ADARA BLOOMINGTON
simply central

Measuring Destination Website Influence on Purchase Behavior, and the Value of Online Marketing Investments

ADARA's Site Impact enables Bloomington Convention & Visitors Bureau (CVB) to directly measure the influence of its website, identifying $315,000 in hotel revenue and 1,200 air and hotel bookings generated by website visitors during the months of May and June

ADARA's Site Impact, a new analytics tool, allows destinations to connect website visitors with destination spend in the market, helping guide marketing strategies for destination marketing organization (DMO) and tourism board partners, and optimize results.

In the months of May and June, ADARA Site Impact helped the Bloomington, Minnesota, CVB track its website's influence on travel purchase decisions to the destination, gaining advanced knowledge of who its high value travelers are, how they book and spend, and identifying untapped opportunities to increase market share and visitation – helping BloomingtonMN.org attribute $315,000 in hotel revenue and nearly 1,200 bookings to the website.

ADARA Site Impact therefore fills a major gap in DMO marketing and investment, allowing destination marketers to understand how destination websites help influence travelers, and how much they spend as a result.
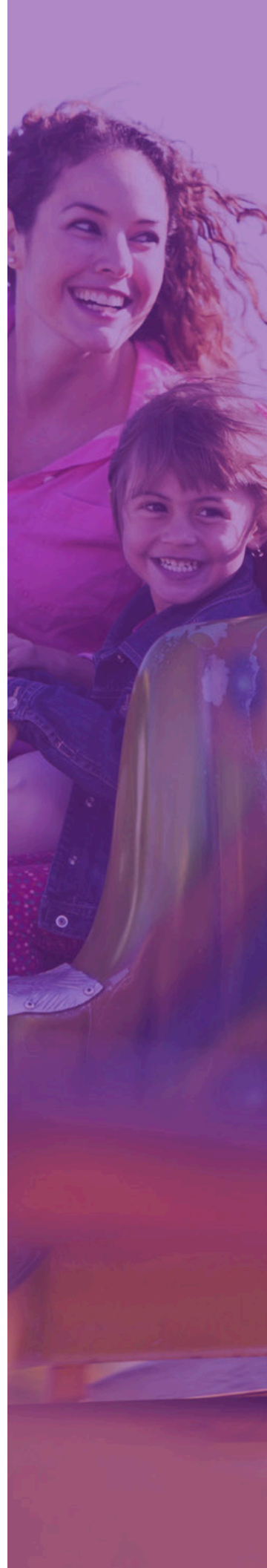
Quantifies the value of your website investments

Unprecedented insight into the types of travelers on your site

Helps pinpoint growth opportunities with market insights

Measuring Real Time Results

By analyzing nearly 44,000 travel searches and 1,200 bookings for flights and hotel rooms in Bloomington in May and June 2016, ADARA Site Impact identified key insights and outcomes for the city, including:

- Quantifying revenue generated by visitors to the Bloomington website in order to guide future marketing strategies and content development
- Determining how the Bloomington website influenced flight and hotel bookings
- Exploring the types of travelers that visit Bloomington, and providing an in-depth look into their specific travel behaviors

An in-depth analysis of first and third party data provided the city with a comprehensive view of their typical destination visitor and the amount they spent after visiting the website. With the help of ADARA's Site Impact, Bloomington was able to identify lucrative feeder markets and travel lifecycle marketing "sweet spots". ADARA Site Impact also successfully identified areas of opportunity for Bloomington to optimize its website and reach high-value visitors for the city: those that spend more money, stay longer and embrace all that Bloomington has to offer.

ADARA analyzed:

44,000
travel searches

1,200
flight & hotel bookings

Guiding Marketing Strategies and Justifying Marketing Spends

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.

Jan Kroells, Vice President of Marketing at the Bloomington CVB, stated:

"Since utilizing ADARA Site Impact, we have gained tremendous insight into our visitors, their booking patterns, and how to effectively reach our highest value customers. The tool lets us connect website visitors to revenue spent in the market, which is truly unprecedented in DMO marketing."

Jessica Schultz, Director Integrated Planning at MMGY Global who leads integrated strategy for the Bloomington CVB, stated:

"We work with destinations every day to help them create a better structure in which to analyze their media efforts. Tools like the ADARA Impact suite of products allow us to draw larger conclusions on the economic impact those efforts have on the destination that were unavailable before.

