



Boundless  
Opportunity  
— 2017 GOVERNOR'S CONFERENCE ON TOURISM —

# ADARA IMPACT

What a difference data can make





# A NEW WAY OF MEASUREMENT

## OLD WAY

Impressions

Clicks

CTR

## NEW WAY

11,700 confirmed hotel bookings

ADR increase of \$20

LOS increase of .3 days

Avg. occupancy increase of .5 people





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## UNLOCKING THE HIDDEN VALUE IN CROSS-INDUSTRY DATA

9B

Travel Searches  
Annually

500M+

Monthly  
Uniques

1B+

Traveler  
Profiles

175+

First Party Data  
Partnerships



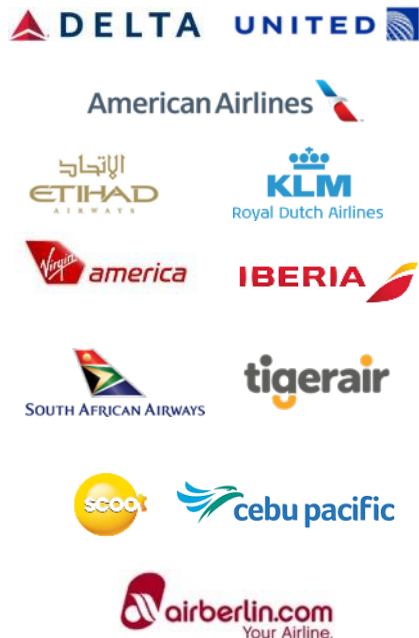
# ADARA IS THE WORLD'S TRAVEL DATA CO-OP WITH A SIMPLE VISION OF GROWING THE TRAVEL INDUSTRY TOGETHER



## HOSPITALITY



## AIRLINES



## TRANSPORT



## GENERAL



# TRACKED COMPONENTS

## PAID MEDIA

Domestic

Mexico

Canada

## SOCIAL

Facebook

## WEBSITES

Visitarizona.com

VisitArizona.com/SpringTraining

Azexpedition.com



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## PLAN

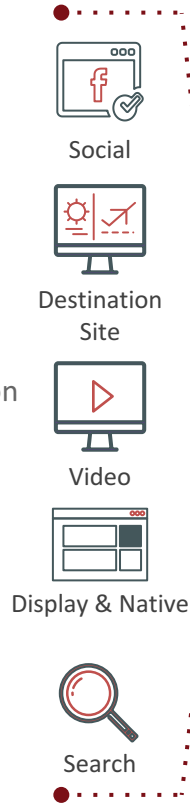
Develop your digital marketing strategy

## TAG

Place ADARA Impact trackers on all of your media properties and partners

## RUN

Execute your campaigns with the ADARA Impact trackers



**ADARA connects** your marketing activity to travel activity across our travel data co-op of 100+ global partners



## MEASURE with ADARA Impact



Hotel Searches & Bookings



Origin Markets



Hotel Revenue



Website Visits



Flight Searches & Bookings



Traveler Profile







# KEY VERTICALS IN THE IMPACT PLATFORM

## Trip Profiles

- Trip Planning Window
- Advance Purchase Timeline
- Booking Attribution Curves
- Average Daily Rate (ADR)
- Length of Stay

## Market Insights

- Top Origin Markets
- Top Destination Markets
- Alternate Searched Markets
- Top Alternate Booked Markets
- # Searches
- # Bookings
- Total Nights
- Total Travelers
- Hotel Revenue

