Costa del Sol Tourism successfully maximized **ADARA Impact** to track digital advertising campaigns run on an OTA.* With ADARA Impact, their team had access to valuable performance insights, including what was working and what needed optimization to achieve the best results.

**Campaign Results**

- **125k** invested in digital advertising
- **59.7m** ads displayed
- **29.6%** increase in travellers to the destination over the same period last year through destinia.com
- **more than 2K bookings** into the destination
- **227% ROI**
  - ROI per Euro invested, we have win back 2.27€
- **More than 283K€**
  - in revenue attributed to the campaign that will generate an even greater economic impact on the destination

"Turismo Costa del Sol has been working for years to generate a data-driven ecosystem that allows us to make more objective and accurate decisions. Within this strategy, ADARA has become an ally, a key collaborator. Today more than ever and thanks to them, we can have an accurate vision, in real time, of what happens with our digital campaigns, helping us to understand where trends, markets and demand go."

**Manuel Lara, Tourism Promotion and Digital Transformation Director of Costa Del Sol Tourism**

* Campaigns ran from December 2018 to March 2019.
Travellers who booked

- Couples: 54%
- Families: 40%
- Singles: 6%

59.9% Leisure
40.1% Business

<table>
<thead>
<tr>
<th>Country</th>
<th>Booked Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>45%</td>
</tr>
<tr>
<td>France</td>
<td>9%</td>
</tr>
<tr>
<td>UK</td>
<td>8.8%</td>
</tr>
<tr>
<td>Germany</td>
<td>7.2%</td>
</tr>
<tr>
<td>Italy</td>
<td>3.6%</td>
</tr>
<tr>
<td>Austria</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

Top locations booked

- Malaga: 40.1%
- Marbella: 28.7%
- Torremolinos: 28.2%
- Fuengirola: 14.4%

- Estepona: 20.3%
- Antequera: 1.4%
- Ronda: 7%

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