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Unique Marketing Ideas in a Crowded Marketplace

Peggy Dalman

The Biltmore Collection

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Dressing Downton Exhibition

Marketing Outlook Forum

October 2015



Topics

- What is Biltmore?
- Exhibition
- Research
- Marketing
- Results
- Lessons Learned



What is Biltmore?



Dressing Downton Exhibition

Dates: February 5th – May 25, 2015

**Over 40 costumes from the popular Downton Abbey series
on PBS on display in Biltmore House**



Dressing Downton Exhibition



Why did it make sense?

- Same time period as Biltmore
- Many parallels:
 - Upstairs/downstairs
 - Similar lifestyle
- Take advantage of the popularity of Downton Abbey series
- Added value for guests and our passholders



Research



- Wanted to test the concept with guests to confirm our assumptions about appeal and if it would be a visit driver



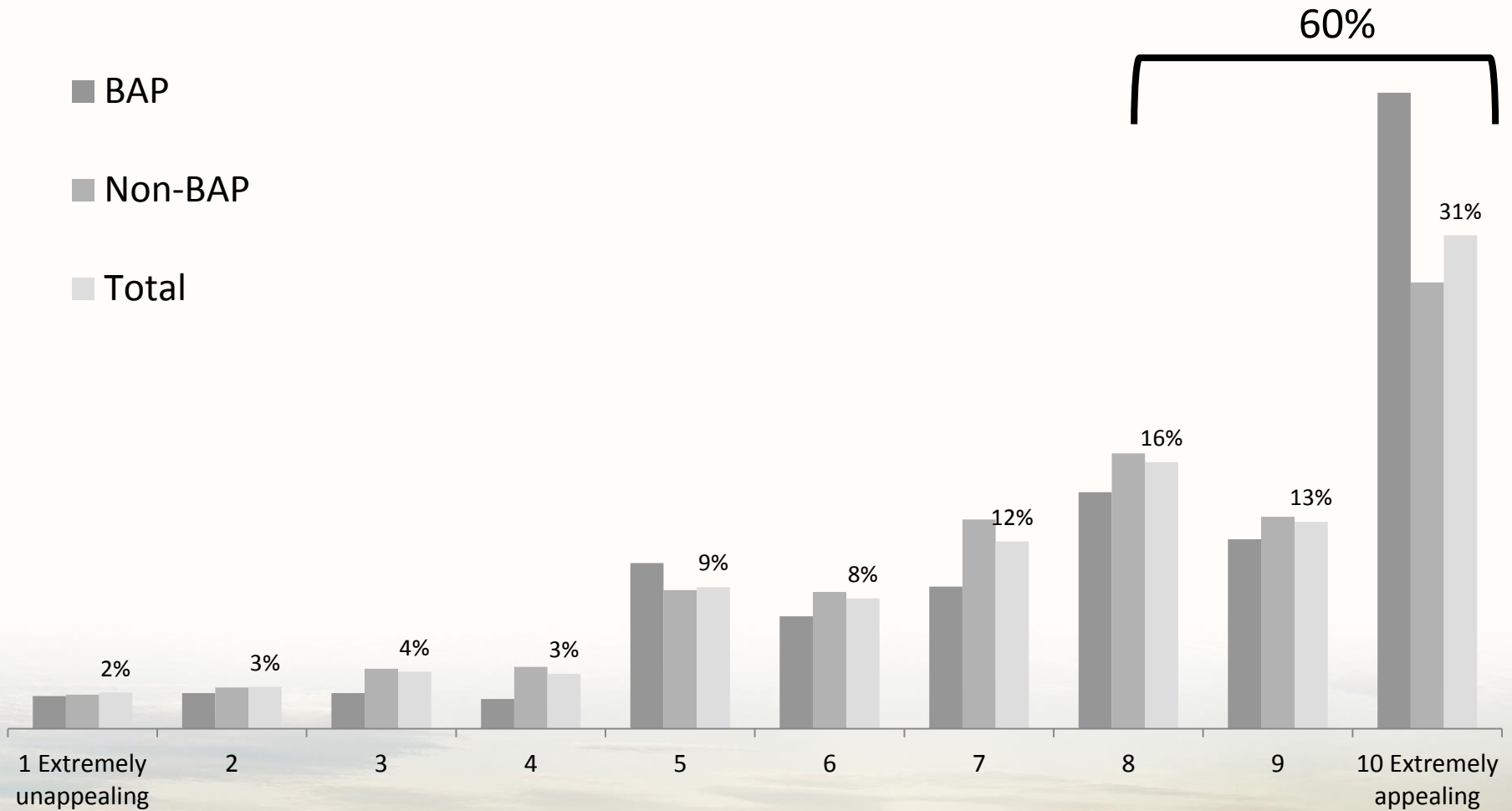
Research Supported the Decision to move forward with the exhibition

