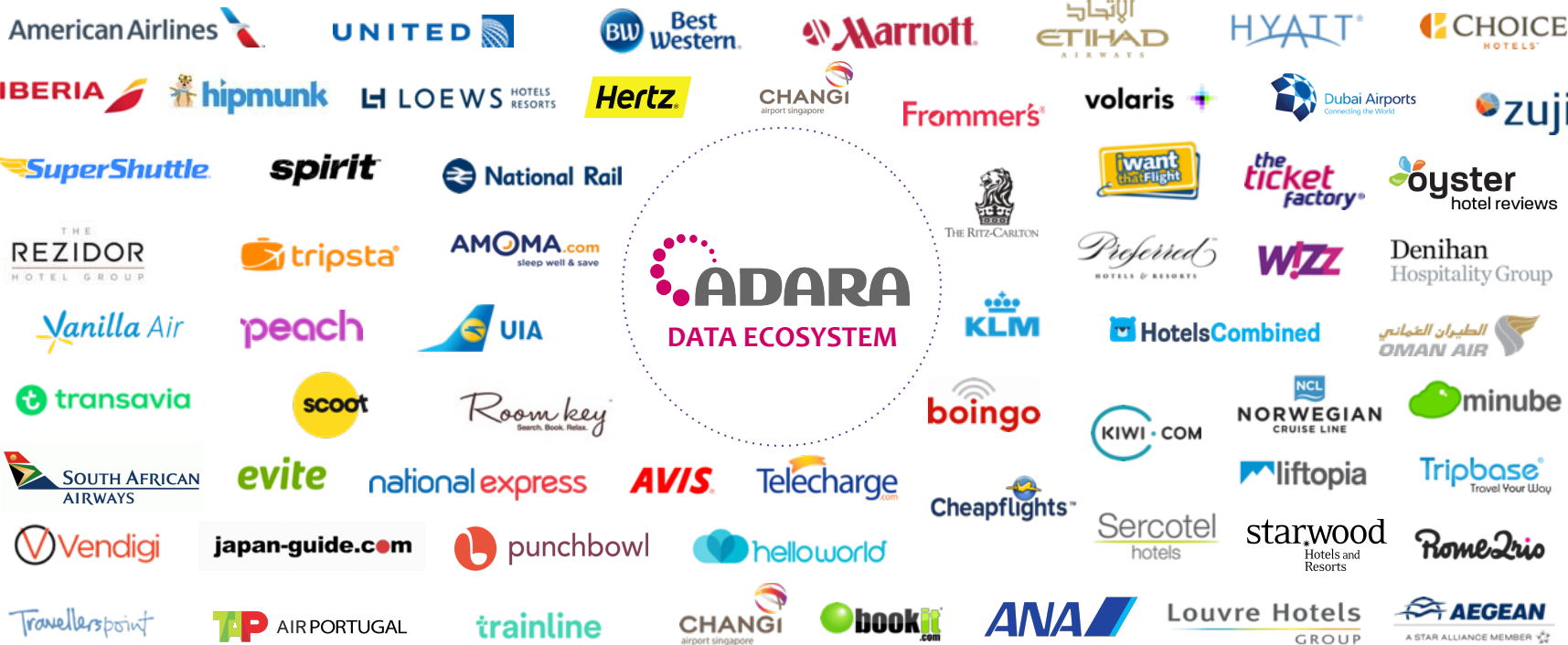


# METRICS THAT MATTER



Presentation by:  
Casey Burdsall, Senior Manager of Tourism Analytics  
ADARA

# ADARA'S TRAVEL DATA ECOSYSTEM



WITH 190+ TRUSTED TRAVEL BRANDS

## ADARA HAS A GLOBAL FOOTPRINT

Over **750 Million** monthly active travelers

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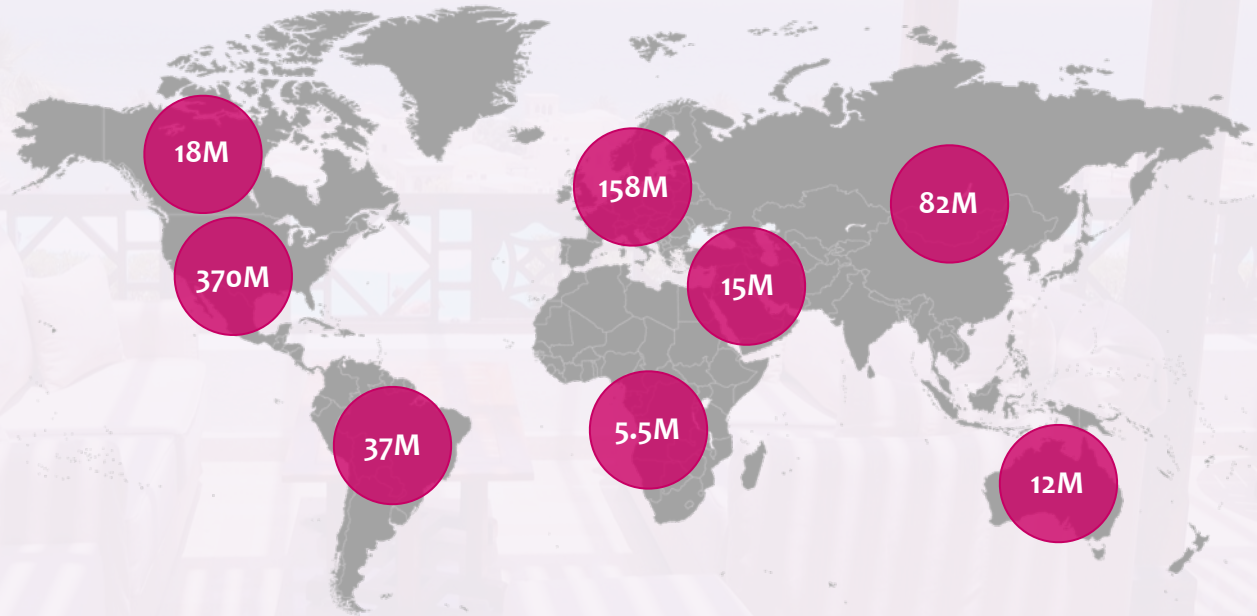
