

Coastal Mississippi 2021 Advertising ROI Research

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Background and Purpose

- In 2021, Coastal Mississippi launched their advertising campaign in key markets.
 - The campaign consisted of media including:
 - Social
 - Digital
 - Video
 - Radio
- Longwoods was engaged to conduct a program of research designed to:
 - Determine advertising awareness overall and by media, and determine the efficiency of each media by relating estimated recalled exposures to campaign costs.
 - Measure the effectiveness of the advertising campaign in getting visitors to Coastal Mississippi during the campaign period and shortly thereafter, and increasing intentions to visit in the future.
 - Estimate the return on advertising investment yielded by the campaign, in terms of incremental spending in Coastal Mississippi by travelers, and incremental taxes generated by that spending.

Method

- A benchmark study was conducted after the conclusion of the advertising period to measure awareness of specific ads, estimate the impact of advertising awareness on intentions to visit and image, and measure short-term conversion that occurred during and shortly after the campaign period.
 - A Coastal Mississippi self-completion survey of 1,402 respondents in the advertising markets, distributed as follows:

Drive Markets

Baton Rouge DMA	65
Columbus-Tupelo-West Point-Houston DMA	35
Jackson MS DMA	60
Lafayette LA DMA	45
Hattiesburg-Laurel DMA	20
Memphis DMA	125
Mobile-Pensacola (Ft. Walton) DMA	100
New Orleans DMA	120
Birmingham (Anniston & Tuscaloosa) DMA	131

Fly Markets

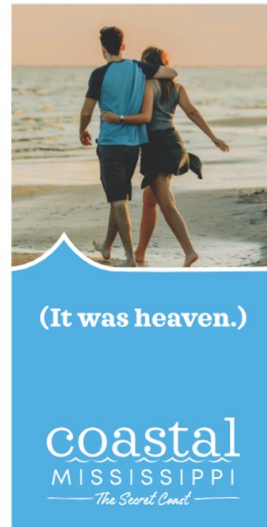
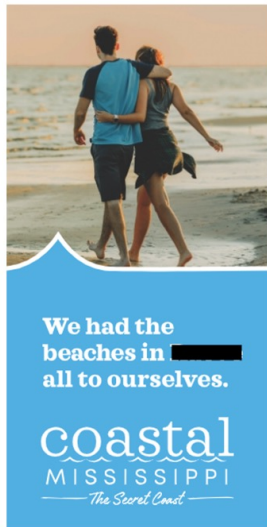
Atlanta DMA	165
Charlotte DMA	80
Dallas-Ft. Worth DMA	181
Houston DMA	170
Orlando-Daytona Beach-Melbourne DMA	105

Method (Cont'd)

- Respondents are members of a major online consumer research panel.
- Adults 18 years of age and older were randomly selected from the panel, so as to ensure a representative sample.
- Sample was drawn to be proportionate to population by specific states/cities, age, sex and income.
- The survey took an average of 15 minutes to complete.
- During the survey respondents were shown copies of the advertising materials. This was done at the end of the survey as not to bias earlier questions on attitudes towards Coastal Mississippi and other behavioral measures.
- The fieldwork was conducted in April 2022.
- Data were weighted on key demographic variables (region, age, sex, household income) prior to analysis to ensure that results are representative of and projectable to the traveler population.
- For a sample of this size, the confidence level is + / – 2.5%, 19 times out of 20.

Method (Cont'd)

- The estimates of the campaign's impacts on visits and intentions to visit Coastal Mississippi are conservative in that:
 - Trips taken/intended by people in the absence of advertising are backed out.
 - Conservative control procedures help ensure that only advertising-influenced trips are included.
- Unless otherwise noted, results shown are representative of all respondents surveyed (n=1,402 travelers).



Conclusions and Recommendations

Conclusions and Recommendations

- Six in ten travelers in Coastal Mississippi's total advertising markets recalled seeing at least one Coastal Mississippi ad. Seven in ten travelers in the drive markets recalled seeing at least one ad, while six in ten of travelers in the fly markets did.
- Travelers in Coastal Mississippi's total advertising markets were more likely to remember social (54%), digital (50%), or video (46%) ads, followed by radio (36%) ads.
- In the total advertising markets included in this study, there were an estimated 451 million ad exposures over the campaign period.
- The average frequency of recall by medium follows a similar pattern as awareness levels. Social (182 million exposures) and digital ads (158 million exposures) showed the highest frequency of recall, followed by video (70 million exposures) and radio (41 million exposures).
- When we relate the number of ad exposures recalled to the specific amount of money spent on the ads by medium, we see that radio ads constituted the most efficient medium in terms of generating recall per dollar spent, at less than \$1 per thousand of exposures recalled. However, every medium measured came in under \$10 per thousand exposures recalled, strongly demonstrating the efficiency of the campaign across all media included in the study.

Conclusions and Recommendations (Cont'd)

- The campaign also produced an additional 682,000 trips within Coastal Mississippi, that otherwise would not have materialized in the absence of advertising. 610,000 of those trips came from the drive markets, and 72,000 from the fly markets.
- These incremental Coastal Mississippi visitors spent \$101.4 million while in the destination. When related to advertising costs of \$1.8 million, this translates into a return on investment (ROI) of \$58 in visitor spending for each ad dollar spent.
 - The ROI for the drive markets was \$72, while \$27 was the ROI for the fly markets.
- Those incremental expenditures yielded \$10.9 million in state and local taxes and a return on investment of \$6 in taxes for each ad dollar spent.
 - The tax ROI for the drive markets is \$8 and for the fly markets is \$3.
- On average, Coastal Mississippi spent \$2.57 for each incremental trip taken. Looking at the drive markets only, the average advertising costs for one incremental trip was \$1.97, and \$7.70 for the fly markets.



PAID CONTENT BY THE SECRET COAST

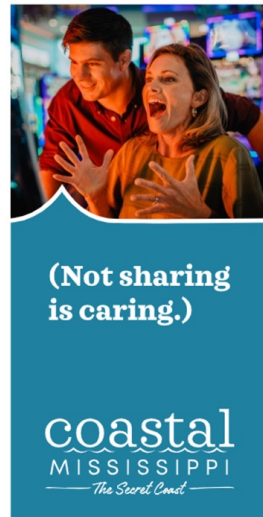
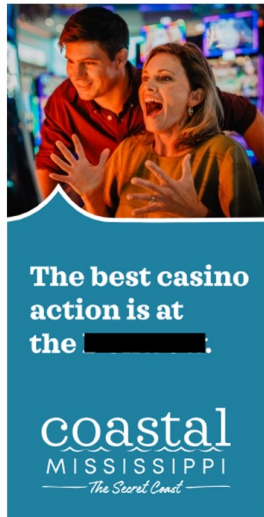
Get your heart pumping

It can be relaxing here. Or wave-running madness. You just have to know where to look.

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Main Findings: Advertising Impacts



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Advertising
Awareness

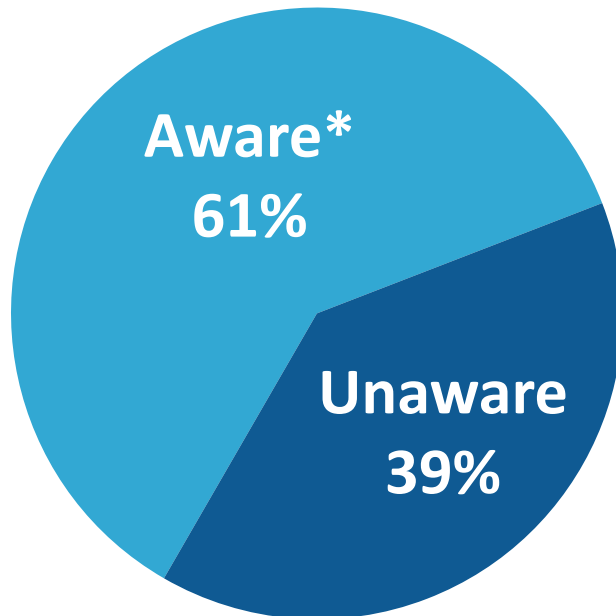
Advertising Awareness

- Six in ten (61%) travelers in Coastal Mississippi's total advertising markets recalled seeing at least one Coastal Mississippi ad.
- Seven in ten (70%) travelers in the drive markets recalled seeing at least one ad, while six in ten (58%) of travelers in the fly markets did.
- Travelers in Coastal Mississippi's total advertising markets were more likely to remember social (54%), digital (50%), or video (46%) ads, followed by radio (36%) ads.
- The ads with the highest level of recall (total advertising markets) were:
 - Coastal Combers video social media ad – 33%
 - Golf Coast Girl video social media ad – 33%
 - Outdoors Don't Ruin It video ad – 33%
 - Gaming Don't Ruin It video ad – 33%
 - Family Spot Don't Ruin It video ad – 33%
 - Native 2 digital ad – 31%
 - Destination Loyalist video – 31%

