

RADIO case study

Leadville, Colorado & Southern Railroad Company

Objective:

- To promote Summer train tours to families in the Denver, Colorado market.



Solution: TRAIN TOUR WITH KELLY FORD

- KYGO in Denver, Colorado, created an eight week campaign that ran during the months of July and August.
- Listeners were offered the chance to win a VIP Train Tour experience for a family of four as promoted by KYGO on-air personality Kelly Ford.
- On-air commercials advertised Leadville Colorado & Southern Railroad tours and drove listeners to a custom built feature page on the station's website.
- The feature page included:
 - Video promoting the tours hosted by a popular on-air personality.
 - Pictures and information about the different tour options like a photography tour, night time tour, etc.
 - Visitors could register to win the VIP experience, a day trip and download a coupon.

Results

- Leadville, Colorado & Southern Railroad Company saw a large influx of business and traffic to their website during and after the campaign.
- They reported a double digit growth in sales over the previous year.
- Upon purchasing tickets from Southern Railroad, customers reported watching the videos with the radio personality.
- Leadville, Colorado & Southern Railroad Company devotes 100% of their advertising budget to KYGO as a result of the successes they achieved.



98.5 KYGO
DENVER'S #1 FOR NEW COUNTRY

TAYLOR SWIFT

HOME LISTEN NOW ON AIR THE MUSIC ON THE ROAD MY KYGO CONTESTS RESOURCES CONTACT US

LEADVILLE, COLORADO & SOUTHERN RAILROAD

SAVE UP TO 15% ON ADULT & CHILDREN ADMISSION HERE!
CLICK TO DOWNLOAD COUPON

Win your way aboard!
Register Here For Your Chance To Win A Family 4 Pack To Take One at the Healy House Museum, Colorado And Southern Railroad.

SPECIAL RIDES AND TOURS:

THE WILDFLOWER SPECIAL:
JULY 16TH, 30TH & AUGUST 6TH AT 10AM
See the alpine flowers at their peak, splashing the mountain world with vibrant color! A catered box lunch will be provided on the lawn at the Healy House Museum where you will also have time to enjoy a stroll through our heritage gardens. Following lunch there will be a private guided tour of both the Healy House Museum and James Gustor's cabin. Wildflower train tour \$45.00 per adult (\$20.00 per child) Healy House Lunch and Tour \$20.00 per adult (\$15.00 per child under 12). Please book ahead!

STANDARD PRICING:
ADULTS: \$22.00
KIDS 4-12: \$19.00
KIDS UNDER 3: FREE
SEATS ARE WELCOME AND RIDE FREE!

2011 SCHEDULE:
NOV - AUGUST 18 10AM & 2PM
AUGUST 23 - OCTOBER 9