Utilized Best of Biltmore Panel

- 5,000 past guests who have agreed to participate in research for Biltmore



60% of all respondents found the exhibit appealing

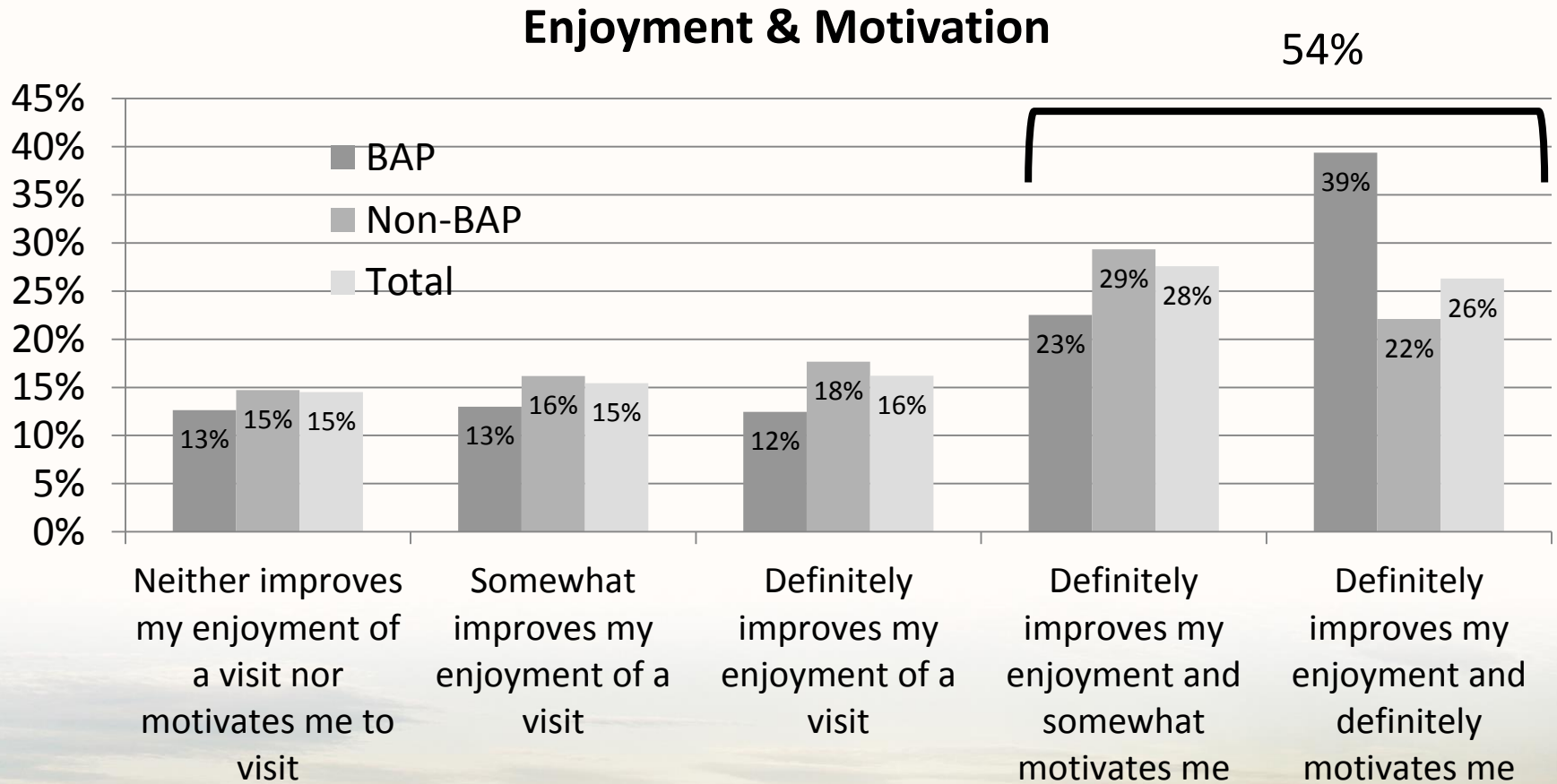


Q: How appealing is this exhibit?

Top 3 Box

BILTMORE

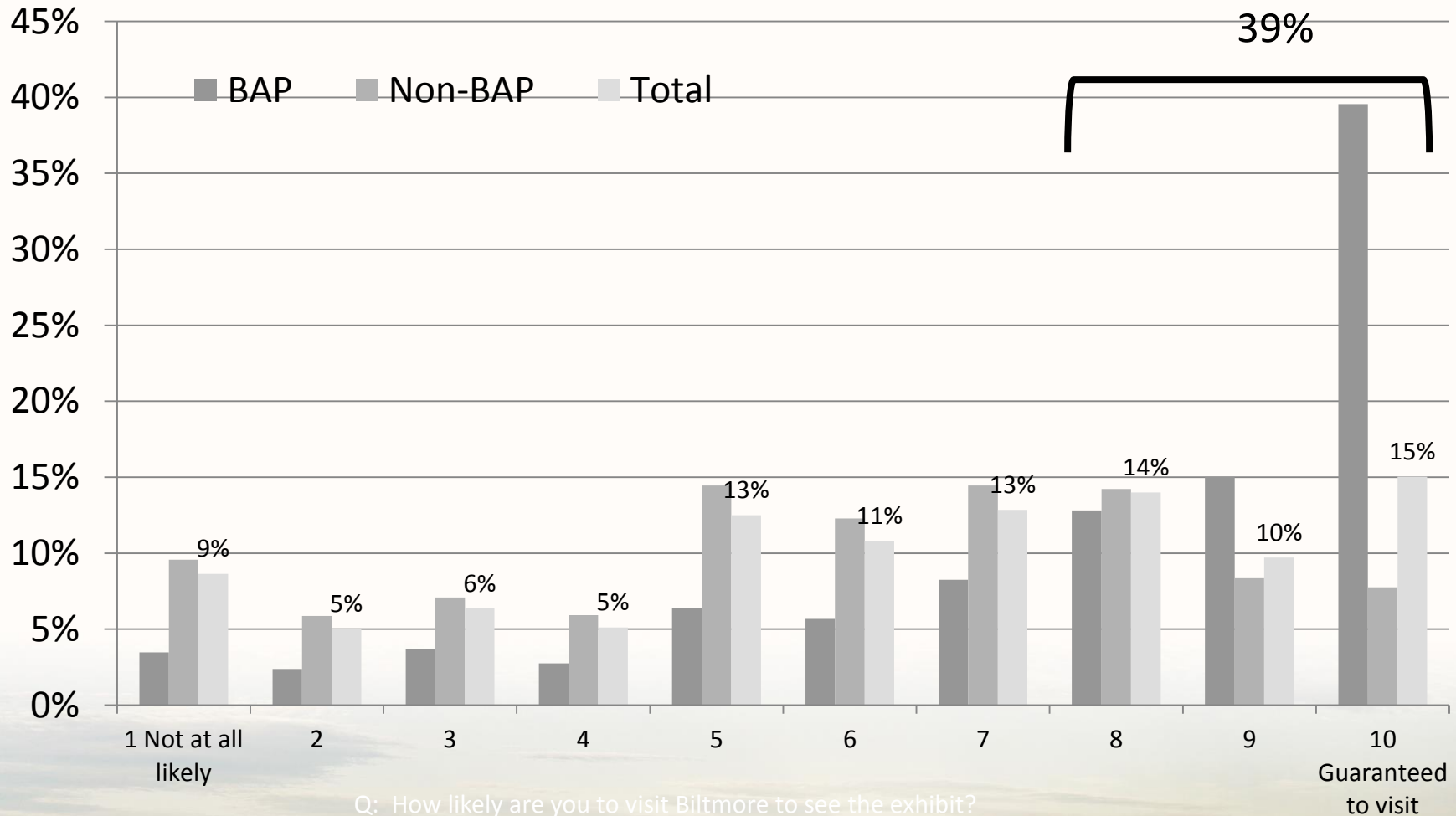
54% said the exhibit would improve their enjoyment of their Biltmore visit & motivate them to Visit



Q: Please indicate if this exhibit is something that would improve the enjoyment of your visit to Biltmore or something that would motivate you to visit or both?

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39% are likely to visit Biltmore to see the exhibit



