

Travel South, Naturally 2.0

Post Campaign Analysis

January 6th , 2025

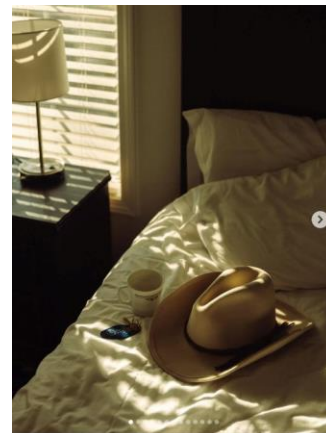
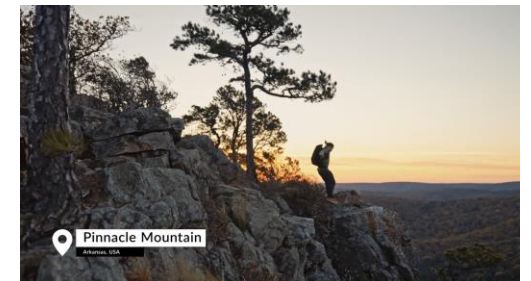
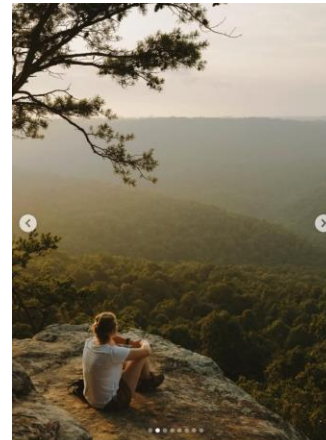
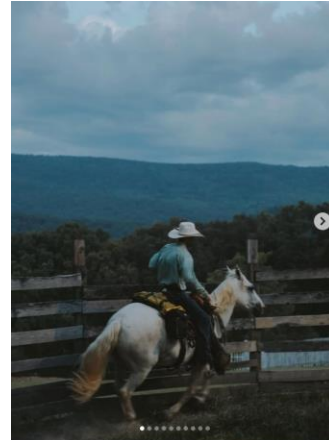
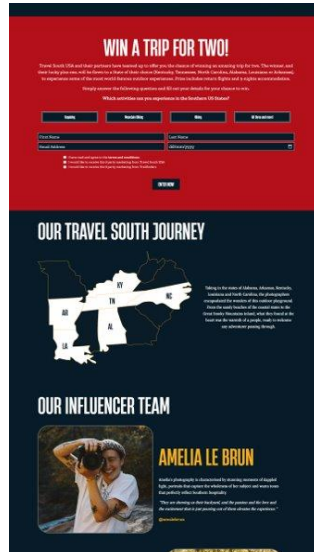
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Campaign Background

Campaign Snapshot



Campaign Background

- *Travel South, Naturally 2.0* is the second iteration of this award-winning campaign, using high-impact, video-first storytelling to inspire UK travelers to explore the Southern USA's outdoor and cultural experiences.
- State Partners:
 - **Media Only:** Alabama, Arkansas, Louisiana, North Carolina
 - **Media + Creative:** Kentucky and Tennessee
- The campaign also partnered with **Trailfinders** as the key tour operator.
- **Audience:**
 - Travel-enabled Empty Nesters (55+), DINKS (36–45) and Older Millennials (28–35) in the UK.



Media Mix

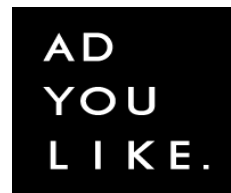
For 2025, *Travel South, Naturally* campaign content was distributed across:

Meta



Leveraging static and video assets across multiple formats, including Facebook and Instagram reels, stories, and main feed ads.

Native



Delivering 30-second outstream video and native static formats, embedded seamlessly within premium travel and lifestyle content.

VOD



Showcasing 30-second cinematic video assets across premium streaming platforms and high-quality websites.

Escapism



Running two digital articles, within premium travel content reaching engaged audiences.

Trailfinders



Partnering with a trusted UK tour operator to convert destination inspiration into travel planning and booking consideration.

Microsite

The campaign microsite, www.travelsouthnaturally.com was refreshed to host a wealth of inspirational content, including hosting an updated hero video and partner videos.