**1 Billion** rich profiles that include, on average: 30+ data points per profile

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**14 Billion** travel searches annually

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**950 Million** air and hotel bookings annually





# DEEP VISITOR INSIGHTS & BEHAVIOR DATA

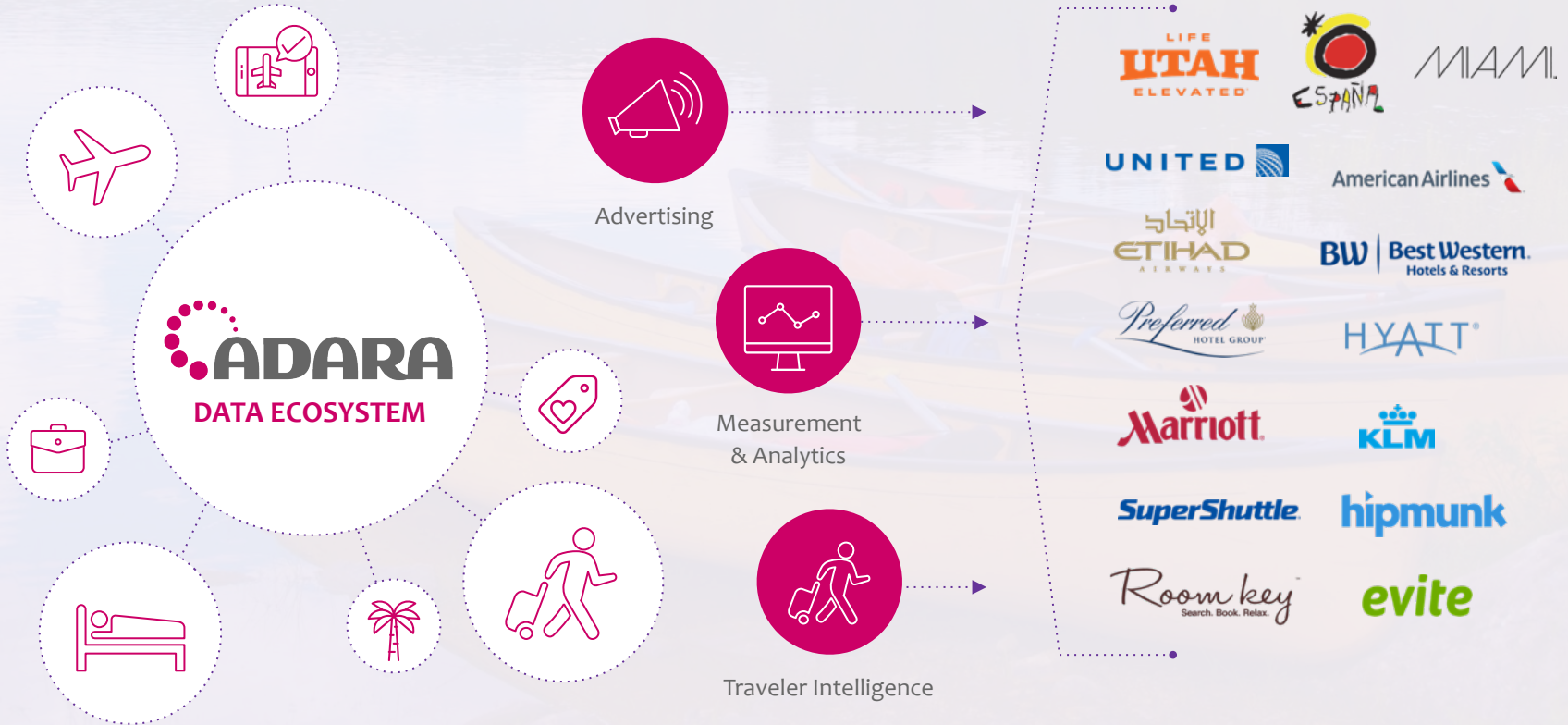
Based on **billions of data points** across the **global travel ecosystem**, we know **travelers relevant to your market**