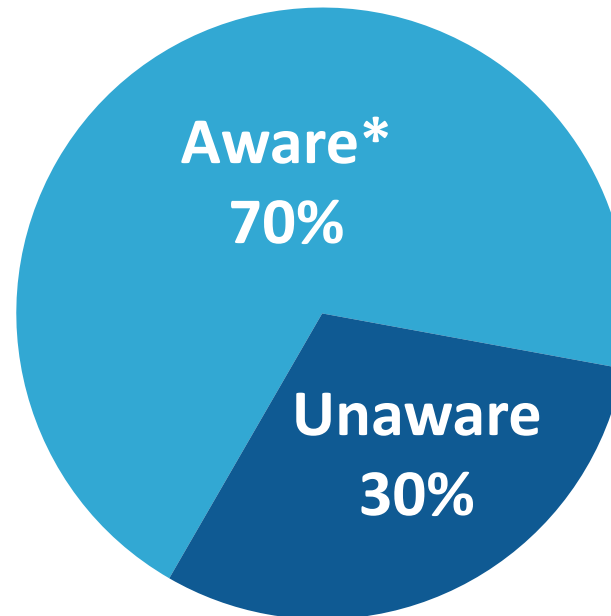
Awareness of the Ad Campaign

Base: Residents of Coastal Mississippi's Advertising Markets

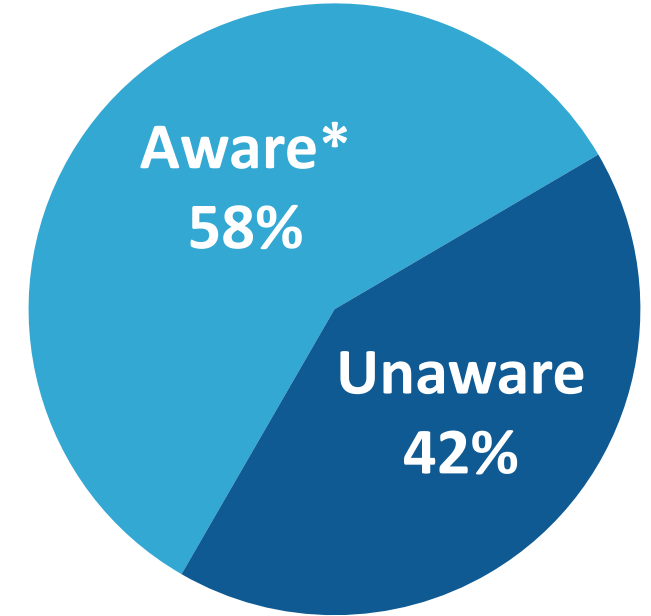
Total



Drive Markets



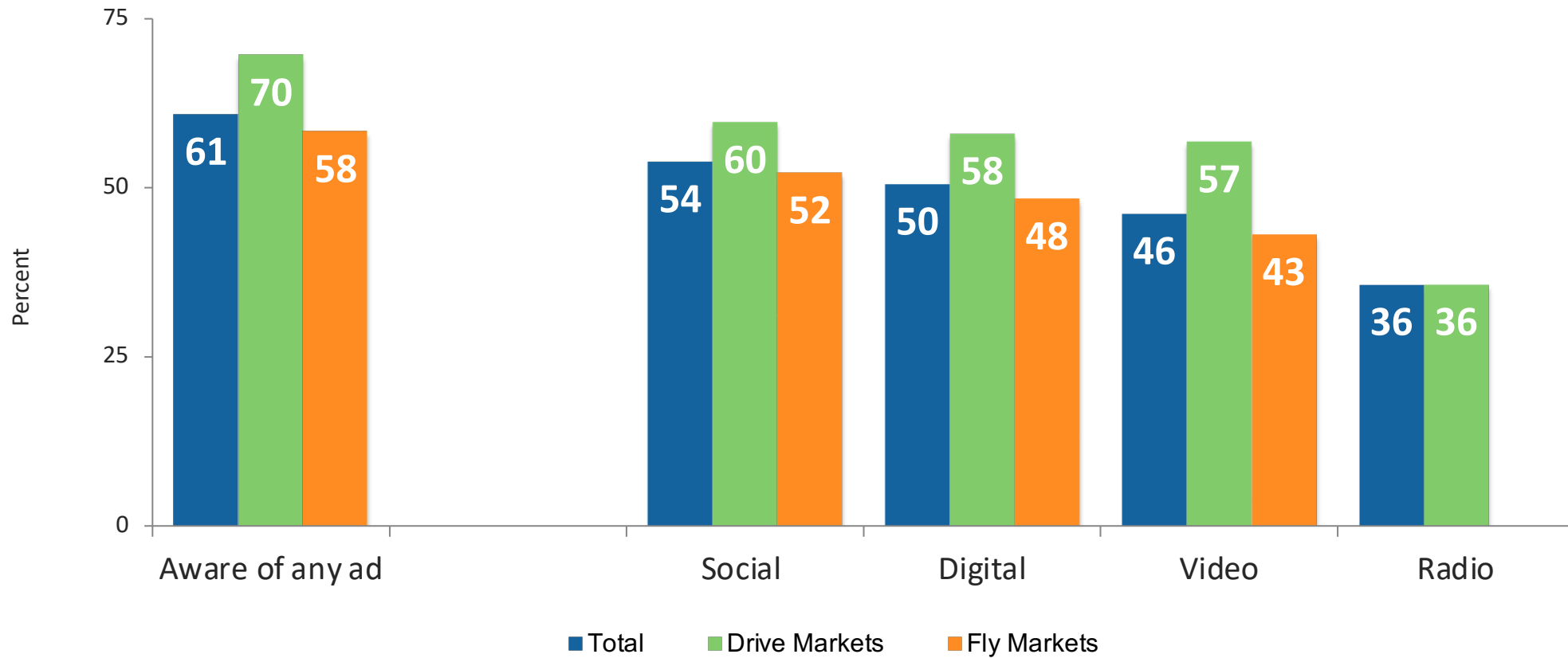
Fly Markets



*Saw at least one ad

Advertising Awareness* by Medium

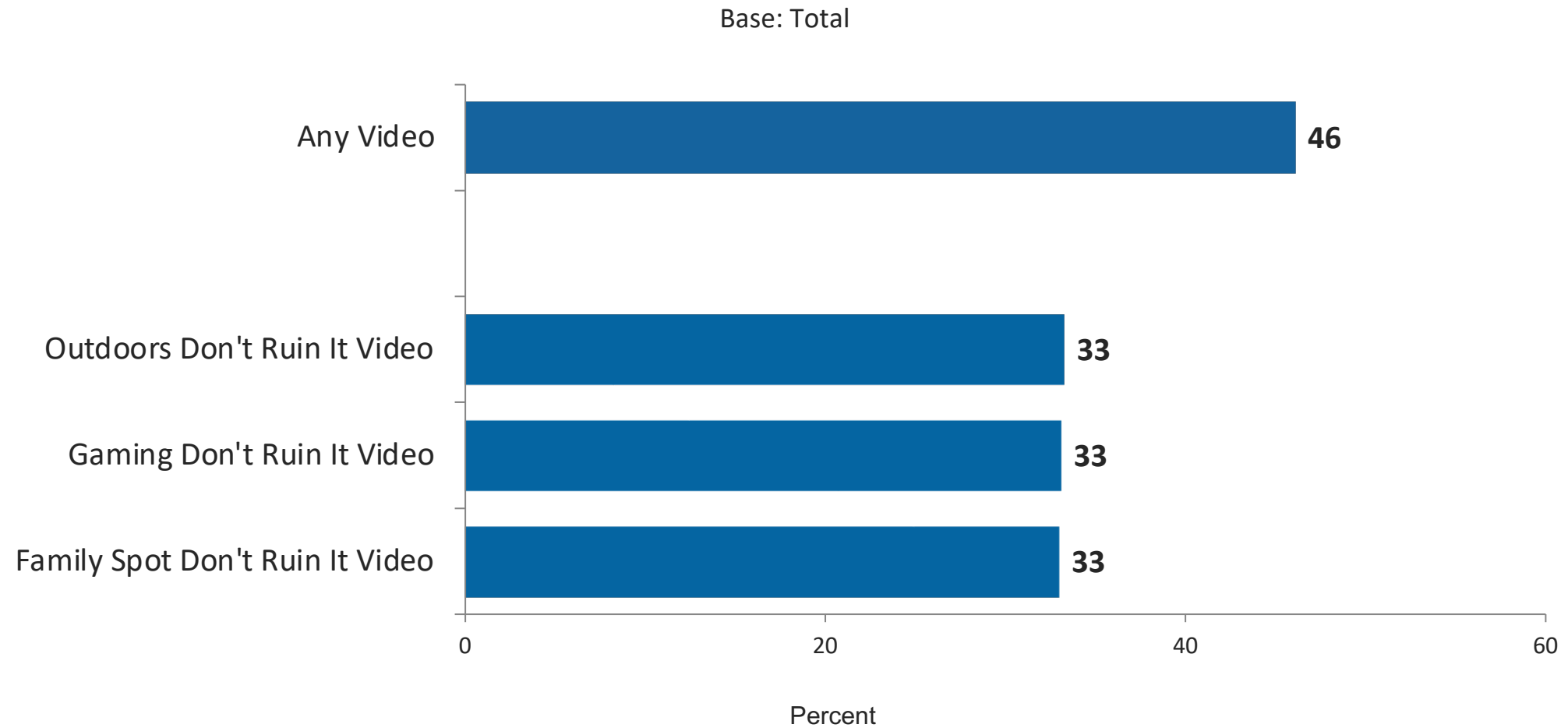
Base: Residents of Coastal Mississippi's Advertising Markets