What drew us to the ADARA Site Impact tool initially for Bloomington was the collaboration and innovation the ADARA team was able to provide us to determine a new use case for the technology that could solve a missing piece in the data puzzle for Bloomington - how to more comprehensively track outbound hotel referrals and bookings from the destination website.

The ADARA solution helps us better understand the active traveler and the effect paid media and the destination website have on the entire booking process, allowing us data and insight to inform smarter marketing decisions."

🔑 Key Takeaways

By using ADARA Site Impact, Bloomington gained unprecedented insight into its website effectiveness, visitors and potential travelers.

Key learnings included:

- Clear understanding of website value and drivers of higher booking rates

- Comprehensive view of the Bloomington visitor profile

- In-depth look into feeder markets with above-average Average Daily Rate (ADR)

The Complete View of the Bloomington Visitor Profile

56% were booking leisure trips

44% were booking business trips

66% were female

34% were male

2.2 Average number of travelers

2.1 Average number of days spent

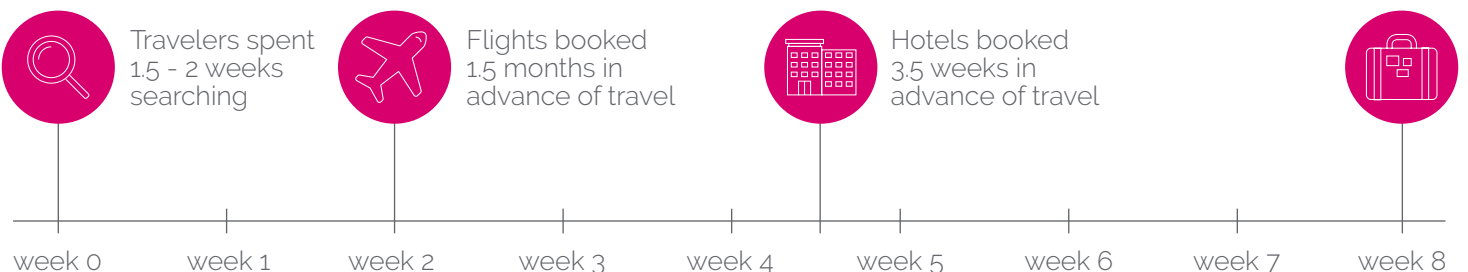**$152** hotel Average Daily Rate (ADR) per room booked

Travel Research & Planning

Research and planning are essential elements in the travel lifecycle marketing. By identifying audience booking behaviors, travel marketers gain the opportunity to better understand, reach and ultimately secure a higher number of travelers through strategically targeted and timely offers that directly appeal to those hunting for the best air and hotel deals. ADARA Site Impact helped to identify:

