14.	provincetown bear week	7.8	9	-35.7% ↓	290	-27.3% ↓	3%	-11.6% ↓
15.	carnival ptown	8.5	8	-	96	108.7% ↑	8%	-
16.	ptown bear week	8.3	8	100.0% ↑	152	-43.3% ↓	5%	252.6% ↑
17.	town of provincetown	4.8	8	166.7% ↑	1,154	-17.5% ↓	1%	223.1% ↑
18.	province town	7.1	7	-12.5% ↓	1,405	24.7% ↑	+0%	-29.8% ↓
19.	provincetown carnival 2020 cancell...	7.8	6	-	229	-	3%	-
20.	provincetown summer 2020	8.3	6	500.0% ↑	162	362.9% ↑	4%	29.6% ↑
21.	provincetown pride 2020	9.2	6	200.0% ↑	174	346.2% ↑	3%	-32.8% ↓
22.	visit provincetown	2.7	5	-37.5% ↓	55	-15.4% ↓	9%	-26.1% ↓
23.	provincetown, ma	6.3	4	33.3% ↑	336	2.1% ↑	1%	30.6% ↑
24.	provincetown bear week 2020	11.0	4	100.0% ↑	356	339.5% ↑	1%	-54.5% ↓
25.	ptown events	8.1	4	-	108	9.1% ↑	4%	-
	<b>Grand total</b>	<b>14.2</b>	<b>1,026</b>	<b>44.3% ↑</b>	<b>92,828</b>	<b>20.3% ↑</b>	<b>1%</b>	<b>20.0% ↑</b>

## Bellweather Notes:

**April was the most recent peak of the Coronavirus downturn. We have seen searches (and traffic) down for all of our destination clients.** Bear Week and The 4th of July are showing up frequently. With the current situation, it would be beneficial to utilize these pages to spread information about the current COVID possibilities for reopening in time.

**Huge increase in Carnival 2020 searches.** We are seeing an increase in traffic for Carnival 2020 searches. With this event happening in August, it seems most people are expecting the situation to be resolved by then and are trying to plan trips around this date. We would note that now is a great time to get referral links (which are huge drivers for traffic and increased search presence).

# April 2020: Top 25 Popular Pages

Organized By Pageviews. Comparison at right is for the previous [month](#).

	Page Title	Page	Pageviews ▾	% Δ
1.	Provincetown, Massachusetts – Official Guide to Provincetown	/	8,666	-45.1% ↓
2.	Provincetown Events – Your Guide to All the Best Happenings	/events/	1,974	123.6% ↑
3.	You searched for – Provincetown	/?s=	783	287.6% ↑
4.	Summer in Provincetown – Where to Go, What to See	/summer/	597	1.0% ↑
5.	Ultimate Guide to LGBTQ+ Provincetown – When to Go, What to See	/lgbtq/	510	-23.0% ↓
6.	Provincetown Carnival – Provincetown	/events/provincetown-carnival/	501	165.1% ↑
7.	Bear Week – Provincetown	/events/bear-week/	314	13.8% ↑
8.	Provincetown PRIDE – Provincetown	/events/provincetown-pride/	257	131.5% ↑
9.	A Visit to Provincetown in the Spring – Calm, Beautiful, and Rejuvenati...	/spring/	240	-33.1% ↓
10.	Independence Week – Provincetown	/events/independence-week/	223	99.1% ↑
11.	Provincetown Restaurants – Seafood, Brunch, and Beyond	/restaurants-and-bars/	205	-21.5% ↓
12.	Provincetown in the Fall – The Local's Secret for a Perfect Visit	/fall/	175	21.5% ↑
13.	Where to Stay in Provincetown – Get a Complete Listing	/where-to-stay-in-provincetown/	157	-19.5% ↓
14.	Family Week – Provincetown	/events/family-week/	128	236.8% ↑
15.	Provincetown Beaches – Plan Your Perfect Beach Day	/beaches-and-parks/	127	-17.5% ↓
16.	Girl Splash – Provincetown	/events/girl-splash/	121	120.0% ↑
17.	4th of July Parade & Fireworks – Provincetown	/events/4th-of-july-parade-fireworks/	106	657.1% ↑
18.	Provincetown Art Galleries – Experience a Thriving Art Community	/arts-and-culture/	105	-25.0% ↓
19.	Shops in Provincetown – Unique Gifts and High-End Style	/provincetown-shopping/	103	51.5% ↑
20.	Experience Provincetown in Winter	/winter/	103	-43.4% ↓
21.	Provincetown Portuguese Festival – Provincetown	/events/provincetown-portugese-festival/	103	45.1% ↑
22.	Single Women's Weekend – Provincetown	/events/single-womens-weekend/	98	50.8% ↑
23.	Provincetown Visitor's Guide	/visitors-guide/	92	13.6% ↑
24.	Contact – Provincetown	/contact/	81	102.5% ↑
25.	Whale Watching in Provincetown – Plan Your Trip	/whale-watching/	78	-1.3% ↓
		<b>Grand total</b>	<b>18,132</b>	<b>-22.7% ↓</b>



