



## Idaho Tourism Leverages Groundbreaking ADARA Impact to Gain Unprecedented Insight into Digital Campaign Effectiveness

Travelers exposed to Idaho Tourism campaign had 15% higher ADR

### Creating More Effective Digital Marketing Campaigns

In an effort to better understand how to attract and grow visitation to Idaho from high-value business and leisure travelers, Idaho Tourism turned to ADARA Impact. ADARA Impact holistically measured the effectiveness of Idaho Tourism's digital marketing campaigns across display, social and promotional channels by connecting campaigns to actual travel activity only available through ADARA. During Idaho Tourism's 2015 summer and fall campaign, ADARA utilized real-time travel searches and bookings, combined with media campaign data, to deliver new and compelling insights and travel outcomes that will guide Idaho Tourism's future marketing strategy, optimize media spend, and streamline budget allocation. As a result, ADARA Impact helped Idaho Tourism to gain a deep level of understanding and knowledge of the travelers previously not available to destination and tourism boards.



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### The Power of ADARA Impact

ADARA Impact uniquely combines the world's largest set of first party travel data and performance tracking across vendors and campaigns to help guide marketing strategies for DMO and tourism board partners, while also optimizing media spend. ADARA Impact reporting provides a comprehensive view of travel behaviors and campaign audience metrics to reveal deep audience insights, including total room nights, average daily rates, search-to-departure time windows and more, ultimately informing data-driven decisions.





## Measuring Real Time Results

Utilizing more than two million Idaho air and hotel searches and bookings in the ADARA ecosystem across a 12-month period, ADARA Impact identified key insights and outcomes for Idaho Tourism, including:

- Which Idaho Tourism media partners were driving actual travel searches and bookings
- Potential media partner audience overlap and inefficient spend
- The types of travelers that responded to Idaho media campaigns, and an in-depth look into their specific travel behaviors

ADARA collected campaign data across Idaho Tourism's digital media vendors and connected this data to Visit Idaho website visits, as well as searches and bookings across the ADARA ecosystem. Through deep analysis of this combined data, ADARA produced a comprehensive report including estimated revenue from Idaho Tourism's marketing efforts and in-depth Idaho traveler insights. By tracking overall performance and combining the media insights with the world's largest set of first party travel data, ADARA Impact successfully identified areas of opportunity for Idaho Tourism to optimize media campaigns and reach high-value visitors for Idaho: those that spend more money, stay longer and embrace all that Idaho has to offer.

## Guide Your Marketing Strategies and Optimize Media Spend



ADARA Impact provides DMO and tourism board customers with increased traveler intelligence, a holistic view of digital marketing campaign efficiency and impact, and most importantly, insight into real travel outcomes. By identifying actionable insights including traveler origin markets, search to booking windows, and spend on hotel nights ADARA Impact helps DMOs and tourism boards determine how to spend for desired results.

Destination marketing organizations (DMOs) and tourism boards are continuously tasked with justifying their overall spend and business impact, or return on investment (ROI). However, the media landscape is fragmented across channels and measurement capabilities, and these organizations have very little visibility into true travel outcomes.

Josh Mercaldo of Drake Cooper and Idaho Tourism states:

*"Since utilizing Impact, our traveler intelligence has skyrocketed. The tool let us peer into our campaigns to identify areas of exceptional performance, as well as weaknesses and inefficiencies. The decisions we make on how to market to Idaho customers allow us to be more efficient with our media budget and keep us competitive with the other destinations. The more familiar we become with the data, the better we are at targeting our marketing to get the best visitors for Idaho – ones that spend more, stay longer and embrace our brand."*

## Key Takeaways



**By utilizing ADARA Impact, Idaho Tourism gained unprecedented insight into its digital campaign effectiveness, visitors and potential travelers.**

### Key Learnings Included:

- Clear understanding of efficient media partners and sources with higher booking rates
- Comprehensive view of the Idaho visitor profile
- Key feeder markets with above-average Average Daily Rate (ADR)



