



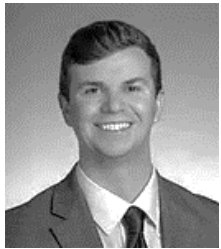
Better Strategy Starts with Better Data

**How to become a data driven tourism
organization.**





Jacquelyn Blackwell
Regional Sales Manager



Will Crockett
Account Executive



Bart Thau
VP Marketing & Research



4 Key Takeaways from this session:

1. Importance of multiple data sets
2. Deep understanding of your most valuable data sets
3. Building credibility with stakeholders (when you know what the metrics mean, you can explain it properly to them)
4. Metrics that matter for different digital tactics





DREAM



Discovering Destinations

Building Wanderlust

Gathering trip inspiration

PLAN



Exploring Possibilities

Mapping out the Visit

Destination-specific logistics

BOOK



Choose and Purchase

Finalizing the Itinerary

Amenity selection

SHARE



Experience and Relive

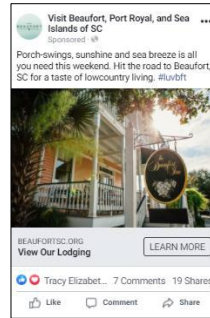
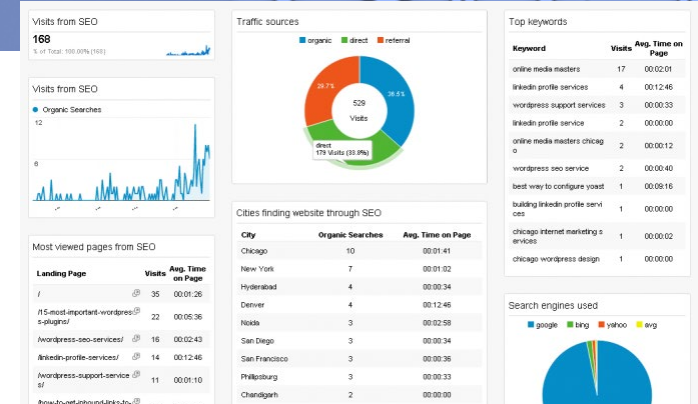
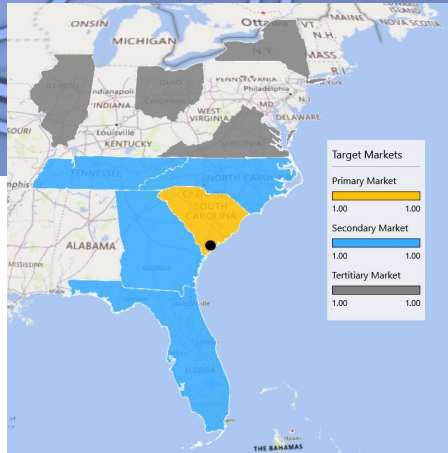
“Honeymoon Phase”

Telling their unique story

Data Inputs

Data Sources

- Internal Data (Owned Sources)
 - Newsletter lists
 - Visitor Guide form fills by date
 - Booking history/CRM
 - Website metrics – Google Analytics
- Campaign Delivery Metrics
 - Facebook
 - Instagram
 - SnapChat
 - LinkedIn
 - CTV
 - Paid Search
 - Digital Display
 - Email engagement
- Attribution & Visitation Platforms



% Cancelled Nights
% Cancelled Nights
Adjusted Paid & Owner Occupancy
Adjusted Paid Occupancy %
Adjusted RevPAB
Adjusted RevPAR
Adjusted RevPAS
ADR
Average Cancellation Window