# HOTEL AND FLIGHT DATA ATTRIBUTED TO ARIZONA MEDIA



**19,720**  
hotel bookings



**28,541**  
flight bookings

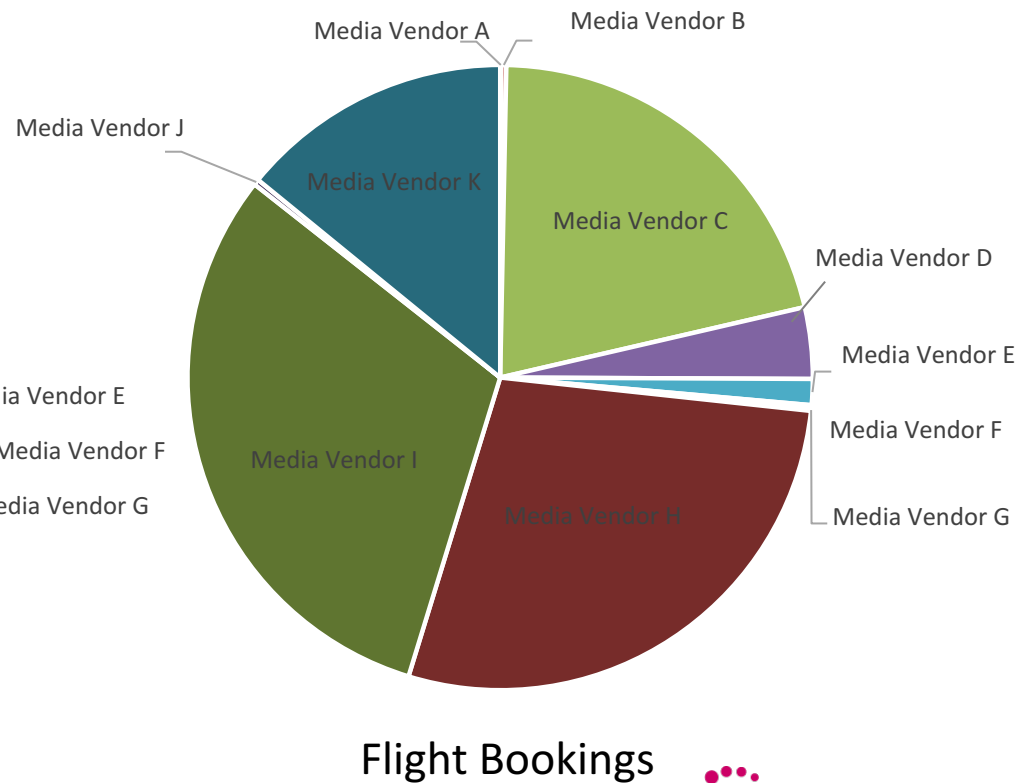
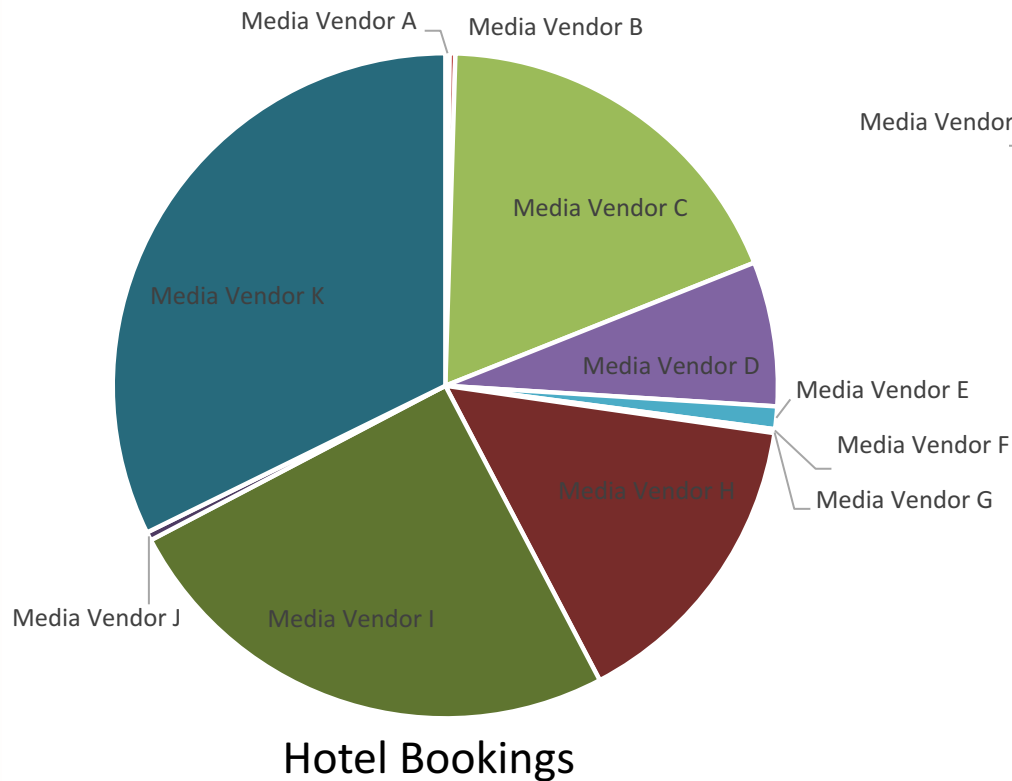


