

Discover New England Campaign

Private & Confidential
Feb 2023

AMERICAN
HOLIDAYS

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Discover New England Campaign Summary

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Budget €14,000 - €7,000 DNE and €7,000 AH

June & July (Move to August/September due to sign off)

Online

Hero Offers -each offer will receive a detailed page
Deals Page and Offers Pages Hot Offers x 3
In house created Video
Blog

Social Media

Facebook weekly offer posts
Animated stories
Video x 1
Blog

Advertising

Store Advertising Dublin & Belfast
Press ad - Sunday Times

Email

Inspirational
Offers

September (moved to October)

Online

Hero Offers -each offer will receive a detailed page
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Social Media

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Campaign Results

July YTD 23	New England		Values
	Massachusetts	Boston	160
		Cape Cod	5
	New England	Vermont	2
	Vermont	Stowe	2
	Maine	Bar Harbor	2
	Connecticut	Mystic	1
	Mass.	Springfield	2
Grand Total			174

YOY 22	New England		Room Nights
	Massachusetts	Boston	95
		Brewster	4
		Cape Cod	6
		Lenox	1
		Marthas Vineyard	2
	Other		0
Total			108

As a result of our combined marketing approach successful delivered 174 room nights and significant engagement across Marketing.

Web (July to Oct 6th) Over the campaign activity drove over 1,143 sessions to the offer pages and blog

Social – Live dates July 27, August 4, 10, 13, 20, 24 - Sept 6, 13, 19, 20, 25, 30 delivered a total reach 129,198 and engagement 2,492

E- Mail delivered 226 sessions

Advertising x 1 - Press appeared in Sunday Independent – 30/07 and Sunday Times 03/09

Store Advertising - Live from March and throughout the campaign in Dublin and Belfast

Web assets

Online

- Hero Offers
- Deals Page/Offers Pages Hot Offers x 3
- In house created Video
- Blog

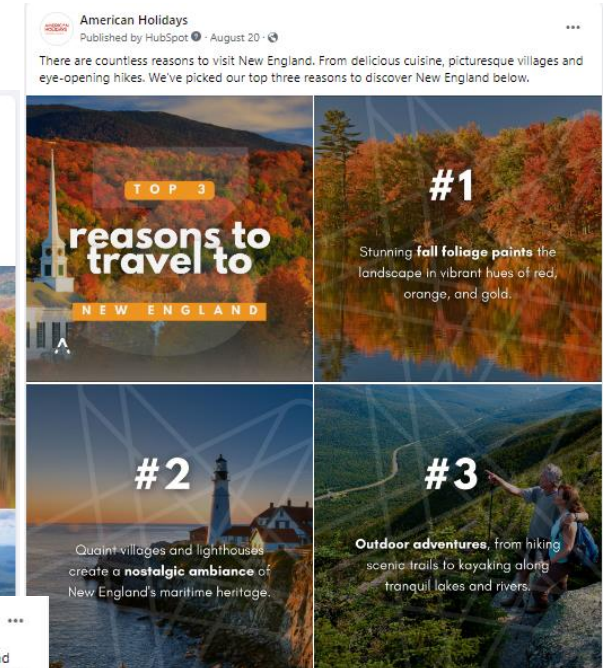
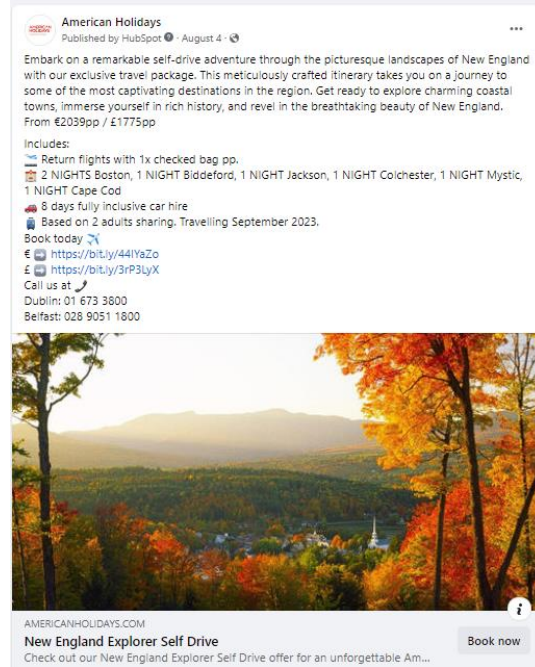
Home page hot Offers Deal

The screenshot shows the American Holidays homepage. At the top, there's a navigation bar with links like 'Travel Advice', 'Contact Us', 'Articles', 'Brochures', 'FAQ', and '(€) Euro'. Below this is a red banner with 'LET'S TALK' and contact numbers for Dublin, Belfast, and London. The main hero section features a large image of a mountain landscape with the text 'Experience the DEEP SOUTH' and a search bar asking 'Where do you want to go?'. Below the hero section is a 'TOP HOLIDAY OFFERS' section with three featured deals: 'New England Explorer Self Drive' (€2039), 'Toronto, Québec City & Montréal' (€2599), and 'Pacific Coast Explorer Fly Drive' (€2184). Each offer includes a brief description and a 'MORE DETAILS' link.

