



PANDEMIC RECOVERY OFFICE

Destination Marketing Final Report

Submitted by State of Rhode Island Pandemic Recovery Office

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<https://pandemicrecovery.ri.gov>

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Destination Marketing

Project Identification Number: 10056

Pandemic Recovery Office Approval Date: February 22, 2023

Project Completion Date: December 31, 2024

Funded Amount: \$3,000,000

Expended Amount: \$3,000,000

Project Expenditure Category: 6.1 Revenue Replacement: Provision of Government Services

Problem Statement: Air travel to Rhode Island T.F. Green International Airport was heavily affected by the pandemic, with the airplane load factor decreasing by as much as 77%.¹ While air travel was recovering overall, business travel, which traditionally drives off-season travel, remained sluggish during the recovery. Additional leisure travel marketing was necessary to offset the effect of travel trends.

Project Overview: The Rhode Island Commerce Corporation (Rhode Island Commerce), in cooperation with the Rhode Island Airport Corporation (RIAC) and partner airlines, targeted key gateway cities, including Los Angeles, Chicago, Washington, D.C., and Detroit, with a campaign promoting leisure travel to Rhode Island. The project was comprised of the following components:

- Integrated campaigns that spurred interest in Rhode Island, targeted at cities with air service to Rhode Island T.F. Green International Airport.
- New England sports media buys that encouraged fan travel to professional sporting events.
- In-market experiential events and installations in high-visibility locations that created top-of-mind destination impressions.
- A lodging value campaign during January when lodging occupancy is at its lowest statewide.

Rhode Island Commerce matched the \$3 million in SFRF with its allocation of state hotel tax revenue to pay for additional marketing and advertisement campaigns that promoted Rhode Island as a destination for leisure travel. These additional funds supported the creation of visual and technical assets from conception to implementation.

¹ Data provided by the Rhode Island Airport Corporation

Financial Overview: All program payments can be found on the [Pandemic Recovery Office’s website](#) by filtering the “Project” box for “Destination Marketing.” The table below shows planned expenditures by fiscal quarter and actual expenditures by fiscal quarter.

Fiscal Year Quarter	Planned Expenditures	Actual Expenditures
FY 2023 Q3	\$340,387	-
FY 2023 Q4	\$559,245	\$782,449
FY 2024 Q1	\$365,000	\$390,210
FY 2024 Q2	\$365,000	\$360,144
FY 2024 Q3	\$365,000	\$447,777
FY 2024 Q4	\$405,000	\$249,771
FY 2025 Q1	\$320,184	\$768,719
FY 2025 Q2	\$280,184	\$30
Total	\$3,000,000	\$3,000,000

Note: A single audit fee applies to all State Fiscal Recovery Fund projects and accounts for \$900 of the \$3,000,000 of planned expenditures and actual expenditures.

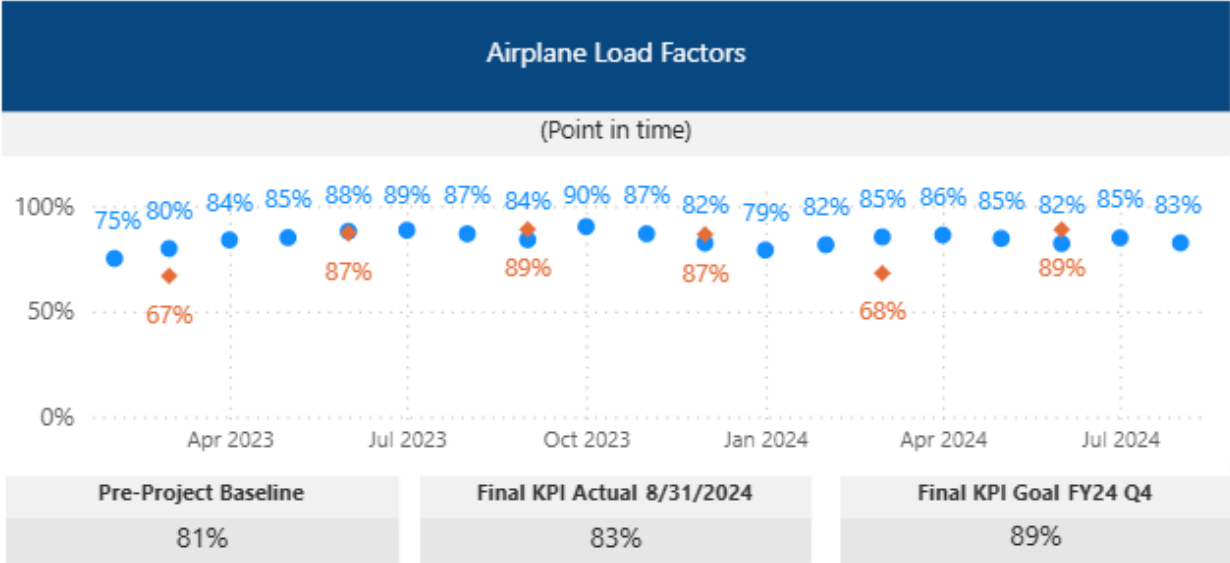
The table below shows cumulative planned expenditures and actual expenditures by the three *Destination Marketing* subprojects: agency fees, hotel marketing, and air marketing.

Subproject	Planned Expenditures	Actual Expenditures
Agency Fees	\$171,274	\$99,761
Hotel Marketing	\$159,952	\$160,000
Air Marketing	\$2,667,874	\$2,739,339
Total	\$3,000,000	\$3,000,000

Key Performance Indicators: The following are the key performance indicators based on quarterly goals and monthly data collections.

Legend: ● Actual KPI Value Reported ◆ Quarterly Goals

1. Increase in airplane load factors to match pre-pandemic levels



2. Matching funds from hotel tax