**\$7.3 million**  
hotel revenue

Date range: 2/1/2017- 6/30/2017 Data is not final



# COMPOSITION OF BOOKINGS BY MEDIA PARTNER



Date range: 2/1/2017- 6/30/2017 Data is not final

# QUALITY OF BOOKING BY MEDIA PARTNER

Partner Name	Avg Length of Stay (Days)	Avg # Travelers	ADR	Total Estimated Travelers	Total Estimated Nights	Total Revenue	Impressions Per Hotel Night
Media Partner A	1.6	1.8	\$95.90	63	56	\$5,370.20	2,188
Media Partner B	1.5	1.6	\$256.92	76	73	\$18,637.54	3,976
Media Partner C	2.4	1.6	\$201.91	5,021	7,498	\$1,513,832.05	788
Media Partner D	1.8	1.7	\$139.34	1,998	2,166	\$301,745.58	6,031
Media Partner E	2.3	1.4	\$223.87	259	426	\$95,275.29	4,846
Media Partner F	1.8	1.5	\$167.70	31	35	\$5,869.35	6,708
Media Partner G	1.8	1	\$249.58	12	22	\$5,490.76	4,484
Media Partner H	2.1	1.3	\$192.84	3,279	5,278	\$1,017,772.18	267
Media Partner I	2.3	1.6	\$176.99	6,624	9,551	\$1,690,474.62	491
Media Partner J	2	1.6	\$154.89	113	140	\$21,684.17	110
Media Partner K	1.9	1.9	\$181.41	10,203	10,353	\$1,878,155.51	182

Date range: 2/1/2017- 6/30/2017 Data is not final



# DOMESTIC TRIP PLANNING IN DAYS

Media influenced visitors spend a comparable amount searching for their flights and hotels, with both bookings being made around a month in advance.

**Hotel**

search to  
book: **13.3**

advance purchase: **29.9**

**Air**

search to  
book: **13.4**

advance purchase: **33.2**

Date range: 2/1/2017- 6/30/2017 Data is not final



# MEDIA INFLUENCE INTERNATIONAL MARKETS TRIP PLANNING

Origin Market	Avg. Search to Book	Avg. AP	Avg. LOS	Avg. # of Travelers	ADR
All Markets	13.2	30.3	2.1	1.6	\$ 176.54
United States	13.3	29.9	2.1	1.6	\$ 178.28
Canada	13.5	48.7	2.4	1.6	\$ 166.35
Mexico	9.4	14.4	2.4	2.1	\$ 126.41