*Saw at least one ad and based on markets where shown

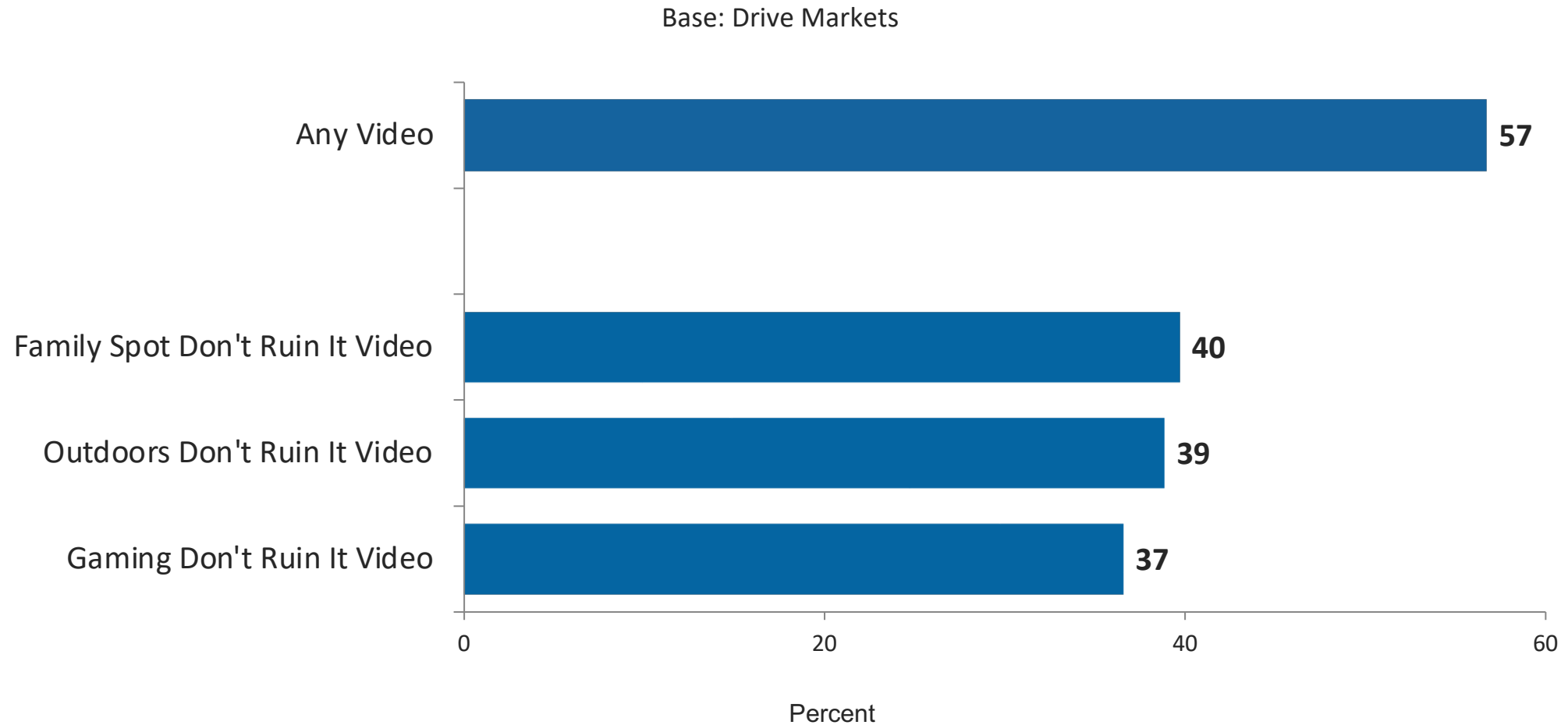
Awareness of Individual Ads – Video

Total Markets



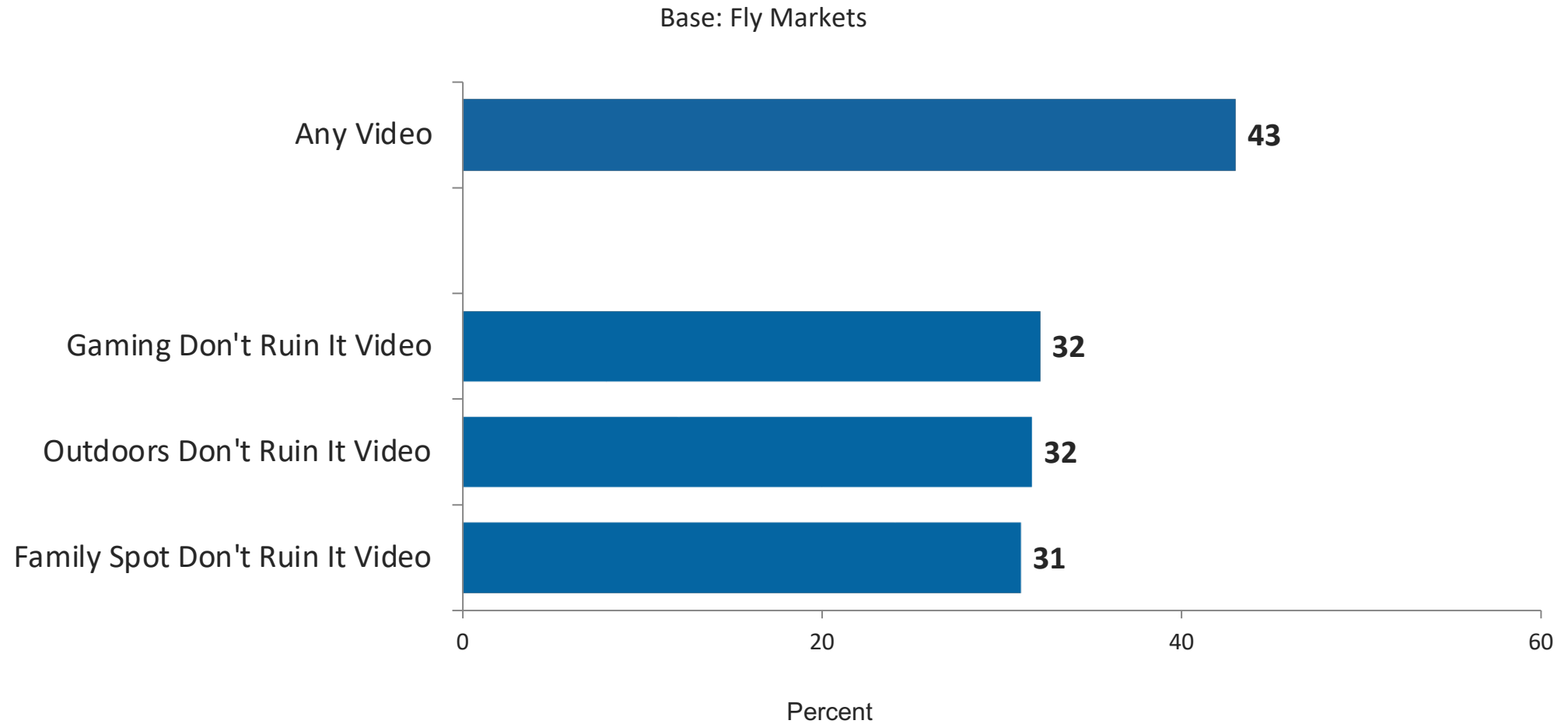
Awareness of Individual Ads – Video

Drive Markets



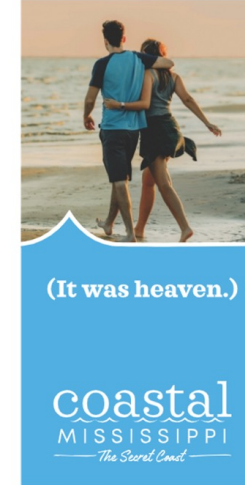
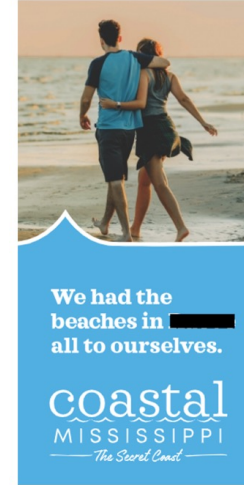
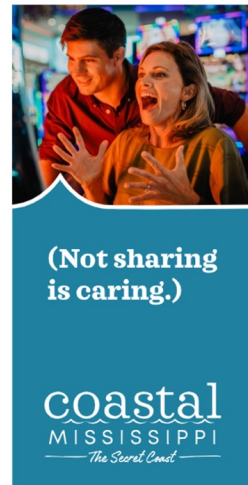
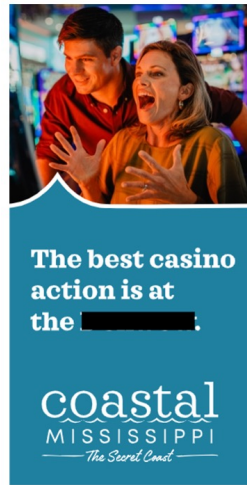
*Based on markets where shown

Awareness of Individual Ads – Video Fly Markets



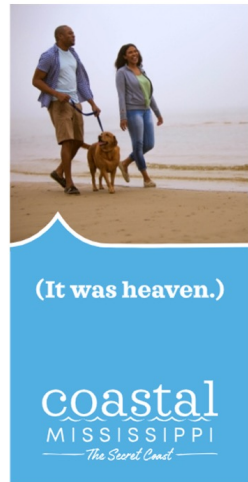
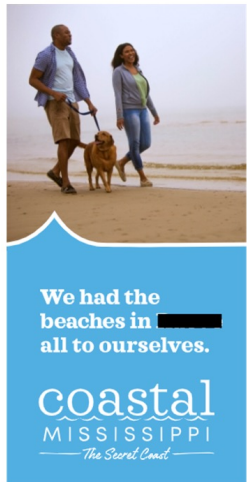
*Based on markets where shown

Digital Creative

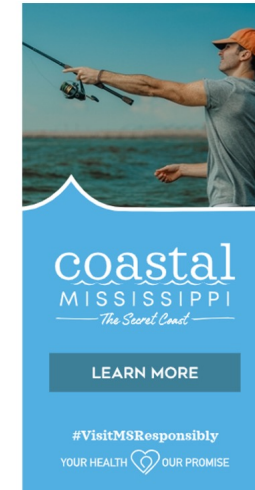
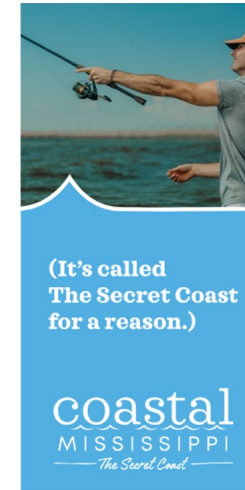
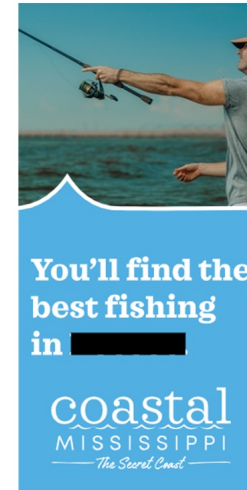


Banner Gaming

Banner Leisure 1



Banner Leisure 2



Banner Outdoor 1

Digital Creative (Cont'd)



Banner Outdoor 2



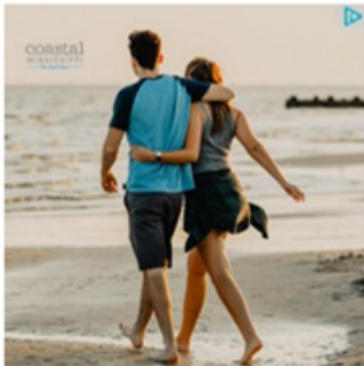
Branded Content

Bet on the beach

Living large is easy down here. As long as you know where "down here" is.

Brought to you by The Secret Coast

Native 1



BUZZ WORTHY

The road less traveled

ad provided by The Secret Coast

There's a road through beach towns, parks and historic paths waiting to be explored. [More →](#)

Native 3



PAID CONTENT BY THE SECRET COAST

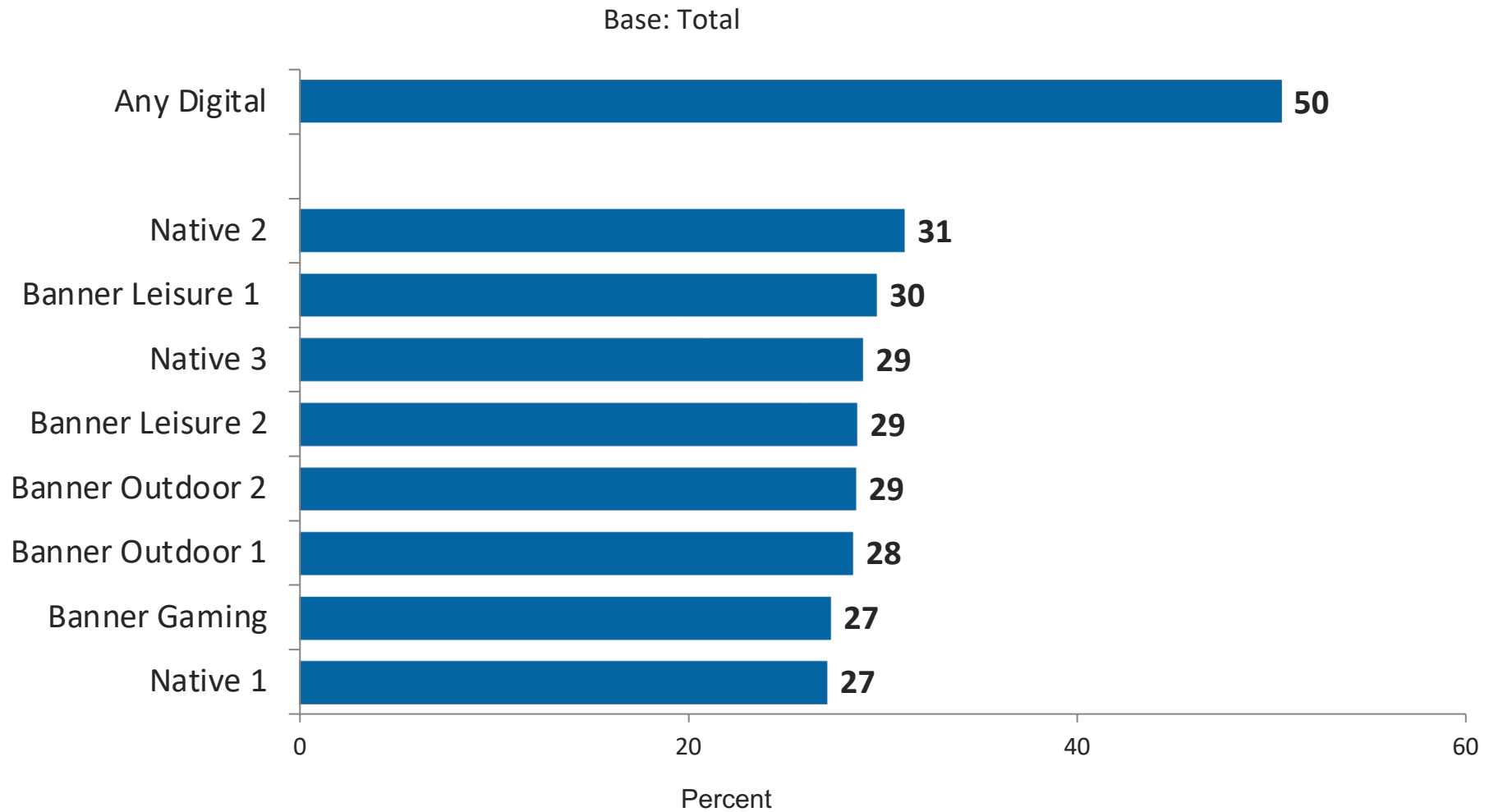
Get your heart pumping

It can be relaxing here. Or wave-running madness. You just have to know where to look.