- SEARCH DATA
- BOOKING DATA
- PROFILE DATA

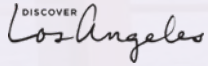




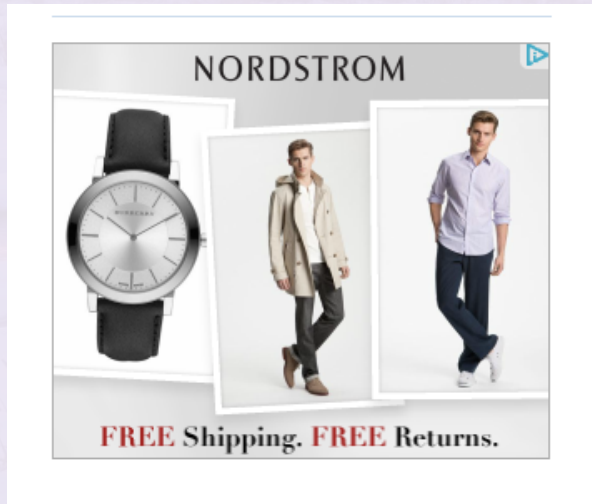
# SHARE DATA, AND GET INSIGHTS AND KNOWLEDGE IN RETURN



# ADARA'S 120+ IMPACT CUSTOMERS: US AND INTERNATIONAL



# THE PATH TO PURCHASE DILEMMA







# The Ledger

## Tampa Bay Times

## The Miami Herald

**Secret deal with Pitbull costs Visit Florida agency head his job**

**After Florida House speaker sues, Pitbull tweets disclosure of \$1M contract**

**Lawsuit aims to disclose how much state spent on Pitbull music video**

TALLAHASSEE — Secret terms of a contract with Miami music star Pitbull to promote Florida beaches have cost the head of the state's tourism agency his job.

Gov. Rick Scott on Friday called for Visit Florida's CEO Will Seccombe to resign, even while noting that the Sunshine State has had record tourism in each of the last four years with Seccombe leading the agency. In addition, Scott requested Visit Florida set new policies and procedures to assure it is open and sharing other details of the organization with the public.

procedures to assure it is open and sharing other details of the organization with the public.

Seccombe resigning the agency; in addition, Scott requested Visit Florida set new policies and



# MEASURING SUCCESS: OLD VERSUS NEW

## OLD WAY

Impressions

Clicks

Click-through rates

Visitor Guide downloads

## NEW WAY

Confirmed Bookings

Hotel Revenue

ADR

Length of Stay



## Example #1:



**DMO:** Visit Savannah

**Metric:** Return on Ad Spend (ROAS)



**DMO: VISIT SAVANNAH**  
**METRIC: RETURN ON AD SPEND (ROAS)**

**Marketing Budget: \$185,000**



**KPI:**

Return on Ad Spend (ROAS)



