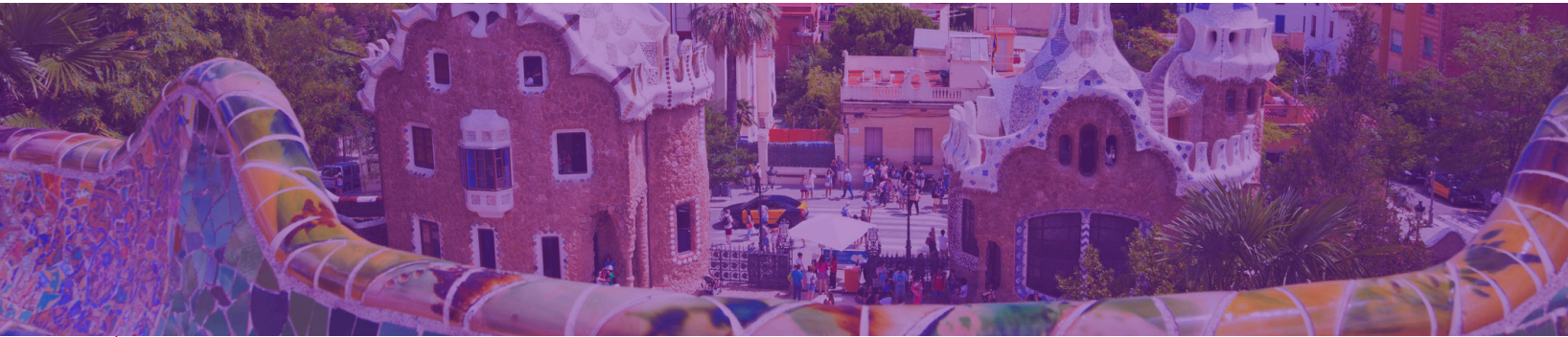


Tourspain (Turespaña) – ADARA Impact



● The Challenge

Tourspain (Turespaña), devoted to promoting Spain as a tourist destination all over the world, has been running an annual branding campaign to position the country not just as a sun destination, but also as a great place to visit for its culture, culinary experience, history, and more. The campaign objective is to engage a cosmopolitan audience of travellers in Spain's top origin markets. Similar to other destination marketers, Tourspain has been facing the challenge of measuring marketing effectiveness and visibility into actual travel bookings as a result of its marketing investments.

For the fall / winter 2016 campaign, Tourspain wanted to focus on the quality vs. quantity of visitors and measure the Return on Investment (ROI) for media spent, along with the increase in the number of travellers convinced to visit Spain.

At a Glance

- MEC, media agency for Tourspain (Turespaña), partnered with ADARA to measure the economic impact of its marketing efforts and increase the quality of visitors while promoting Spain as a multifaceted tourism destination
- ADARA's Impact solution attributed **\$2.3M** in hotel revenue, **14,927** room nights and **38,000** incremental Spain visitors directly to this 11-week advertising campaign
- Origin market and travel lifecycle insights provided by ADARA Impact allowed MEC to deliver more precise audience segmentation and better engagement for Tourspain

● The Strategy

In order to increase high-value visitation and prove economic relevance, Tourspain needed a partner with access to global travel activity across all touchpoints in real time, as well as the ability to connect marketing campaigns to searches, bookings and revenue spent in the market.

Spain is one of the leading tourism destinations around the world, and multiple media agencies competed to win Tourspain's business. The key ingredient that helped MEC – Tourspain's bid winner – to succeed with their proposal was ADARA Impact, a unique tool that quantifies the value of a DMO's marketing efforts and provides an unprecedented view of the most valuable visitors.



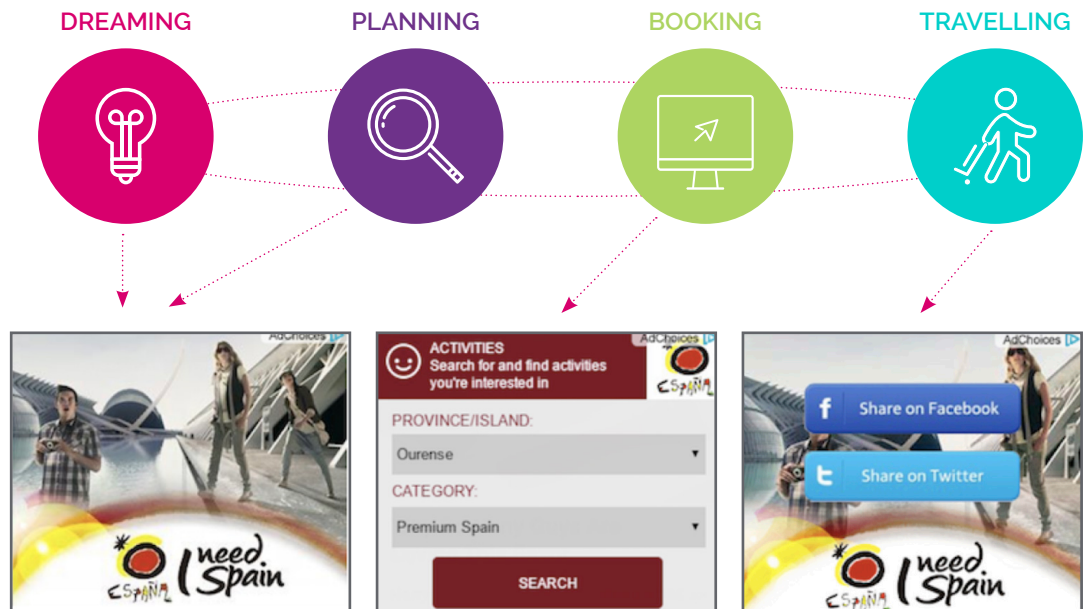
Why ADARA?

ADARA has direct data partnerships with more than 175 of the most recognised travel brands across the globe including many of the leading airlines, hoteliers and OTAs. ADARA's global travel data co-op provides unparalleled visibility into travellers searching for trips to and hotels in Spain in real time, including both direct and OTA / Meta activity.

For the first time, thanks to ADARA Impact, Tourspain was able to measure the economic impact of media campaigns and marketing ROI in addition to media impressions and CTR.

The Results

- ADARA Impact attributed \$2.3M in hotel revenue, 14,927 room nights, and 5,400 incremental hotel bookings in Spain directly to MEC's 11-week advertising campaign
- ADARA Impact also reported 21,799 total flights booked, 38,000 more travellers and 187,000 more days spent by visitors to Spain as the result of this campaign
- Using ADARA Impact insights for audience segmentation based on origin market and the stage of the traveller's journey, MEC lifted the engagement rate by delivering the right message to each traveller segment



Brand: **Tourspain (Turespaña)**

Agency: **MEC**

Name of Campaign: **I Need Spain**

Date of Campaign: **Oct 15 - Dec 31, 2016**



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