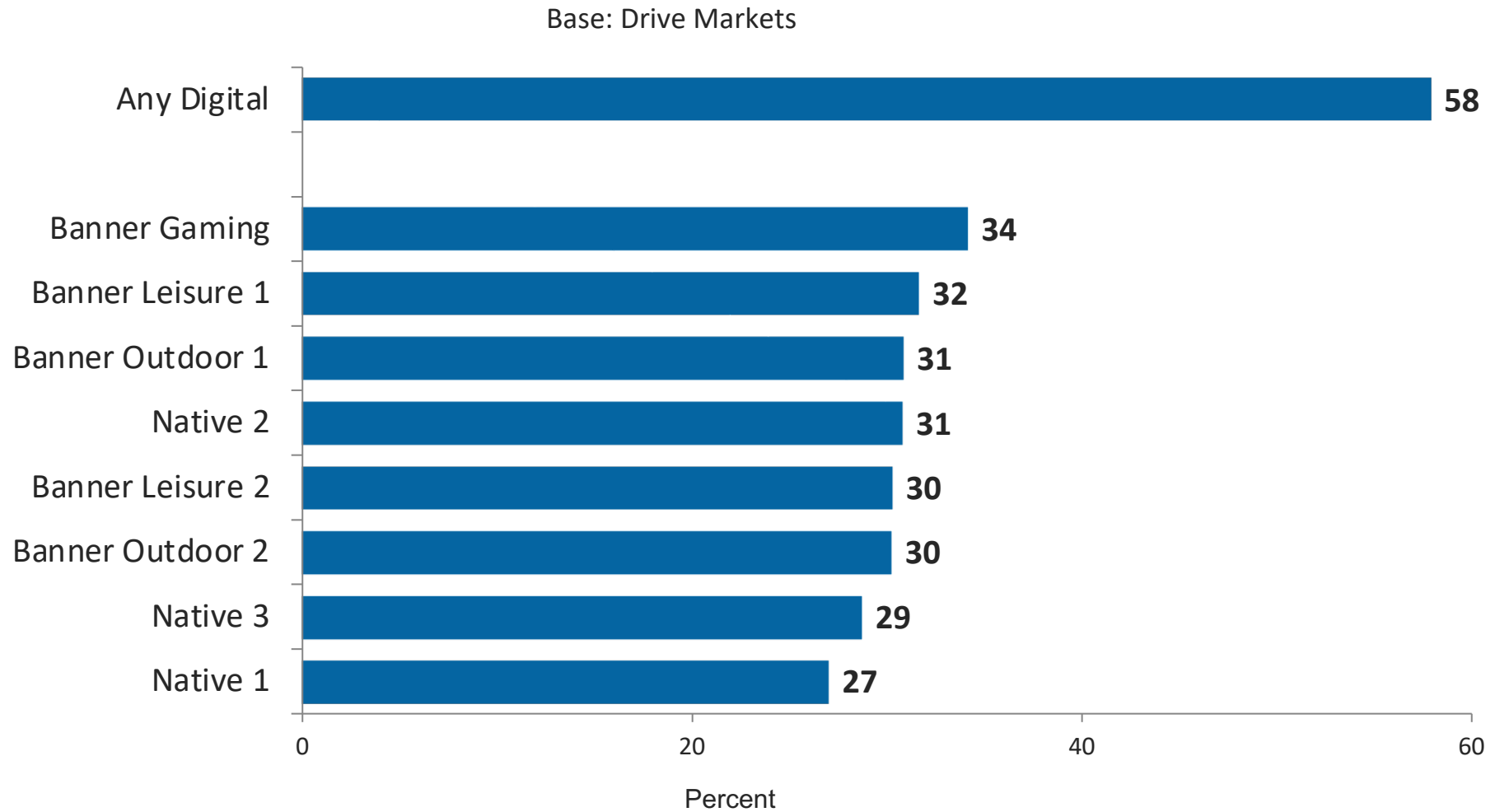
[SEE MORE >](#)

Native 2

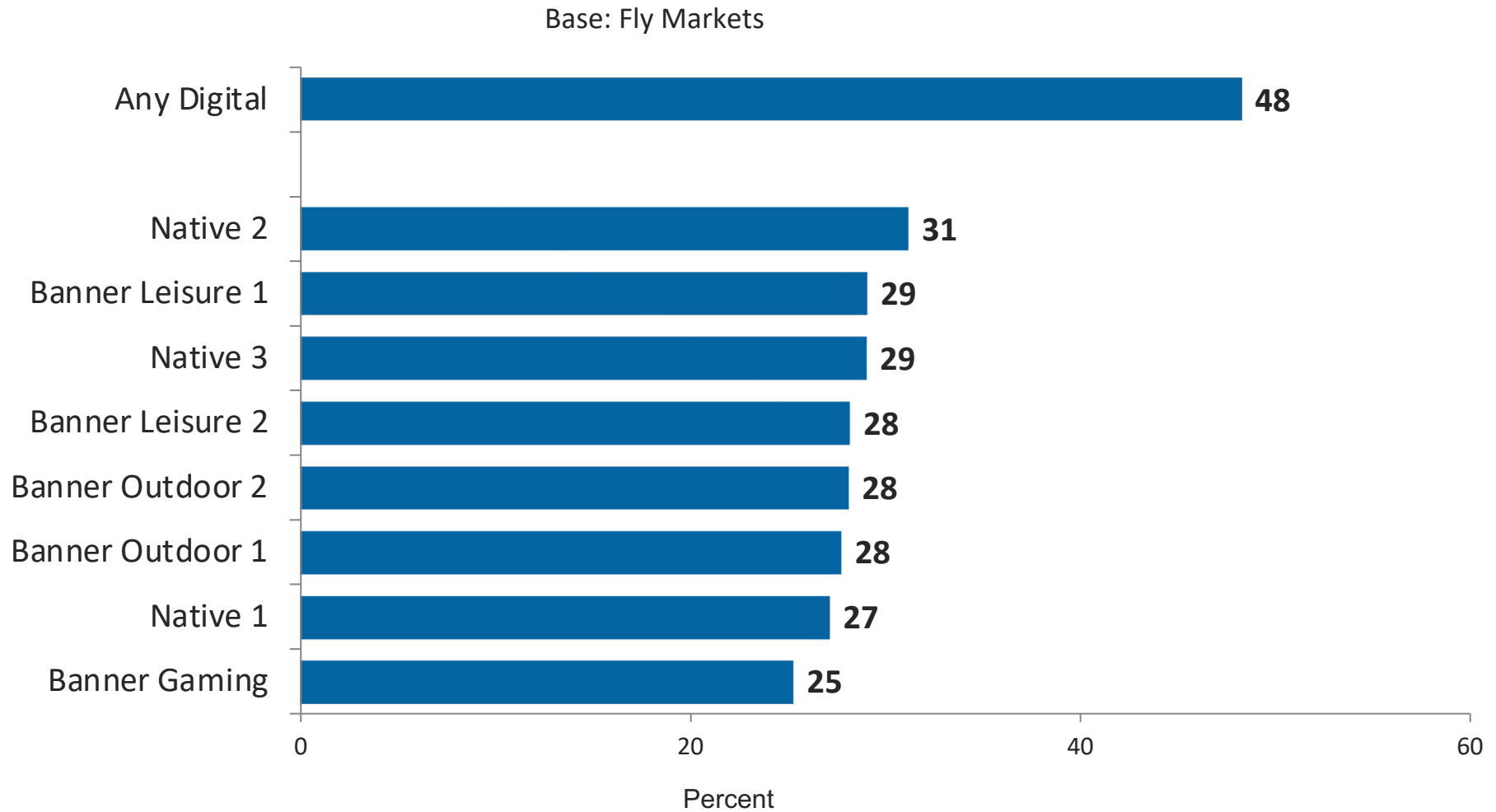
Awareness of Individual Ads – Digital Total Markets



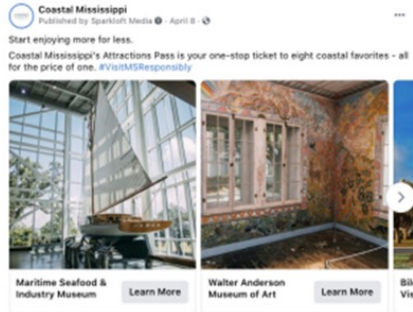
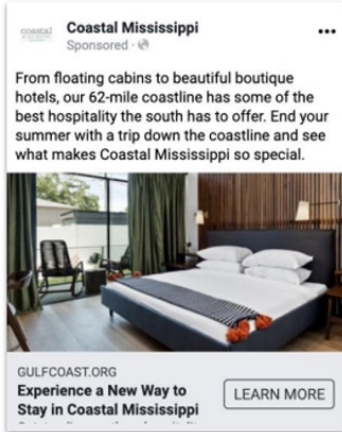
Awareness of Individual Ads – Digital Drive Markets



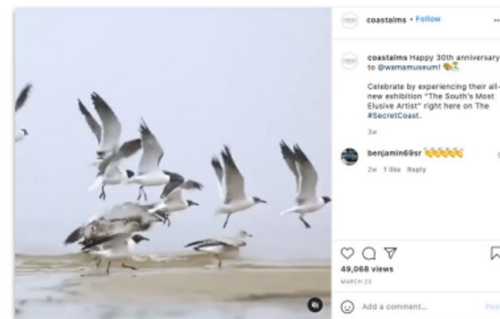
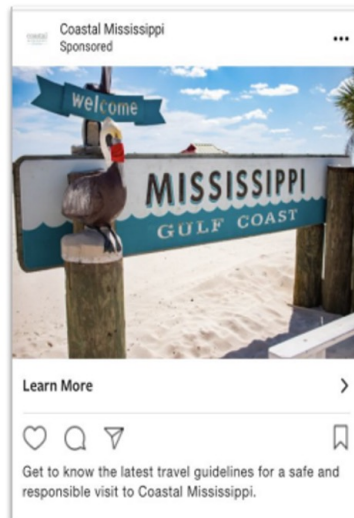
Awareness of Individual Ads – Digital Fly Markets