# Provincetown

Report

April, 2020

tSG.

# Provincetown Channel Overview

2

## Goal 1: Engagement

Impressions  
**637,246**

Clicks  
**26,444**

CPC  
**\$0.21**

CTR  
**4.15%**

## Goal 2: Traffic

Outbound Clicks  
**13,237**

Cost Per Out.  
**\$0.42**

Campaign Name	Amount Spent	Impressions	CPM	Clicks	CTR	CPC	Post Engagement	Cost per Post Engagement	Outbound Clicks	Cost per Outbound Click	Video Views (>50%)	Cost Per Video View
Facebook	\$2,995.55	328,370	\$9.12	14,431	4.39%	\$0.21	96,738	\$0.03	7,395	\$0.41	6,659	\$0.45
Instagram	\$2,073.76	239751	\$8.65	11056	4.61%	\$0.19	75271	\$0.03	4885	\$0.42	4,886	\$0.42
YouTube	\$490.28	69,125	\$7.09	957	1.38%	\$0.51	15404	\$0.03	957	\$0.51	14,447	\$0.03
<b>Total</b>	<b>\$5,559.59</b>	<b>637,246</b>	<b>\$8.72</b>	<b>26,444</b>	<b>4.15%</b>	<b>\$0.21</b>	<b>187,413</b>	<b>\$0.03</b>	<b>13,237</b>	<b>\$0.42</b>	<b>25,992</b>	<b>\$0.21</b>

- The Provincetown stay safe video campaign performed exceptionally well. Ads were viewed 637,246 times and produced 26,444 clicks to the Provincetown website. Additionally, compared to the last campaign, the click-through rate, cost per click, and cost per outbound click improved.
- Facebook delivered the most cost-efficient website traffic and a high click-through rate. Instagram performed similarly well and generated the highest click-through rate.
- YouTube performed very well for awareness, and generated the lowest cost per 1,000 impressions and the lowest cost per video view by a significant margin.
- Facebook's 4.39% click-through continues to be way above industry standards for travel and hospitality. The average click-through rate for the industry is 0.90%.
- The digital ads also received tremendous engagement. There were over 187k social engagements, including over 384 comments and 930 shares.

# Provincetown Facebook Overview

4

## Goal 1: Engagement

## Goal 2: Website Traffic

Cost <b>\$2,995.55</b>	Impressions <b>328,370</b>	Reach <b>227,071</b>	Outbound Clicks <b>7,395</b>	Engagement <b>96,738</b>
Clicks <b>14,431</b>	CTR <b>4.39%</b>	CPC <b>\$0.21</b>	Cost Per Out. <b>\$0.41</b>	Cost Per Eng. <b>\$0.03</b>

