

# As Seen on TV

The Impact of Television  
on Visitor Attribution



Fresh. Flavor. Forward.



visitmilwaukee.org |  
#visitmke

# Set-Jetting

***Set-Jetting is now one of the biggest global travel trends—and it's only getting bigger***

***66% of travelers say their trips have been influenced by place they've seen in movies or TV shows***

**16% increase YoY**

(Expedia Unpack '25 Trends Report)

## **Top Set-Jetting Locations for 2025:**

- Thailand - ***The White Lotus***
- South Korea - ***Squid Games***
- Las Vegas - ***F1***
- Dubai - ***Real Housewives***
- Wyoming & Montana - ***Yellowstone***
- Paris - ***Emily in Paris***
- Chicago - ***The Bear***

# Top Chef: Wisconsin

- *Opportunity many years and many partners in the making – it takes a village or an entire state to make it happen!*
- *7,000+ room nights from the production crew – as valuable as a major conference or sports event*
- *We knew the PR impact would be there – and then we found out there would be a new host!*
- *BUT we wanted to tie directly to room nights to justify investment in the next opportunity*

# Visit Milwaukee & Data

- *Visit Milwaukee uses data in smart ways to market more effectively and measure ROI*
- *Was unaware of a agency or data partner that could measure hotel bookings by TV Viewers*
- *Speed dating vendors at a conference and came up with the idea with Adara – a case study on how conference attendance can create magic and collaboration!*

# ADARA Reporting Partners



The circle contains the following logos: KAYAK, ANA, SINGAPORE AIRLINES, scoot, Book a Way, spirit, Frommer's, BERKSHIRE HATHAWAY, MARRIOTT BONVOY, CHOICE HOTELS, ticketmaster, TP, yatra, punchbowl, EASY VOYAGE, Sercotel, Cheapflights, WYNDHAM, t'way, National Rail, ONYX, Evite, OpenTable, Century 21, mundi, malaysia, Travelport, SWOO DOO, LIVE NATION, PEGASUS AIRLINES, ETIHAD AIRWAYS, Trip101, COLDWELL BANKER, checkfelix, RE/MAX, flynas, eSky, minube, Tripbase, simpleview, omio, Hotels Combined, Travel.jp, avis budget group, momondo, virail, and MAG Manchester Airport.

-  **270+ Major Brands**  
including airlines, hotels, ota's, metasearch's, real estate, ticketing, dining, etc.
-  **2.1B Global Profiles**  
connected to real-time digital actions
-  **Privacy-First Identity Graph**  
linking identities using future-proof technology
-  **Real-Time Behaviors**  
to activate and enrich your marketing

# ADARA Attribution Measurement

HOTEL REVENUE GENERATED ?

