

Truly Trumbull

2025 Annual Marketing Report

A Strategic Investment in Trumbull County's Growth

January 1 – December 31, 2025

Presented to the Board of Directors & Trumbull County Commissioners

TrulyTrumbull.com



The Bottom Line: Smart Investment

For every \$1 of lodging tax invested with Trumbull Tourism & it's marketing efforts, Trumbull County saw \$286 in direct visitor spending.

\$286:1

Return on Investment

Per \$1 of lodging tax invested

\$80 M

**Ad-Influenced
Visitor Spending**

Up 48% from 2019/2020 Reporting

1.3 M

**Ad-Aware
Target Households**

Awareness is up 14% = 400,000 more ad-aware households

76,000+

Ad-Influenced Visits

Contributing \$80M+ locally



How Trumbull Performed Regionally

Compared against 5 counties:
Mahoning, Mercer (PA),
Cuyahoga, Stark & Summit

While other regions saw declines in visitor spending, Trumbull saw an INCREASE in 2025.

2025 Visitor Performance

Visitor Spending	↑ 5.2%	Only county to grow in our Comp Set
Total Visitor Trips	↓ 0.3%	2nd best trend in Our Comp Set
Trip Duration	↑ 0.2%	1 of only 2 counties to grow
Cleveland-Akron DMA Trips	↑ 8.9%	Top visitor origin market
Pittsburgh DMA Trips	↑ 4.1%	#2 visitor origin market
New York, NY DMA Trips	(↓ 2.8%)	#3 — I-80 midpoint advantage

★ *Overnight Leakage (25.5%) — our #1 opportunity for 2026*

Source: Placer.ai 2025 Year-End Visitor Analytics

Digital Marketing Performance

Every channel benchmarked against industry standards

Channel	Our Result	Benchmark	Performance
Google Ads — Cost Per Click	\$0.32	\$1.53 Travel avg	76% below benchmark
Google Ads — Cost Per Conversion	\$6.77	\$44.73 Travel avg	85% below benchmark
Microsoft Ads — Conversion Rate	15.06%	2.95% platform avg	5× above benchmark
Microsoft Ads — Cost Per Conversion	\$1.65	\$41.44 platform avg	96% below benchmark
Facebook Ads — Cost Per Lead	\$1.59	\$27.66+ industry avg	94% below benchmark
YouTube — View Rate	52.68%	29.6% travel avg	78% above benchmark
OTT Streaming — Completion Rate	98.16%	85-95% industry avg	Above standard
Email — Click Rate	3.06%	1.62% mktg avg	89% above benchmark



Content & Organic Reach

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4,687,362

Facebook Media Views

↑ 920% YoY

1,183,312

Facebook Reel Views

↑ 329% YoY

500,043

TikTok Video Views

Cockeye BBQ: 79K views

78,055

Email Link Clicks

1.3M emails sent



The Moment of the Year

The 60 Mile Yard Sale organic post generated 1,538,988 views, 2,020 shares, and 816 comments. Zero ad spend.



TikTok Content Repurposing

Existing video repurposed from Facebook & YouTube at no extra cost. Cockeye BBQ: 79,000 views, 900 shares.



Email - 1.3M Sends, 430K Opens

Dive Bar blog/email: 48.9% open rate. Blog-driven content consistently outperforms other emails.



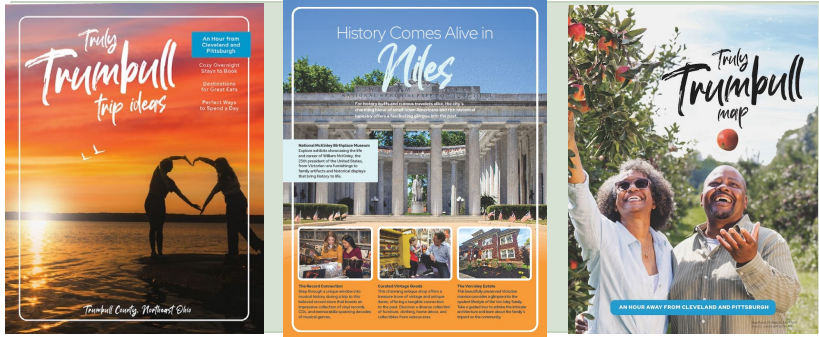
Ohio Road Trips — 1.3M Members

Monthly features in Ohio's largest travel community. Organic conversations about Warren, Grand Resort, and local businesses year-round.

Traditional Advertising & Strategic Media Partnerships

Strategic investments that connect digital leads to real trips

TRULY TRUMBULL TRIP IDEAS GUIDE



40,000

Copies Distributed

7,675

Digital Downloads

2,698

Guide Requests

\$46,649

Total Investment

Traditional & Partner Channels

Fox 8 / New Day Cleveland

5 activations reaching Cleveland, Pittsburgh & Columbus. Nov/Dec campaign: 278,633 impressions, 6,335 clicks.

Ohio Magazine (Email + Print)

30-33% open rates — 10+ pts above travel average. Nov Italian Food Trail blast: 126 leads. Audience: age 55, HHI \$125K.

Pittsburgh Magazine & SIP Mag

Co-op winery placements. ~260,000 combined readers. Pittsburgh avg household income \$186K.

Premion OTT Streaming

201,534 Pittsburgh streaming TV impressions at 98.16% completion rate — gold standard for video effectiveness.

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Influencer & Partner Marketing

Authentic voices, amplified reach

★ TOP PLACEMENT OF THE YEAR



AnaEatsPGH — August 2025 TikTok

294,299

Impressions

7,901

Likes

2,904

Shares

3,055

Saves

Pittsburgh foodie audience — aligned with our target traveler

"Saves" = travelers bookmarking Trumbull for a future trip

Pittsburgh audience — directly aligned with Trumbull's target traveler

Additional Partners

FoodinCle (July)

54,430 impressions

Instagram Reel — 759 shares, 463 saves

CraveCle (June)

10,934 impressions

TikTok dining — 477 likes, 134 shares

Ohio Road Trips

1.3M member community

Monthly features all year. Organic comments and questions about Warren, the Grand Resort, and local businesses.

2026 Strategic Marketing Priorities

Building on a proven program — and capturing the opportunities ahead

01 Convert Day Visitors to Overnight Guests

Trumbull's 25.5% overnight leakage rate is our clearest growth opportunity. Lodging packages, extended itineraries, and stay-the-night campaigns can capture spending currently going to neighboring counties and generate more lodging tax revenue.

02 Scale What Works

Microsoft Ads at \$1.65/conversion. Facebook leads at \$1.59 each. AnaEatsPGH at 294K impressions. Ohio Magazine at 30%+ open rates. The 2026 budget should double down on proven channels.

03 Prepare for AI-Powered Search

Google AI Overviews, ChatGPT, Claude, Gemini, and Microsoft Copilot are increasingly answering travel questions without a click. TrulyTrumbull.com must be well-structured and up to date to appear in AI-generated travel recommendations.

04 Continue to Build the Content Library

Continue the systematic content calendar built around our culinary, outdoor, and history segments, published consistently across Reels, TikTok, YouTube, and partner accounts, which compounds in value over time.

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Tourism marketing is Trumbull County's growth engine.

In 2025, that investment produced over \$80 million in ad-aware visitor spending, making our marketing's short-term economic impact part of Trumbull County's growth strategy.

\$286:1

ROI on lodging tax

\$80 M

Visitor spending

11,815

Digital conversions

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