Ad Set Name	Amount Spent	Impressions	Clicks	CTR	CPC	Post Engagement	Cost per Post Engagement	Outbound Clicks	Cost per Outbound Click	Video Views (>50%)	Cost Per Video View
Tourism, Drive Market	\$2,021.69	217560	9538	4.38%	\$0.21	64831	\$0.03	5053	\$0.40	4,442	\$0.46
LGBTQ, Drive Market	\$751.02	89743	4,200	4.68%	\$0.18	24786	\$0.03	2051	\$0.37	1,736	\$0.43
Website Remarketing	\$165.18	13232	450	3.40%	\$0.37	5103	\$0.03	166	\$1.00	362	\$0.46
Family Friendly, Drive Market	\$44.55	6499	218	3.35%	\$0.20	1648	\$0.03	116	\$0.38	96	\$0.46
Email List Remarketing	\$13.11	1336	25	1.87%	\$0.52	370	\$0.04	9	\$1.46	23	\$0.57
<b>Total</b>	<b>\$2,995.55</b>	<b>328370</b>	<b>14431</b>	<b>4.39%</b>	<b>\$0.21</b>	<b>96738</b>	<b>\$0.03</b>	<b>7395</b>	<b>\$0.41</b>	<b>6,659</b>	<b>\$0.45</b>

- Facebook continues to be an extremely valuable platform at reaching highly interested users and then directing them to the Provincetown website. In April, ads placed on Facebook received 14k clicks and over 7k outbound clicks to the site.
- Ads on Facebook were viewed over 300,000 times by users at a cost of \$9.12 per 10,000 impressions.
- The creative also received over 96k engagements from users who have visited Provincetown or are interested in Provincetown. Overall, the cost per engagement was just \$0.03.
- In April, the Facebook campaign had a high click-through rate of 4.39% and a low cost per click of \$0.21.
- During this reporting period, the top-performing audience segment on Facebook was the Tourism audience with the most outbound clicks and post engagement. However, the LGBTQ audience maintained a higher click-through rate and lower cost per click.
- In April, the Provincetown digital campaign successfully reached more women compared to previous campaigns. Content also resonated with women, as a high percentage clicked through to the site.

# Provincetown Instagram Overview

## Goal 1: Engagement

## Goal 2: Website Traffic

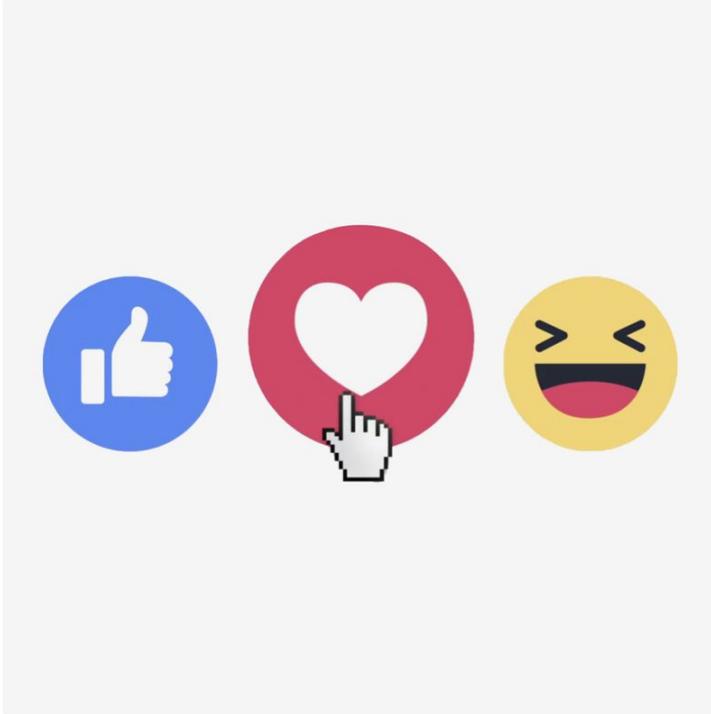
Cost <b>\$2,073.76</b>	Impressions <b>239,751</b>	Reach <b>174,432</b>	Outbound Clicks <b>4,885</b>	Engagement <b>75,271</b>
Clicks <b>11,056</b>	CTR <b>4.61%</b>	CPC <b>\$0.19</b>	Cost per Out. <b>\$0.42</b>	Cost per Eng. <b>\$0.03</b>

