

H2R Market Research

Reveal Your Customer's Full Experience

Seattle Southside RTA ***2018-2019 Digital Media Conversion Study***

Delivered August 2019

Overview

Executive Summary

Purpose. The purpose of the Seattle Southside RTA 2018/2019 Digital Media Conversion Study was to measure the conversion rate of website visitors who booked an overnight trip to the area, as well as identify motives for website visitation and what Seattle Southside visitors do while visiting the area.

Target Audience. The Seattle Southside RTA Digital Media Conversion Study survey was conducted among website visitors who visited www.seattlesouthside.com over the past 12 months.

Sample. A total of 235 respondents both visited the website and were subsequently interviewed for this study which provides for a maximum margin of error of +/-6.4% at a 95% confidence interval.

2018-2019 Digital Media Conversion Study

Executive Summary



Website Generates Positive Results

- A majority (72%) of the Seattle Southside website visitors had already decided to make a trip to the area when they visited the website—a 4-point increase over 2015/2016. Most of these website visitors were looking for activities to do in the area (80%, +24 pts), dining options (55%) and/or events and festivals (52%).
- More than 8 in 10 website visitors feel the Seattle Southside website is a good/great website that is somewhat/very easy to navigate—on par with the 86% who said the same in 2015/2016.
- The Seattle Southside website earned a conversion rate of 28%. That is, 28% of website visitors who visited the Seattle Southside website ultimately ended up booking an overnight trip to the area afterwards. In 2015/2016 the conversion rate was 34%, or 6 points higher than this year.
- Website visitors indicated their experience online impacted them in several ways. Nearly half (47%) indicated their visit to the website persuaded them to visit attractions or restaurants they had not planned to visit, 20% said they visited Seattle Southside instead of another destination and 15% said their experience on the website persuaded them to stay longer in the area than they planned.



Visitor Composition Changes

- More than 9 in 10 Seattle Southside visitors* spent the night in the area on their most recent trip (+2 pts). And, the average length of stay among Seattle Southside visitors* was 3.8 nights—an increase over 2015/2016's length of stay at 3.7 nights.
- Most Seattle Southside visitors indicated they were visiting the area for vacation/leisure purposes (58%), and the majority reported staying in hotels (69%). The average converted visitor participates in a variety of area activities including the Space Needle (12%) and Pike Place Market (10%).
- In a shift from 2015/2016, most converted visitors this year were under the age of 55 and were significantly more likely to be families with children (+26 pts).
- Nearly three-quarters of non-visitors** indicated they are Seattle Southside prospects, or "considerers," who are somewhat/very likely to visit the area in the next six months. These respondents, however, have not yet booked a trip and fewer than half (43%) said they had considered it in the past.



*Website visitors who booked an overnight stay

**Website visitors who did not book an overnight stay

Thank You!



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