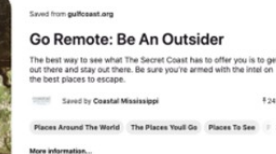
Social Creative



Facebook Compilation

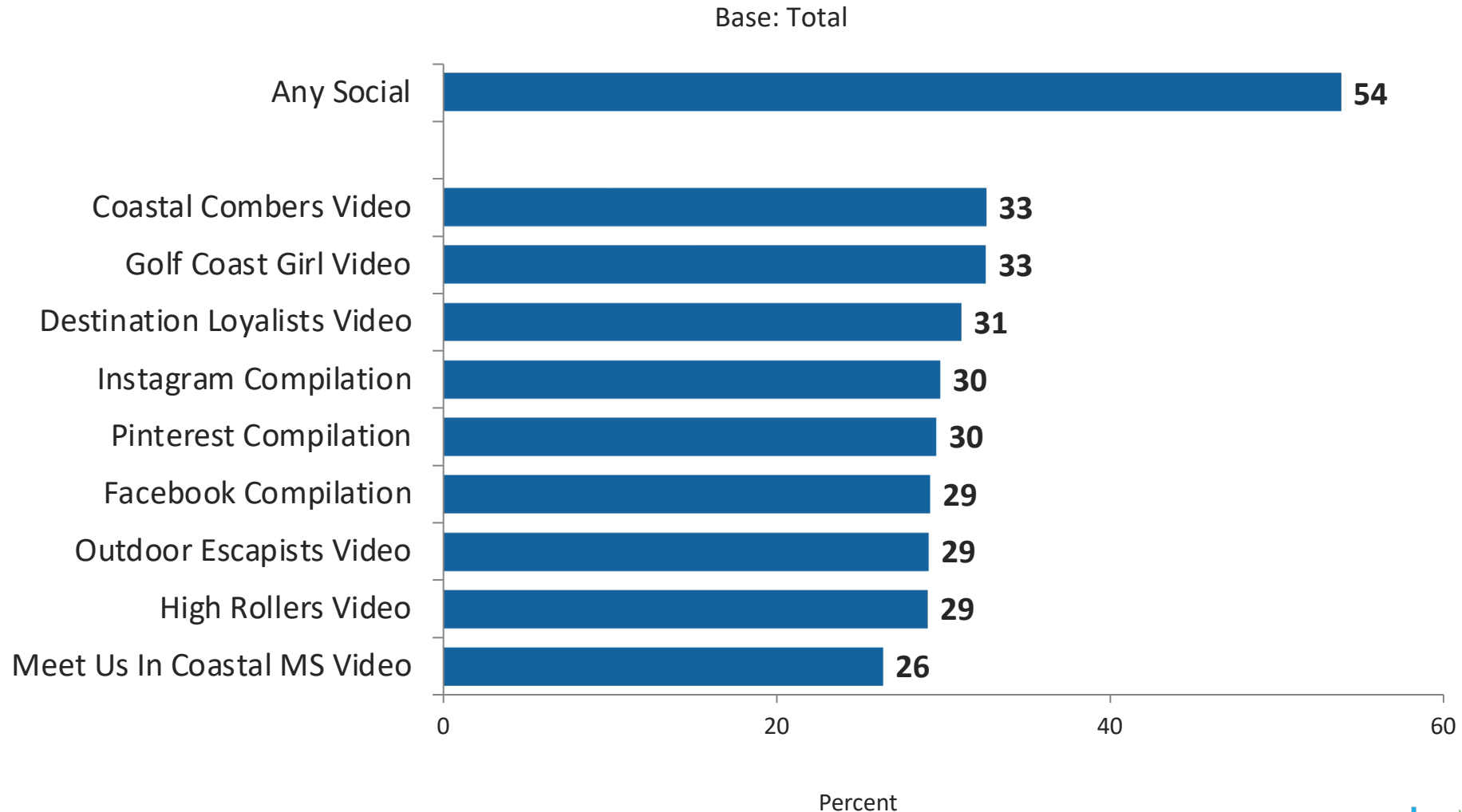


Instagram Compilation

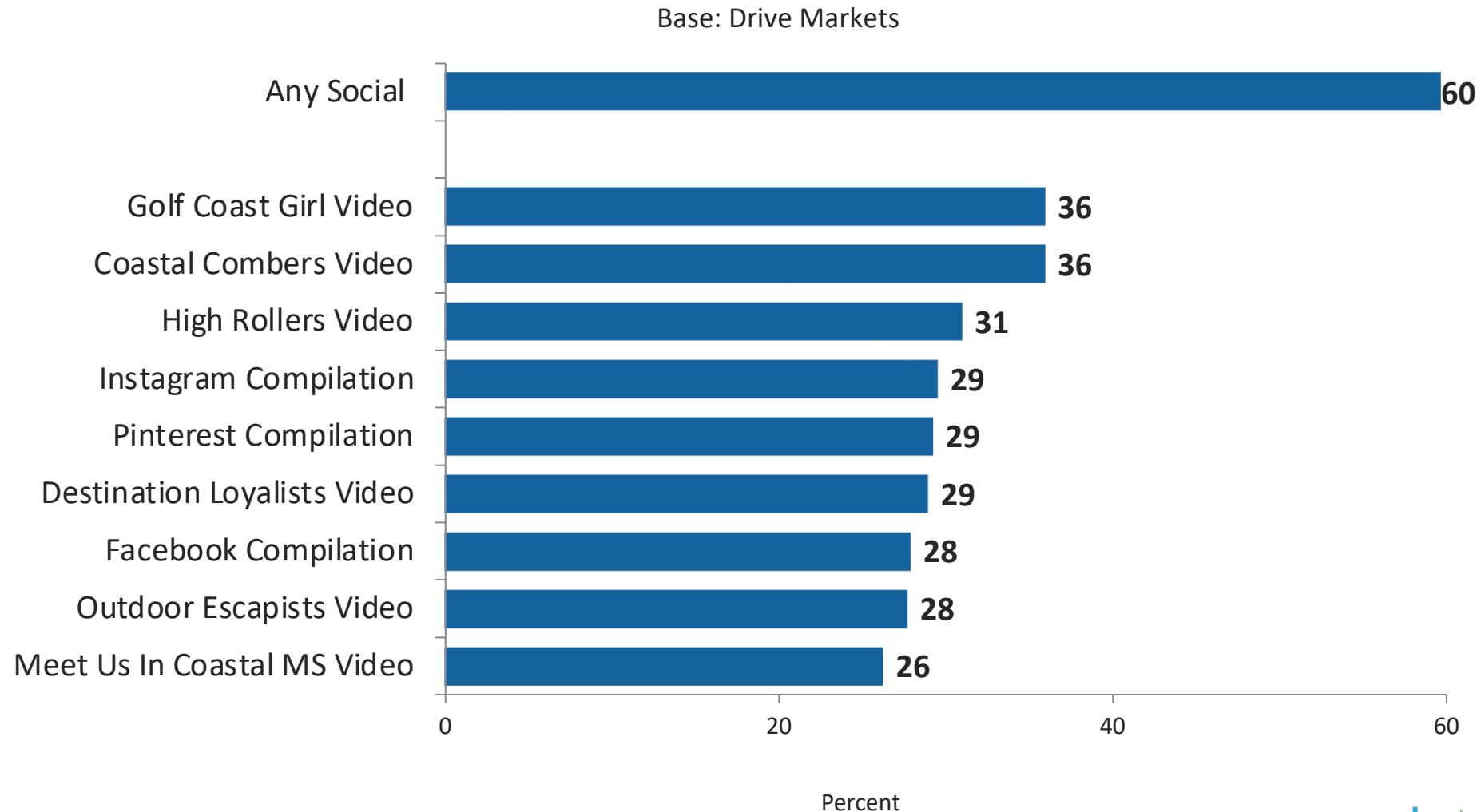


Pinterest Compilation

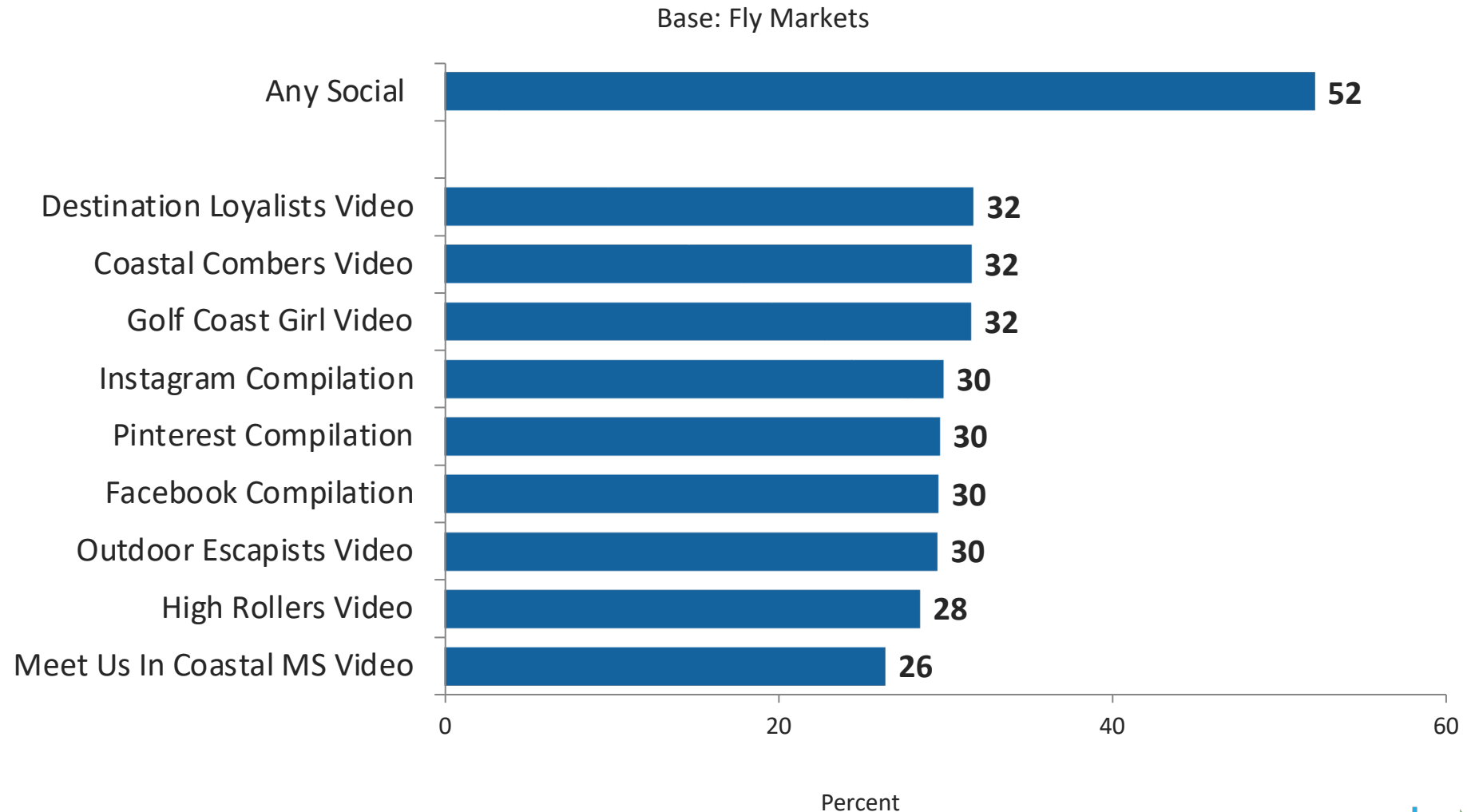
Awareness of Individual Ads – Social Total Markets