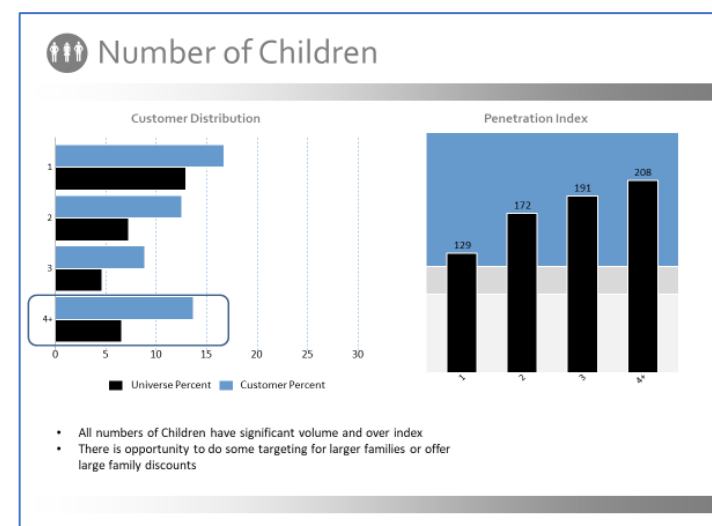
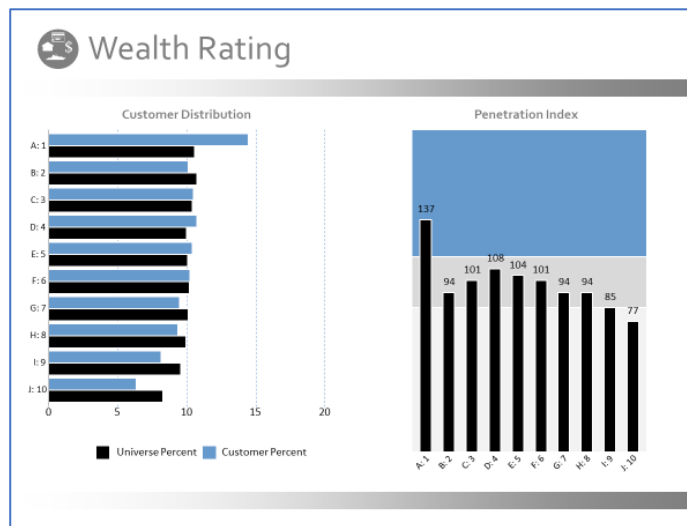
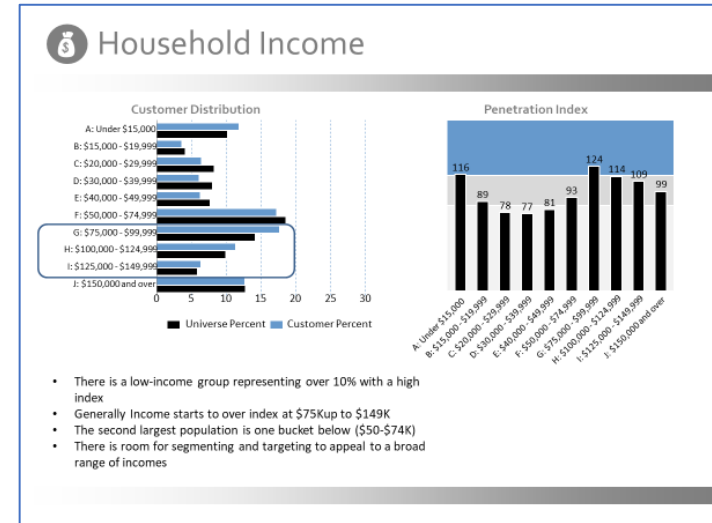
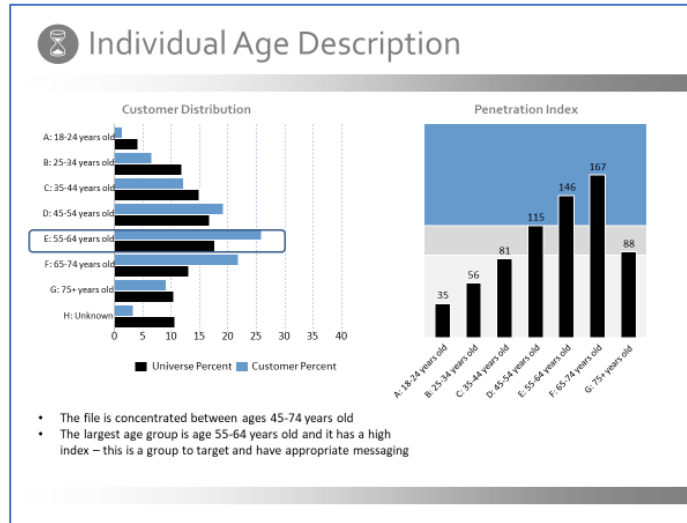
Insights to Uncover

- Identify and understand where visitors are coming from
- Understand interests of prospects - (market, city, DMO, attractions)
- Understand time to first visit as well as length of stay when in-market (booking data)
- Marketing ROI (ROAS) by channel
- Identify and understand demographic data associated with prospects and visitors
- Understand performance by media channel

Data Inputs

Owned Data Sources can be leveraged and appended with demographic, intent and segmentation data

