Staycation Campaign Drives In-State Trips: Colorado Tourism Office

Geo-location Data
- 120 million device panel
- Multiple GPS Sources
- Calibrated to geographically represent the U.S. population
- Transportation agnostic

Omni-Channel Measurement
- AD ID based solutions: Digital, TV, OOH, Radio
- Integrated with LiveRamp
- Managed Service or Self-Service options available

Incremental Impact
- Measure Arrival Rate, Arrival Lift, and Stay Lift
- Origin Markets of Visitors
- Locals vs. Non-Locals
- Days & Distance to Arrival

Case Study: Media Measurement
Audio & Video Measurement

Case Study Courtesy of:
Summary

The Objective
The Colorado Tourism Office ran a campaign capitalizing on the ‘staycation’ trend by targeting Colorado residents with creative that inspired locals to explore everything the state has to offer.

The Campaign
Colorado’s Summer ‘Staycation’ campaign utilized Audio and Video advertising to target potential in-state leisure travelers. Of the 15,731 observed trips to Colorado destinations, nearly 10,000 exposed arrivals were related to the campaign.

The Results
Colorado capitalized on current travel trends to drive more local tourism dollars during the pandemic. By partnering with Pandora and Arrivalist they were able to reach people spending time with streaming services to influence incremental in-state trips.

92.5% of trips were made by Colorado residents with over half of all trips occurring in July.

70.4%
Incremental increase on in-state trips to Colorado destinations.
Nearly two-thirds of all trips observed in the study to Colorado destinations were exposed to the Summer Campaign on Pandora.

Video was most efficient in driving arrivals for the campaign.

More Case Studies at Arrivalist.com