\$1,683,976



Hotel Bookings

3,780

Flight Bookings

5,642

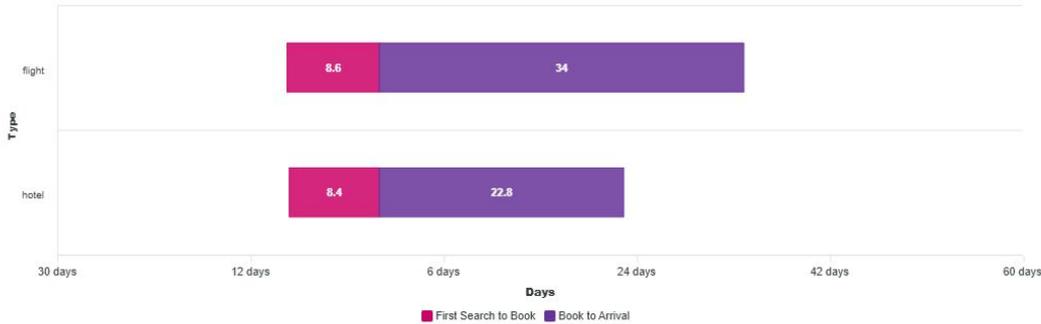
Hotel Searches

76,106

Flight Searches

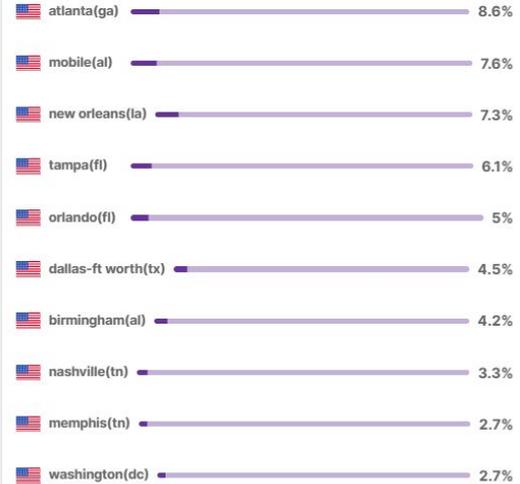
68,578

Trip Planning Window



Top Origin Markets

HOTEL FLIGHT



# ADARA Attribution Measurement

ATTRIBUTION GROUP NAME	↓ BOOKINGS	SEARCHES	AVG LENGTH OF STAY (DAYS)	AVG SEARCH TO BOOKING	AVG ADVANCE PURCHASE (DAYS)	AVG TRAVELERS	ADR ⓘ	TOTAL ESTIMATED TRAVELERS	TOTAL ESTIMATED NIGHTS	TOTAL REVENUE	IMPRESSIONS PER HOTEL NIGHT	REVENUE PER 1000 IMPRESSIONS
> Summer Campaign	2,440	44,792	2.7	8.5	22.4	2	\$ 164.26	4,764	6,594	\$ 1,083,207.73	13,242.23	\$ 12.41
_Display	1,798	38,352	2.7	8.2	25.3	2	\$ 166.12	3,599	4,904	\$ 814,583.9	20,422.22	\$ 8.13
_Pre-Roll/Video	1,672	32,195	2.4	9.2	20.8	1.8	\$ 153.18	2,957	4,042	\$ 619,113.38	6,136.36	\$ 24.96
_Native	1,517	24,773	2.8	8	22.7	2.1	\$ 167.23	3,120	4,276	\$ 715,006.85	11,981.78	\$ 13.96
Mar-tech Vendor (ALL)	1,364	29,289	2.7	8.1	25	2	\$ 157.91	2,681	3,625	\$ 572,407.48	18,198.9	\$ 8.68
Adara (ALL)	1,273	23,278	2.4	9.5	18.9	1.7	\$ 151.72	2,157	3,031	\$ 459,823.05	5,572.71	\$ 27.22

# First Of Its Kind Study



## Global Scale with 24 Smart TV Brands

With 48 million addressable TV devices globally powering massive end-to-end viewership data and a household identity graph, Samba TV is transforming the viewing experience for everyone.

AOC beko element FINLUX REGAL GRUNDIG HITACHI  
Polaroid MAGNAVOK Panasonic PHILIPS SANYO SEIKI SHARP  
SONY TCL TELEFUNKEN TOSHIBA VESTEL Westinghouse  
techwood DIGIHOME LUXOR JVC

Top Chef - Season 21

# Campaign Highlights

Exposure Period: March 20 - June 19, 2024 | Attribution Period: March 20 - Sept 17, 2024