Awareness of Individual Ads – Social Drive Markets

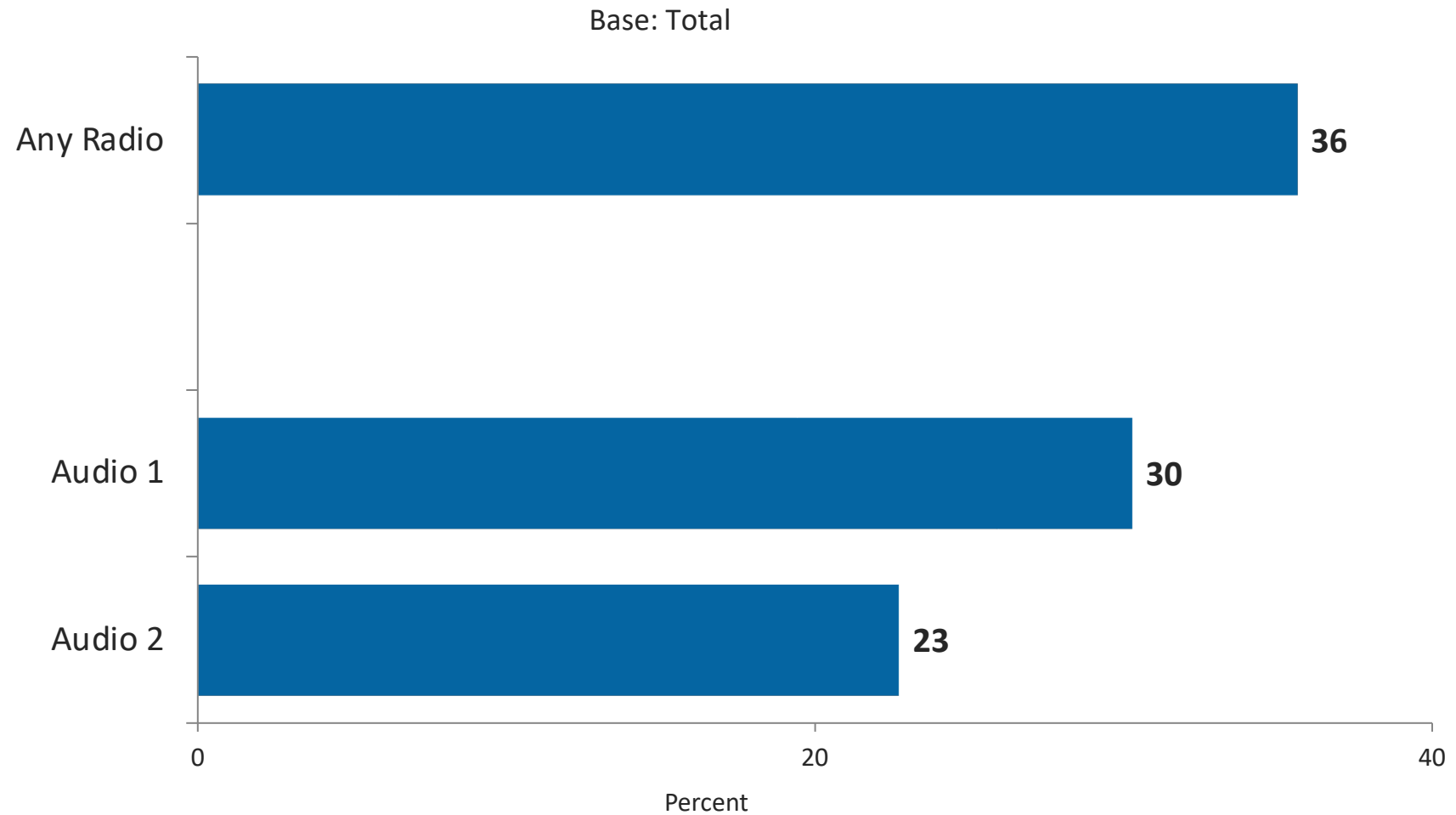


Awareness of Individual Ads – Social Fly Markets



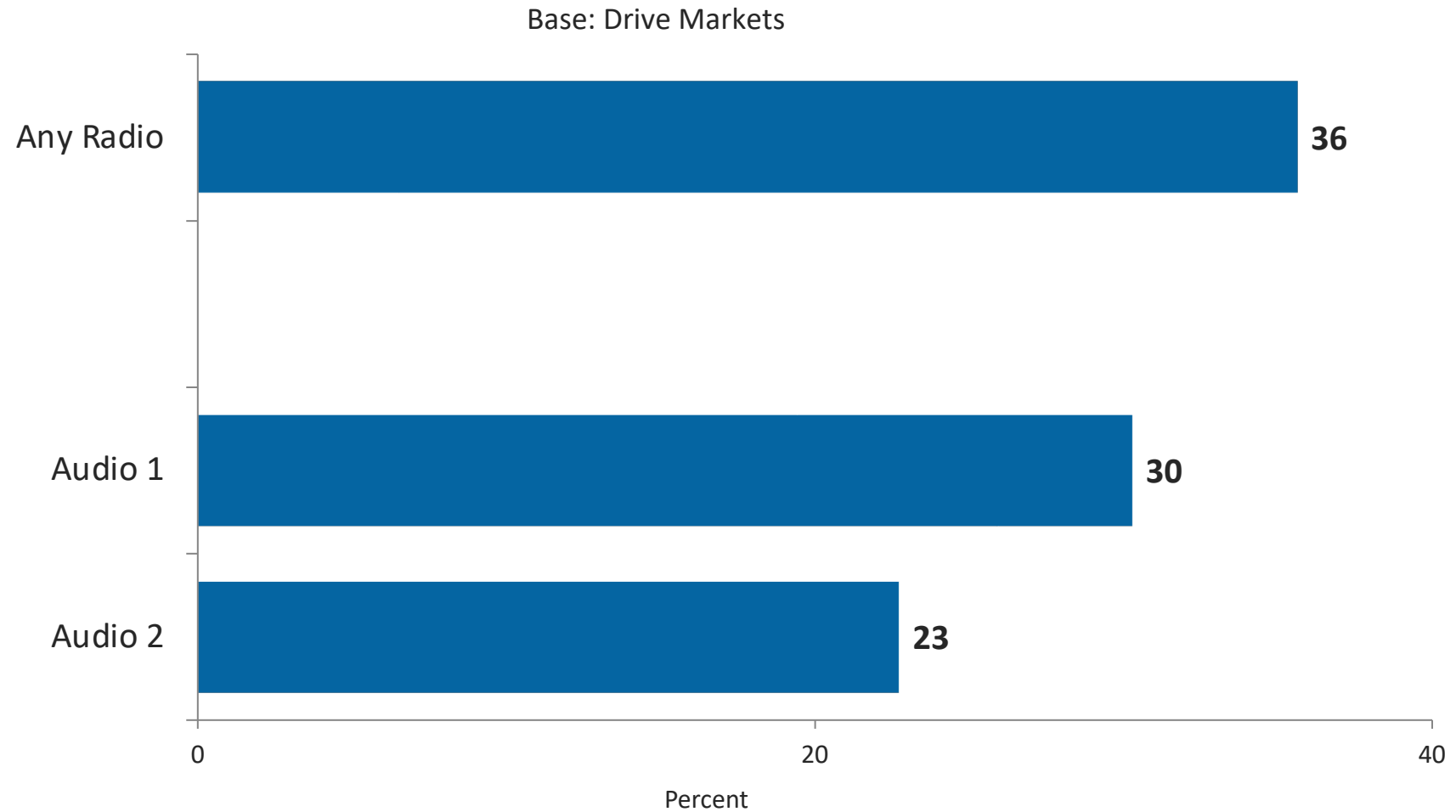
Awareness of Individual Ads – Radio

Total Markets

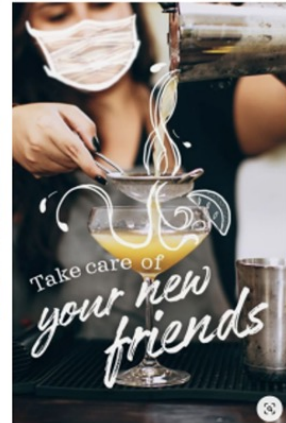


*Based on markets where shown

Awareness of Individual Ads – Radio Drive Markets



*Based on markets where shown



Saved from gothcoast.org

Go Remote: Be An Outsider

The best way to see what The Secret Coast has to offer you is to get out there and play out there. Be sure you're armed with the intel on the best places to escape.

Saved by Coastal Mississippi

\$249

Places Around The World The Places You'll Go Places To See >

More information...