Ad Set Name	Amount Spent	Impressions	Clicks	CTR	CPC	Post Engagement	Cost per Post Engagement	Outbound Clicks	Cost per Outbound Click	Video Views (>50%)	Cost Per Video View
Tourism, Drive Market	\$1,228.12	145150	6562	4.52%	\$0.19	47116	\$0.03	3097	\$0.40	3,025	\$0.41
LGBTQ, Drive Market	\$612.98	78596	4118	5.24%	\$0.15	23535	\$0.03	1617	\$0.38	1,614	\$0.38
Family Friendly, Drive Market	\$60.94	9608	343	3.57%	\$0.18	2614	\$0.02	157	\$0.39	136	\$0.45
Website Remarketing	\$98.06	3025	20	0.66%	\$4.90	1168	\$0.08	12	\$8.17	81	\$1.21
Email List Remarketing	\$73.66	3372	13	0.39%	\$5.67	838	\$0.09	2	\$36.83	30	\$2.46
<b>Total</b>	<b>\$2,073.76</b>	<b>239751</b>	<b>11056</b>	<b>4.61%</b>	<b>\$0.19</b>	<b>75271</b>	<b>\$0.03</b>	<b>4885</b>	<b>\$0.42</b>	<b>4,886</b>	<b>\$0.42</b>

- The number of outbound clicks from Instagram improved, along with the cost per outbound click.
- Instagram campaigns had an overall click-through rate of 4.61%, and both the click-through rate and cost per click improved since the last campaign.
- Similar to Facebook, the tourism audience produced the highest volume of clicks, video views, and engagements. However, the LGBTQ audience was the most cost-efficient segment for all key metrics.
- On Instagram, ads performed better with women than with men. Women produced a higher click-through rate, lower cost per click, and generated a higher volume of clicks and video views.

# Provincetown Social Metrics

8



**Reactions - 5,625**



**Shares - 930**



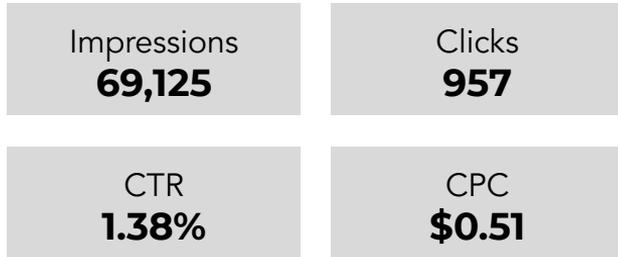
**Comments - 384**



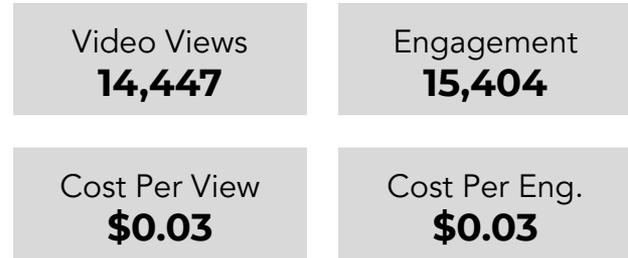
**Social Engagements - 172,009**

# Provincetown YouTube Overview

## Goal 1: Website Traffic



## Goal 2: Engagement



Ad Set Name	Amount Spent	Impressions	Clicks	CTR	CPC	Engagement	Cost Per Engagement	Video Views	Cost Per View
YouTube, LGBTQ	\$490.28	69,125	957	1.38%	\$0.51	15,404	\$0.03	14,447	\$0.03

- YouTube was extremely cost-efficient at generating video views with a cost per view of only \$0.03. Additionally, the platform delivered 532,962 impressions, making it an excellent platform for awareness.
- While YouTube is primarily an awareness oriented platform, the campaign also successfully produced 957 clicks to the Provincetown website.

# Provincetown Top Ads

10

## Facebook



**Provincetown**  
Sponsored · 🌐

To all the wanderers, art enthusiasts, foodies, lovers of thrills and frills, stay safe out there.

PTOWNTOURISM.COM  
**Stay Safe Out There**

[LEARN MORE](#)

CTR: 4.39%

CPC: \$0.21

## Instagram



Instagram

**ptowntourism**  
Sponsored

[Learn More](#)

[📖](#) [💬](#) [📌](#)

ptowntourism To all the wanderers, art enthusiasts, foodies, lovers of thrills and frills, stay safe out there.