- eNewsletter lists
- Visitor guide form fills



Organized Data Tells the Story

DATA



SORTED



ARRANGED



PRESENTED
VISUALLY

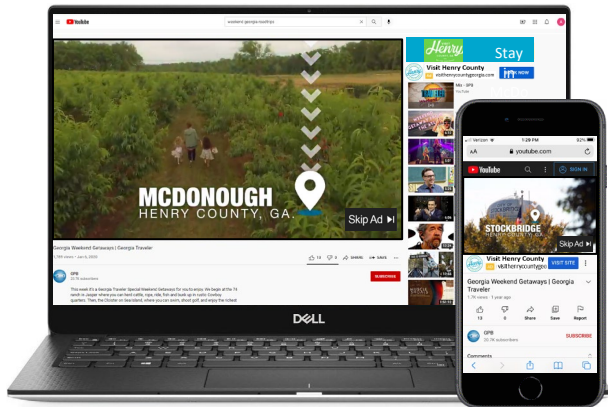
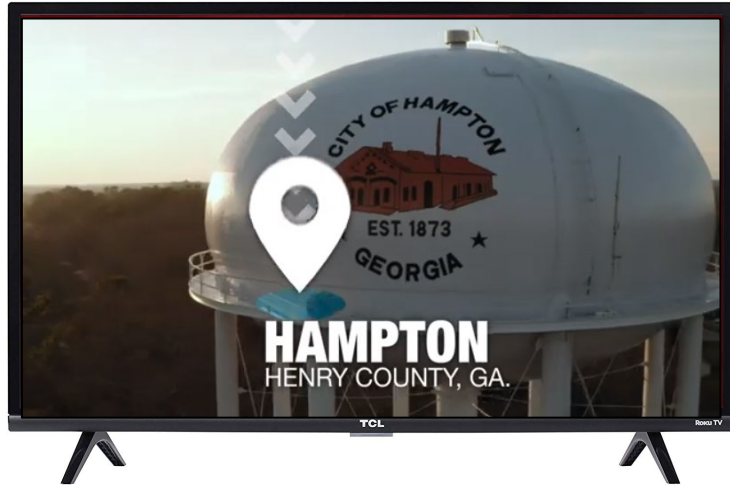


EXPLAINED
WITH A STORY



Case Study:

Visit Henry County, GA



Video Focused Strategy

- Visit Henry County, GA has a marketing goal of showcasing the unique story of each of their 4 cities.
- Their campaign includes a heavy focus on video distribution with CTV/OTT and YouTube.
- Each city video has a different target audience and set of target markets.
- We strategically adjusted our paid search campaign to utilize keywords showcased or talked about in each city's video.

Case Study:

Visit Henry County, GA

Destination Page ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
/explore-by-city/hampton/	332 (26.39%)	323 (27.80%)	381 (26.70%)	89.50%	1.13	00:00:21
/explore-by-city/stockbridge/	304 (24.17%)	287 (24.70%)	357 (25.02%)	85.15%	1.25	00:00:50
/explore-by-city/locust-grove/	262 (20.83%)	252 (21.69%)	296 (20.74%)	84.46%	1.19	00:00:23
/explore-by-city/mcdonough/	250 (19.87%)	234 (20.14%)	299 (20.95%)	84.95%	1.19	00:00:22

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
1. /things_to_do/a-day-well-spent-in-stockbridge-georgia/	760 (94.18%)	722 (94.38%)	00:02:20
2. /things-to-do/itineraries/	9 (1.12%)	9 (1.18%)	00:00:35
3. /things_to_do/panola-mountain-state-park/	8 (0.99%)	7 (0.92%)	00:00:06
4. /things_to_do/a-leisurely-day-in-locust-grove/	5 (0.62%)	4 (0.52%)	00:00:05
5. /explore-by-city/	4 (0.50%)	2 (0.26%)	00:00:48
6. /	3 (0.37%)	3 (0.39%)	00:00:24
7. /things_to_do/	3 (0.37%)	3 (0.39%)	00:00:28
8. /things_to_do/exploring-henry-county-on-a-budget/	3 (0.37%)	3 (0.39%)	00:00:28
9. /things_to_do/seven-henry-county-adventures-you-can-fit-into-a-long-weekend/	3 (0.37%)	3 (0.39%)	00:00:15
10. /stay/	2 (0.25%)	2 (0.26%)	00:00:14

Metrics we watch and Optimize for:

- Initially, the video focused campaign KPI was completed video view percent, but there are better metrics for video campaigns!
 - We looked at organic lift in markets target markets
- We made the objective for platform optimizations to be clicks instead of completed views so that we could better see how these targeted users were engaging with the site.
- Organic lift in markets never targeted before.
- Our session duration was not very high, so we created a more robust piece of content to send users to.
 - Focus on time on page, page depth, and assisted conversions*

Case Study:

Elizabethtown, Kentucky



IT'S A
Southern
THING

It's A Southern Thing with Elizabethtown Tourism.
Paid Partnership · 🌐

We've partnered with [Elizabethtown Tourism](#) to give away a weekend trip to Bourbon's Backyard! Enter here for your chance to visit Etown to enjoy mouth-watering bourbon ice cream, craft bourbon cocktails and live music 🍷 <http://contest.al.com/ETown-Giveaway/>

The grand prize includes:

- 🍷 A two-night stay in Elizabethtown, KY
- 🍷 VIP bourbon tour and tasting at Boundary Oak Distillery
- 🍷 ... See More

