



## EXPERIENCE CAMPAIGN ACTIVITY

### WHAT RAN

Digital display, native content, social media, and pre-roll video.

### MESSAGING

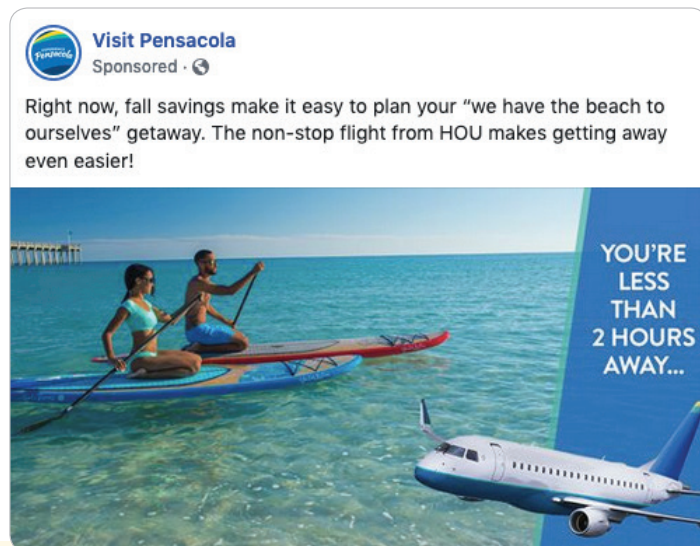
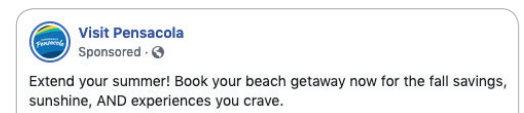
- Brand-focused and value-focused messages targeted at couples
- Direct-flight convenience and value messaging in Charlotte, Dallas, Houston, Nashville and Washington DC
- Experience-focused messages touting options beyond the beach like adventure, local charms and dining.
- Events ads showcasing upcoming happenings like Greek Fest, Taste of the Beach, the Women's Half Marathon and others.

### WHO SAW IT

Audiences targeted by behaviors, interests, geography and intention to travel.

### WHERE IT WAS SEEN

Primary markets: 350 mile radius around Pensacola Bay Area, (includes Atlanta, Baton Rouge, Biloxi, Birmingham, Gulfport, Hattiesburg, Huntsville, Jackson, Lafayette, Meridian, Montgomery, and New Orleans), plus Nashville, Dallas, and Houston



## ASSET DEVELOPMENT

- Work through multiple upcoming asset development, campaign, and promotion projects
- Continue work on Destination Video, VisitPensacola.com, and campaign analytics/reporting

## TRACKABLE DATA OVERVIEW – OCTOBER 2019

These figures account only for those people who saw an ad on their phone, tablet, laptop or home computer and then booked or traveled into our market. They do not represent all flights, hotels or arrivals.

### FLIGHT BOOKINGS



Data from Adara, Expedia, Sojern, StackAdapt, Facebook, Instagram, Airlines: Recorded flights booked during the month associated with trackable ad views.

### TOP FLIGHT ARRIVALS BY MARKET

Dallas-Ft Worth	16.0%	Charlotte	4.2%
Houston	8.6%	Tampa	4.1%
Miami	6.2%	Orlando	4.0%
Washington	4.4%	Philadelphia	3.4%

### HOTEL ROOM NIGHTS



Data from Adara, Expedia, Sojern, StackAdapt, Facebook, Instagram, Airlines: Recorded room nights booked during the month associated with trackable ad views.

### TOP HOTEL ARRIVALS BY MARKET

Atlanta	12.4%	Jacksonville	4.6%
Tampa	10.0%	Tallahassee	4.4%
Orlando	8.2%	San Francisco	4.3%
Mobile	5.9%	Nashville	3.6%

## DIGITAL IMPACT – OCTOBER 2019

### SOCIAL MEDIA

People Reached	859,891
Link Clicks	24,574
Landing Page Views	18,934

Data based only on paid social media advertising.

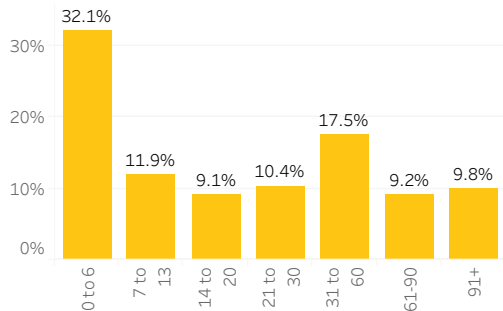
### WEBSITE TRAFFIC



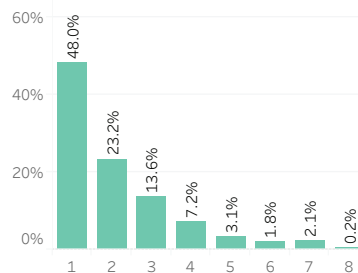
Native advertising drove 29.8% of campaign traffic.

## EXPEDIA INSIGHTS – OCTOBER 2019

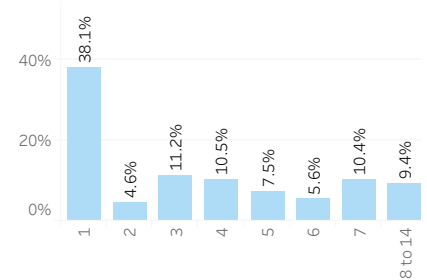
### TRAVEL WINDOW (air & hotel)



### LENGTH OF STAY (hotel)



### TRIP DURATION (air)



## WHAT'S NEXT?

- White Christmas promotion with Hallmark Channel
- Winter travel campaign