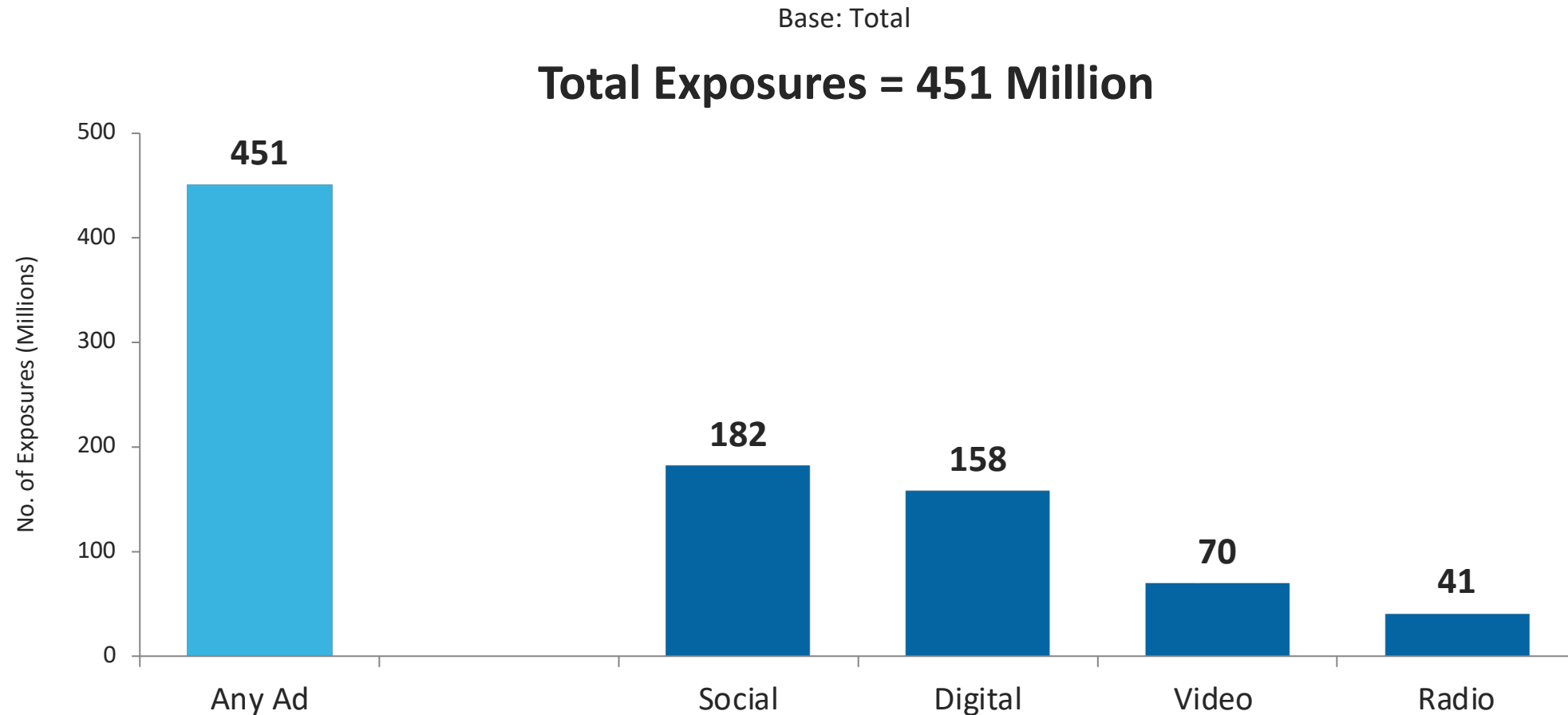
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Media
Diagnostics

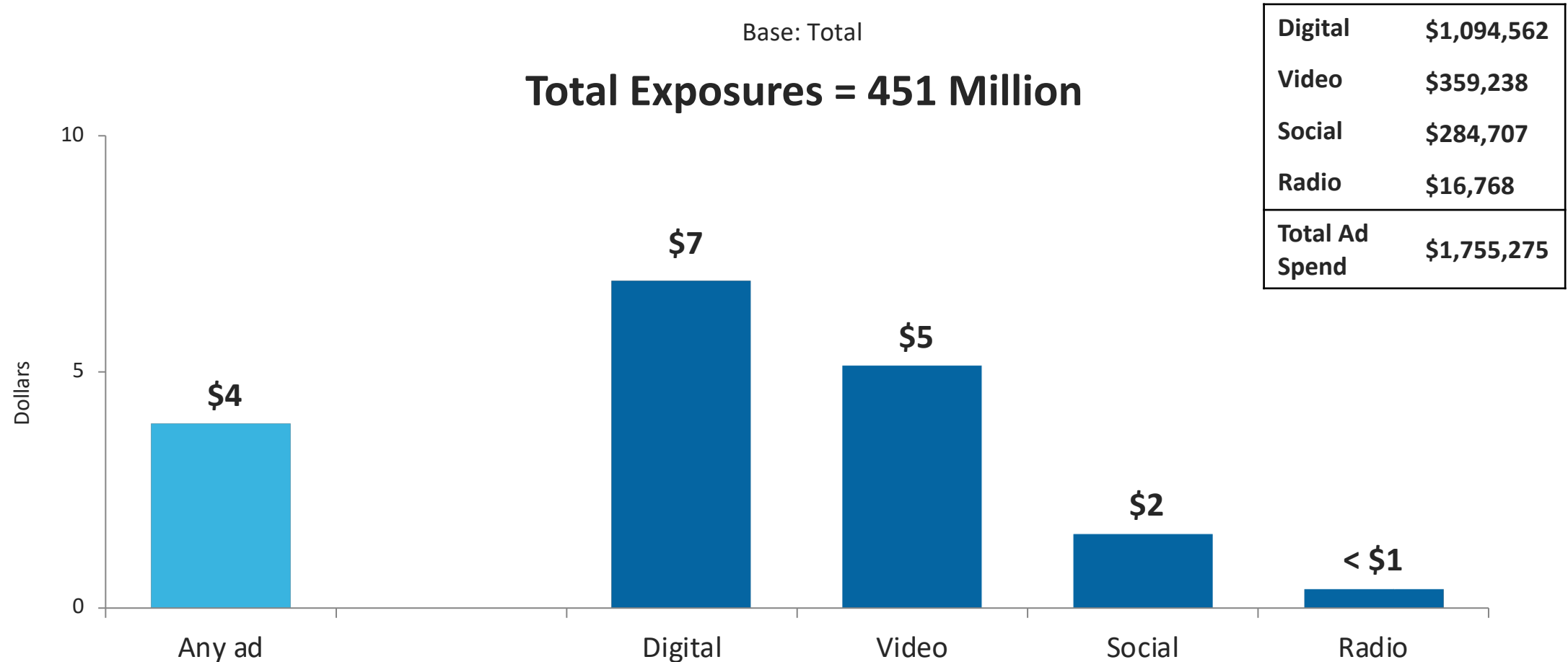
Media Diagnostics

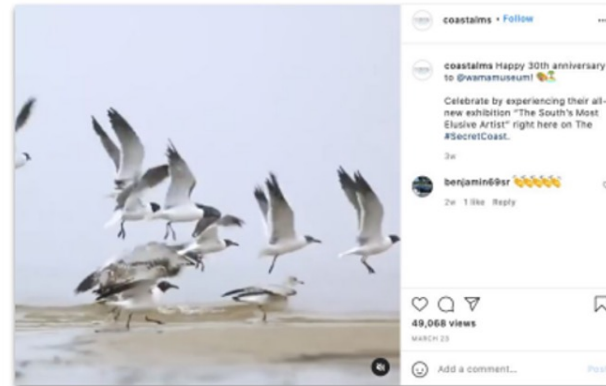
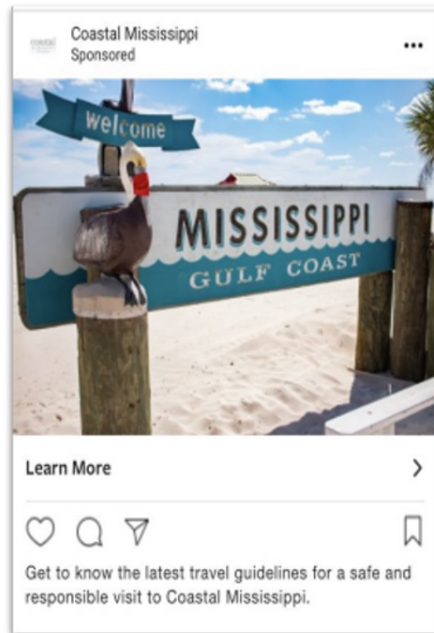
- In the total advertising markets included in this study, there were an estimated 451 million ad exposures over the campaign period.
- The average frequency of recall by medium follows a similar pattern as awareness levels. Social (182 million exposures) and digital ads (158 million exposures) showed the highest frequency of recall, followed by video (70 million exposures) and radio (41 million exposures).
- When we relate the number of ad exposures recalled to the specific amount of money spent on the ads by medium, we see that:
 - Radio ads constituted the most efficient medium in terms of generating recall per dollar spent, at less than \$1 per thousand of exposures recalled.
 - Social media was the second-most effective medium, at \$2 per thousand of exposures recalled, followed by video (\$5 per thousand of exposures recalled).
 - Digital was the least efficient at generating recall (\$7 per thousand exposures recalled).
 - Every medium measured came in under \$10 per thousand exposures recalled, strongly demonstrating the efficiency of the campaign across all media included in the study.

Total Exposures Recalled by Medium



Cost per Thousand Exposures Recalled – by Medium





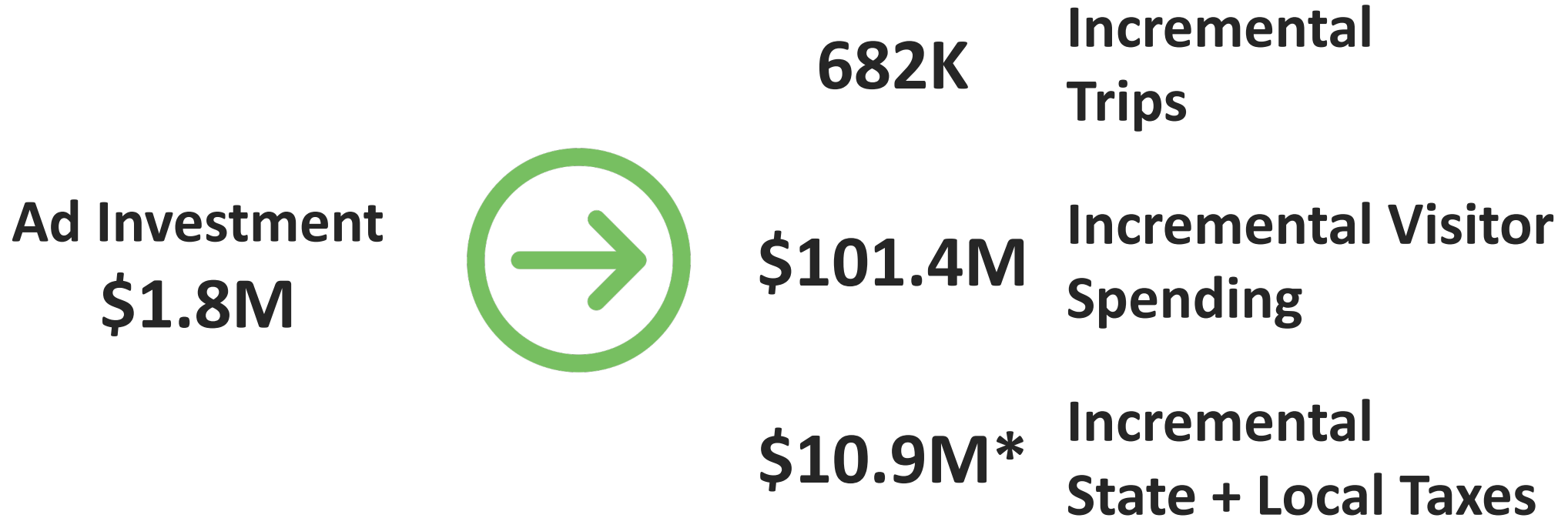
Longwoods
INTERNATIONAL

Short Term
Conversion

Short-Term Conversion

- The campaign also produced an additional 682,000 trips within Coastal Mississippi, that otherwise would not have materialized in the absence of advertising.
 - 610,000 of those trips came from the drive markets, and 72,000 from the fly markets.
- Using Travel USA estimates of average visitor expenditures, we estimate that these incremental Coastal Mississippi visitors spent \$101.4 million while in the destination.
 - When related to advertising costs of \$1.8 million, this translates into a return on investment (ROI) of \$58 in visitor spending for each ad dollar spent.
 - The ROI for the drive markets was \$72, while \$27 was the ROI for the fly markets.
- Those incremental expenditures yielded the following in taxes:
 - \$10.9 million in state and local taxes.
 - Return on investment of \$6 in taxes for each ad dollar spent.
 - The tax ROI for the drive markets is \$8 and for the fly markets is \$3.
- On average, Coastal Mississippi spent \$2.57 for each incremental trip taken. Looking at the drive markets only, the average advertising costs for one incremental trip was \$1.97, and \$7.70 for the fly markets.