CONTEST.AL.COM
ETown Giveaway
Check it out now! [Learn More](#)

👍❤️ You, Jacquelyn Michelle and 1K others 40 Comments 69 Shares

👍 Love 💬 Comment ➦ Share

Brand Partnership Focused Strategy

- Utilizing our owned brand, It's A Southern Thing, we partnered with Tour Elizabethtown, Kentucky, to raise awareness of them as a travel destination to a new and unique audience
- We also developed a strategy to increase their e-newsletter signups, social follows and audience engagement

Case Study:

Elizabethtown, Kentucky

Win a weekend escape to

Elizabethtown, KY

Are you in need of a weekend filled with excitement, exploration, and all things eateries? Well, look no further than Elizabethtown, KY - or as our friends call us, Etown!

Kentucky is the front porch to the South and Etown is Bourbon's Backyard. Enjoy mouth-watering bourbon ice cream, craft bourbon cocktails, and end the night with live music.

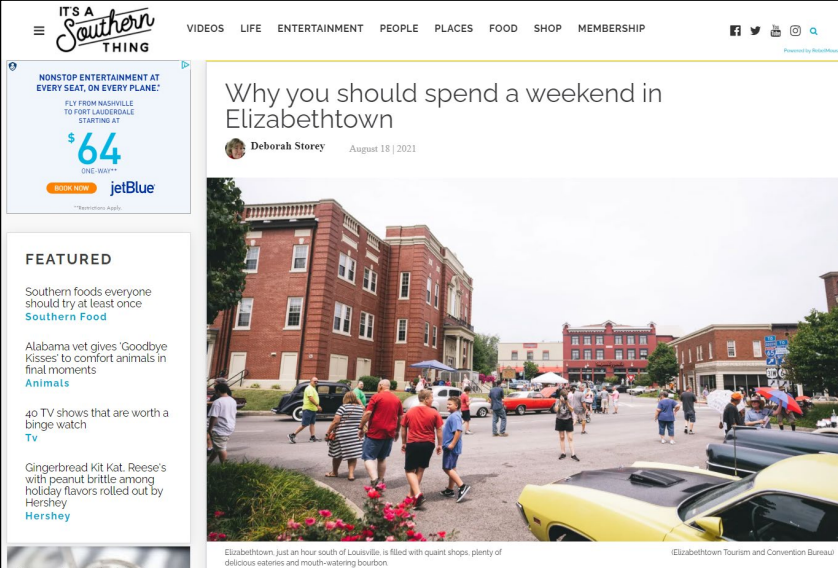

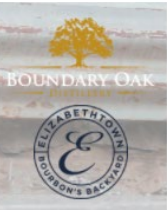
Explore bourbon like never before, enter for a chance to win:

- 2 night stay in Elizabethtown, KY
- VIP bourbon tour and tasting at Boundary Oak Distillery
- 2 tickets to a downtown concert
- Dinner on us (*Downtown Restaurant Gift Card*)

Yes, I want more information from Elizabethtown, KY.

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

SUBMIT



IT'S A Southern THING

VIDEOS LIFE ENTERTAINMENT PEOPLE PLACES FOOD SHOP MEMBERSHIP

MONSTOP ENTERTAINMENT AT EVERY SEAT, ON EVERY PLANE. FLY FROM NASHVILLE TO FORT LAUDERDALE STARTING AT \$64 (ONE WAY)** jetBlue

Why you should spend a weekend in Elizabethtown

Deborah Storey August 18 | 2021

FEATURED

Southern foods everyone should try at least once [Southern Food](#)

Alabama vet gives 'Goodbye Kisses' to comfort animals in final moments [Animals](#)

40 TV shows that are worth a binge watch [TV](#)

Gingerbread Kit Kat. Reese's with peanut brittle among holiday flavors rolled out by [Hershey](#)

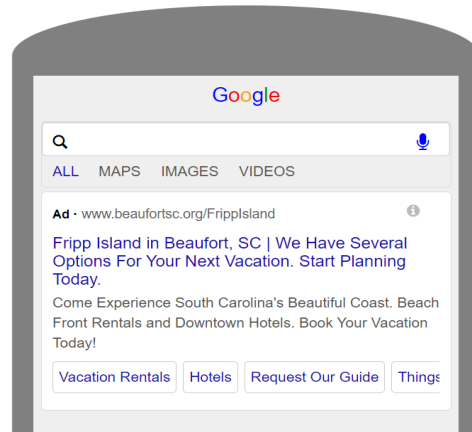
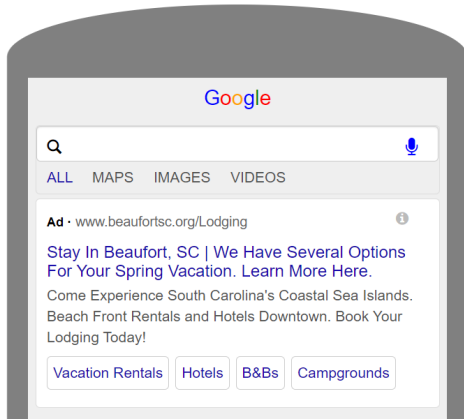
Elizabethtown, just an hour south of Louisville, is filled with quaint shops, plenty of delicious eateries and mouth-watering bourbon. ©Elizabethtown Tourism and Convention Bureau

