



**MASTERING MEASUREMENT: APPLYING THE
BARCELONA PRINCIPLES IN TRAVEL PR
*VIRTUAL WORKSHOP***

Prepared By: Travel Alliance Partnership



MEET YOUR PRESENTERS



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THE BARCELONA PRINCIPLES: AN INTRODUCTION



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- The Barcelona Principles are a set of seven principles that provide an overarching framework for effective public relations (PR) and communication measurement.
- The principles were originally adopted in 2010 by 200 delegates from 30 countries at the 2nd Annual European Summit on Measurement in Barcelona, Spain, convened by the International Association for Measurement and Evaluation of Communication (AMEC).
- As practices, methods and technology change, the Barcelona Principles evolve. In 2020, version 3.0 was released.
- The Barcelona Principles are intended to not only demonstrate proof of performance, but how to foster continuous improvement.

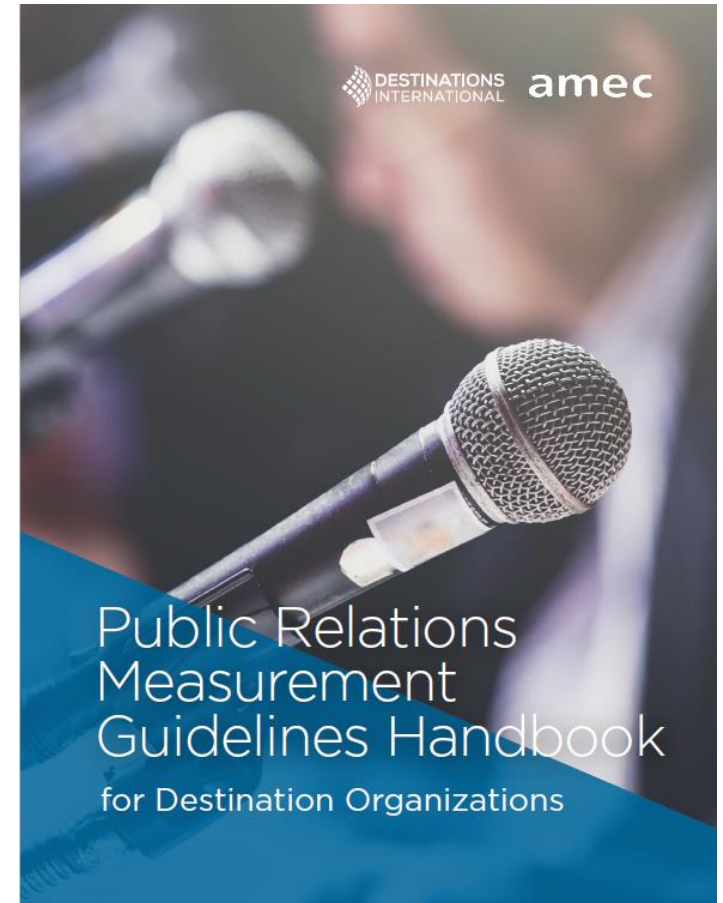


THE BARCELONA PRINCIPLES: AN INTRODUCTION

- Utilizing the systems and processes put in place by the AMEC, Destinations International presented new guidelines for measuring public relations via a handbook released in 2022.
- TAP is a member of the Destinations International PR & Communications Task Force that helped create and launch the PR Measurement Guidelines Handbook for Destination Organizations.
- As such, we follow these best practices in our PR planning and approach.

The Handbook can be viewed and downloaded at:

https://destinationsinternational.org/sites/default/files/DI22_PRHandbook_1.5.pdf





THE BARCELONA PRINCIPLES: AN INTRODUCTION

The Barcelona Principles identify the importance of goal setting, the need for outcomes instead of outputs-based measurement of public relations campaigns, the exclusion of ad value equivalency metrics, the validity of quantitative and qualitative measurements, the value of social media and a holistic approach to measurement and evaluation.

Each Principle highlights many of the quantitative and/or qualitative approaches practitioners can follow and the accepted methodologies to put these principles into practice.

KPIs, messaging and goal setting is the foundation to the *Barcelona Principles*:

- They provide a meaningful way to measure the success of each media placement, outside of arbitrary numbers.
- Are considered the industry standard of measurement for effective public relations and communication efforts.
- Demonstrate proof of performance and foster continuous improvement. Allows pros to use the metrics gathered to inform ongoing media outreach.
- Use a customized numerical scoring system to rate media and social media placements, potential hosting opportunities and reactive pitches.
- Ensure that outreach efforts align with an effective end result.





GOAL SETTING WITH SMART(ER) GOALS



SETTING SMART(ER) GOALS

S	Specific, Simple, Significant
M	Measurable, Meaningful
A	Attainable, Agreed
R	Realistic, Reasonable, Relevant
T	Timely
E	Evaluated
R	Reviewed

EXAMPLE:

- [Who] will do [what] resulting in [measure] by [when].

SAMPLES:

- Secure # pieces of positive editorial coverage (at least X/X Barcelona Rating) about [topic] in [type of publication] between [campaign dates].
- Partner with # influencers based in [geographic regions] to promote [topic] by [date].
- Cultivate existing and foster new relationships with target market media through # of one-on-one engagements to share stories of [destination] between [campaign dates].

