



Sounds Of The South

[Sounds of the South Tours & Holidays 2025/2026 | USA Holidays - Hays Travel](#)

With the campaign starting on 1st October, we are 7 weeks in, and with the activity due to run until the end of February, we still have a lot of media left to run and time on outside.

Across the first 7 weeks I'm pleased to report the following:

- Bookings are **+30%** vs. the prior 7 weeks (which includes a peak booking month of Sept)
- Room nights are **+45%**

The trend continues with the southern US states outperforming total USA for Hays Travel, across the same period US bookings are **+20%**, but room nights are **+10%**.

In terms of the marketing activity that we have ran so far, here are some stand out stats and performances:

- **Native web placement on Hays Travel website:** So far delving the best results we have seen on this channel in the last 2 years with a CTR of 2.53% (benchmark being 0.40%). Current reach of over 45k users
- **Sponsored Social activity across META:** Higher than average CTR of 2.11% (benchmark for this channel is 0.50%). Current reach of over 200k users
- **YouTube Video advertising:** Higher than average VTR rate of over 13.5%
- **Audio Spotify:** Delivering strong reach (over 156k) with a high completion rate of over 95%, this is performing well as an upper-funnel awareness channel
- **Display Spotify:** Delivering a similar reach, but a higher frequency, so more people seeing this ad multiple times, delivering a strong CTR from mobile devices of over 0.50%