

Asheville Convention

Problem

How does a travel destination attract visitors after a new direct flight becomes available?

Solution

By targeting highly-trafficked commuter locations with creative demonstrating the stress-free, enticing attractions of the location.

Background

A new direct flight between Asheville, NC, and Washington, DC, became available, creating a new opportunity to enter the market. This campaign helped to raise awareness for Asheville, a travel destination that is little-known to most.

Objectiv

The main objective was to reach experiential travelers coming back and forth from the DC metro area. Each display would provide a contrast to the daily drudgery of job commuting, and portray Asheville as a magical and uplifting destination to escape to.

Strategy

Union Station is the most highly trafficked rail station in Washington, DC, and is filled with stressed-out commuters on a daily basis. The company dominated the station with vibrant creative, showcasing the magic of Asheville, and the various activities available there. Commuters were encouraged to take a moment out of their day and soak in the visual inspiration. Finally, a package of bike shares at two prime locations near Union Station served as additional touchpoints around the city.

Plan Details

Market: Washington, DC

Flight Dates: April 3, 2017 - April 30, 2017

OOH Formats Used: Union Station domination and bike shares

Target Audience: Commuters and residents of Washington, DC

Budget: \$200,000