**Two Buys:**

\$175K – travel publisher  
\$10K – newspaper website



**Run Dates:**

Aug '16 – Jan '17

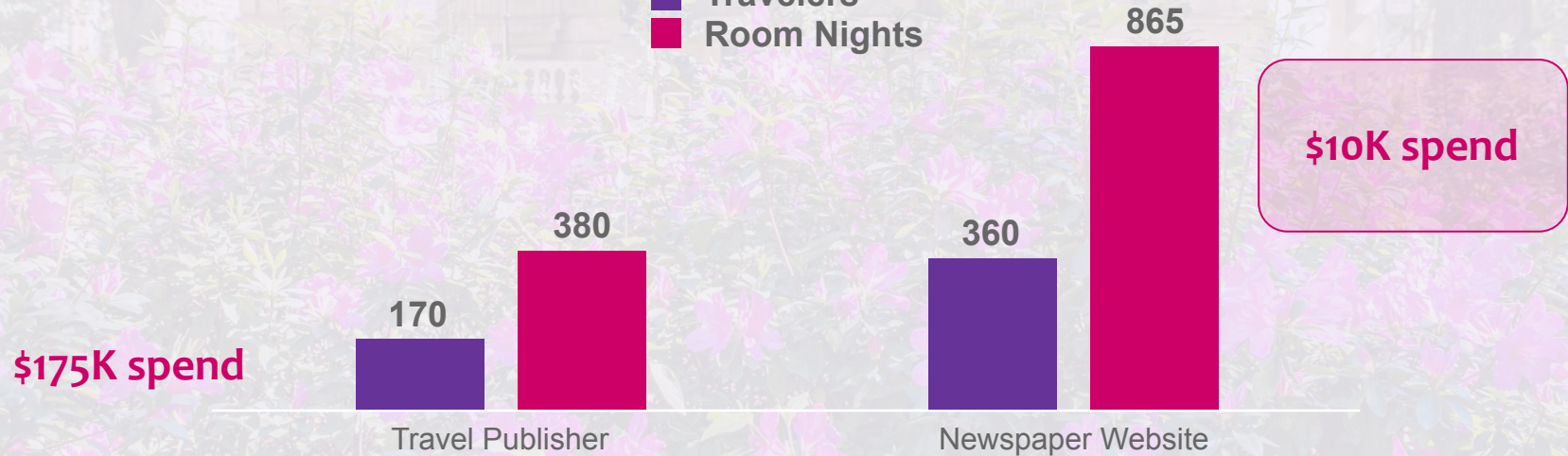


# DMO: VISIT SAVANNAH

## METRIC: RETURN ON AD SPEND (ROAS)



Travelers  
Room Nights



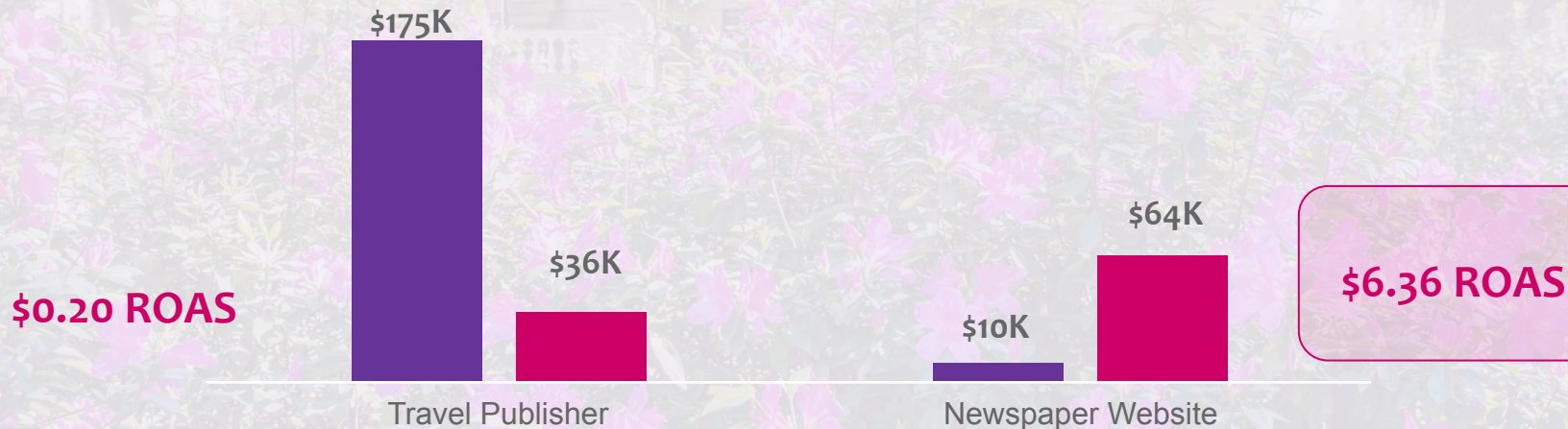


# DMO: VISIT SAVANNAH

## METRIC: RETURN ON AD SPEND (ROAS)



■ Investment ■ Revenue





“ **Don't judge a book-ing by its click-through rate.** Some of the best placements have bad CTRs, but do grab the right attention and drive people to book. Leverage the data to get the best bang for your buck when negotiating media buys. **Let the data do the talking.**”

Zeek Coleman, Interactive  
Marketing Manager

VISIT  
**SAVANNAH**  
EST. 1733

## Example #2:



**DMO:** Explore Georgia

**Metric:** Revenue per 1,000 Impressions  
(media efficiency)



# DMO: Explore Georgia

## Metric: Revenue per 1k Impressions (media efficiency)



vs.



# DMO: Explore Georgia

## Metric: Revenue per 1k Impressions (media efficiency)



Hotel Totals													
Pixel Group Name	Bookings	Searches	Avg Length of Stay (Days)	Avg Search to Booking Window	Avg Advance Purchase (Days)	Avg # Travelers	ADR	Total Estimated Travelers	Total Estimated Nights	Total Revenue	Impression Per Hotel Night	Revenue per 1000 impressions	Hotel Revenue Per Unique Traveler