### The Complete View of the Idaho Visitor Profile:

- Business and leisure travelers are relatively even with 53% of visitors identified as business travelers, and 47% leisure travelers
- 7% of visitors fly front of cabin, while the other 93% book economy tickets
- 50% of visitors book mid-tier hotels and 33% book full-service hotels
- Stays are relatively short. The average Length of Stay (LOS) is 2.0 days with an ADR of \$155

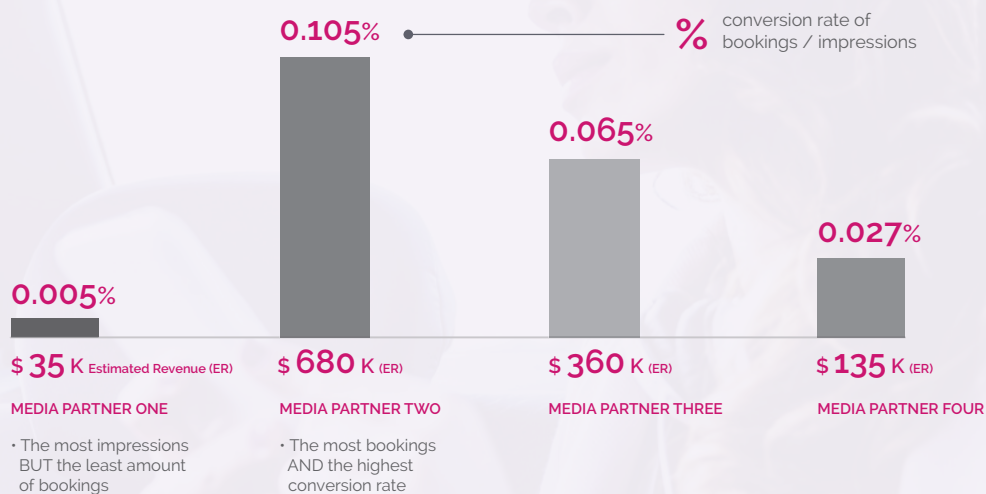


## New Insights Into Media Partner Efficiency

By looking at holistic campaign performance across platforms and vendors, DMOs can optimize their campaign strategies to deliver higher rates of conversion, and understand where their media spend is most impactful. Idaho Tourism was able to see that nearly half of its spend was inefficient, while two media partners drove significant ROI.

- Of Idaho Tourism's top four media partners, two of them (Partner 2 and Partner 3) generated less than **50%** of the total impressions, but resulted in nearly **86%** of hotel bookings combined
- Media Partner 2 reached more than **718,000** unique users – less than half of Partner 1 and the least amount of overall uniques – but generated the most bookings and drove the highest estimated revenue
- Media Partner 1 reached the most unique users (more than **1.5M**) and generated the most impressions (more than **2.6M**), but drove the fewest bookings and least amount of estimated revenue

### How Did Idaho Tourism Media Partners Perform?





## Timely Media Spend During Travel Research & Planning

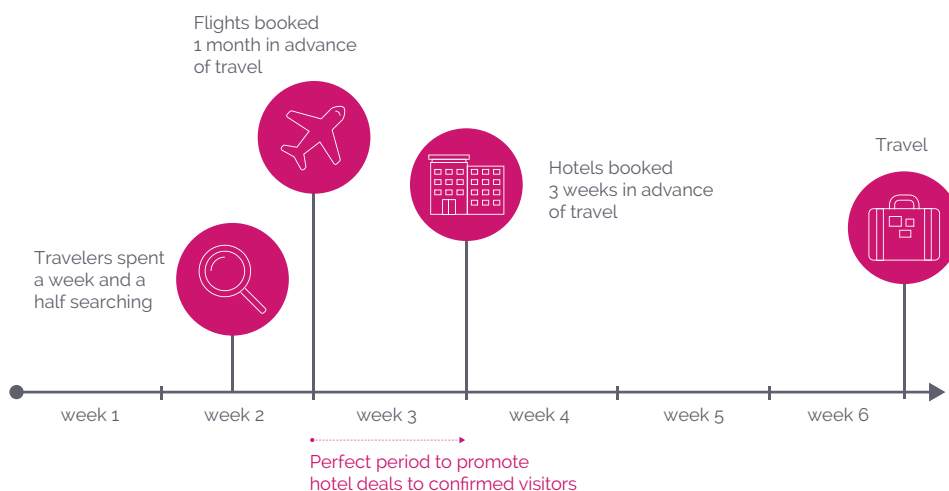
Research and planning are essential elements in the travel life cycle. By identifying audience booking behaviors, marketers have the opportunity to reach and convert travelers through strategically targeted and timely offers that directly appeal to those looking at multiple options and hunting for the best air and hotel deals.



