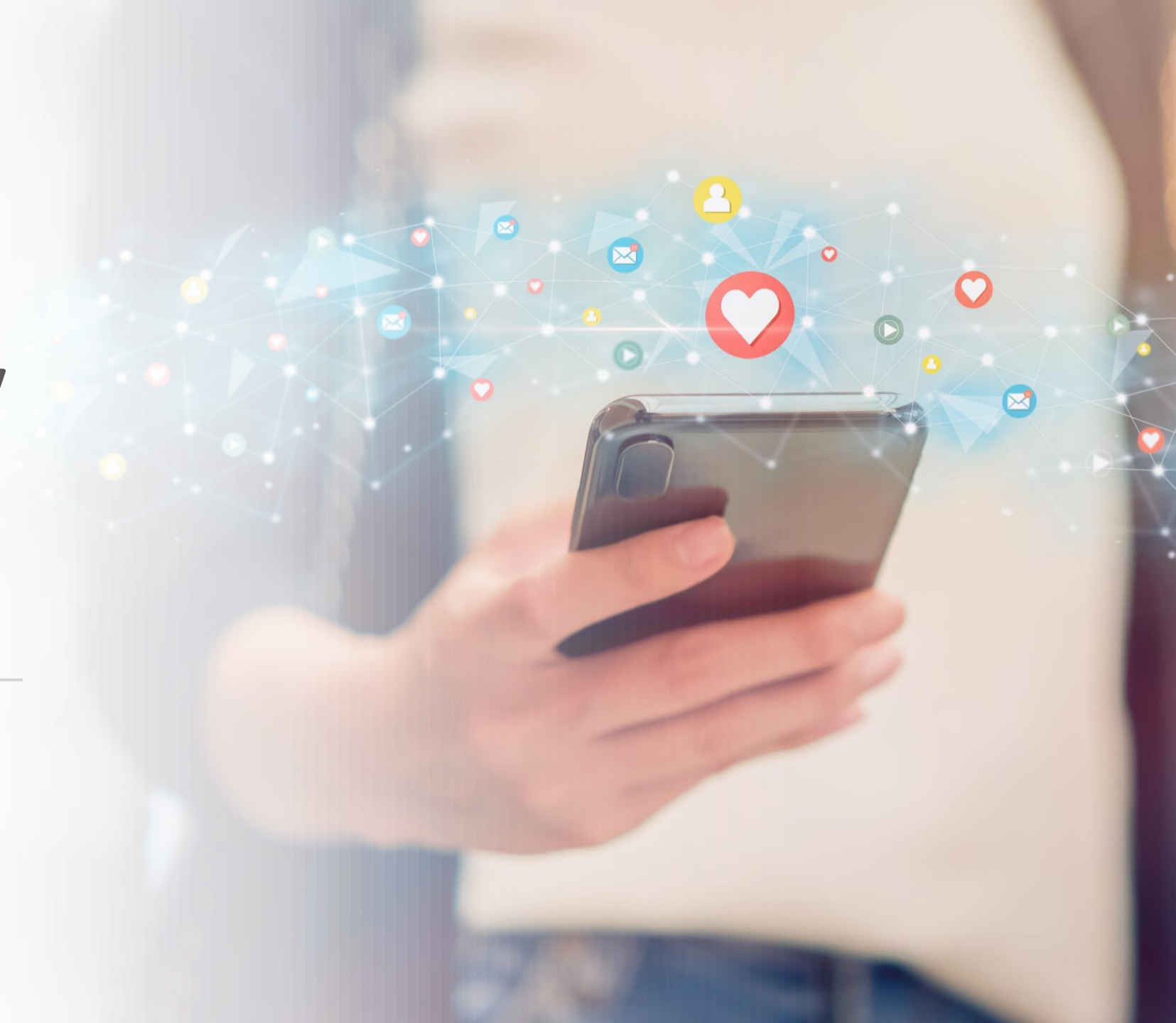




# Better Strategy Starts with Better Data

---

How to become a data driven  
tourism organization.