Pages included:

- Homepage
- Getting Here / Trailfinders
- Win a Trip
- Alabama
- Arkansas
- Kentucky
- Louisiana
- North Carolina
- Tennessee



TravelSouth
All Y'all Are Welcome USA



Campaign: Overall Performance

Executive Summary

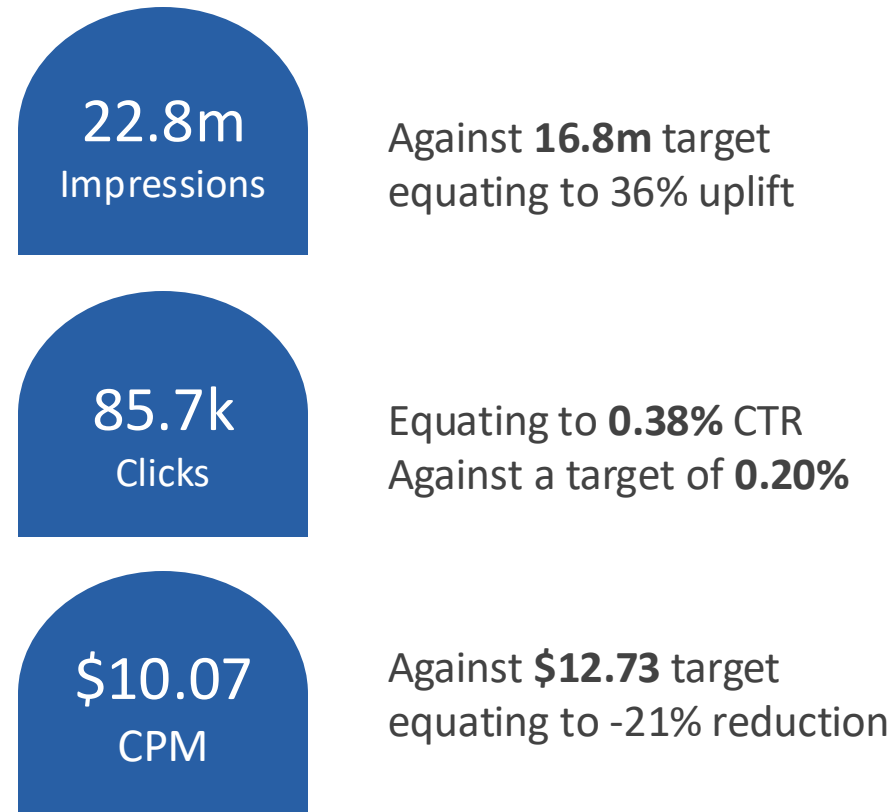
Travel South, Naturally 2.0 delivered a highly successful, video-first campaign that exceeded targets, and strengthened awareness of, and bookings for, the six participating states among UK travelers..

- **High-reaching:** The campaign delivered **20.85m** impressions, against 16.5m target (36%).
- **Cost-effective:** The campaign delivered a lower **\$10 CPM** (against \$12.73 target) and **\$144k added value**, equating to a **per partner ROI of \$1.71 :\$1**.
- **Increased consideration and booking:** despite an otherwise slow pacing for the USA, Trailfinders bookings showed a **1.3% increase**, and the brand survey showed users were **2.5×** more likely to consider the six states as a travel destination.
- **Standout Media:** VOD delivering **+32%** impressions, with an exceptional **83.4% video completion rate** (70% benchmark).