Metrics we watch:

- Before we start, is it a good brand-partner fit?
- Reach
- Contest entries
- E-newsletter leads generated
- Social post engagement
- Article pageviews
- FB/IG Follows

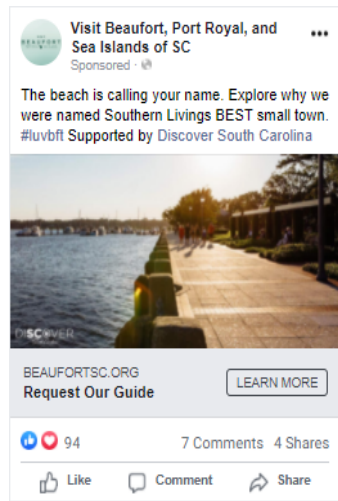
Acting on the Data - Case Study:

Beaufort, SC

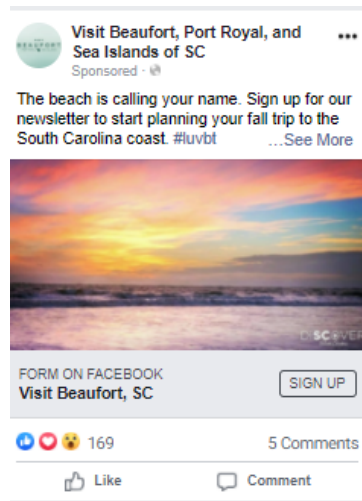


Conversion Focused Strategy

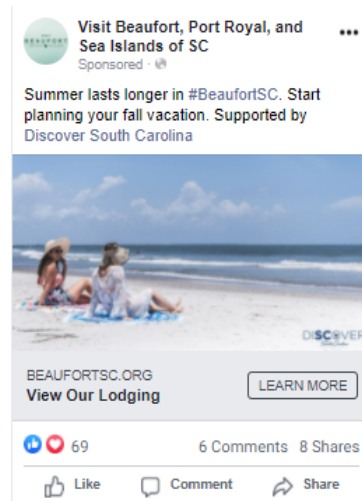
- The Visit Beaufort, Port Royal, and Sea Island marketing strategy focuses on driving 3 main conversions:
 - Outbound Lodging Partner Referrals
 - Book Now widget usage
 - VG/Newsletter form fills
- The reason this is the focus of the campaign is because building their own data base and showcasing referrals to lodging partners is most important to their board.
- Our marketing approach is hyper focused on users who are researching area vacations, as well utilizing their database
 - We layer that with a heavy retargeting approach across all campaign tactics



Database Lookalike Audience



Site RMSG



Case Study: Beaufort, SC

Drive Travelers Down the Path to Visit.

Enterprise Paid Search and Retargeting



Spend by Segment

Market Tactic	Total Cost	Percentage
Primary	\$4,695.14	35.07%
Secondary	\$4,246.84	31.72%
Tertiary	\$1,053.22	8.21%

Conversion Values

Month	Revenue	Cost
August	\$10,540.14	\$14,037.40
September	\$113,223.88	\$13,387.50

Book now click- \$10,340
 Booking engine search- \$303.87
 Check rates button- \$68,180
 Check rates text link clicks- \$22,810

Drive Travelers Down the Path to Visit.

Enterprise Paid Search and Retargeting



Campaign	Impression	Direct Responses	CTR	Avg. CPC	Conversion	Conv. Rate	Cost / Conv.
Primary	22,432	2,555	11.39%	\$1.29	434	17.00%	\$7.57
Secondary	21,330	2,454	11.50%	\$1.21	514	20.96%	\$5.78
Tertiary	14,081						
Wedding	1,358						
TOTAL	59,201						
Retargeting	62,879						

Drive Travelers Down the Path to Visit.