- During the summer months, Idaho Tourism saw more than **192,900 hotel searches** and **140,450 air searches**, resulting in more than **7,590 hotel bookings** and **4,350 air bookings**. This shows the value of search data, which is a strong indicator of actual travel outcomes, and should be measured in conjunction with booking data
- Spending more days searching for flights (**9.8 days**) than hotels (**8.9 days**) before booking, travelers also booked flights well in advance of finalizing their hotel arrangements (12 days further out), providing a perfect opportunity to promote hotel deals to confirmed Idaho visitors
- The search and booking trends also illustrated that the **5-6 weeks** leading up to travel is the sweet spot for Idaho Tourism marketing. As such, to drive bookings for a specific month, Idaho Tourism learned that it should increase advertising and marketing **5-6 weeks** out from key travel windows or **promotional periods**

### Helping Idaho Tourism to choose **where** to spend... and **when** to spend

**6 weeks before travel is the sweet spot for Idaho Tourism to increase advertising and marketing**







## Advertising Works! ADR and Top Feeder Market Insights

Analysis against an “unexposed” audience demonstrates that travelers exposed to advertising campaigns resulted in longer stays with higher ADRs than those not exposed, regardless of the destination, and this ADR varied by origin market.

- Travelers who were exposed to the Idaho Tourism campaign had a nearly **15% higher ADR** than those who were not exposed to the campaign, **\$155 ADR vs. \$135 ADR**

By better understanding their **target audience's travel behaviors**, DMOs and tourism boards can strategically spend advertising dollars to target unique customer segments that result in bookings and conversion.

- A total of **six cities** in Washington and Utah were the top alternate-searched hotel destinations, as well as **two of the top five** feeder markets in percentage of bookings.

### Travelers Exposed to Idaho Tourism Campaign

Spent **15%** More On Their Stay

Advertising works:

Average Daily Rate (ADR) higher for exposed travelers.

**\$155**

ADR **Exposed** to Idaho Tourism Campaign

**\$135**

ADR **Not Exposed**

Washington bookings – **\$168 ADR**

Minnesota bookings – **\$182 ADR**

Other bookings

California bookings – **\$159 ADR**

Illinois bookings – **\$177 ADR**

Idaho bookings – **\$143 ADR**

### Geography matters

Many visitors were from the West Coast and Pacific Northwest ...but **Midwesterners paid the highest rate.**

### Top 6 Destinations Searched as Alternatives



Salt Lake City, UT  
Spokane, WA  
West Yellowstone, MT  
Seattle, WA  
Bozeman, MT  
Missoula, MT

...showing which customer segments Idaho Tourism should target for increased bookings and conversions.

ADARA's visibility into search and booking behavior across the travel ecosystem provides metrics to measure the effectiveness of digital marketing campaigns. With this knowledge, marketers and brands can guide future marketing strategies by allocating budget across priority channels and **optimizing spend**, while also **improving results**.

ADARA is the world's travel data co-op providing a unique holistic understanding of travel patterns, trends and behavior. It's a safe and secure way to share and analyze historical and real time data about more than 500 million monthly unique traveler profiles from more than 175 of the world's top travel brands.

The ADARA data co-op fuels three core business areas: Advertising, Measurement & Analytics and Traveler Intelligence. Together they provide unparalleled access to insights and knowledge allowing travel marketers to increase marketing efficiency, maximize revenues and grow their brands.

### Let's Travel Together

ADARA is headquartered in Palo Alto, California and has 20 offices across North America, Europe, Middle East and Asia Pacific. Partners include Marriott, Accor, Etihad, United, American, Delta and Hertz. For more information visit [ADARA.com](http://ADARA.com) or follow us on Twitter [@adaraglobal](https://twitter.com/adaraglobal)