Blog	29	807	2.5	19.2	24.0	1.3	\$ 255.58	39	73	\$ 18,657.63	7,489	\$ 34.13	\$ 478.40
Campaign Y	55	1,871	2.3	11.3	26.2	1.3	\$ 310.27	74	124	\$ 38,473.44	1,634	\$ 189.88	\$ 519.91
Media Partn...	874	24,757	2.2	12.8	40.9	1.4	\$ 327.19	1,207	1,912	\$ 625,715.80	8,466	\$ 38.65	\$ 518.41
Media Partn...	--	8	--	--	--	--	--	--	--	--	--	--	--
Media Partn...	39	1,697	1.8	11.7	42.8	1.4	\$ 298.16	55	70	\$ 20,871.12	1,237	\$ 16.35	\$ 379.47
Total / Average	966	28,042	2.2	12.8	39.8	1.4	\$ 324.56	1,329	2,109	\$ 684,625.09	8,632	\$ 37.57	\$ 515.14



**Example #3:**

**DMO:** Traverse City Tourism (MI)


**Metric:** Room Nights




*TraverseCity*  
*Tourism*

# DMO: TRAVERSE CITY TOURISM (MI)

## METRIC: ROOM NIGHTS

 **Traverse City Tourism**  
February 1 · 🌐

Restaurant Week in Traverse City, Michigan, kicks off February 26!  
Click to learn about some of the delicious options you'll have for this tasty event!



**Don't Miss Traverse City Restaurant Week!**  
With so many great restaurant options in Traverse City, how do you decide where to go? Here are five suggestions from Michigan-based bloggers Michigan Chews & Brews.

[Learn More](#)

TRAVERSECITY.COM

 **Traverse City Tourism**  
February 1 · 🌐

Restaurant Week in Traverse City, Michigan, kicks off February 26!  
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[Learn More](#)