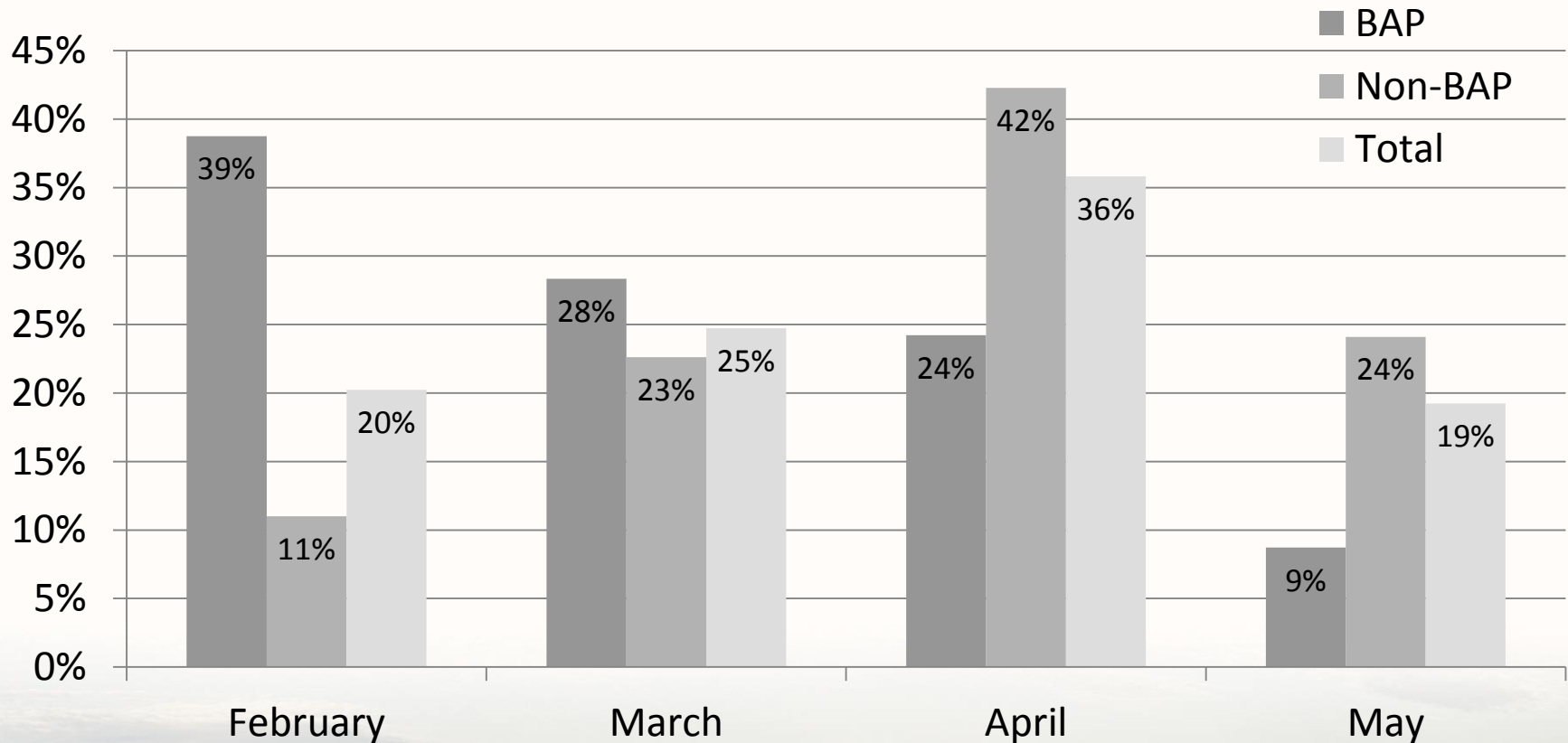
Top 3 Box

BILTMORE

Of those who said they would visit, 36% are likely to visit in April.



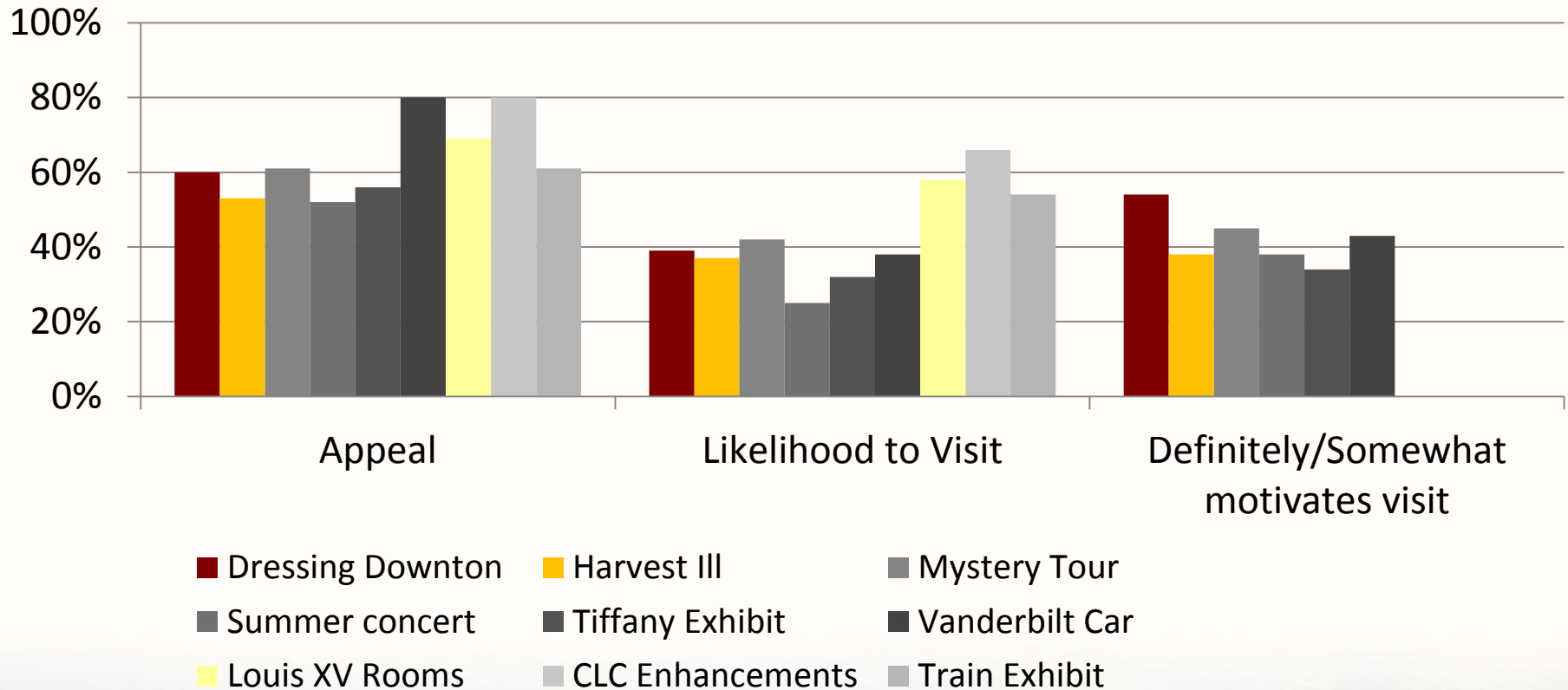
When Visit the Exhibit



Q: When do you think you will visit Biltmore to see the Dressing Downton exhibition?