Blog page

The screenshot shows the American Holidays blog page. It has a similar navigation bar to the homepage. The hero section features a large image of the Golden Gate Bridge with the text 'Special Holiday Offers Nobody knows it better'. Below this is a section titled 'INSIDER'S GUIDE TO NEW ENGLAND' with the subtitle 'UNVEILING THE TREASURES OF AMERICA'S NORTHEAST'. This section includes three featured blog posts: 'Universal Orlando & 4 Night Bahamas Cruise' (€2125), 'Fall Colours of New England Escorted Tour' (€2739), and 'Boston & Cape Cod'. Each post includes a brief description and a 'MORE DETAILS' link.

Total reach 53,489 and Total Engagement 1,256



**AMERICAN
HOLIDAYS™**
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 **American Holidays**
Published by HubSpot · September 6 ·

[Learn more](#)

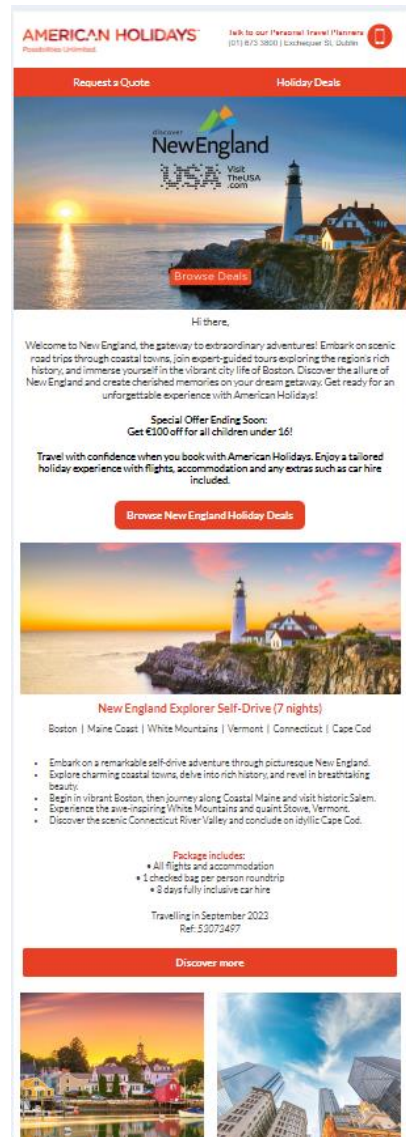
 **American Holidays**
Published by HubSpot · September 13 at 11:37 AM ·

[Learn more](#)

[Learn more](#)

Emails delivered total

Inspirational / offer email



Email	Date sent	Sessions	Leads
ROI and NI (inspirational + Offer)	01.08.23 04.08.23	193	5
ROI and NI (inspirational + Offer)	01.08.23 04.08.23	33	0
Total		226	5

TITLE	LAST UPDATED	DELIVE...	OPEN R...	CLICK R...	CLICKT...
ROI Discover New England Offers - 04.08.23 ● Sent Regular email — Updated 8/4/2023 by Henry Stitt	Aug 4, 2023	22,679	8.1%	0.32%	3.92%
UK Discover New England Offers - 04.08.23 ● Sent Regular email — Updated 8/4/2023 by Henry Stitt	Aug 4, 2023	5,073	7.96%	0.47%	5.94%
ROI Inspo - Discover New England - 01.08.23 ● Sent Regular email — Updated 8/1/2023 by Henry Stitt	Aug 1, 2023	23,082	8.03%	0.35%	4.32%
UK Inspo - Discover New England - 01.08.23 ● Sent Regular email — Updated 8/1/2023 by Henry Stitt	Aug 1, 2023	5,294	7.95%	0.57%	7.13%

Advertising – Press Ad and added value press release

Press – appeared in Sunday Independent – 30/07 and Sunday Times 03/09



New England Explorer – Self Drive

Embark on a self-drive adventure to discover New England's picturesque landscapes, culture, and history. Explore Boston's historic charm, coastal Maine's lighthouses and villages, New Hampshire's White Mountains, Vermont's Stowe, and the scenic beauty of the Connecticut River Valley. End your journey in Cape Cod, known for its beaches and seafood.

