

# Case study: A modern approach to driving arrivals with VISIT FLORIDA



With the worst of covid in the rearview mirror, the travel and tourism industry is beginning to find its way back to its pre-pandemic prowess. But in the 3+ years that have passed, the industry has seen big shifts. Namely, the traveler has changed. Many travelers now seek authentic and immersive experiences rather than traditional tourist attractions. That, coupled with changes in consumers viewing behavior, requires advertisers to adapt their messaging and strategies to reflect these changes.

As the media landscape becomes more fragmented, TV viewing remains dominant, **with nearly 60% of all viewing still going to live and time shifted linear.** However, gone are the days of ineffective targeting on age/gender demographic constructs. So too are wasted impressions on outdated and broad targeted national campaigns. Audience fragmentation is forcing marketers to harness cross-screen tactics to cover live, time-shifted and streaming audiences. As important, marketers are adopting a “quality over quantity” approach by leveraging first and third-party data to reach the right prospective traveler. Tie it all in a bow with holistic, cross-screen measurement showing true ROI, and you have the campaign that the travel & tourism industry needs today.

Ampersand’s recent campaign for VISIT FLORIDA, alongside VISIT FLORIDA’s agency of record, Miles Partnership, and travel attribution measurement partner Arrivalist did just that.



## Campaign overview

Across a 6-month flight, co-opted with 15 participating Destination Marketing Organizations (DMOs), VISIT FLORIDA and their agency of record Miles Partnership, tasked Ampersand to architect a strategic media and marketing solution to increase visitation to Florida. The media strategy combined a national data driven TV campaign as a driver of reach and frequency layered with an addressable campaign as a precision tactic to serve the “Travel Intender” viewer.

The linear campaign married Experian data with Ampersand’s aggregated data insights to ensure the right viewers were reached. The addressable campaign matched 1st and 3rd party data to target VISIT FLORIDA’s “Travel Intender” audience segment and delivered creative directly to those viewers households. Both activations were handled with a commitment to privacy.



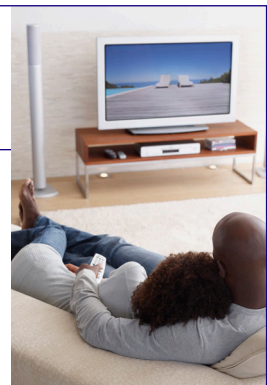
## Media performance

The media delivery within the context of the prospective traveler’s journey proved impactful:

**The campaign delivered over 680,000,000 impressions reaching 89% of VISIT FLORIDA’s strategic audience at the desired frequency of 37X.**

Utilizing **both data-driven and addressable tactics simultaneously** helped to reach audiences at a higher frequency by **1.5x** more than just data-driven on its own.

Households exposed to the **addressable campaign** saw a **21% lift** in the website visitation rate versus those unexposed to addressable.



Source: D+M; VISITFLORIDA.com 2022 HH addressable campaign, End-of-Campaign Report 11/29/2021 – 05/01/2022 (includes 30-day attribution window)

## Media performance CONTINUED

In a first of its kind TV campaign partnership, Ampersand tasked *Arrivalist*, a leading location intelligence platform in the travel industry, to measure the impact of the media on arrivals to Florida.

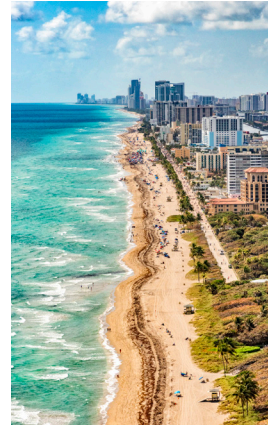
**Ampersand had the highest percentage of producing arrivals to the destination**

**22%** of arrivals to Florida throughout the campaign's flight dates can be traced back to the visitor being exposed to an Ampersand ad placement

**Ampersand attributed the campaign's largest volume of arrivals**

**10%** higher rate of arrivals

**Both metrics were the highest compared to all other VISIT FLORIDA paid media sources**



## What did this mean for VISIT FLORIDA?

While media metrics are important, what really mattered is how the media performance impacted VISIT FLORIDA's tourism business.

Florida's share of domestic travelers increased **13.8%**, the highest market share in over 10 years

The Sunshine State welcomed a record **137.4** million visitors in 2022 – a year-over-year increase of nearly 16 million visitors; a 12.8% increase from 2021 and 5% better than the previous standard set in 2019.



Arrivalist: Impressions: Nov 2021 – Apr 2022 Arrivals: Nov 2021 – Jun 2022, First Touch and All Touch Attribution



To learn how we can deliver these data-led solutions for you contact your Ampersand representative today, or email us at [marketing@ampersand.tv](mailto:marketing@ampersand.tv)

Click to learn more about [VISIT FLORIDA](#), [Miles Partnership](#), and [Arrivalist](#).