Comparisons with other concept testing results

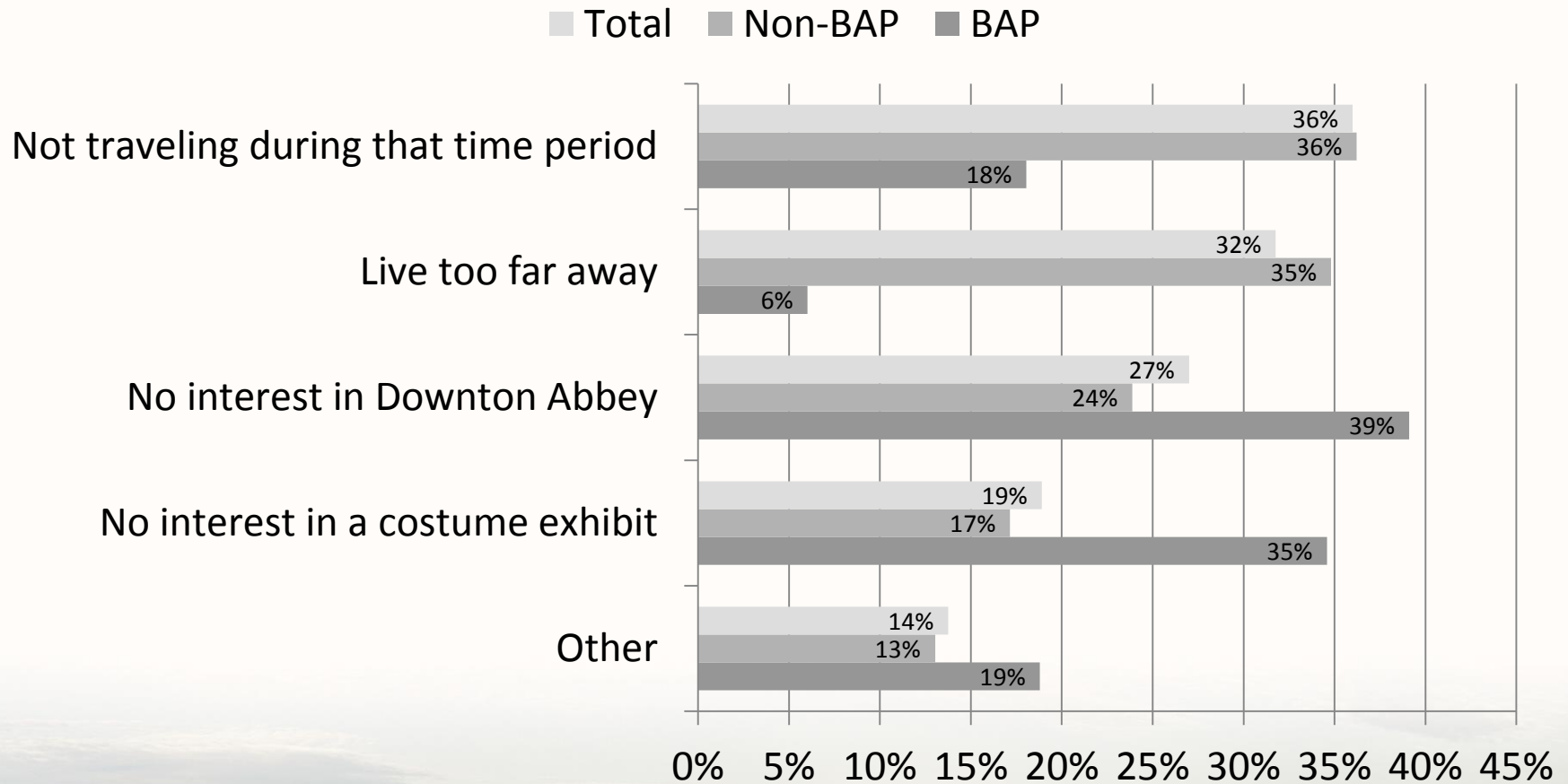


Q: Please rate the appeal to you of seeing the _____./Please rate your likelihood to visit Biltmore to see the _____ Base: 2014 Downton (2415); 2012 Harvest III/Mystery Tour (1,855) 2010 Tiffany/Concerts All (2,559); 2010 Car All (2,256); 2008 CLC/Train/Rooms All (865) Top 3 Box %'s Satisfier/Motivator question asked differently in 2008 study



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Of those not Likely to Visit, 36% are not traveling during that time period



Q: Why are you not likely to visit Biltmore for the Dressing Downton exhibition? Check all that apply.

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Marketing

PR
Social Media
TV
Online
Sponsorships
Other



News featuring Dressing Downton Exhibiton appeared in almost 500 stories

The New York Times

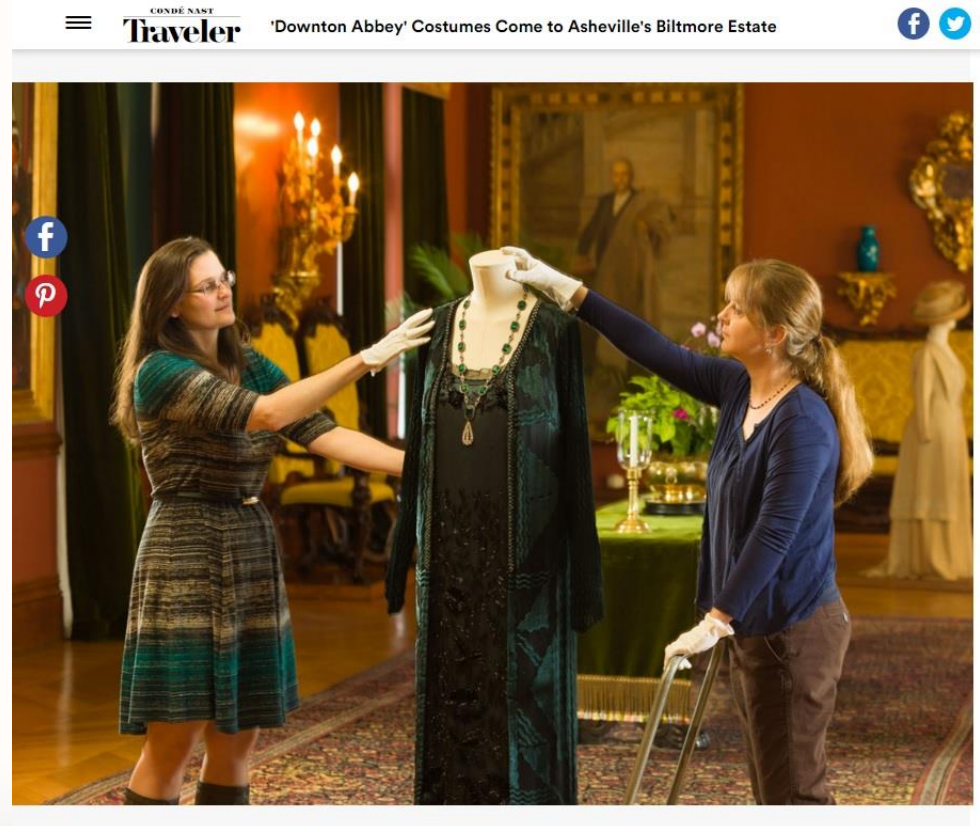
USA TODAY TRAVEL

Los Angeles Times

AP Associated Press

The Charlotte Observer

Tribune News Service



Social Media



Cornelia Vanderbilt was a fashion icon at Biltmore, glamorous in the clothes of the Roaring '20s just as Lady Mary is in "Downton Abbey®."
Biltmore.com/downton



DRESSING
DOWNTON™
Changing Fashion for Changing Times

- Focused on the parallels between Downton Abbey and Biltmore
- Weekly posts on Social media started in January and ran through March
- Posts on Facebook, Twitter, Pinterest and Instagram
- Targeted PBS and Downton Abbey followers
- Targeted Downton Abbey fans within driving distance
- Tested during Season 5 of Downton Abbey on PBS and determined the highest performing so they could be reused
- Contest on Pinterest
- Weekly blog posts showing specific room/costume



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Sample post for Facebook

 **Biltmore**
March 6 · 🌐

See 45+ costumes from Downton Abbey® in America's largest home. Now through May 25!