Enterprise Paid Search and Retargeting



Keyword	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Booking Engine Widget Search (Goal 4 Conversion Rate)	Booking Engine Widget Search (Goal 4 Completions)	Lodging (Goal 10 Conversion Rate)	Lodging (Goal 10 Completions)
1. beaufort sc	1,317 (19.1%)	73.12%	963 (18.1%)	43.41%	3.07	00:02:43	1.90%	25 (17.12%)	6.99%	92 (17.96%)
2. hunting island nature park	423 (6.1%)	81.56%	343 (6.3%)	54.85%	1.87	00:01:14	0.24%	1 (0.32%)	16.08%	68 (13.2%)
3. south carolina vacations	409 (5.9%)	89.49%	366 (6.9%)	51.24%	1.86	00:01:08	13.89%	56 (18.1%)	1.47%	6 (1.5%)
4. things to do in Beaufort north	381 (5.5%)	77.44%	294 (5.6%)	52.46%	2.14	00:03:11	0.00%	0 (0.0%)	0.34%	1 (1.0%)

Grow Brand Awareness. September – All Social

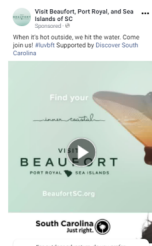
Poll ads drove a 33s Session Duration
91 total goal completions
 43 2+ pages
 2 Lodging Referrals
 44 1:00+
 2 events pageviews

Fall VG Ads drove a :53 Session Duration
36 total goal completions
 4 VG Form Fills
 2 lodging partner referrals

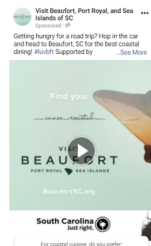
Best Small Town VG Ads drove a :42 Session Duration
23 total goal completions
 4 VG Form Fills
 1 lodging partner referrals

599 total goal completions

Grow Brand Awareness. August – Main Campaign – Poll Ads



10,657 Impressions
 6,467 People Reached
 143 People to your Website
 2,468 3 Second Video Plays
 361 100% Video Plays
 Kayaking: 23
 Paddle Boarding: 13



18,909 Impressions
 10,871 People Reached
 373 People to your Website
 4,506 3 Second Video Plays
 824 100% Video Plays
 Shrimp & Grits: 76
 Low Country Boil: 92



Metrics we watch and Optimize for:

- Interest by market
- Markets or audiences with highest conversion rates at lowest cost
- Deploying creative based on user interest and engagement across platforms.
 - Example: Poll Ads on FB
 - Example: Hunting Island keywords
- Layering in a conversion value model
- Competition in the marketplace from rising CPCs
- Emerging markets from paid search

Case Study:

Discovery Park of America



Ticket Sales Focused Strategy

- Discovery Park of America, a children's museum in Union City, Tennessee, has run a multi-tactic campaign with us for years to increase their ticket sales and attendance in both their target and growth markets.
- Tactics include display, paid social re-messaging, paid search, Spotify ads and more.

Case Study:

Discovery Park of America

Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
4.36 Avg for View: 4.63 (-5.84%)	00:01:43 Avg for View: 00:01:50 (-6.03%)	74.77% Avg for View: 74.81% (-0.05%)	25,589 % of Total: 9.37% (272,976)
4.39	00:01:44	76.06%	24,232 (94.70%)
4.37	00:02:24	88.85%	287 (1.12%)
3.15	00:01:16	44.97%	67 (0.26%)
4.66	00:02:22	90.38%	141 (0.55%)
4.05	00:01:19	58.72%	64 (0.25%)
5.48	00:02:33	69.81%	74 (0.29%)
2.28	00:00:08	11.27%	8 (0.03%)
2.75	00:01:03	25.33%	19 (0.07%)
2.47	00:00:21	25.00%	16 (0.06%)
4.30	00:02:18	65.08%	41 (0.16%)

*An example of data we saw in the Atlanta DMA

Metrics we watch and Optimize for:

- Site clicks, Click-Thru Rate
- Time spent on site
- Goal completions on site (Ticket Info Pageview, Hours & Location Pageview)
- Users by metro area/DMA
- Finally, a double check of ticket purchase zip-code info from DPA team
- What we found? While every metric we used to determine “high-quality site traffic” pointed toward Atlanta being a top market, their ticket sales said the opposite.

Case Study:

Southern Vacation Rentals

Executive Summary

August Revenue Breakout

- Brand \$ [REDACTED]
- Non-Brand \$1 [REDACTED]

September Revenue Breakout

- Brand \$ [REDACTED]
- Non-Brand \$1 [REDACTED]

Google Ads/Bing Delivery – search only

Impressions	Clicks	CTR	Conv. %	Google IS %	Bing IS %	Revenue	ROI
142,254	16,530	11.62%	2.85%	29.73%	35.61%	[REDACTED]	10.29