Date range: 2/1/2017- 6/30/2017 Data is not final

# A CLOSER LOOK AT ARIZONA'S DOMESTIC MEDIA INFLUENCED TRAVELERS



**\$176.52 ADR**

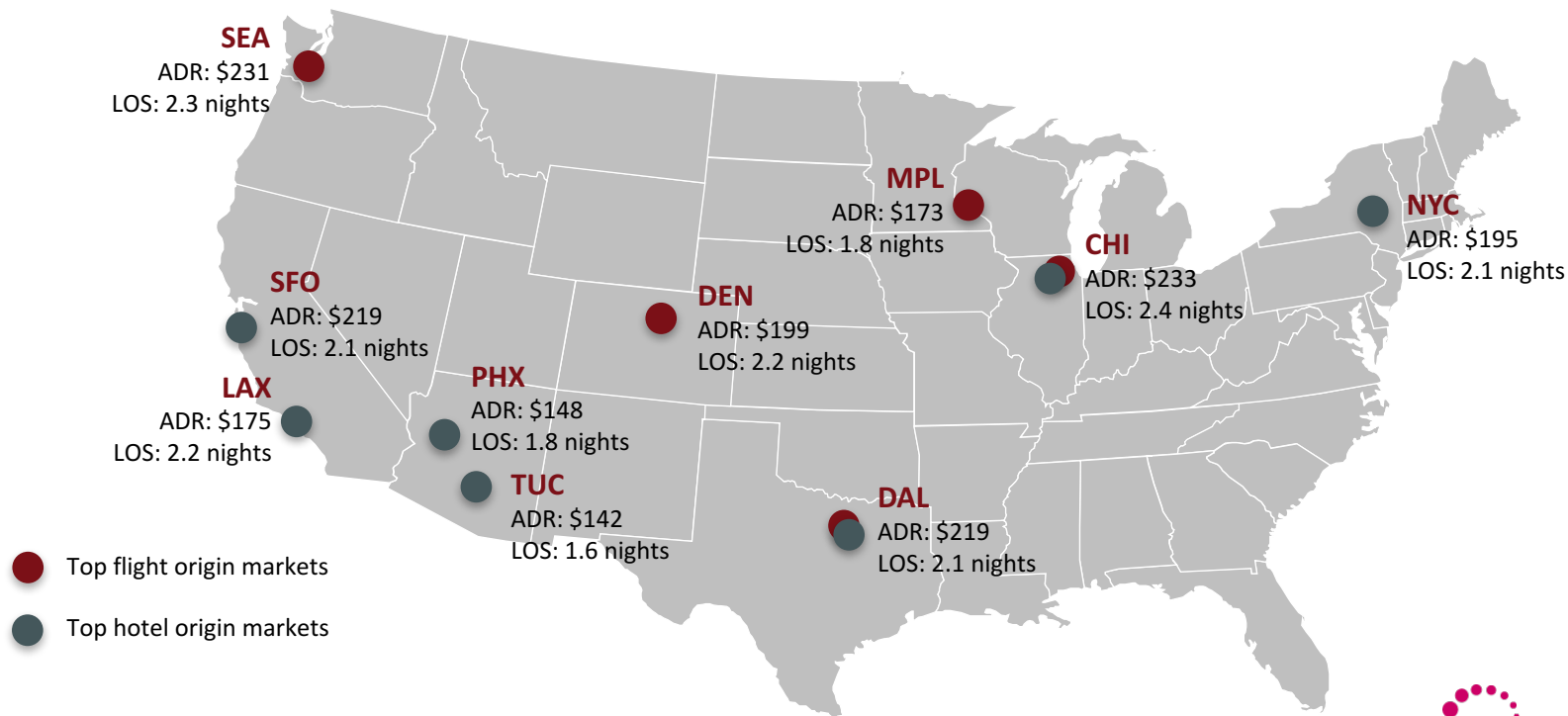


**2.1 Night LOS**



**1.6 travelers**  
per party on average

# TOP DOMESTIC MEDIA INFLUENCED MARKETS



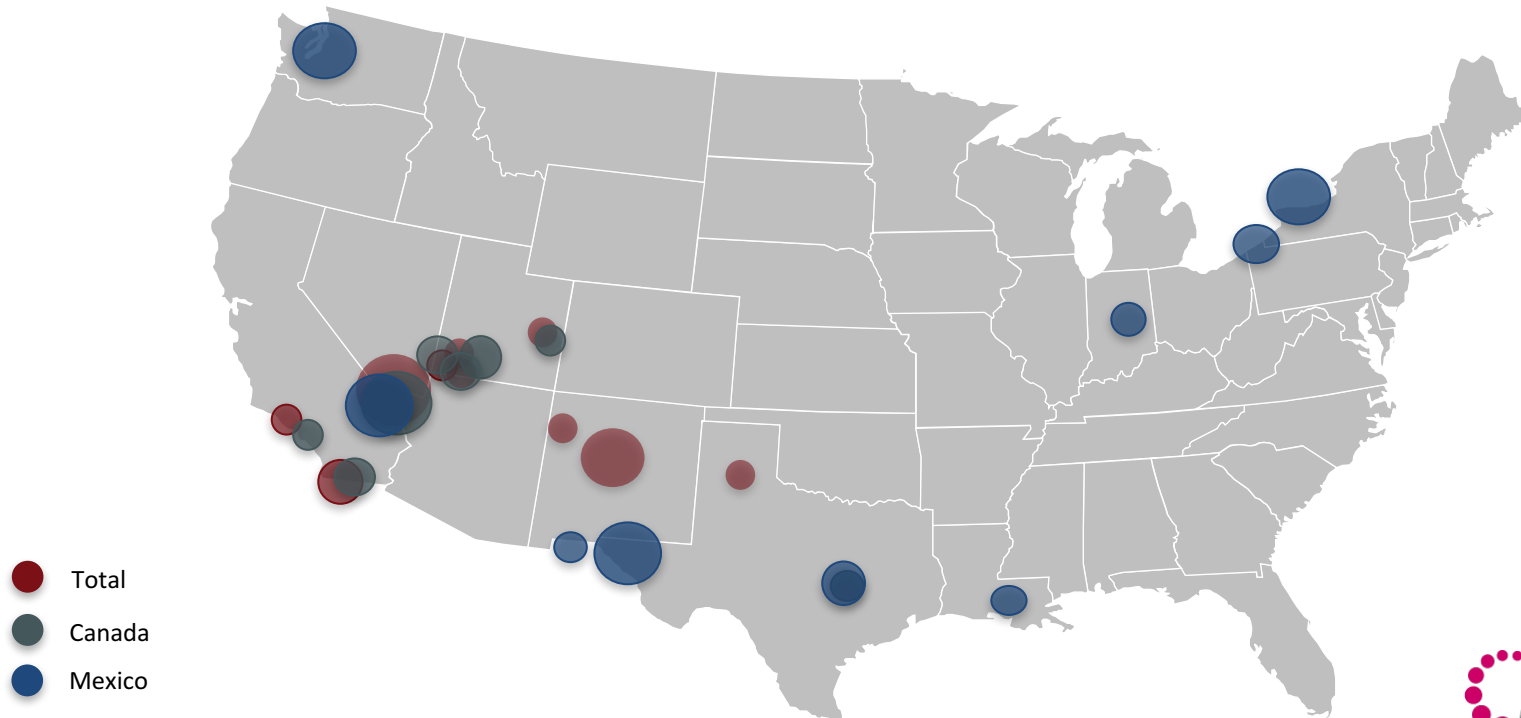
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# MEDIA INFLUENCE INTERNATIONAL ORIGIN MARKETS TRAVEL BEHAVIOR

Origin Market	Avg. Search to Book	Avg. AP	Avg. LOS	Avg. # of Travelers
All Markets	13.4	33.6	4.9	1.4
United States	13.4	33.2	4.6	1.4
Canada	13.3	38.4	7.1	1.4
Mexico	10.9	29.0	10.6	1.4

# UNDERSTANDING ARIZONA'S ALTERNATE DESTINATIONS



Date range: 2/1/2017- 6/30/2017 Data is not final



## CONTINUING WORK WITH ADARA IMPACT

- Continued campaign evaluation for ongoing campaign management
- Leverage website audience data for visitor insights
- Expansion of tracking into non-traditional digital media channels