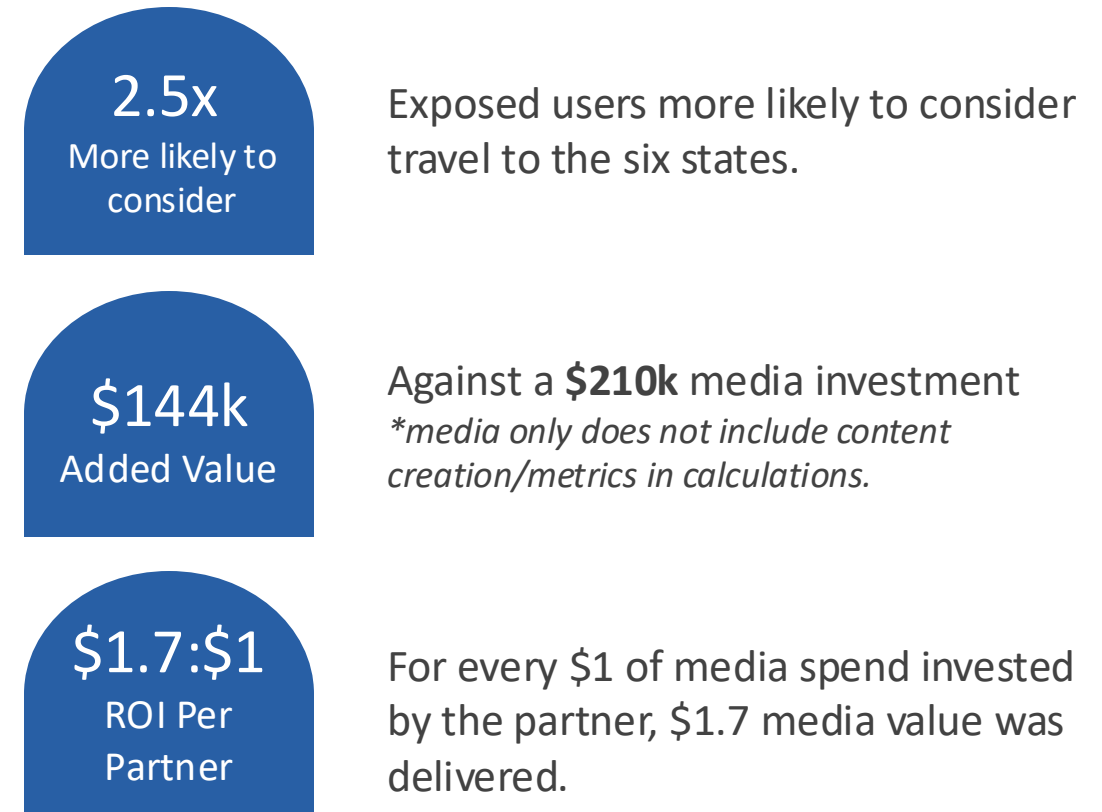


Performance Overview

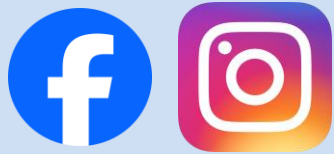
Performance against Key Metrics:



Additional Results:



Channel and Audience Insights



Meta delivered the highest number of impressions (59% of total), while maintaining excellent 8.19% ER.



Not only did VOD deliver an outstanding VTR at 83.4%, it also drove action, generating most clicks and highest CTR.



Escapism audiences spent almost 3mins reading the published articles, which gave equal SOV to all six partners.



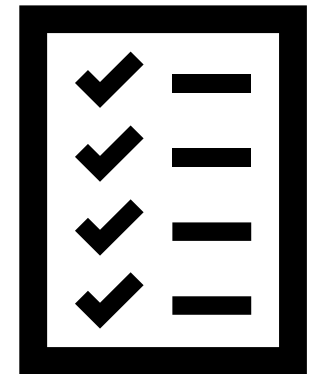
Adventure/Nature Travellers over the age of 55 were most interested in campaign content, watching videos to end and clicking to site.

Breakdown Per Channel

Channel/Partner	Target (Impressions)	Delivered (impressions)	Other Key Metrics
Meta	10m	13.5m (+35%)	1.1m Engagements / 8.19% ER
Native Social	3.1m	3.1m	23.2k Clicks / 1.21% CTR 697K Views / 50.08% VTR
VOD	2.6m	3.5m (+32%)	2.9m Views / 83.4% VCR (70% benchmark) 44.6K Clicks / 1.27% CTR (0.20% benchmark)
Escapism	650k	650k	22.2K Total Page Views 2:57 Dwell Time (2:30 benchmark)
Trailfinders	n/a	1.9m	2.1K Clicks / 1.61% CTR 2.7K Page Views 2,811 Room nights
Microsite	n/a	n/a	94k pageviews 6.1k comp entrants / 1.6k opt-ins

Brand Survey Results

- The Brand Lift Study was delivered to users that were exposed to the campaign, as well as those **not** exposed. The unexposed users matched the campaign's target audience, to ensure fair comparison.
- The survey asked questions around:
 - Interest in the destination
 - Future consideration
 - Perception of the destination
 - Familiarity with the destinations
- Respondents were asked to mark their answers on a scale of 1-10, with 1 being lowest and 10 being highest.