"Dressing Downton"

Biltmore House strikingly resembles Highclere Castle, making it easy for guests imagine how the Vanderbilts and their employees lived a century ago.

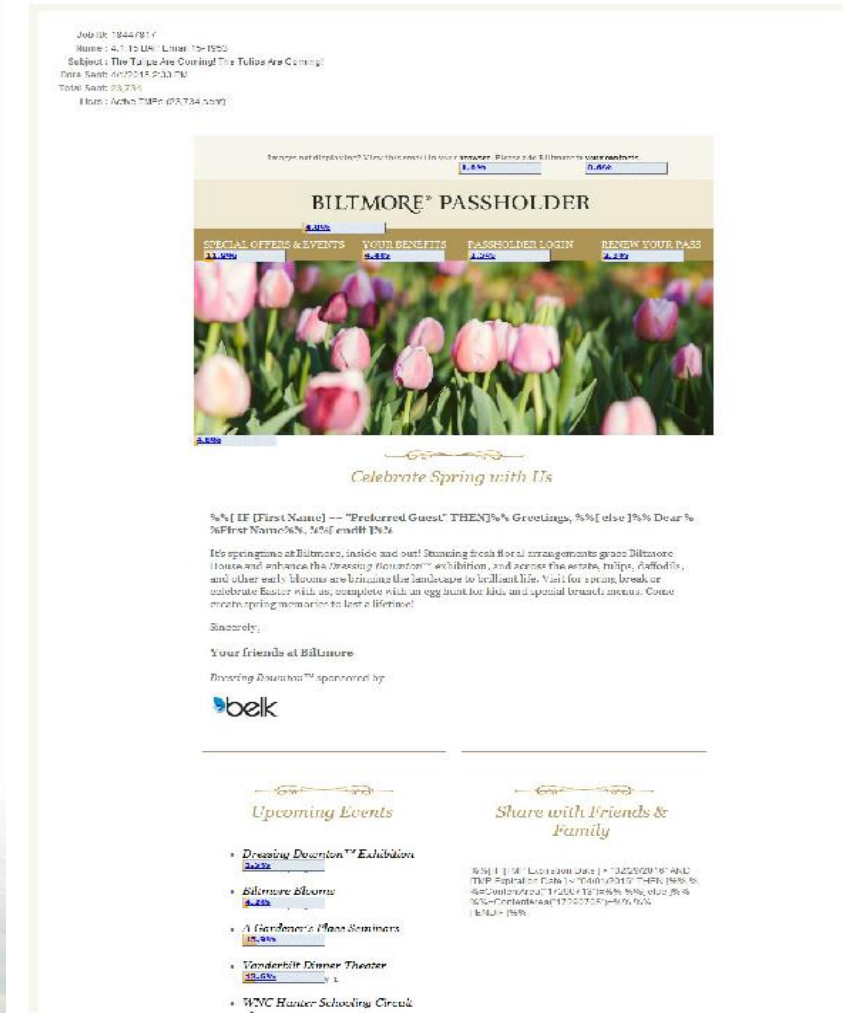
WWW.BILTMORE.COM [Learn More](#)

- Facebook post that reached 45K targeted Facebook users and got a 2.8% Click Thru Rate
- Facebook likes grew 26% during the exhibition – (not all of the growth can be attributed just to the exhibit)

Email Campaigns

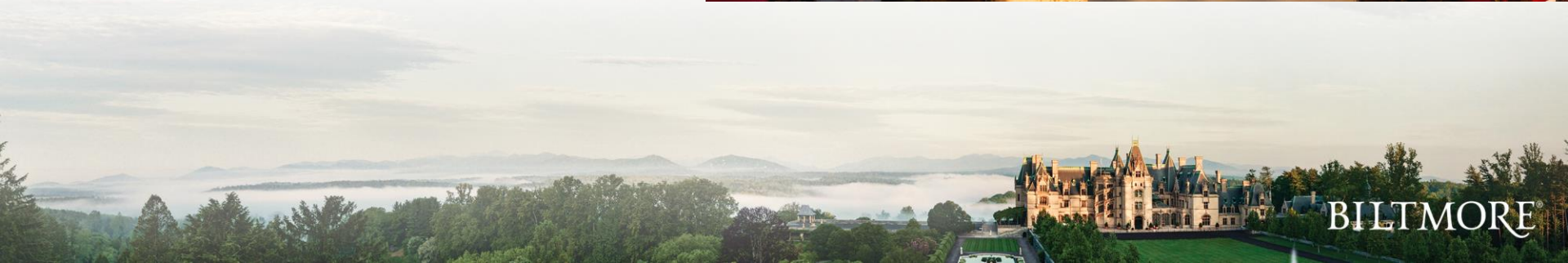


- Included exhibition in all existing email newsletters and campaigns to drive repeat visits
- Ran prior to and including the length of the exhibit



TV – PBS and Tags on Regular Seasonal Ads

- Sponsorship of PBS's Masterpiece theater with 2 :15 second spots at beginning and end
- Included Dressing Downton tag line on 30% of ads during exhibit



Example of an Outdoor Board



**DRESSING
DOWNTON™**

COSTUME EXHIBITION • FEB. 5-MAY 25

BILTMORE®
ASHEVILLE, NC



© Curatorial Films/Masterpiece



Online Advertising



- Utilized gumgum network for display ads to target anyone doing a Downton Abbey related search
- Provided landing page about exhibit for all online ads



Online Campaigns



TIMELESS FASHIONS

A woman in a white period dress and hat, holding a parasol, standing in front of a building.

in a timeless PLACE.

A view of the Biltmore estate, a large chateau-style house, surrounded by lush greenery and trees.

DRESSING DOWNTON™
COSTUME EXHIBITION [LEARN MORE](#)

The Biltmore logo, featuring a silhouette of the estate and the text "BILTMORE ASHEVILLE, NC".

Partnered with Belk Department stores



Worked with Belk to sponsor the exhibition to off set some of the out-of-pocket costs:

Belk received exposure to our guests in printed materials, PR efforts, online and signage on-site as well as in store promotions



On Site Signage to inform our guests about the exhibition



Signage inside Biltmore House

Signage was added inside Biltmore House to share details about the costumes and the connection with Biltmore



Results



What did our guests think?