CTR: 4.61%

CPC: \$0.19

## YouTube



*Provincetown*  
CAPE COD, MA  
You belong here.

Skip Ad ▶

01:00

**Provincetown**  
Ad ptowntourism.com

[LEARN MORE](#)

CTR: 1.38%

CPC: \$0.51

# Conclusions & Next Steps

- The Provincetown stay safe video campaign generated excellent results overall. On Facebook and Instagram, the ad was viewed 568,121 times and reached 333,887 people. On YouTube, the ad was viewed 69,125 times and delivered 14,447 video views.
- Given the sensitive situation around COVID-19, user sentiment is an especially high priority at the moment. However, there were 5,610 “Likes” and “Loves” and only four “Sad” or “Angry” reactions, which shows people responded positively to the campaign.
- The video was shared 930 times, which is quite a lot given the budget. This engagement suggests the video got users excited about sharing the joy of Provincetown during troubling times.
- Going forward, we will continue to focus on being a source of happiness and positivity in these troubling times. Then, when the timing is right, pivot to also promote visiting Provincetown.



# Questions?

Ask away.

## **The Spark Group**

306 W 38th St, 6th Floor  
New York, NY 10018

[thesparkgroup.com](http://thesparkgroup.com)  
+1-212-989-3198



# Provincetown

Report

May 1-27, 2020

tSG.

# Provincetown Channel Overview

2

## Goal 1: Engagement

Impressions  
**414,611**

Clicks  
**24,552**

CPC  
**\$0.15**

CTR  
**5.92%**

## Goal 2: Traffic

Outbound Clicks  
**3,556**

Cost Per Out.  
**\$1.03**

Campaign Name	Amount Spent	Impressions	CPM	Clicks	CTR	CPC	Post Engagement	Cost per Post Engagement	Outbound Clicks	Cost per Outbound Click
Facebook	\$1,369.77	149,999	\$9.13	14,064	9.38%	\$0.10	7,776	\$0.18	1,442	\$0.95
Instagram	\$1,370.35	151,743	\$9.03	9,603	6.33%	\$0.14	5,740	\$0.24	1,229	\$1.12
YouTube	\$934.36	112,869	\$8.28	885	0.78%	\$1.06	32,174	\$0.03	885	\$1.06
<b>Total</b>	<b>\$3,674.48</b>	<b>414,611</b>	<b>\$8.86</b>	<b>24,552</b>	<b>5.92%</b>	<b>\$0.15</b>	<b>45,690</b>	<b>\$0.08</b>	<b>3,556</b>	<b>\$1.03</b>

- In early May, we successfully transitioned from the stay safe video campaign to the hope campaign. In May, ads have been viewed 414,611 times so far and produced 24,552 clicks.
- Facebook delivered the most outbound clicks with the lowest cost per outbound click. Additionally, the platform produced the highest click-through rate.
- YouTube performed very well for awareness. YouTube ads generated the lowest cost per 1,000 impressions and the lowest cost per video view.
- Facebook's 9.38% click-through continues to be way above industry standards for travel and hospitality. The average click-through rate for the industry is 0.90%.
- The Provincetown campaign continues to produce excellent engagement. There were over 45,690 social engagements, including over 262 comments and 427 shares.

# Provincetown Facebook Overview

4

## Goal 1: Engagement

## Goal 2: Website Traffic

Cost <b>\$1,369.77</b>	Impressions <b>149,999</b>	Reach <b>74,472</b>	Outbound Clicks <b>1,442</b>	Engagement <b>7,776</b>
Clicks <b>14,064</b>	CTR <b>9.38%</b>	CPC <b>\$0.10</b>	Cost Per Out. <b>\$0.95</b>	Cost Per Eng. <b>\$0.18</b>