- Visitors to the Bloomington website on average spent 1.5 to 2 weeks searching, providing a "sweet spot" to start promoting deals.
- Flights were booked almost 1.5 months out, and hotels about 3.5 weeks out.
- Therefore, 2 months before travel is the ideal time to increase marketing, and 6 to 3.5 weeks prior to departure is the perfect period to promote hotel deals to confirmed visitors.
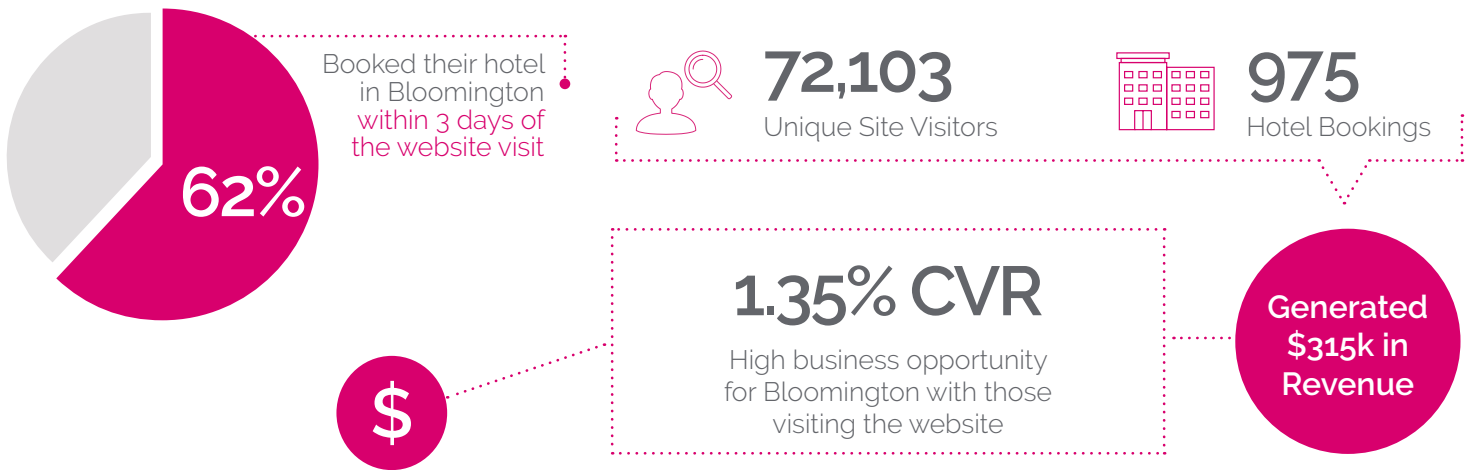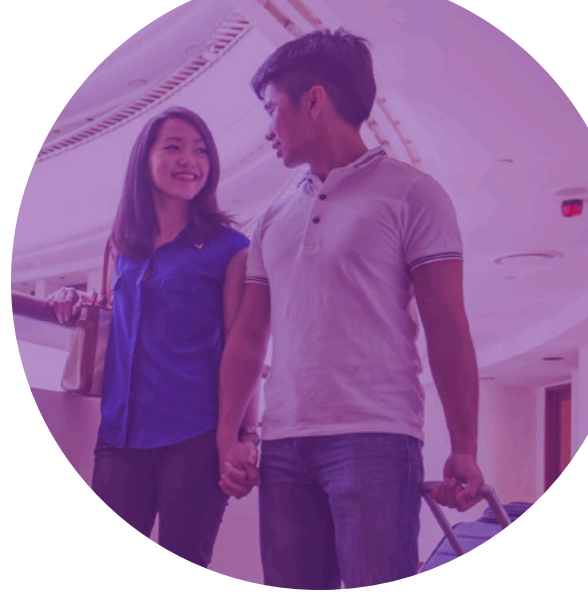
perfect period to promote hotel deals to confirmed visitors