Paid Search Top Campaigns Revenue

Campaign	Booking Revenue	Call Revenue	Total Revenue
Brand	\$81,039.06	\$26,320.00	\$107,359.06
Destin	\$41,410.12	\$0.00	\$41,410.12
Navarre Beach	\$11,771.31	\$1,926.00	\$13,697.31
Perdido Key	\$7,981.79	\$3,121.00	\$11,102.79
Fort Walton Beach	\$11,095.77	\$0.00	\$11,095.77
Orange Beach	\$0.00	\$10,561.00	\$10,561.00
Pensacola	\$9,876.98	\$0.00	\$9,876.98
South Walton/30a	\$6,779.77	\$2,237.00	\$9,016.77
Beach Colony	\$0.00	\$1,958.00	\$1,958.00
Panama City	\$0.00	\$1,488.00	\$1,488.00
Ft. Walton	\$0.00	\$1,311.00	\$1,311.00
Gulf Shores / Fort Morgan	\$1,263.34	\$0.00	\$1,263.34
Remarketing	\$0.00	\$1,200.08	\$1,200.08
Panama City Beach	\$1,103.42	\$0.00	\$1,103.42
Gulf Shores	\$0.00	\$769.00	\$769.00
Sea Oats	\$0.00	\$470.00	\$470.00
Dune Allen	\$0.00	\$464.00	\$464.00

\$51,8_{Call}

\$172,_{Online}

Non-Brand
Total Revenue: [REDACTED]

Revenue Focused Strategy

- Only Paid search and display retargeting
- Hyper focused on direct booking revenue
- Brand and non-branded keywords
 - Large focus on non-branded
 - Even though brand converted at a higher rate at a lower cost, our goal was non-branded.

Case Study:

Southern Vacation Rentals

Paid Search Top Campaigns

Publisher	Campaign	Impressions	Clicks	CTR	Web Conv.	Conv. Rate	Avg. Pos.	Imp. Share	CPC	Cost	CPA
Google	Brand	16,492	7,706	46.73%	485	6.29%	1.19	87.26%	\$0.37	\$	\$5.94
Google	Pensacola Houses	13,196	745	5.65%	15	2.01%	1.71	5.00%	\$5.25	\$	\$260.79
Google	Fort Walton Beach	6,956	598	8.60%	9	1.51%	2.07	18.43%	\$4.59	\$	\$304.70
Google	Destin	12,356	576	4.66%	8	1.39%	1.99	5.00%	\$5.41	\$	\$389.18
Google	Navarre Beach	11,529	1,290	11.19%	8	0.62%	2.23	26.33%	\$1.87	\$2,414.10	\$301.76

Paid Search Assisted/First/Last Click Conversions

Source / Medium	Campaign	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
1. google / ocp	Brand	95 (81.94%)	\$1,300	58 (78.28%)	\$7,840	1.54
2. bing / ocp	Brand	11 (2.16%)	\$740	7 (9.48%)	\$2,240	1.57
3. google / ocp	Fort Walton Beach	6 (8.87%)	\$420	3 (4.0%)	\$1,050	2.00
4. google / ocp	Pensacola Houses	6 (8.87%)	\$340	1 (1.35%)	\$840	6.00
5. google / ocp	Destin	5 (8.29%)	\$470	1 (1.35%)	\$700	5.00
6. google / ocp	Destin Condos	5 (8.29%)	\$1,540	0 (0.0%)	\$0.00	0.00
7. bing / ocp	Pensacola Beach	3 (4.43%)	\$1,652.03	0 (0.0%)	\$0.00	0.00
8. bing / ocp	South Walton/30a	3 (4.43%)	\$4,837.46	0 (0.0%)	\$0.00	0.00
9. google / ocp	Alabama	3 (4.43%)	\$2,603.00	0 (0.0%)	\$0.00	0.00
10. google / ocp	Navarre Beach	4 (6.04%)	\$1,948.80	0 (0.0%)	\$0.00	0.00

First Click Conversions
108
% of Total: 11.00% (992)

First Click Conversion Value
\$

Assisted Conversions
144
% of Total: 19.65% (732)