Ad Set Name	Amount Spent	Impressions	Clicks	CTR	CPC	Post Engagement	Cost per Post Engagement	Outbound Clicks	Cost per Outbound Click
LGBTQ - Drive Market	\$849.20	98264	10289	10.47%	\$0.08	4640	\$0.18	972	\$0.87
Tourism - Drive Market	\$285.29	33804	2,407	7.12%	\$0.12	962	\$0.30	273	\$1.05
Facebook Website Remarketing	\$105.18	7974	772	9.68%	\$0.14	1036	\$0.10	142	\$0.74
Family Friendly - Drive Market	\$60.64	5940	561	9.44%	\$0.11	247	\$0.25	43	\$1.41
Facebook Email List Remarketing	\$69.46	4017	35	0.87%	\$1.98	891	\$0.08	12	\$5.79
<b>Total</b>	<b>\$1,369.77</b>	<b>149,999</b>	<b>14,064</b>	<b>9.38%</b>	<b>\$0.10</b>	<b>7,776</b>	<b>\$0.18</b>	<b>1,442</b>	<b>\$0.95</b>

- Facebook continues to be a great platform for reaching highly interested users. In May, ads placed on Facebook were viewed 149,999 times with a cost per 1,000 impressions of \$9.13. Additionally, Facebook received over 14k clicks.
- So far in May, the Facebook campaign had a high click-through rate of 9.38% and a low cost per click of \$0.10. Since the previous month, the Facebook cost per click decreased, and click-through rate increased significantly. This shift is primarily due to a significant increase in people “Liking” and “Loving” the ads.
- The LGBTQ audience delivered the highest click-through rate and lowest cost per click. Additionally, this audience produced the most clicks to the site. However, the website remarketing audience generated the most cost-efficient clicks to the Provincetown website.

# Provincetown Instagram Overview

## Goal 1: Engagement

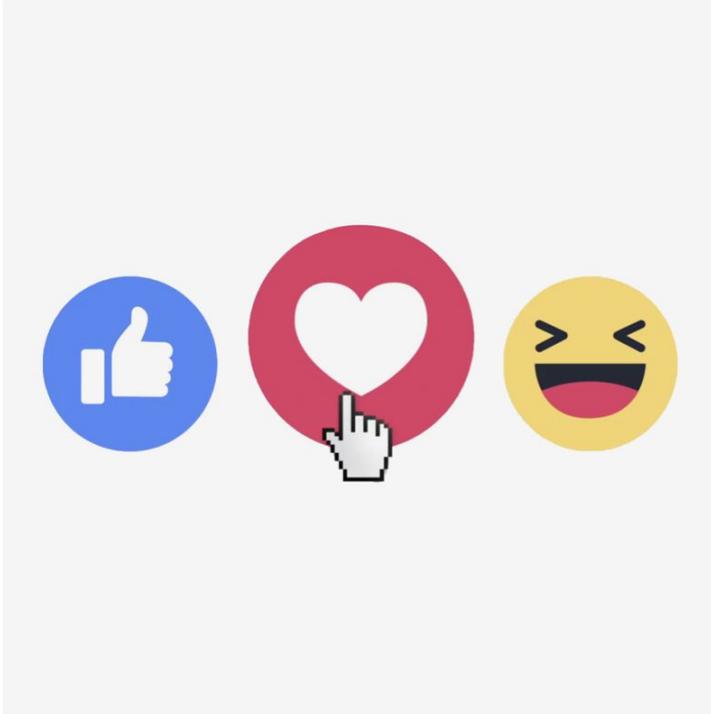
## Goal 2: Website Traffic

Cost <b>\$1370.35</b>	Impressions <b>151,743</b>	Reach <b>82,576</b>	Outbound Clicks <b>1,229</b>	Engagement <b>5,740</b>
Clicks <b>9,603</b>	CTR <b>6.33%</b>	CPC <b>\$0.14</b>	Cost per Out. <b>\$1.12</b>	Cost per Eng. <b>\$0.24</b>