**Will Crockett**  
Account Executive



**Joseph Dabbs**  
SR. Director



## 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”

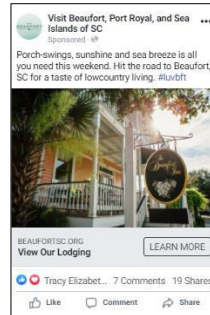
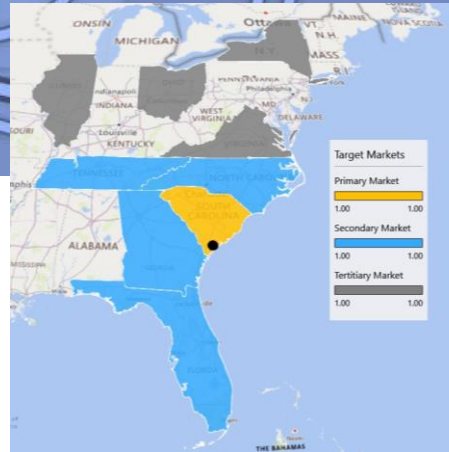
*Telling their unique story*



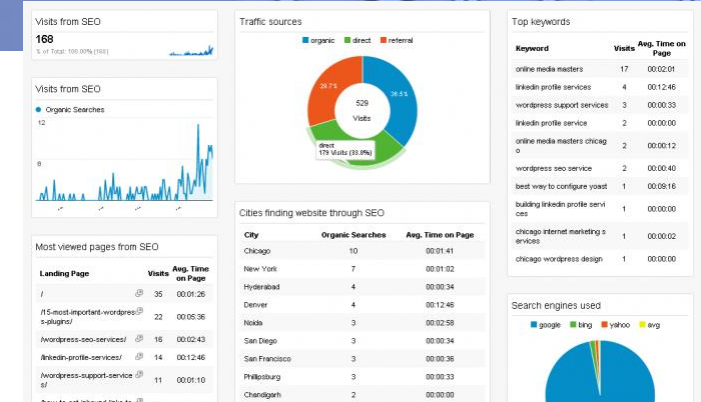
# Data Inputs

## 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 Platform



% 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

# Organized Data Tells the Story

DATA



SORTED



ARRANGED



PRESENTED  
VISUALLY



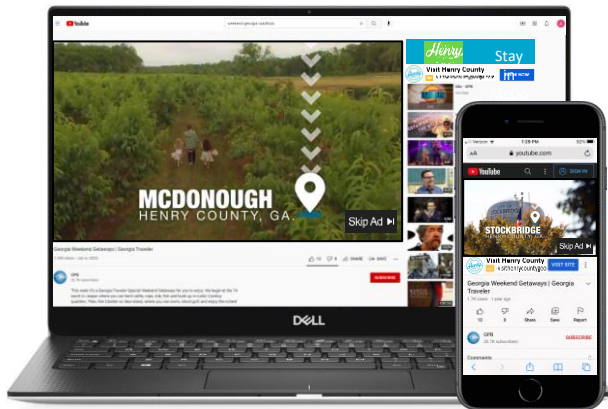
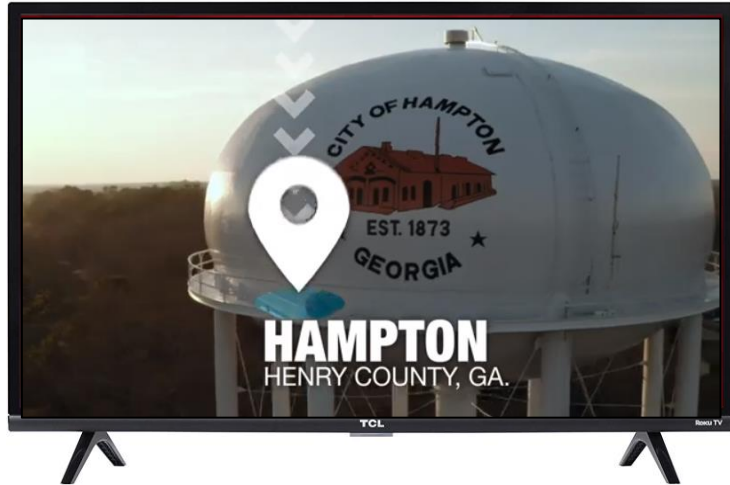
EXPLAINED  
WITH A STORY





# 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 and organic lift, but there are better metrics for video campaigns!
- 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.
- 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
    - assisted conversions



# Case Study:

## Company Distilling, Townsend, TN



IT'S A  
*Southern*  
THING



## Brand Partnership Focused Strategy


- Utilizing our owned brand, It's A Southern Thing, we partnered with Company Distilling to raise awareness of them as a new whiskey brand and future 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:

## Company Distilling, Townsend, TN

Unique East Tennessee distillery is all about good company

Ashley Locke February 04 | 2022



Company Distilling is opening a new distillery in the scenic mountain town of Townsend, Tenn. The unique distillery is slated to open in May.