Attendance

Individual Ticket Sales

Ticket Revenues

Per cap Revenues

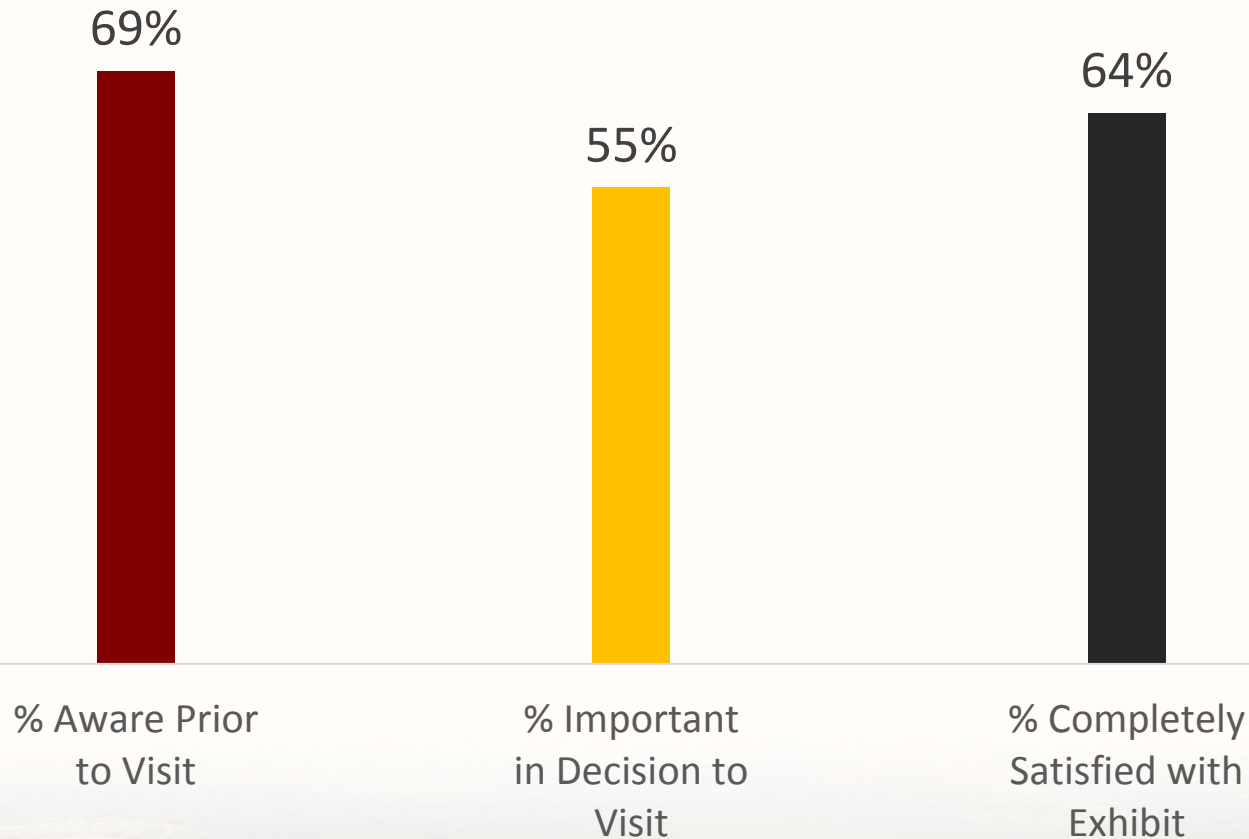
R.O.I.

Impact on Area hotel sales



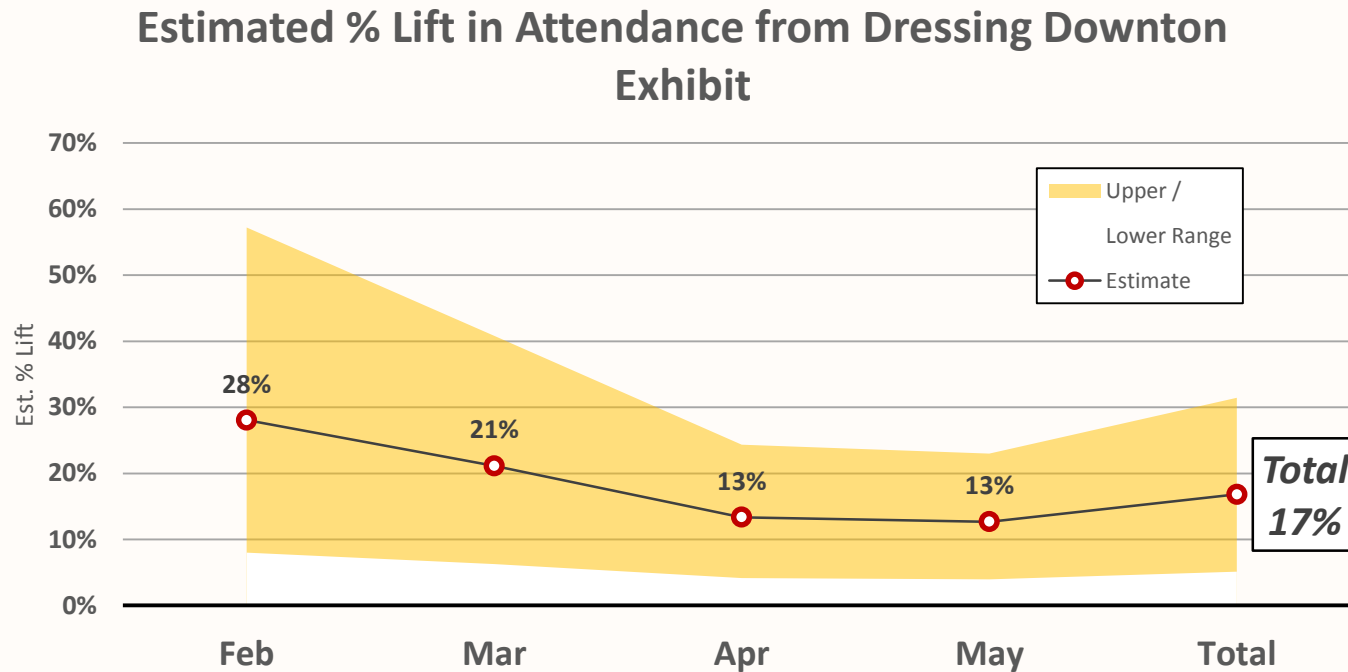
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Marketing efforts drove high awareness;
for 55% it was important in their decision to visit;
64% were *completely satisfied*