7 Nights From €2039pp
Travel Sept 2023 | Ref 53073497

Fall Colours of New England Escorted Tour

Experience the stunning fall colours of New England on this escorted tour. Begin in Boston, visit Cape Cod's charming villages, and explore Vermont's picturesque towns. Sample local delights like apples and Vermont cheddar. Continue to Stowe and the White Mountains in New Hampshire. End the tour in Maine before returning to Boston or extending your trip.

9 Nights From €2739pp
Travel Sept 2023 | Ref 52996434

Boston Thanksgiving

Enjoy one of America's oldest cities, steeped in history but with lively and vibrant neighbourhoods and exciting experiences within easy walking distance of one another. Discover the Freedom Trail's historic sights, Cambridge home to Harvard University and MIT, charming Beacon Hill and the cool bars, shops and restaurants of the Back Bay. From tax free shopping to world famous sports, you'll get to soak up the warm atmosphere on this great City Break.

4 Nights From €1199 pp

New England Explorer – Self Drive

Embark on a self-drive adventure to discover New England's picturesque landscapes, culture, and history. Explore Boston's historic charm, coastal Maine's lighthouses and villages, New Hampshire's White Mountains, Vermont's Stowe, and the scenic beauty of the Connecticut River Valley. End your journey in Cape Cod, known for its beaches and seafood.

7 Nights From €2359pp
Travel May 2024 | Ref 5314812

Fall Colours of New England Escorted Tour

Experience the stunning fall colours of New England on this escorted tour. Begin in Boston, visit Cape Cod's charming villages, and explore Vermont's picturesque towns. Sample local delights like apples and Vermont cheddar. Continue to Stowe and the White Mountains in New Hampshire. End the tour in Maine before returning to Boston or extending your trip.

9 Nights From €3454pp
Travel Sept 2024 | Ref 53139952

Boston Thanksgiving

Enjoy one of America's oldest cities, steeped in history but with lively and vibrant neighbourhoods and exciting experiences within easy walking distance of one another. Discover the Freedom Trail's historic sights, Cambridge home to Harvard University and MIT, charming Beacon Hill and the cool bars, shops and restaurants of the Back Bay. From tax free shopping to world famous sports, you'll get to soak up the warm atmosphere on this great City Break.

4 Nights From €1199pp
Travel Nov 2023 | Ref 52994892

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Added value (rate Card €3,500 was delivered via a half page advertorial on Sunday Independent on 30/07/2023 and 27/08/23 – reached 178,323 readers

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Top Travel Destinations
WITH KEVIN FLANAGAN

Each week, Kevin and his team visit a different destination. This week, he profiles the captivating region of New England in the north-eastern corner of the United States



Portland Head Light in Maine

Vermont's Green Mountain National Forest, offering opportunities for hiking, climbing, fishing, and wildlife spotting. Embark on an unforgettable whale-watching expedition off the coast of Massachusetts or head to Baxter Park in Maine for a chance to spot majestic moose and bears.

■ **Fenway Park and Back Bay:** Catch a baseball game at Fenway Park, the iconic home of the Boston Red Sox. During the summer, immerse yourself in arts and culture at the various festivals in Massachusetts' Berkshires Hills.

■ **Kancamogus Scenic Byway:** Witness the breathtaking autumn colors along the Kancamogus Scenic Byway, and explore the White Mountain National Forest with easy access to hiking trails.

■ **Literary exploration:** Fans of horror author Stephen King can explore Bangor, Maine, the inspiration behind many of his novels or enjoy an enthralling visit to Mark Twain's home in Concord, Massachusetts where the author of Little Women, Louisa May Alcott lived where the novel was set and subsequently filmed.



Stowe Community Church, Vermont

■ **Historic discoveries:** History enthusiasts can explore iconic landmarks like Plymouth Rock, the Freedom Trail in Boston, and the charming colonial villages. Visit Newport, Rhode Island's Gilded Era mansions or enjoy its famous yachting activities along its stunning coast.

■ **Tax-free shopping:** Enjoy a tax-free shopping spree in New Hampshire and zero tax on shopping up to \$400 in Boston.

■ **Where to stay:** In New England, there are a wide variety of accommodation options catering to every traveller's preferences and needs. From charming bed and breakfasts nestled in historic towns to luxurious boutique hotels in vibrant cities, there's a perfect place to rest for every taste. Cozy cabins and lodges provide a rustic retreat in the heart of nature, while upscale resorts offer top-notch amenities and scenic views. For those seeking a more immersive experience, charming inns and guesthouses allow visitors to immerse themselves in the region's local culture. Whether you're seeking a quiet and intimate escape or a lively and

indulgent stay, New England's diverse range of accommodations ensures a delightful experience for all.