Short-Term Incremental Trips, Spending and Taxes Due to Advertising



* 7% State & 3.8% Local Tax Rates

Short-Term Incremental Trips, Spending and Taxes Due to Advertising

	Drive Markets	Fly Markets	Total
Ad Investment	\$ 1.2M	\$0.6M	\$1.8M
Incremental Trips	610K	72K	682K
Incremental Visitor Spending	\$ 86.3M	\$15.2M	\$101.4M
Incremental State + Local Taxes*	\$ 9.3M	\$1.6M	\$10.9M

* 7% State & 3.8% Local Tax Rates

The Bottom Line in 2021



Every \$1 invested in the 2021 Coastal Mississippi advertising campaign generated \$58 in direct visitor spending and \$6 in taxes in the state.

Please note that given the amount of CARES Act and other COVID-19 recovery funding spent on tourism advertising across the U.S. in 2021, there are too many variances in the market to compare this result with past years' results directly.

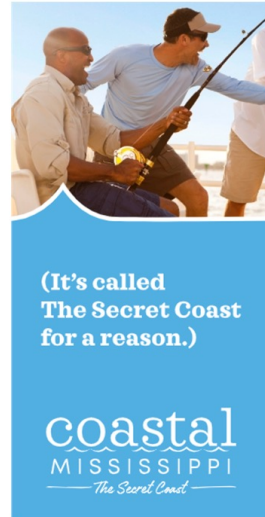
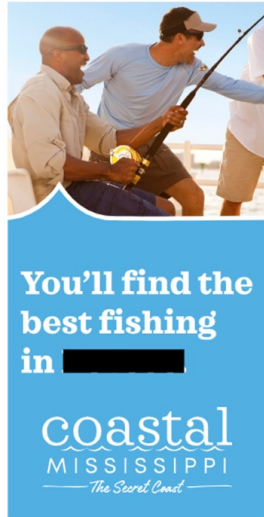
The Bottom Line in 2021

	Drive Markets	Fly Markets	Total
Spending ROI	\$72	\$27	\$58
Tax ROI	\$8	\$3	\$6

Campaign Efficiency

	Drive Markets	Fly Markets	Total
Ad \$'s per Trip	\$1.97	\$7.70	\$2.57
Trips per Ad \$	0.51	0.13	0.39

Please note that much of the CARES Act and other COVID-19 recovery funding spent on tourism advertising in 2021 focused on large DMAs, including a number of those in the Fly Markets category, such as Orlando, Dallas, and Houston. Because of the increased advertising in these DMAs, ad dollars per trip are higher there than in smaller markets.



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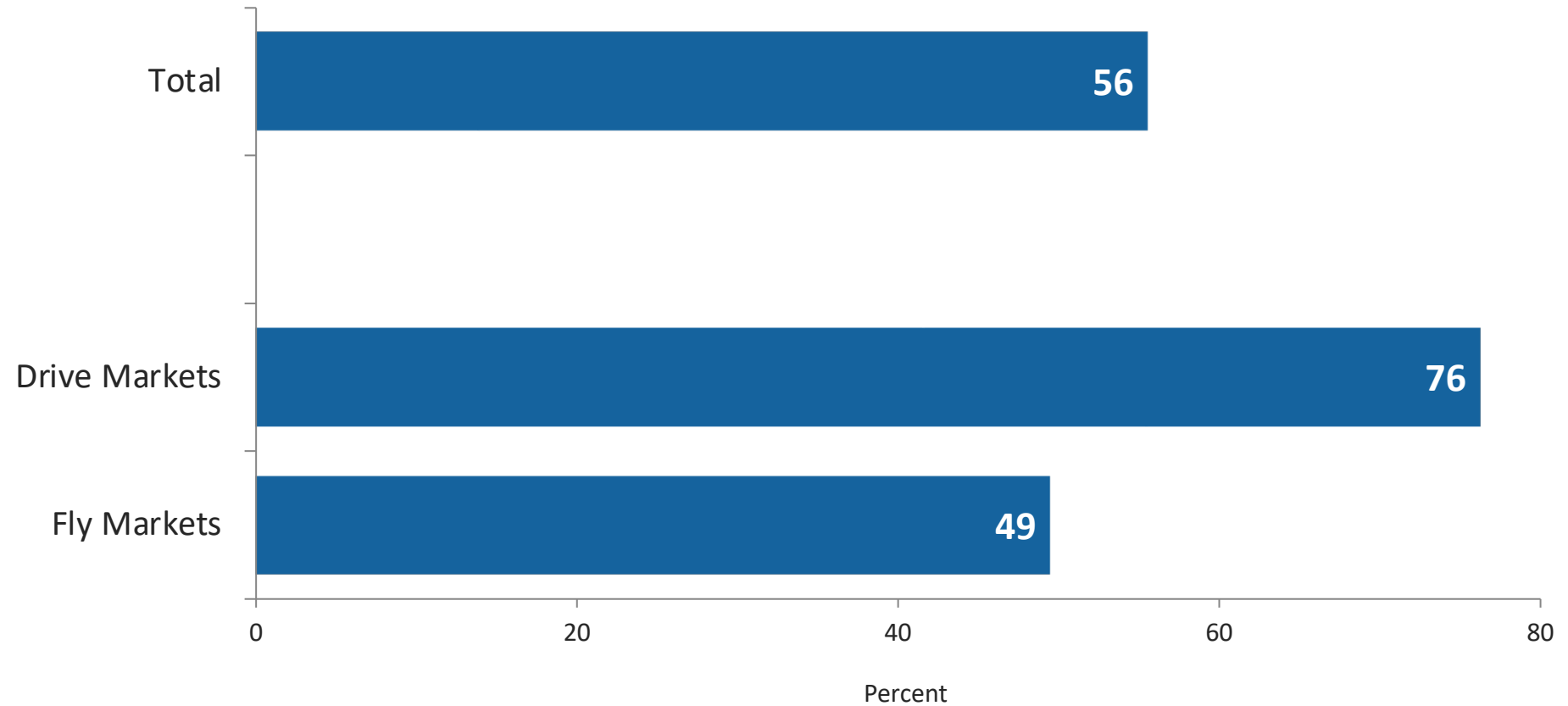
**Destination
Visitation
& Interest**

Destination Visitation & Intent

- Over half (56%) of travelers from Coastal Mississippi's advertising markets have visited during their lives. Three-fourths (76%) of those from the drive markets and half (49%) from the fly markets have visited your destination.
- In the past two years, four in ten (39%) travelers from the total advertising markets have visited Coastal Mississippi – over half (56%) of those from drive markets and a third (34%) from fly markets.
- During the next 12 months, over half (54%) of travelers from the total advertising markets intend to visit Coastal Mississippi – two-thirds (67%) of travelers from drive markets and half (50%) from fly markets.

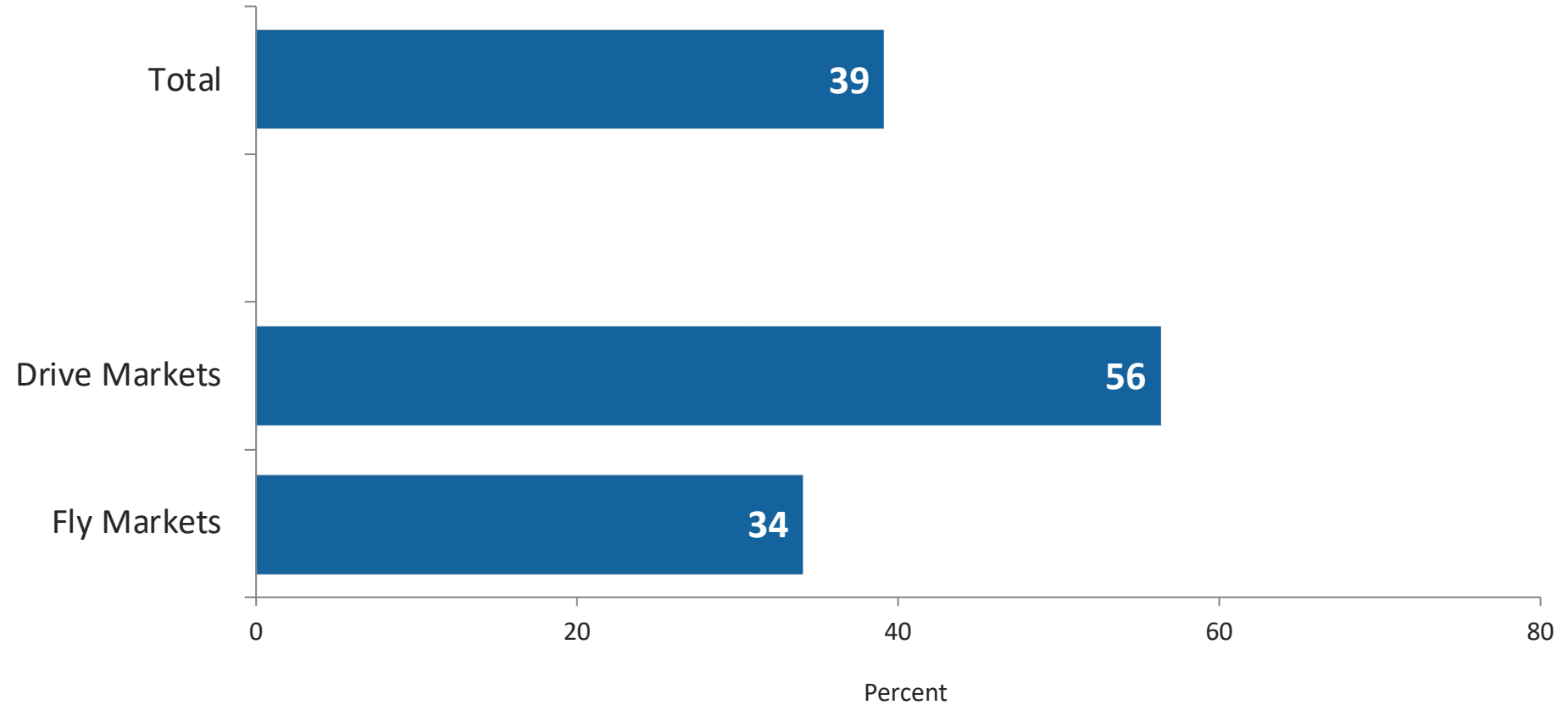
Ever Visited

Base: Residents of Coastal Mississippi's Advertising Markets



Visited in Past 2 Years

Base: Residents of Coastal Mississippi's Advertising Markets



Intend to Visit in Next 12 Months

Base: Residents of Coastal Mississippi's Advertising Markets