Brand Survey Results

1. The campaign reached people genuinely interested in travelling to the six states

Around **50% of exposed users** rated an interest score of **6 out of 10 or more**, showing the campaign successfully engaged people already receptive to travelling to the Southern USA.

2. Exposed users were 2.5× more likely to consider the six states as a travel destination

Nearly half of exposed users said they **would consider** travelling to the Southern USA, delivering one of the **strongest brand lift results in the sector**.

3. The campaign significantly improved perceptions of the six states

Around **1 in 3 exposed users** formed a **positive impression** of the destination, compared to just **1 in 10 among non-exposed audiences**, demonstrating a clear uplift in brand image.

Performance by Media Overall Campaign

In this section, we have included all channel analysis for Travel South only.

Each partner will only receive their own tailored analysis and will not see other destination partner results.



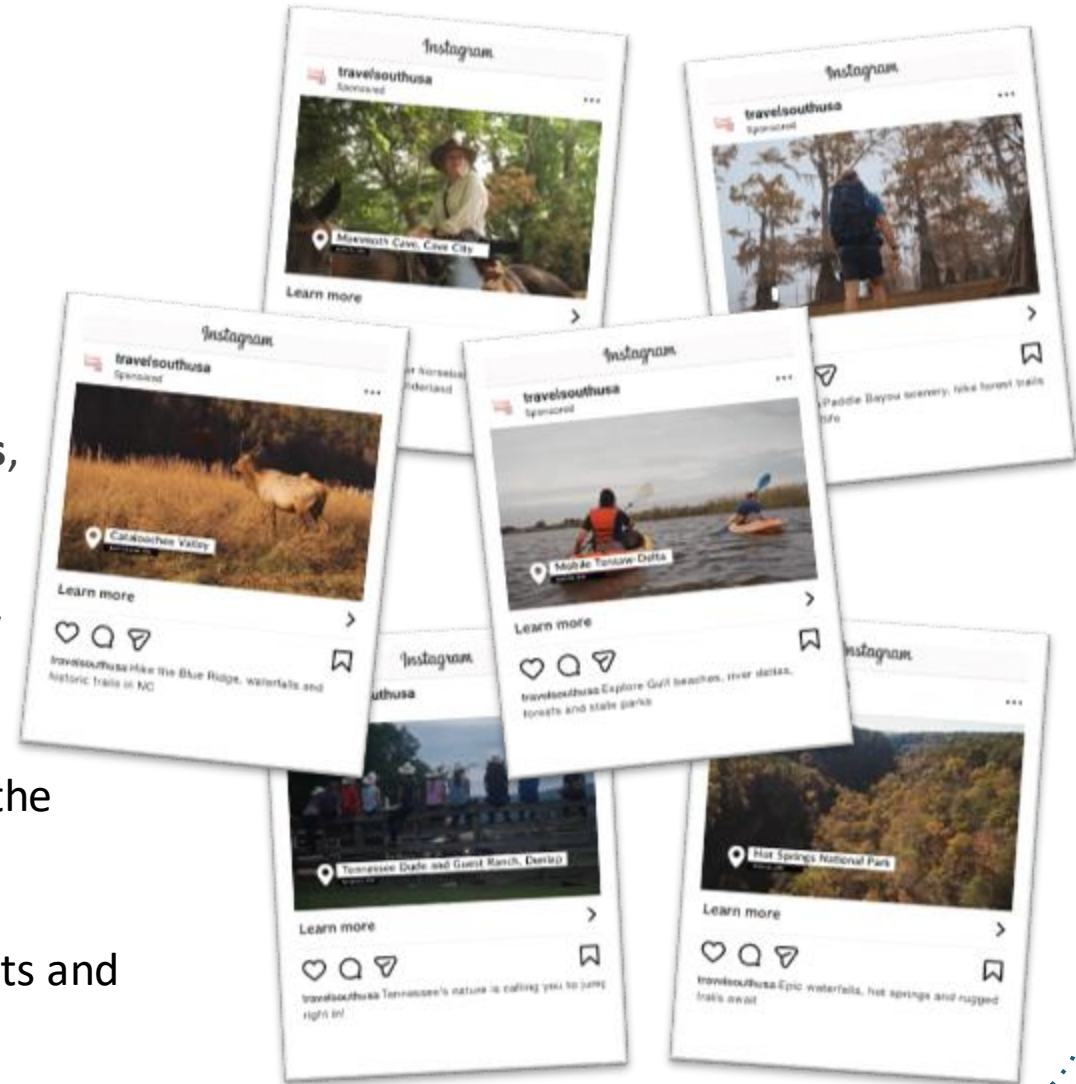
Social Performance

13.5m
