

# Measuring Visitor Spend for a Tourist Destination

A tourism board for a well-known resort town needed to drive awareness and visits, and measure its campaign’s net economic impact (NEI).

## BY THE NUMBERS

**118:1**  
return on ad spend

**43K**  
total transactions recognized

**\$150**  
average spend per visitor

## CHALLENGE

A tourism board needed to drive visitors to its destination and show the measurable economic impact of each visitor.

To achieve this, it needed a partner that provided a full end-to-end solution, including campaign strategy, creative execution, delivery and measurement.

## SOLUTION

We worked with the tourism board to determine the right attributes of potential new visitors—specifically outdoor enthusiasts. Next, we delivered high-impact display and video messages to the right people across all their devices over four months, while re-engaging people who completed views of video messages.

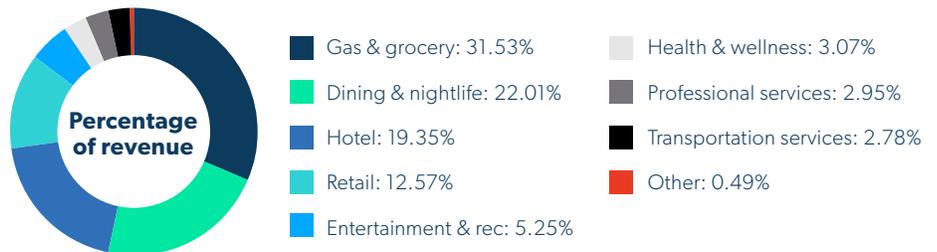
Once visitors arrived in the city, we measured each messaged visitor’s non-cash transactions across multiple categories, including hotel, retail, dining and nightlife.

With the ability to identify individuals and their transactions, the tourism board received accurate and detailed insights into which categories drove the most revenue for the town. For example, it discovered visitors had a high proportion of spend in the gas, grocery, retail and dining categories.

## RESULTS

Over the four-month campaign, the tourism board achieved a 118:1 ROAS. The campaign reach 14,000+ transactors who made more than 43,000 transactions, proving that more people traveled to the town and made purchases, ultimately boosting the local economy.

## MONEY SPENT BY CATEGORY



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