ARLINGTON, VIRGINIA SMART(ER) GOALS

Below are the campaign goals that Travel Alliance Partnership worked towards in our 2023-2024 PR campaign with Arlington, Virginia. These supported Arlington's overall goals of increasing brand awareness, driving year-round visitation, and increasing overnight stays and local spending in Arlington.



Secure 12-15 pieces of positive editorial coverage (at least 40/50 Barcelona Rating) for Arlington, VA as a leisure / bleisure destination between August 2023-June 2024.



Secure 6-8 pieces of positive advertorial, paid or influencer coverage (at least 40/50 Barcelona Rating) for Arlington, VA as a destination between August 2023-June 2024.



Coordinate and facilitate at least one deskside media mission in a key market with 8-12 quality appointments to cultivate relationships and share stories of Arlington, VA as a destination between August 2023-June 2024.



Secure 8-12 pieces of positive coverage for Arlington, VA (at least 40/50 Barcelona Rating) as a meeting and groups destination between August 2023-June 2024.

VISIT SYRACUSE SMART(ER) GOALS

Travel Alliance Partnership is working with Visit Syracuse in Central New York to promote its diverse outdoor offerings and historical and cultural sites in order to drive daytrip and overnight visitation. The following goals have been identified across campaign efforts and tactics.



Generate traffic to campaign landing page, reaching 50,000 views on page from April 2024-September 2025.



Reach new audiences, driving over 500,000 combined digital impressions between April 2024-September 2025.



Encourage 150-200 app downloads/engagement with the new STQRY virtual tour.



Host 5-7 media members resulting in positive coverage of the outdoor and cultural assets between April 2024-September 2025.

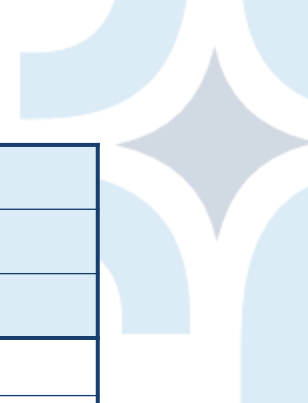
DETERMINING KEY PERFORMANCE INDICATORS





KEY PERFORMANCE INDICATORS WORKSHEET

- Target markets
- Target demographics
- Tone
- Key messages
- Type of mention
- Source: i.e., press trip, press release, pitch
- Additional assets: photos, videos, links, CTA
- Partner mentions and/or links
- Types of outlet / KPI outlet
- Social media
- Circulation/impressions/reach
- Other _____
- Other _____
- Other _____
- Other _____
- Other _____



Target Market (select one)		
Key Messages (select one)		
Source (select one)		
Partner Mentions (select all that apply)		
Assets (select all that apply)		
TOTAL:		



Target Market (select one)		
Key Messages (select all that apply)		
Type of Mention (select one)		
Assets (select all that apply)		
TOTAL:		



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- Circulation/impressions/reach
- Other _____
- Other _____
- Other _____
- Other _____
- Other _____

Target Market (select one)	Primary: National + Philadelphia, New York, Norfolk, Harrisburg-Lancaster, Richmond and Boston	
	Secondary: Chicago, Dallas-Fort Worth, Atlanta, Los Angeles, Columbus, Miami, Orlando, San Francisco, Seattle-Tacoma, Tampa-St. Petersburg, Cleveland-Akron	
	Tertiary: (all other domestic markets)	
Key Messages (select one)	All In Arlington	
	Meetings & Groups	
	Past/Present/Future (mentions 2 of 3)	
Source (select one)	Press Trip/Hosted Visit	
	Proactive Pitch	
	Reactive Media Lead	
	Trade Event	
	Other	
Partner Mentions (select all that apply)	Hotels, Attractions, Restaurants, Arts Organizations, Retailers, Neighborhoods (+1)	
Assets (select all that apply)	Photo / Video	
	Callout to Website & Link	
	Quote from Destination Representative or Partner	
TOTAL:		



Target Market (select one)	Primary: Northeast US (CT, ME, MA, NH, NJ, PA, RI, VT), New York City, Canada (Toronto, Ottawa)	
	Secondary: DC, VA, NY (Buffalo, Albany, Rochester), National	
	Other	
Key Messages (select all that apply)	“Approachable adventure” for all ages, easy & quiet	
	Mentions outdoors and/or history, culture	
	Mentions 4-seasons or season-specific activity	
	Includes “Syracuse”	
	Includes “Finger Lakes” or “Central New York”	
Type of Mention (select one)	Feature (Article, Social Media Engagement)	
	Roundup or listicle with description (Article, Social Media Engagement)	
	Broadcast	
	Social or Blog Mention	
Assets (select all that apply)	Link to Visit Syracuse website & CTA	
	Photo or video	
TOTAL:		