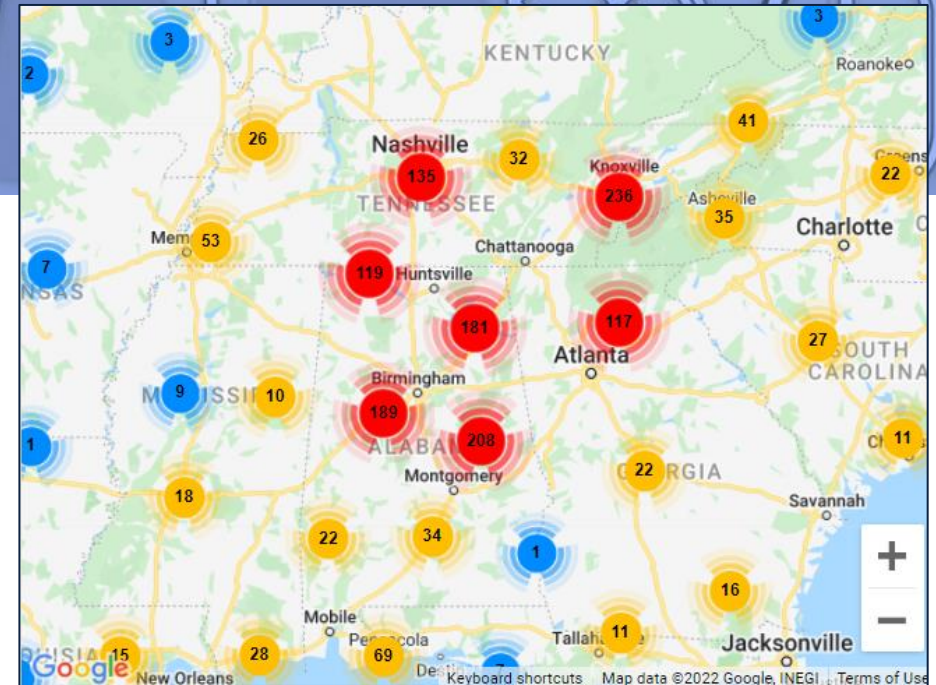
*This story was sponsored by Company Distilling.*

Jeff Arnett, former Master Distiller at Jack Daniels, loved his job at the distillery — so even though he realized he was ready to move on from Jack Daniels, he wasn't ready to move on from whiskey. "As I thought about what I wanted to do in this last chapter of my life, I wanted to build a brand from scratch — a generational company," he said. "And I wanted to further the reputation of Tennessee when it comes to spirits."

Keep reading...

Sponsored

© t f in



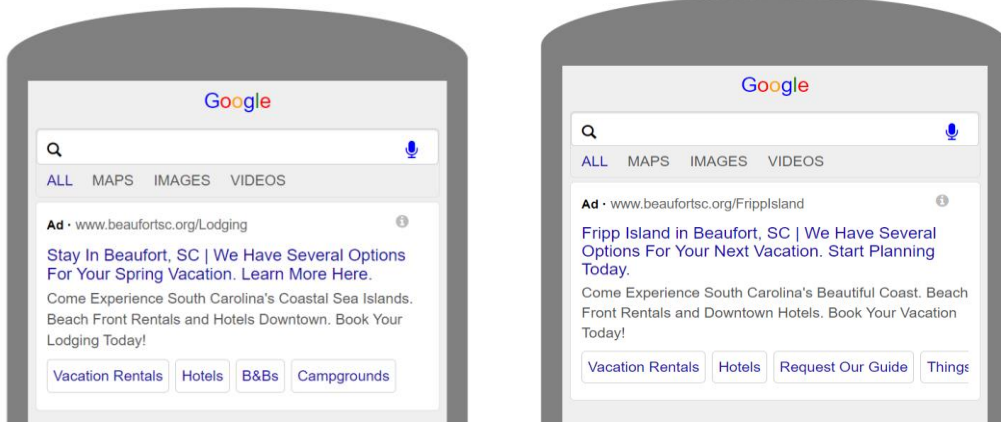
## Metrics we watch:

- 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



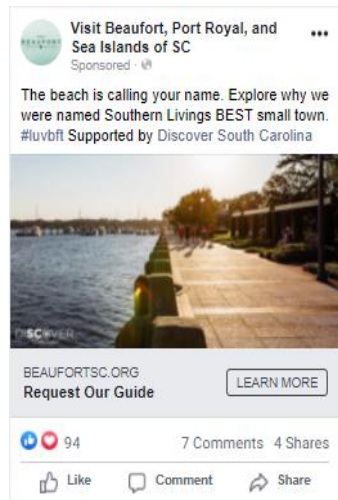
# Acting on the Data - Case Study:

## Beaufort, SC

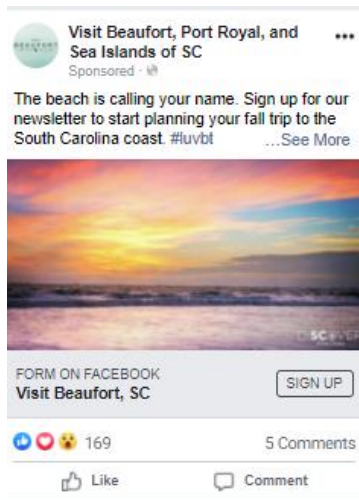


## Conversion Focused Strategy

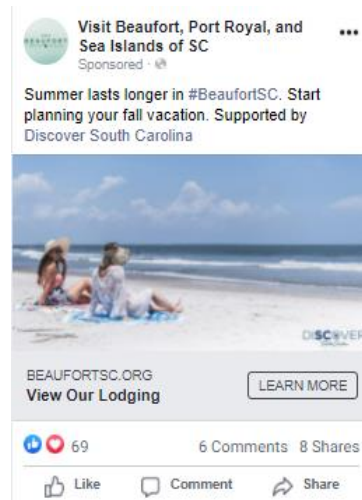
- The Visit Beaufort, Port Royal, and Sea Island marketing strategy focuses on driving 3 main conversions:
  - Outbound Lodging Partner Referrals
  - Book Now widget usage
  - VG/Newsletter form fills
- The reason this is the focus of the campaign is because building their own data base and showcasing 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	\$2,985.26	23.21%

#### 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  
 Instant booking clicks- \$5,000

### Drive Travelers Down the Path to Visit.

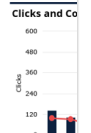
Enterprise Paid Search and Retargeting



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 Retarg	1,358						
<b>TOTAL</b>	<b>59,201</b>						
Retargeting	62,879						

### Drive Travelers Down the Path to Visit.

Enterprise Paid Search and Retargeting



Keyword	Acquisition		Behavior			Conversions		Goal 4 Booking Engine Widget Search		Conversions		Goal 10 Lodging	
	Sessions	%	New Users	Source Rate	Pages / Session	Avg. Session Duration	Booking Engine Widget Search (Goal 4 Conversion Rate)	Booking Engine Widget Search (Goal 4 Conversion Rate)	Lodging (Goal 10 Conversion Rate)	Lodging (Goal 10 Conversion Rate)			
1. beaufort sc	1,817 (19.13%)	73.12%	963 (19.13%)	43.41%	3.07	00:02:43	1.86%	23 (17.86%)	9.59%	92 (77.86%)			
2. hunting island state park	423 (4.51%)	81.56%	345 (8.37%)	36.85%	1.87	00:01:14	0.24%	1 (0.02%)	16.58%				
3. south carolina vacations	409 (5.93%)	89.43%	355 (8.93%)	31.34%	1.86	00:01:09	13.89%	55 (18.18%)	1.47%	8 (15.7%)			
4. things to do in beaufort south carolina	381 (4.05%)	79.84%	304 (7.98%)	32.94%	2.14	00:03:15	0.06%	0 (0.00%)	0.36%	1 (100%)			

### 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

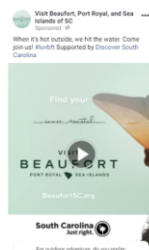
Fall VG Ads drove a :53 Session Duration  
**36 total goal completions**  
 4 VG Form Fills  
 2 lodging partner referrals

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

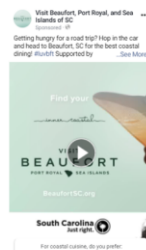
599 total goal completions

### 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.**



# 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](http://advancetravelandtourism.com)

Will Crockett, Account  
Executive

[jcrockett@al.com](mailto:jcrockett@al.com)

Special thanks  
to our partner:



Will Crockett  
Account Executive



Joseph Dabbs  
SR. Director





[advancetravelandtourism.com](http://advancetravelandtourism.com)

Will Crockett, Account Executive  
[jcrockett@al.com](mailto:jcrockett@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.