Arrivalist measures customer movement by utilizing a panel of 120 million mobile devices and 4 million connected cars, balanced at the US zip code level.

Ability to measure the holistic impact of media campaigns for Hotels, including walk-up traffic, which can account for up to 50% of total bookings.

Measure incremental room nights and ROI from your media campaigns. Understand which tactics performed best, and gain additional insights into your guests.

Does my media drive incremental room nights?

A holistic view of media measurement for Hotels.
24%↑
Lift in Room Nights vs. the control group

393%
Incremental Return on Ad Spend

Top Origin Markets
Raleigh/Durham
Philadelphia
Dallas/Ft. Worth
Boston
St. Louis

Campaign Reporting

Campaign Metrics
- Arrivals
- Arrival Rate by Channel/Publisher
- Room Nights
- Top Origin Markets
- Top Destination Markets
- Day of Arrival
- Days to Arrival post-exposure

Incremental Lift Metrics
- Arrival Lift
- Room Night Lift
- Day of Arrival Lift
- Origin Market Lift
- Destination Market Lift

Revenue Metrics*
- Return on Ad Spend
- Incremental Return on Ad Spend
- Cost per Booking
- Incremental Cost per Booking

* ADR and campaign CPM supplied by Client