■ **How to get there?** The best way to reach the picturesque region of New England from Dublin is by flying direct or via a connecting flight to Boston. For the ultimate road trip experience, we recommend hiring a car to explore at your own pace or if you prefer to sit back and relax, we recommend an escorted tour to visit all the incredible sights of New England.

American Holidays has an offer for travel to New England in September 2023 from €2,099pp. Included are return flights to Boston with one checked bag per person, eight days of fully inclusive car hire, and overnight accommodations across Boston, Burlington, Jackson, Colchester, Mystic, and Cape Cod. Based on two adults sharing. Travelling in September 2023. Quote reference number: 5317999. Full details of the offer are available on [americanholidays.com/en-ie/holiday-deals/new-england-by-airline](https://www.americanholidays.com/en-ie/holiday-deals/new-england-by-airline).

■ **Our verdict:** New England is one of my favourite destinations. With hundreds of beaches, islands and inlets to explore, New England's beautiful landscape is unmatched. Whether you visit the legendary city of Boston, with some of the finest cultural and sports organizations, for a deep dive into its history and heritage, or the outdoor mecca of Maine, with its dramatic rocky coastline, New England has something for all travellers and interests. Summer in New England brings sunny weather perfect for cruising and exploring the likes of Cape Cod, while the fiery hues of fall foliage make autumn a favourite season for travellers visiting New England.

For more information, visit [americanholidays.com](https://www.americanholidays.com) or call the Dublin office on (01) 697 3800. Opening hours: 9am-5pm, Monday-Friday

SPONSORED

Each week, Kevin and his team visit a different destination. This week, Kevin profiles a combination trip to Boston, New York and Washington, DC in the States' Northeast megalopolis



New York

often nestled along its cobblestone streets, offering a cosy immersion into the city's colonial past. In New York, luxury hotels grace the skyline. From the iconic Waldorf Astoria to chic boutique stays, New York's accommodations redefine urban sophistication. Meanwhile, in Washington, DC, prestigious hotels border the National Mall, offering easy access to the city's landmarks.

How to get there?

Travellers from Dublin can fly direct to Boston Logan International Airport, New York's John F. Kennedy International Airport, or Dulles International Airport in Washington, DC. You can also easily travel

"combine any American Holidays destinations such as Boston, New York and Washington, DC and create one dream holiday"

between these cities by Amtrak. For more information, American Holidays' expert travel planners can advise on an alternative way to travel between these iconic cities. Travel to Boston, New York, and Washington, DC with American Holidays on March 1st 2024 from €1,889pp (two adults sharing). Includes: return and internal flights with one checked bag per person, three nights' accommodation in the 4-Star Boston Park Plaza, three nights' accommodation in the 4-Star New Yorker and three nights' accommodation in the 4-Star Washington Churchill. Quote reference number: 5349046.

You can also save money on your holiday when you book with American Holidays. Save €100 on all children under 16. Offer ends 30th September. Or save €100 on all twin- and multi-centre holidays – combine any American Holidays destinations such as Boston, New York and Washington, DC and create one dream holiday, with a variety of activities for all interests!

Visit [americanholidays.com](https://www.americanholidays.com)



Washington Monument

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01 673 3800

Exchequer Street, Dublin

IAA Terms and conditions apply. Prices subject to availability. American Holidays is fully licensed & bonded by the Irish Aviation Authority. TAD126

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Advertising - Store

Store Digital & Window Ads



Fall Colours of New England Escorted Tour

Famous for picturesque towns that showcase the spectacular colours of fall, a striking background for you to enjoy a state steeped in rich US history on this Fall Colours of New England Escorted Tour.

What's Included

- 8 NIGHTS - Boston, Providence, Portsmouth, Hyannis, Millington, North Conway.
- Return Flights ex Dublin plus one checked bag per passenger
- Included Sightseeing in each city
- Based on 2 adults sharing
- Travelling Sept & Oct 2023
Ref 52996434

Americanholidays.com

* Subject to availability. T&Cs Apply
Indicative Price



New England Explorer Self Drive

This meticulously crafted itinerary takes you on a journey to some of the most captivating destinations in the region. Get ready to explore charming coastal towns, immerse yourself in rich history, and revel in the breathtaking beauty of New England.

What's Included

- 7 NIGHTS - Boston, Biddeford, Jackson, Colchester, Mystic and Cape Cod.
- Return Flights ex Dublin plus one checked bag per passenger
- Included Sightseeing in each city
- Based on 2 adults sharing
- Travelling Sept 2023
Ref 53073497

Americanholidays.com

* Subject to availability. T&Cs Apply
Indicative Price