Ad Set Name	Amount Spent	Impressions	Clicks	CTR	CPC	Post Engagement	Cost per Post Engagement	Outbound Clicks	Cost per Outbound Click
LGBTQ - Drive Market	\$844.39	103196	6500	6.30%	\$0.13	3384	\$0.25	787	\$1.07
Tourism - Drive Market	\$283.92	33723	1944	5.76%	\$0.15	791	\$0.36	255	\$1.11
Instagram Website Remarketing	\$119.05	7531	825	10.95%	\$0.14	685	\$0.17	156	\$0.76
Family Friendly - Drive Market	\$35.34	3892	327	8.40%	\$0.11	162	\$0.22	30	\$1.18
Instagram Email List remarketing	\$87.65	3401	7	0.21%	\$12.52	718	\$0.12	1	\$87.65
<b>Total</b>	<b>\$1,370.35</b>	<b>151,743</b>	<b>9,603</b>	<b>6.33%</b>	<b>\$0.14</b>	<b>5,740</b>	<b>\$0.24</b>	<b>1,229</b>	<b>\$1.12</b>

- Instagram ads have continued to yield strong results. Provincetown Instagram ads were viewed over 150k times and delivered 9,603 clicks.
- Similar to Facebook, the cost per click and click-through rate improved, which was likely the result of an increase in positive social reactions.
- Similar to Facebook, the LGBTQ audience produced the most clicks to the Provincetown Tourism website. However, the website remarketing audience generated both the highest click-through rate and lowest cost per outbound click to the site.

# Provincetown Social Metrics



**Reactions - 7,768**



**Shares - 427**



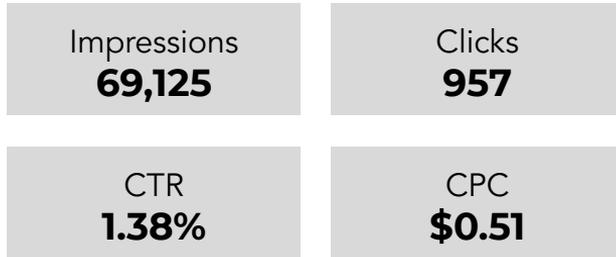
**Comments - 262**



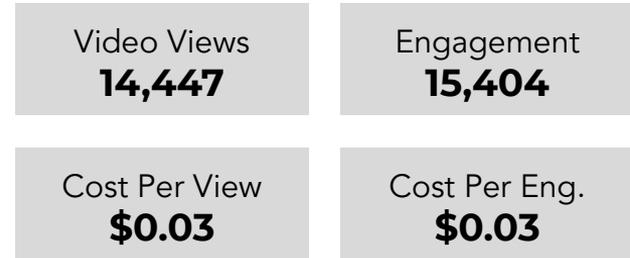
**Social Engagements - 13,516**

# Provincetown YouTube Overview

## Goal 1: Website Traffic



## Goal 2: Engagement



Ad Set Name	Amount Spent	Impressions	Clicks	CTR	CPC	Engagement	Cost Per Engagement	Video Views	Cost Per View
YouTube, LGBTQ	\$934.36	112,869	885	0.78%	\$1.06	32174	\$0.03	31,289	\$0.03

- Once again, YouTube was extremely cost-efficient at generating video views with a cost per view of only \$0.03. The platform also generated 112,869 impressions, making it an excellent platform for awareness.
- YouTube produced 885 clicks, which shows that while YouTube is primarily an awareness platform, with strong messaging, it can also deliver relevant site traffic.

# Provincetown Top Ads: Video

10

## Facebook



A Facebook video advertisement for Provincetown. The ad features a video player with a play button overlay. The video shows a person standing in a field of tall grass with a lighthouse in the background. The text above the video reads: "To all the wanderers, art enthusiasts, foodies, lovers of thrills and frills, stay safe out there." The ad is sponsored by Provincetown and includes a "LEARN MORE" button at the bottom right. The URL "PTOWNTOURISM.COM" and the text "Stay Safe Out There" are also visible.

CTR: 2.35%

CPC: \$0.75

## Instagram



An Instagram video advertisement for Provincetown. The ad features a video player showing a person standing in a field of tall grass with a lighthouse in the background. The text above the video reads: "To all the wanderers, art enthusiasts, foodies, lovers of thrills and frills, stay safe out there." The ad is sponsored by ptowntourism and includes a "Learn More" link at the bottom left. The URL "ptowntourism.com" and the text "Stay Safe Out There" are also visible.