Impressions
+35%

1.1m
Engagements
8.19% ER

15.6K
Clicks
0.12% CTR

- Paid social activity ran across **main feed static and video formats**, exceeding the 10m impression target by +3.5m.
- The campaign achieved a total reach of 3.6m, extending visibility across key UK audiences.
- The 55+ audience segment dominated traffic, which aligns with the destination marketing nature of the campaign.
- Facebook Reels placements drove most clicks, above story formats and static grid posts.



Native Display

1.7m

Impressions
+3%

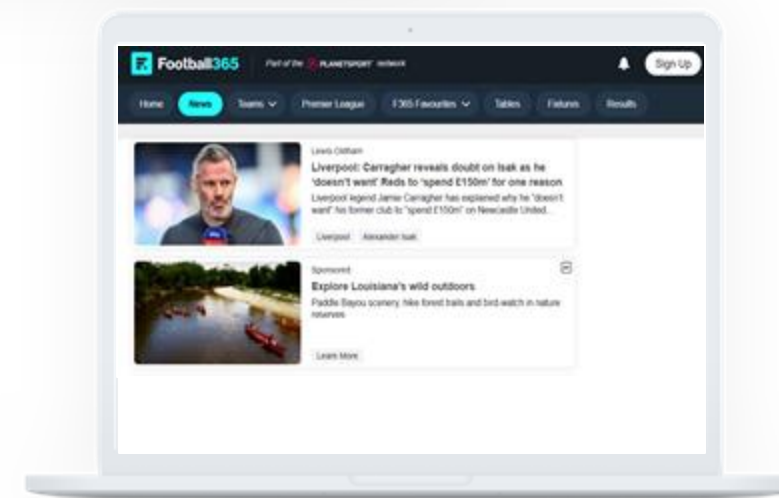
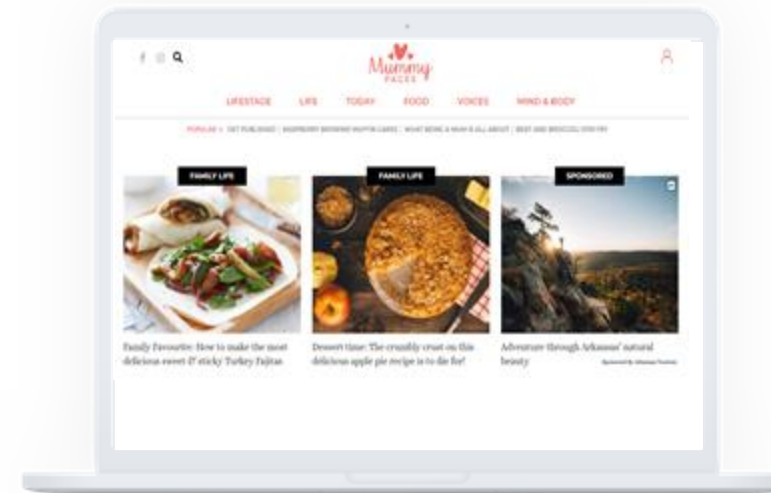
21.6K

Clicks

1.21%

CTR

- **Native Display delivered a strong 1.22% CTR**, significantly outperforming the **0.4–0.8% benchmark**.
- Performance indicated **high audience relevance**, with users actively clicking through to Travel South landing pages.
- **Alabama was the standout creative**, with the top-performing creative achieving a **1.45% CTR**.
- Results were strongest on **mobile**, where native placements delivered greater scale and engagement due to increased in-feed visibility.