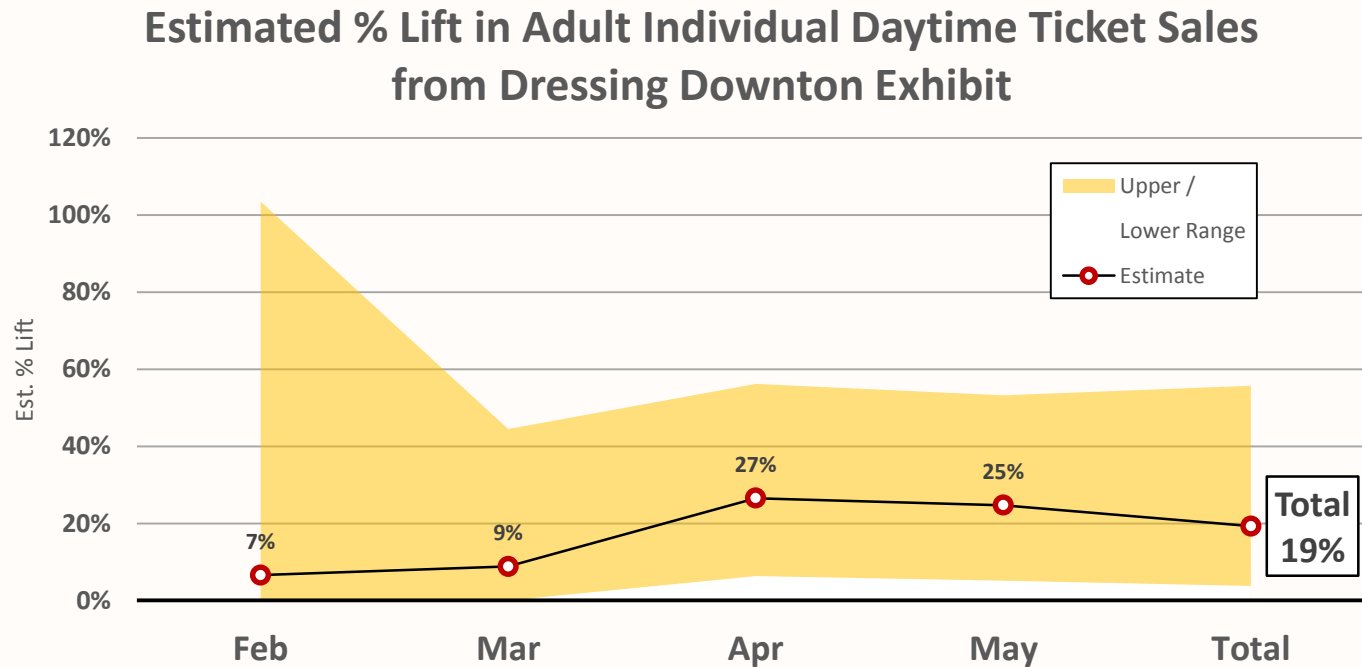


Based on post visit Guest Sat survey: Aware = Yes; Rated 8,9 or 10 on importance and Rated 10 in satisfaction

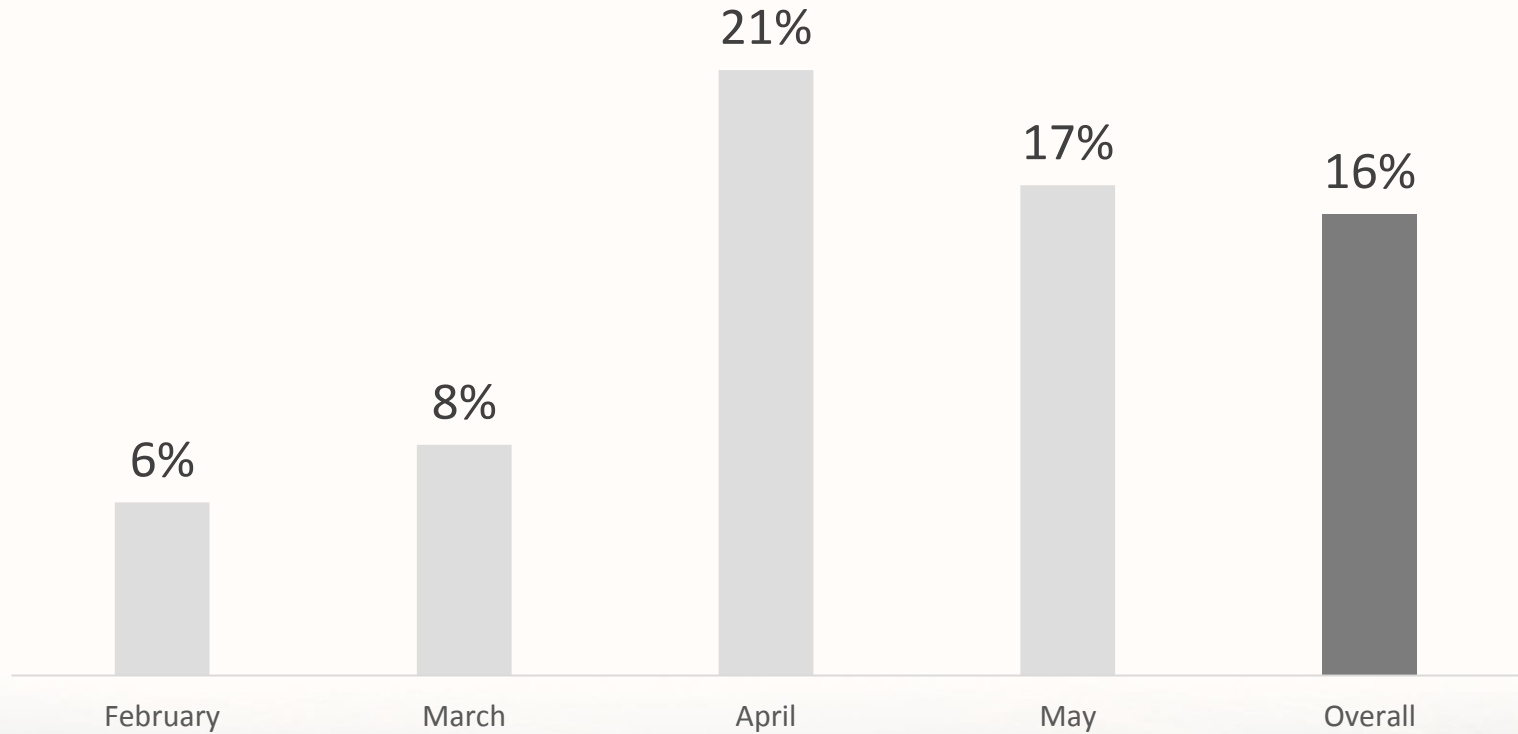
Overall lift in attendance is estimated to be 17%