CTR: 0.39%

CPC: \$6.66

## YouTube



A YouTube video advertisement for Provincetown. The ad features a video player showing a scenic view of Provincetown, Cape Cod, MA, with a lighthouse and sailboats. The text above the video reads: "Provincetown CAFE COD, MA You belong here." The ad is sponsored by Provincetown and includes a "Skip Ad" button and a "LEARN MORE" button. The URL "ptowntourism.com" and the text "Stay Safe Out There" are also visible.

CTR: 0.78%

CPC: \$1.06

# Provincetown Top Ads: Hope

## Top Ad

**Provincetown**  
Sponsored · 🌐

Provincetown has been an oasis of strength and pride for over 400 years. The resilient spirit of Provincetown lives within [...See More](#)

*Provincetown*  
CAPE COD, MA

PTOWNTOURISM.COM  
**Stay Strong, The Future Is Bright** [LEARN MORE](#)

CPC: \$0.07

CTR: 9.12%

## 2nd Best Ad

**Provincetown**  
Sponsored · 🌐

Provincetown has been an oasis of strength and pride for over 400 years. The resilient spirit of Provincetown lives within [...See More](#)

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CAPE COD, MA

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CPC: \$0.08

CTR: 9.75%

## 3rd Best Ad

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Full of excitement, adventure, and delights, Provincetown is a home away from home to indulge in what you love or to be [...See More](#)

*Provincetown*  
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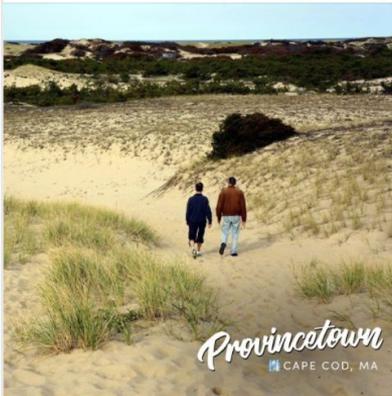
CPC: \$0.14

CTR: 5.78%

## 4th Best Ad

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CPC: \$0.16

CTR: 5.71%

## 5th Best Ad

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In times of struggle, we reminisce on fond memories of blue seas, charming streets, and colorful culture to unlock the spark ...See More



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CPC: \$0.18

CTR: 6.57%

## 6th Best Ad

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In times of struggle, we reminisce on fond memories of blue seas, charming streets, and colorful culture to unlock the spark ...See More



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CPC: \$0.23

CTR: 5.88%

- The Provincetown campaign has continued to generate excellent results in May. On Facebook and Instagram, the ads were viewed 301,742 times and reached 132,423 people. On YouTube, the ads were viewed 112,869 times and delivered 31,289 video views.
- Given the sensitive situation around COVID-19, user sentiment continues to be a top priority. So far, Provincetown ads have produced tremendous positive feedback. In May, ads delivered 7,755 “Likes” and “Loves” and only five “Sad” or “Angry” reactions. Overall, 99.8% of social reactions were positive, which shows people responded well to the campaign.
- Ads were shared 427 times, which shows that people were excited to share Provincetown’s message of hope with friends and family during these difficult times.

# Conclusions & Next Steps: Continued 14

- The escapism themed hope campaign ads performed the best overall, and produced the two most cost-efficient ads. The aspirational 'Future awaits" theme generated the third and fourth most cost-efficient ads, and the strength theme was the least effective at generated clicks. However, the strength theme asked users to post photos and tag them using #myptown, so some users may have gone to tag their photos instead of clicking. #MyPtown was used quite a bit in May, but we can't conclude which uses specifically came from this campaign.
- Going forward, we will continue to focus on and optimize the hope campaign to improve results. Additionally, we will work on creating the new campaign for the eventual pivot to promote visiting Provincetown.



# Questions?

Ask away.

## **The Spark Group**

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# JOINT MEETING

## Select Board and Visitor Services Board

### Visioning Discussion

To listen in this meeting, dial (833) 579-7589. When prompted, enter the following Conference ID number:  
678 320 034 (only available on night of meeting)