

# As Seen on TV

The Impact of Television  
on Visitor Attribution



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# 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



## 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

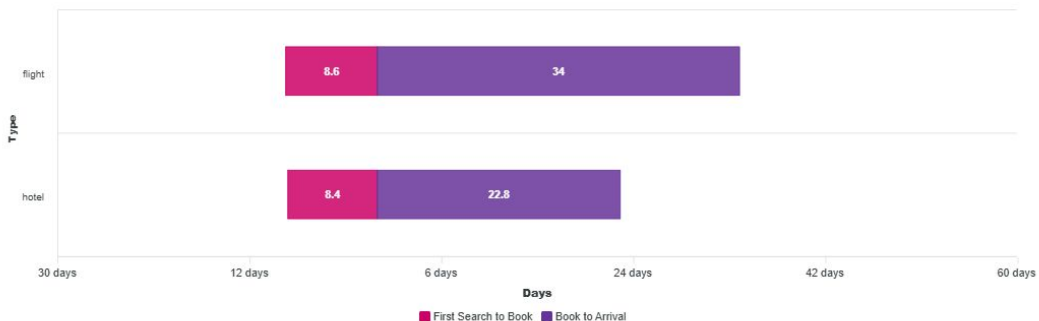
**76,106**



Flight Searches

**68,578**

Trip Planning Window



Top Origin Markets

HOTEL

FLIGHT



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# 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**  
Improve the Next

**Polaroid** **MAGNAVOK** **Panasonic** **PHILIPS** **SANYO** **SEIKI** **SHARP**

**SONY** **TCL** **TELEFUNKEN** **TOSHIBA** **VESTEL** **Westinghouse**  
Elektronika

**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

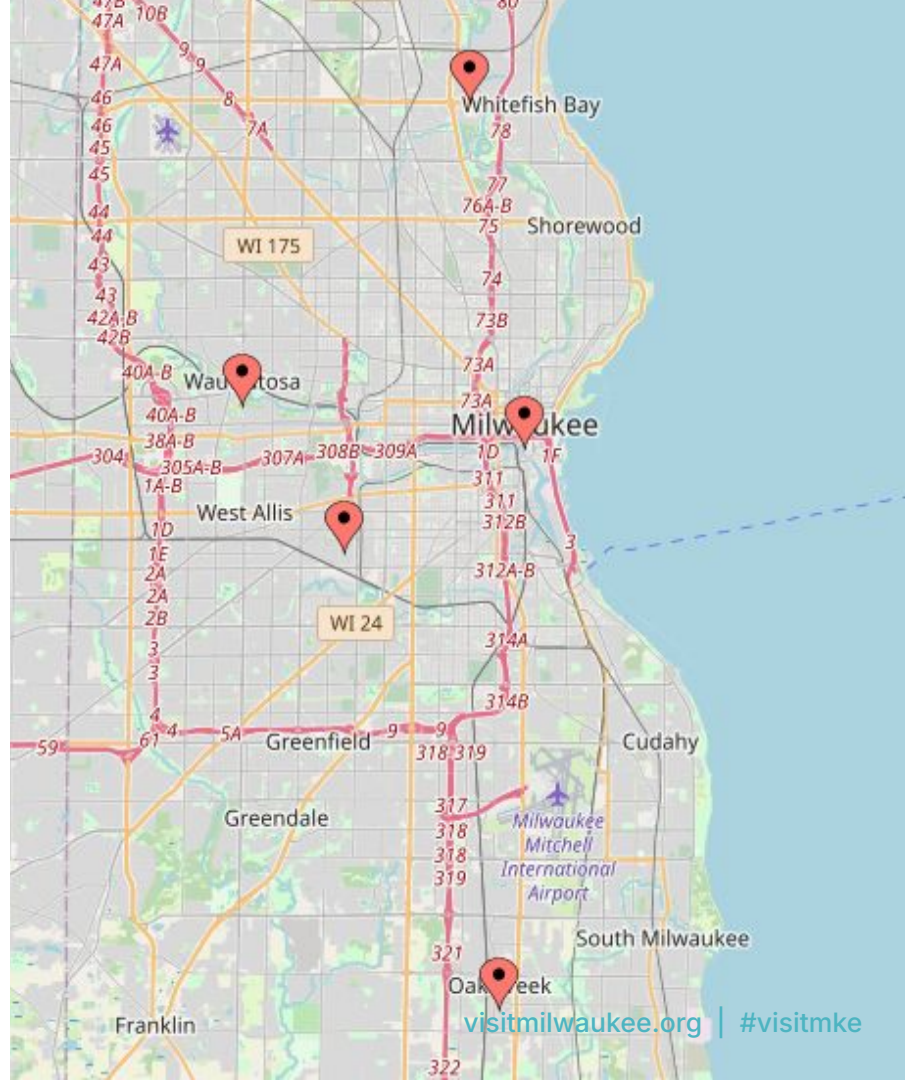
## Top Hotel Origin DMAs

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



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# Real Housewives of Salt Lake City



# Bar Rescue