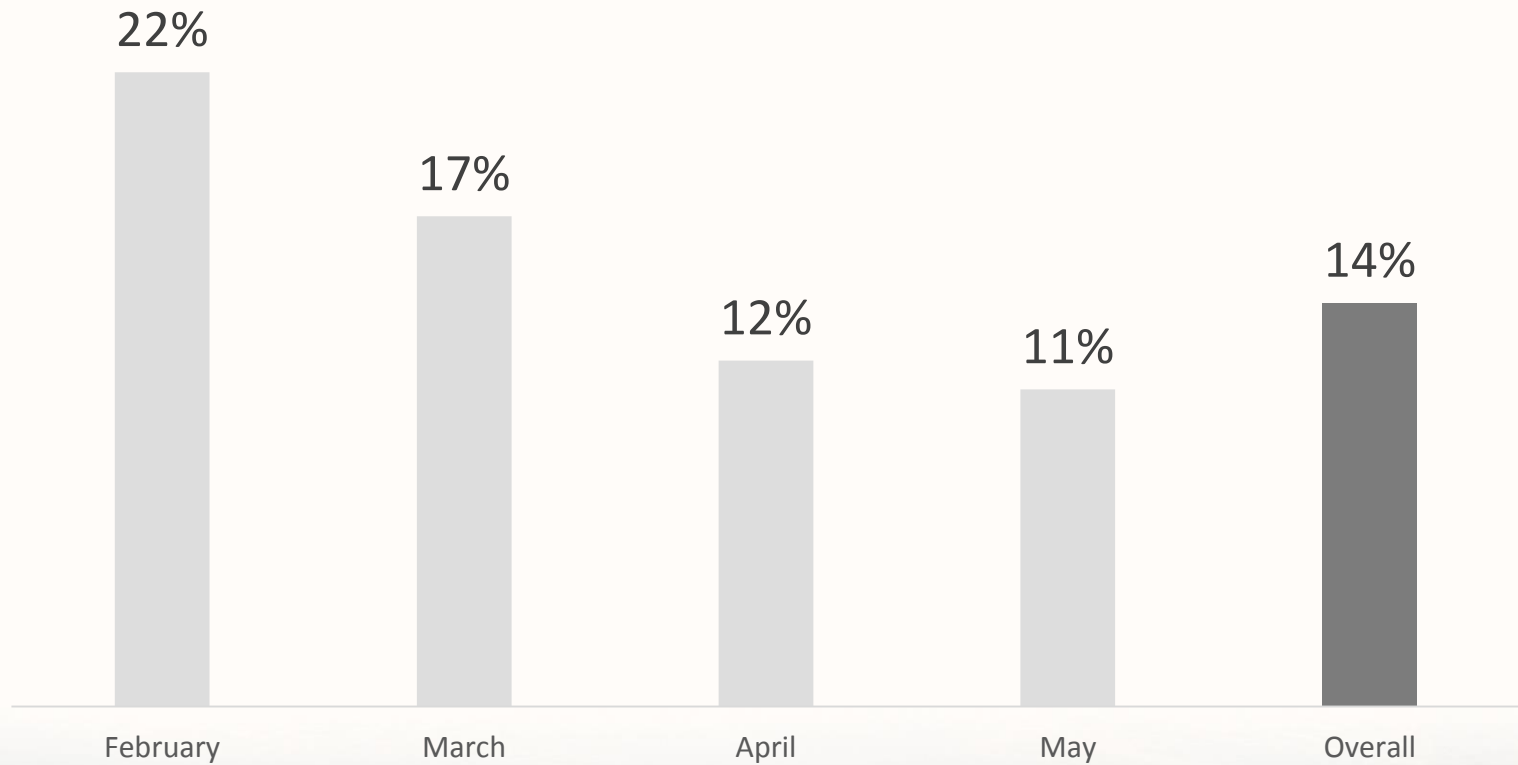
Estimate the lift in Adult Individual Ticket Sales to be 19%



Lift in Individual Ticket Revenue estimated at 16% overall



Lift in Per Cap Revenues* estimated to be 14%



Per Cap Revenues include Retail, Food and Beverage and Tours

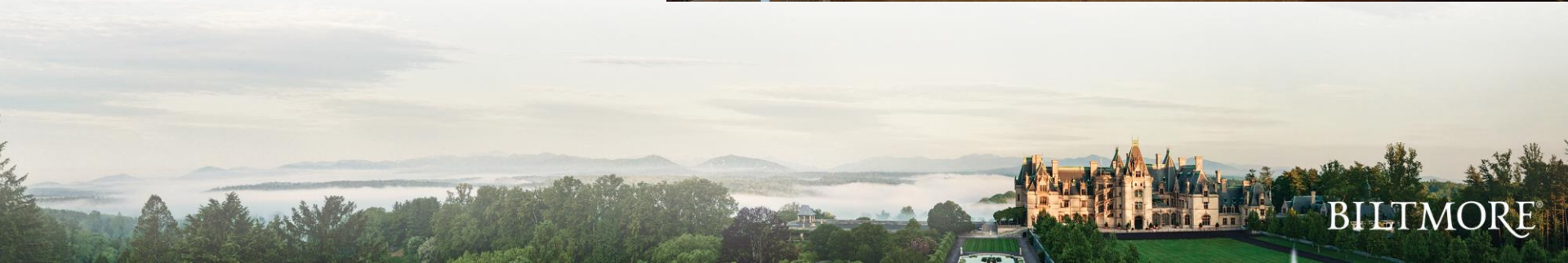


BILTMORE

Overall we estimate the impact of the exhibit

Very Positive

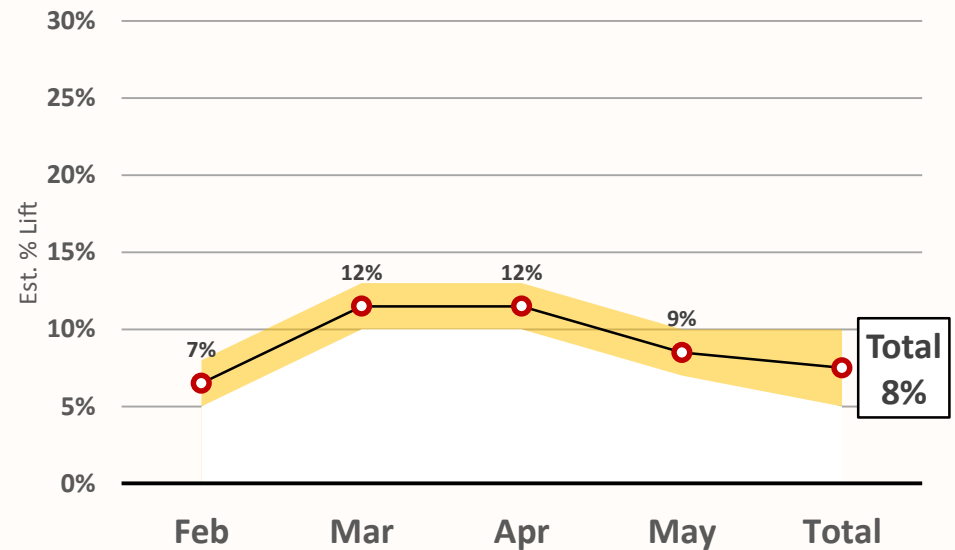
421% ROI



Impact on Area Hotels estimated to be 5% to 10%



**Estimated % Lift in Area Hotel Sales
from Dressing Downton Exhibit**



Lessons Learned



- Tie in with pop culture trends works!
 - Drives PR opportunities
 - Drives higher interest in general
- Social media worked
- Involve all departments to drive all revenue streams
- Sponsorships work
- Careful selection of partner – make sure you have the same vision



A Fashionable Romance Exhibition



- We are trying the idea again!
- Don't expect as much success as with Downton; but research results were similar to Downton
- Dates: February 12, 2016 to July 4, 2016

Meryl Streep in her wedding dress; Out of Africa;



Thank you!