Travelers spent 1.5 - 2 weeks searching

Flights booked 1.5 months in advance of travel

Hotels booked 3.5 weeks in advance of travel

Travel

week 0 | week 1 | week 2 | week 3 | week 4 | week 5 | week 6 | week 7 | week 8
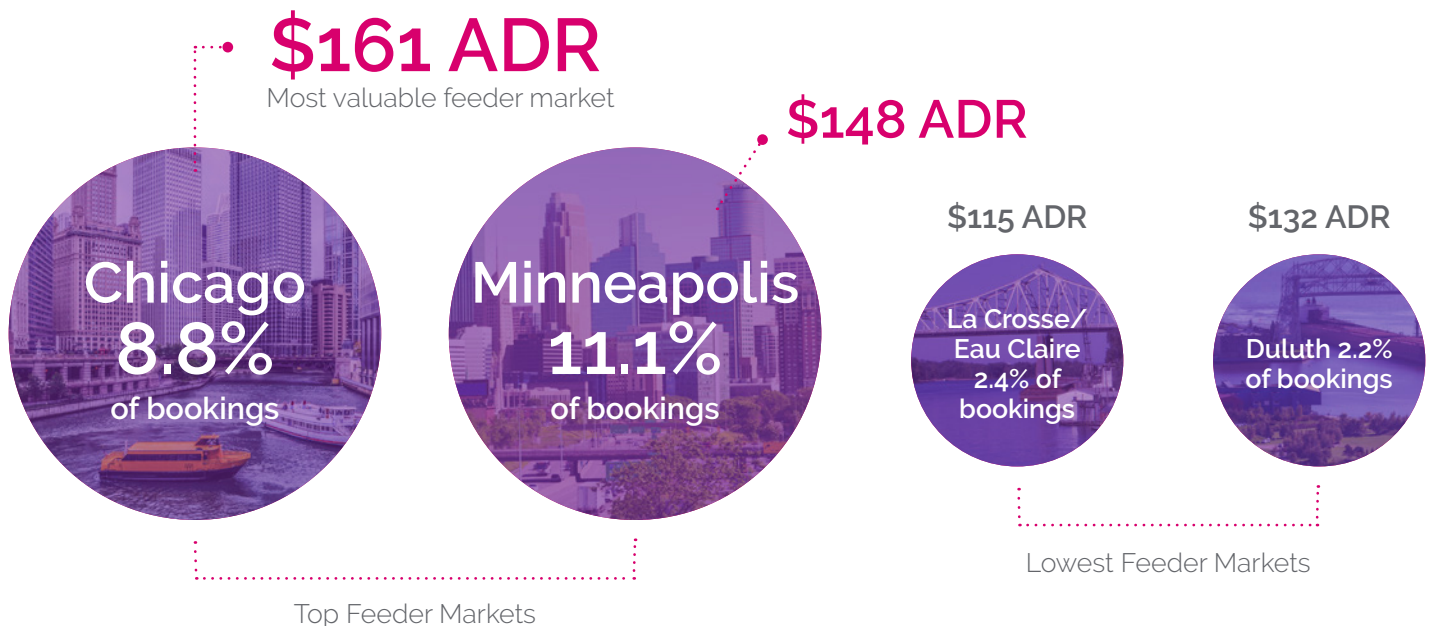
How Did the Website Influence Bookings?

- ADARA Site Impact revealed that 62% of travelers who visited the Bloomington website booked their hotel in Bloomington within 3 days.
- Of the 72,103 unique visitors to the website, 975 booked hotels in Bloomington generating $315k in revenue between May and June, 2016.
- Bloomington's conversion rate of website visits to hotel bookings (CVR) of 1.35% meant that the website effectively influenced bookings.

62% Booked their hotel in Bloomington within 3 days of the website visit

72,103 Unique Site Visitors

975 Hotel Bookings

1.35% CVR High business opportunity for Bloomington with those visiting the website

Generated $315k in Revenue

ADR and Top Feeder Market Insights

ADR varied widely by feeder market, with Chicago being the highest and Milwaukee, La Crosse and Eau Claire the lowest.

- Chicago was identified as the most valuable feeder market for Bloomington, with the second highest percentage of bookings after Minneapolis, and with the highest ADR of around $161.

$161 ADR Most valuable feeder market

$148 ADR

$115 ADR

$132 ADR

Chicago 8.8% of bookings

Minneapolis 11.1% of bookings

La Crosse/ Eau Claire 2.4% of bookings

Duluth 2.2% of bookings

Top Feeder Markets

Lowest Feeder Markets

10% Chicago

5% Dallas

7% Atlanta

4% Phoenix

6% Las Vegas

4% San Francisco

5% Detroit

4% DC

5% New York

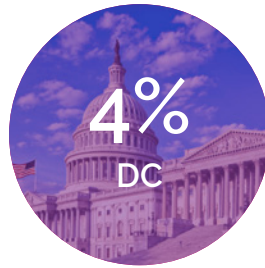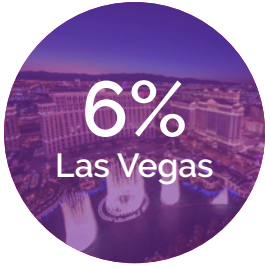**4%** Boston

Where Else Did Bloomington Searchers Book?

By better understanding their target audience's travel behaviors, Bloomington will be able to strategically tailor its website to target unique customer segments, resulting in an increased amount of bookings and higher conversions.

There was strong competition in search, with 10 cities in the U.S. competing with Bloomington to secure a higher level of travelers (including Chicago, Bloomington's most valuable feeder market).

ADARA's visibility into search and booking behavior

across the travel ecosystem provides metrics to quantify the effectiveness of digital marketing campaigns and brand websites. With this knowledge, marketers and brands can guide future marketing strategies by allocating budget across priority channels and optimizing spend, while also improving results.