**\$1,566,115** Est. Hotel Revenue

**2,080**

Flight Bookings

**103,925**

Hotel & Flight Searches

**5,229**

Hotel Bookings

## Top Chef - Season 21

# Top Origin DMAs



## Top Flight Origin DMAs

1. Orlando, FL
2. Las Vegas, NV
3. Dallas-Fort Worth, TX
4. Phoenix, AZ
5. New York, NY

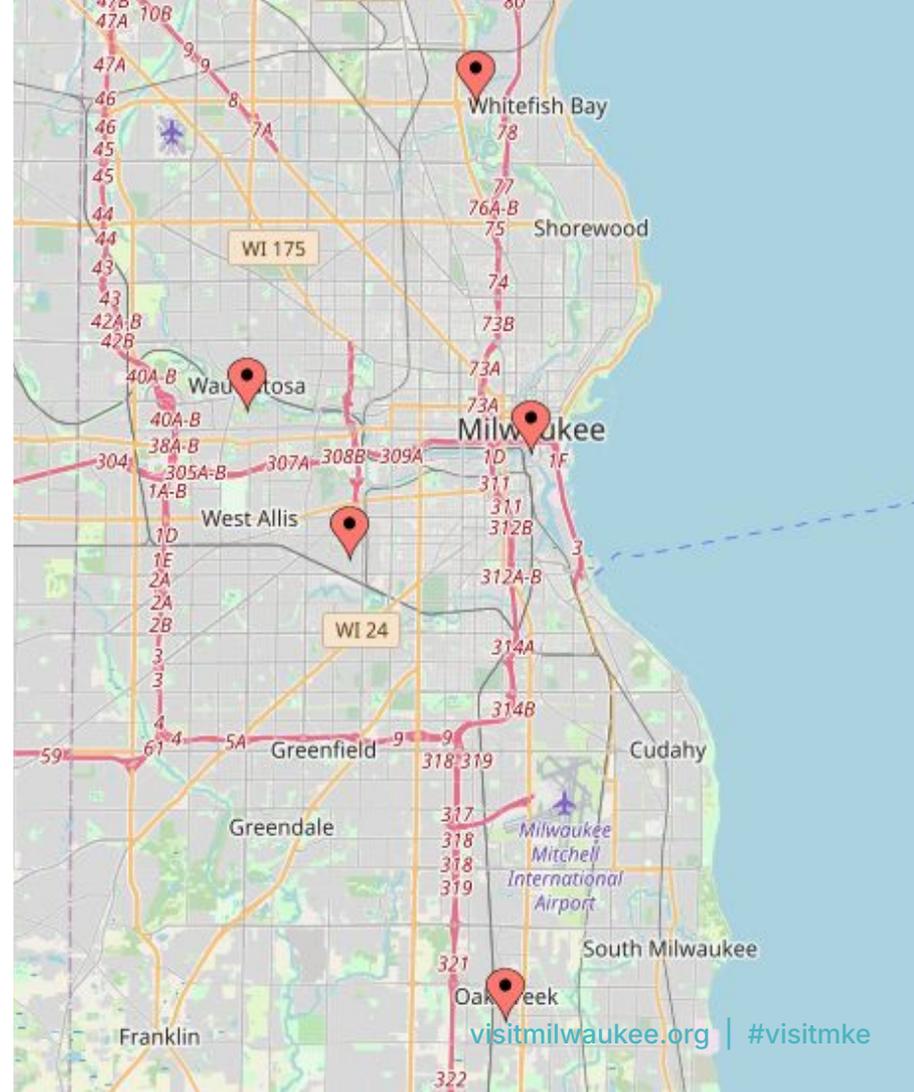
## Top Hotel Origin DMAs

1. Milwaukee, WI
2. Minneapolis-St. Paul, MN
3. Cedar Rapids- Waterloo, IA
4. St. Louis, MO
5. Champaign-Springfield-Decatur, IL

## Top Chef - Season 21

# Top Destination Hotel by City

1. Milwaukee
2. Wauwatosa
3. Oak Creek
4. Glendale
5. West Milwaukee



# What Does It Mean?

- TV/Film drives visitation to Wisconsin
- Visit Milwaukee will continue to seek out TV/Film opportunities
- Wisconsin DMOs should advocate for film credits & commission
- Video content in general drives visitation

# Republican National Convention



# Real Housewives of Salt Lake City



# Bar Rescue

