ADARA’s Site Impact, a new analytics tool, allows destinations to connect website visitors with destination spend in the market, helping guide marketing strategies for destination marketing organization (DMO) and tourism board partners, and optimize results.

In the months of May and June, ADARA Site Impact helped the Bloomington, Minnesota, CVB track its website’s influence on travel purchase decisions to the destination, gaining advanced knowledge of who its high value travelers are, how they book and spend, and identifying untapped opportunities to increase market share and visitation – helping BloomingtonMN.org attribute $315,000 in hotel revenue and nearly 1,200 bookings to the website.

ADARA Site Impact therefore fills a major gap in DMO marketing and investment, allowing destination marketers to understand how destination websites help influence travelers, and how much they spend as a result.
Measuring Real Time Results

By analyzing nearly 44,000 travel searches and 1,200 bookings for flights and hotel rooms in Bloomington in May and June 2016, ADARA Site Impact identified key insights and outcomes for the city, including:

- Quantifying revenue generated by visitors to the Bloomington website in order to guide future marketing strategies and content development
- Determining how the Bloomington website influenced flight and hotel bookings
- Exploring the types of travelers that visit Bloomington, and providing an in-depth look into their specific travel behaviors

An in-depth analysis of first and third party data provided the city with a comprehensive view of their typical destination visitor and the amount they spent after visiting the website. With the help of ADARA’s Site Impact, Bloomington was able to identify lucrative feeder markets and travel lifecycle marketing “sweet spots”. ADARA Site Impact also successfully identified areas of opportunity for Bloomington to optimize its website and reach high-value visitors for the city: those that spend more money, stay longer and embrace all that Bloomington has to offer.

Guiding Marketing Strategies and Justifying Marketing Spends

DMOs and tourism boards are continuously tasked with justifying their overall spend and business impact, or return on investment (ROI). However, the media landscape is fragmented across channels and measurement capabilities, and these organizations have very little visibility into true travel outcomes.
Jan Kroells, Vice President of Marketing at the Bloomington CVB, stated:

“Since utilizing ADARA Site Impact, we have gained tremendous insight into our visitors, their booking patterns, and how to effectively reach our highest value customers. The tool lets us connect website visitors to revenue spent in the market, which is truly unprecedented in DMO marketing.”

Jessica Schultz, Director Integrated Planning at MMGY Global who leads integrated strategy for the Bloomington CVB, stated:

“We work with destinations every day to help them create a better structure in which to analyze their media efforts. Tools like the ADARA Impact suite of products allow us to draw larger conclusions on the economic impact those efforts have on the destination that were unavailable before.

What drew us to the ADARA Site Impact tool initially for Bloomington was the collaboration and innovation the ADARA team was able to provide us to determine a new use case for the technology that could solve a missing piece in the data puzzle for Bloomington - how to more comprehensively track outbound hotel referrals and bookings from the destination website.

The ADARA solution helps us better understand the active traveler and the effect paid media and the destination website have on the entire booking process, allowing us data and insight to inform smarter marketing decisions.”

Key Takeaways

By using ADARA Site Impact, Bloomington gained unprecedented insight into its website effectiveness, visitors and potential travelers.

Key learnings included:

• Clear understanding of website value and drivers of higher booking rates
• Comprehensive view of the Bloomington visitor profile
• In-depth look into feeder markets with above-average Average Daily Rate (ADR)
The Complete View of the Bloomington Visitor Profile

- **56%** were booking leisure trips
- **44%** were booking business trips
- **66%** were female
- **34%** were male
- **2.2** Average number of travelers
- **2.1** Average number of days spent
- **$152** hotel Average Daily Rate (ADR) per room booked

Travel Research & Planning

Research and planning are essential elements in the travel lifecycle marketing. By identifying audience booking behaviors, travel marketers gain the opportunity to better understand, reach and ultimately secure a higher number of travelers through strategically targeted and timely offers that directly appeal to those hunting for the best air and hotel deals. ADARA Site Impact helped to identify:

- Visitors to the Bloomington website on average spent 1.5 to 2 weeks searching, providing a “sweet spot” to start promoting deals.
- Flights were booked almost 1.5 months out, and hotels about 3.5 weeks out.
- Therefore, **2 months before travel is the ideal time to increase marketing**, and 6 to 3.5 weeks prior to departure is the perfect period to promote hotel deals to confirmed visitors.
How Did the Website Influence Bookings?

- ADARA Site Impact revealed that 62% of travelers who visited the Bloomington website booked their hotel in Bloomington within 3 days.
- Of the 72,103 unique visitors to the website, 975 booked hotels in Bloomington generating $315k in revenue between May and June, 2016.
- Bloomington’s conversion rate of website visits to hotel bookings (CVR) of 1.35% meant that the website effectively influenced bookings.

ADR and Top Feeder Market Insights

ADR varied widely by feeder market, with Chicago being the highest and Milwaukee, La Crosse and Eau Claire the lowest.

- Chicago was identified as the most valuable feeder market for Bloomington, with the second highest percentage of bookings after Minneapolis, and with the highest ADR of around $161.
**Where Else Did Bloomington Searchers Book?**

By better understanding their target audience’s travel behaviors, Bloomington will be able to strategically tailor its website to target unique customer segments, resulting in an increased amount of bookings and higher conversions.

*There was strong competition in search, with 10 cities in the U.S. competing with Bloomington to secure a higher level of travelers (including Chicago, Bloomington’s most valuable feeder market).*

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**ADARA’s visibility into search and booking behavior**

ADARA is the world’s travel data co-op providing a unique holistic understanding of travel patterns, trends and behavior. It’s a safe and secure way to share and analyze historical and real time data about more than 500 million monthly unique traveler profiles from more than 175 of the world’s top travel brands. The ADARA data co-op fuels three core business areas: Advertising, Measurement & Analytics and Traveler Intelligence. Together they provide unparalleled access to insights and knowledge allowing travel marketers to increase marketing efficiency, maximize revenues and grow their brands. Let’s Travel Together. ADARA is headquartered in Palo Alto, California and has 20 offices across North America, Europe, Middle East and Asia Pacific. Partners include Marriott, Accor, Etihad, United, American, Delta and Hertz. For more information visit ADARA.com or follow us on Twitter: @adaraglobal.

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