TRAVERSECITY.COM





**DMO:** TRAVERSE CITY TOURISM (MI)

**METRIC:** ROOM NIGHTS

**Marketing Budget:** \$1,700



**KPI:**  
Room Nights



**Buy:**  
Four Facebook Ads  
(tracked two of them)



**Duration:**  
Five Days

# DMO: Traverse City Tourism (MI)

## Metric: Room Nights

### Results Showed:



**19** estimated travelers booked trips



**42** nights booked



**3 days** avg. length of stay



**485** hotel searches



**8 days** avg. search to booking window



**\$3,490**

in revenue during slow season





**Example #4:**

**DMO:** Virginia Is For Lovers

**Metric:** Length of Stay

VIRGINIA  
IS FOR  
LOVERS

VIRGINIA IS FOR LOVERS

95 495

644 Franconia

1/4 MILE

LAST EXIT BEFORE TOLL

95	EXPRESS	CHARGE
95		\$1.80
644H		\$2.20
CLICK		\$2.50

Salls Rd

Franconia

EXPRESS

95 EXPRESS LANE'S OPEN

Exit 28-A

Salls Rd

1 MILE





# DMO: Virginia Is For Lovers

## Metric: Length of Stay



VIRGINIA IS FOR LOVERS

# DMO: Virginia Is For Lovers

## Metric: Length of Stay



VIRGINIA IS FOR LOVERS

3.6 NIGHTS



1.1 NIGHTS



**Example #5:**



**DMO:** Experience Columbus

**Metric:** Average Daily Rate (ADR)

# DMO: Experience Columbus

## Metric: Average Daily Rate (ADR)



Longwoods  
INTERNATIONAL



EXPERIENCE  
COLUMBUS



- Using STR & Longwoods data, Columbus was able to compare the **ADR** of their **website visitors** versus **overall traveler**



- Learning the non-website visitor had a **higher ADR**, they sought to break that down **even further**





A hot air balloon with a yellow and green pattern is floating in the sky over the Grand Canyon. The canyon's red rock formations are visible in the background under a clear blue sky.

**Example #6:**

**ARIZONA**  
GRAND CANYON STATE

**DMO:** Arizona Tourism

**Metric:** benefit to multiple cities/communities

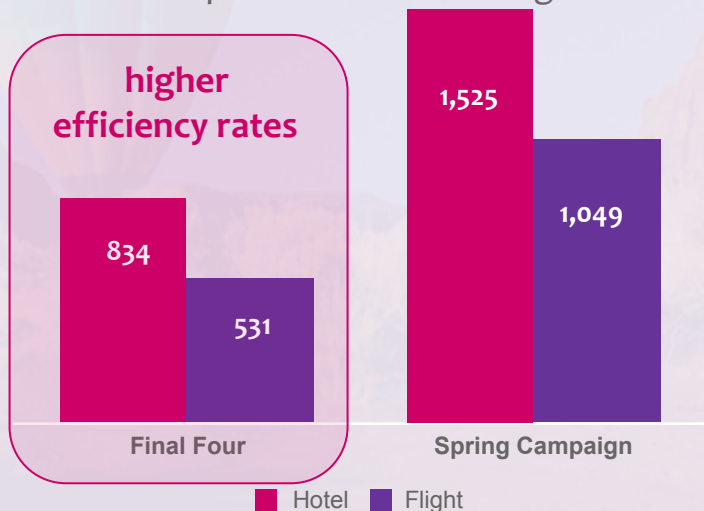


# DMO: ARIZONA TOURISM

## METRIC: BENEFIT TO MULTIPLE CITIES/COMMUNITIES

ARIZONA  
GRAND CANYON STATE

### Impressions Per Booking



Final Four advertising generated **higher efficiency rates** for generating both flight and hotel bookings in comparison to the overall campaign.

## DMO: ARIZONA TOURISM

### METRIC: BENEFIT TO MULTIPLE CITIES/COMMUNITIES

ARIZONA  
GRAND CANYON STATE

#### Destination

#### % of Hotel Bookings

Phoenix	20.7%
Scottsdale	11.3%
Tucson	9.5%
Flagstaff	7.0%
Tempe	6.7%
Page	5.8%
Grand Canyon	5.1%
Sedona	4.3%
Mesa	4.3%
Chandler	3.2%



Final Four advertising generated travel to destinations **across the state**.

Bookings influenced by Final Four media had a **higher ADR and LOS** than the state average.



# DMO: ARIZONA TOURISM

## METRIC: BENEFIT TO MULTIPLE CITIES/COMMUNITIES

ARIZONA  
GRAND CANYON STATE



\$207.43 ADR



2.7 Night LOS



\$183.52 ADR



2.1 Night LOS



1.6 travelers  
per party on average

A man with dark hair and glasses, wearing a grey t-shirt and a dark backpack, stands on a balcony or walkway. He is holding a camera in his hands and looking upwards and to the left. The background shows a city street with buildings and a boat in a canal. The entire image has a purple and blue color overlay.

KNOW THE VALUE OF  
YOUR MARKETING



# KNOW HOW TO MOVE THE NEEDLE



**Media Partners:** Which ones are driving the most bookings?



**Creative Executions:** Which campaigns are driving the most bookings?



**Rev-Per Impression:** How much are you spending before you get that booking?



**Length of Stay:** Which visitor types stay longer (and spend more)?



**Origin Markets:** Which markets stay longer and have a higher ADR?



THANK YOU!

**Casey Burdsall**

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