Target Markets

- _____
- _____

Target Demographics

- _____
- _____

Tone

- _____
- _____

Key Messages

- _____
- _____

Type of Mention

- _____
- _____

Source

- _____
- _____

Additional Assets

- _____
- _____

Partner Mentions

- _____
- _____

Types of Outlet / KPI Outlet

- _____
- _____

Social Media

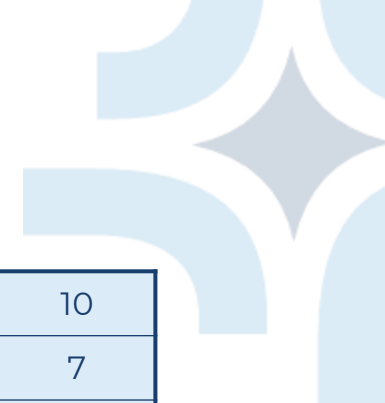
- _____
- _____

Circulation / Impressions / Reach

- _____
- _____



Target Market (select one)	Primary: National + Philadelphia, New York, Norfolk, Harrisburg-Lancaster, Richmond and Boston	15
	Secondary: Chicago, Dallas-Fort Worth, Atlanta, Los Angeles, Columbus, Miami, Orlando, San Francisco, Seattle-Tacoma, Tampa-St. Petersburg, Cleveland-Akron	10
	Tertiary: (all other domestic markets)	7
Key Messages (select one)	All In Arlington	15
	Meetings & Groups	15
	Past/Present/Future (mentions 2 of 3)	15
Source (select one)	Press Trip/Hosted Visit	10
	Proactive Pitch	8
	Reactive Media Lead	5
	Trade Event	5
	Other	0
Partner Mentions (select all that apply)	Hotels, Attractions, Restaurants, Arts Organizations, Retailers, Neighborhoods (+1)	6
Assets (select all that apply)	Photo / Video	4
	Callout to Website & Link	3
	Quote from Destination Representative or Partner	3
TOTAL:		50



Target Market (select one)	Primary: Northeast US (CT, ME, MA, NH, NJ, PA, RI, VT), New York City, Canada (Toronto, Ottawa)	10
	Secondary: DC, VA, NY (Buffalo, Albany, Rochester), National	7
	Other	0
Key Messages (select all that apply)	“Approachable adventure” for all ages, easy & quiet	5
	Mentions outdoors and/or history, culture	5
	Mentions 4-seasons or season-specific activity	3
	Includes “Syracuse”	2
	Includes “Finger Lakes” or “Central New York”	1
Type of Mention (select one)	Feature (Article, Social Media Engagement)	5
	Roundup or listicle with description (Article, Social Media Engagement)	4
	Broadcast	4
	Social or Blog Mention	2
Assets (select all that apply)	Link to Visit Syracuse website & CTA	3
	Photo or video	1
TOTAL:		35

Target Markets

- Primary*_____ #_
- _____ #_

Target Demographics

- Outdoor*_____ #_
- _____ #_

Tone

- Positive*_____ #_
- Negative*_____ #_

Key Messages

- _____ #_
- _____ #_

Type of Mention

- _____ #_
- _____ #_

Source

- _____ #_
- _____ #_

Additional Assets

- _____ #_
- _____ #_

Partner Mentions

- _____ #_
- _____ #_

Types of Outlet / KPI Outlet

- _____ #_
- _____ #_

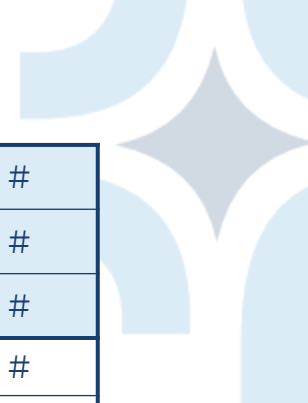
Social Media

- _____ #_
- _____ #_

Circulation / Impressions / Reach

- _____ #_
- _____ #_





Category	Item	#
	Item	#
	Item	#
Category	Item	#
	Item	#
	Item	#
Category	Item	#
	Item	#
	Item	#
Category	Item	#
	Item	#
	Item	#
Category	Item	#
	Item	#
	Item	#
TOTAL:		##

SCORING SCALE EXAMPLE



SUGGESTED SCORING SCALE:
Max Points Available is 50 or higher

- High Five / Nailed It! – 40+
- Average Quality – 25-39
- Below Average – 0-24



ADDITIONAL METRICS

- # of total placements
- # of influencer posts and engagements
- # of impressions, unique visitors monthly (UVM) and/or circulation
- # of media FAMs and/or hosted visits
- # of on-site interviews, broadcast interviews, local coverage
- # of placements that were the result of a media event
- Measured results of web traffic (via Google Analytics) from a large or KPI outlet media placement.
- Online engagement (comments, reactions, shares) with earned placements shared on your social media channels as well as from the publication itself.
- Tracking year-over-year increase in hotel overnights by season or a spike in attraction ticket sales as a result of earned placements. *Bookings can be tracked through links in an article, special packages or deals listed in an article or by an influencer, or by comparing geographies of an earned article or a hosted influencer.*
- Correlation between the increase in earned media placements and an increase in visitation for any single partner.
- Anecdotal mention from visitors that they heard about the destination in a post, article or blog.



WHAT'S NEXT?

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**TRAVEL
ALLIANCE**
PARTNERSHIP