Assisted Conversion Value
\$

Paid Search Top Google Ads by conversion

Campaign	Ad Group	Ad	Imp.	Clicks	CTR	Web Conv.	Conv. Rate
Brand	Br 1 - Branded	Southern Vacation Rentals - Vacation Homes & Condos - Call or Reserve Online Today SouthernVacations.com Within Every Area Of The Coast, Visitors Of All Ages Will Be Entertained and Impressed.	14,130	6,937	49.09%	450	6.49%
Brand	Br 1 - Branded	Southern Vacation Rentals - Book Direct & Save SouthernVacations.com Enjoy Sugar White Sand & Crystal Clear Cobalt Blue Water.	1,017	337	33.14%	18	5.34%
Brand	Br 1 - Branded	Southern Vacation Rentals - Book Direct & Save - Call or Reserve Online Now SouthernVacations.com Offering Luxury Vacation Accommodations Along The Gulf Coast.	1,036	341	32.92%	15	4.40%
Pensacola Houses	Pen1 - Pensacola Homes	Pensacola Beach Homes & Condos - By Southern Vacation Rentals - Save When You Book Direct southernvacations.com Hills of White Sand Beaches Framed by the Emerald Waters Of The Gulf of Mexico.	9,143	509	5.57%	9	1.77%
Navarre Beach	Nav - 2 Navarre Beach Homes	Navarre Beach Florida Rentals - By Southern Vacation Rentals southernvacations.com Get Ready for a Sweet Southern Time. Call Today For Best Deals At The Beach.	2,445	251	10.27%	6	2.39%
Destin	Des 5 - Destin Beach Rentals	Destin Beach Rentals - By Southern Vacation Rentals - Book Direct & Save southernvacations.com Hills of White Sand Beaches Framed by the Emerald Waters Of The Gulf of Mexico.	4,360	212	4.86%	4	1.89%
Destin Condos	Des 1 - Destin Condos	Destin Condo Rentals - By Southern Vacation Rentals - Book Direct & Save southernvacations.com Hills of White Sand Beaches Framed by the Emerald Waters Of The Gulf of Mexico.	3,419	204	5.97%	3	1.47%
South Walton/30a	South W 1 - 30a	30a Vacation Rentals - By Southern Vacation Rentals SouthernVacations.com Enjoy Sugar White Sand & Crystal Clear Cobalt Blue Water.	1,800	291	16.17%	3	1.03%
Alabama	Seawind	Seawind Condos In Gulf Shores - By Southern Vacation Rentals southernvacations.com Reserve A Beautiful Beach Front Seawind Condo In Gulf Shores, Alabama Today.	470	46	9.79%	2	4.35%
Brand	Alabama Brand	Southern Vacation Rentals - Alabama Gulf Shores - Call or Reserve Online Today SouthernVacations.com Visitors Of All Ages Will Be Entertained and Impressed.	260	80	30.77%	2	2.50%

Metrics we watch and Optimize for:

- Daily bid adjustments and weekly meetings for organization insights
 - Adjusting spend %% by where there was a need based on occupancy
 - Ad copy updates
- Assisted conversions/bookings
- Revenue increases or decreases by segment
- Revenue by market
 - Target Market and VR location
- Cost per booking

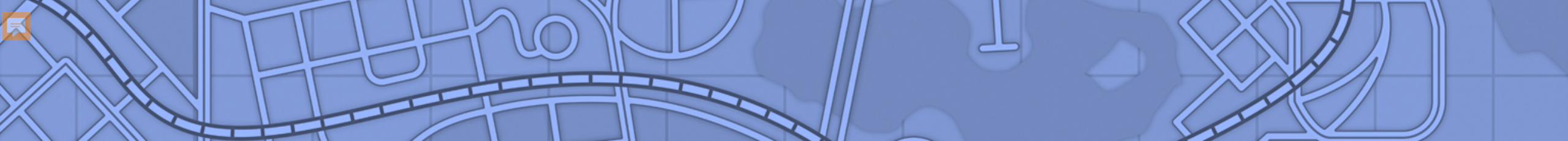
Key takeaways:



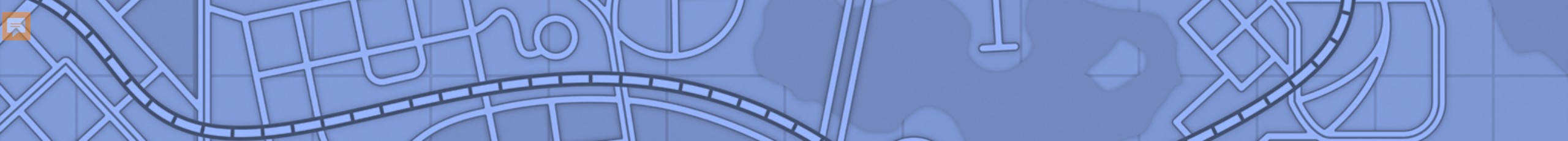
Conclusions:

1. Engagement metrics are not vanity metrics
2. Know what data to look at based on your overall strategy and by product
3. What type of campaign are you running?
4. What is going to move the needle for your stakeholders?





Your Questions



advancetravelandtourism.com

Jacquelyn Blackwell, Regional Sales Manager
jblackwell@al.com



Jacquelyn Blackwell
Regional Sales Manager

Special thanks to
our partner:



Will Crockett
Account Executive



Bart Thau
VP Marketing & Research



advancetravelandtourism.com

Jacquelyn Blackwell, Regional Sales Manager
jblackwell@al.com

Advance Travel & Tourism is a destination marketing team within Advance Local, one of the leading media and marketing companies in the United States. From local to regional, national or international, we reach travelers everywhere.

Advance Travel & Tourism works with travel partners across the US, with local account managers waiting to meet you in person (or on Zoom in today's environment). Our hands-on approach ensures we understand your needs and creates a solution that meets your goals and budget.