Outstream Video

1.3m

Impressions
on target

697K

Views

50.08%

VTR

- Outstream video delivered a solid **50.08% VTR**, performing well within the 40–60% benchmark for this format.
- Results confirmed strong creative relevance and audience engagement, with users staying with the video to (or close to) completion.
- **Alabama** was the standout creative, with the top-performing outstream creative achieving a **55% VTR**.
- **Desktop** drove the strongest VTR, reflecting more leaned-in viewing behavior, with top-performing sites including Mumsnet, Daily Mail and Metro delivering both scale and quality engagement.



VOD Performance

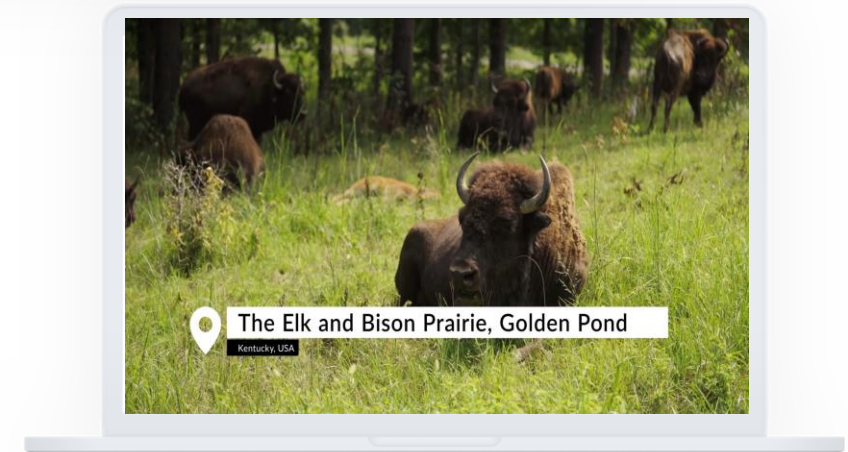
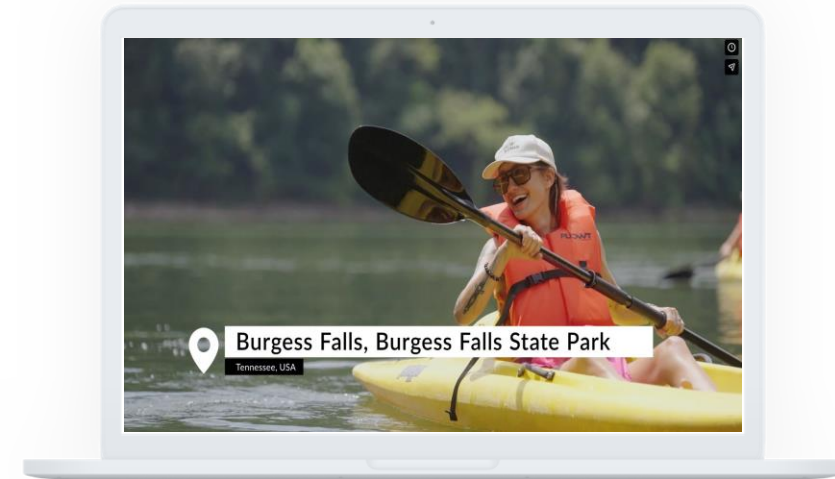
2.9m
Views

83.40%
VCR
70% Benchmark

44K
Clicks

1.27%
CTR
0.20%
Benchmark

- VOD delivered over 2.9m completed views, as well as inspiring action by generating clicks to site.
- Adventure/Nature Travelers and Frequent Travelers were more likely to watch videos to the end with a **VCR of 85%**.
- Cultural Explorers were more inclined to click with a **1.82% CTR** (vs 0.90% and 0.93% for Adventure/Nature Travelers and Frequent Travelers respectively).



VOD Best Performing Creative

479.9K
Views

84.85%
VCR
70% Benchmark

8.9K
Clicks

1.58%
CTR
0.20%
Benchmark

- **Arkansas** was the top-performing VOD creative, delivering a **high completion rate of 84.85%**.
- It also generated **8.9k clicks at 1.58% CTR**, demonstrating strong engagement at scale.
- Performance was driven by a strong opening, clear sense of place and well-paced cinematic storytelling, balancing aspiration with accessibility encouraging viewers to stay with the video and actively click through.



Escapism Performance

22K
Page Views

2 mins 57"
Avg Dwell Time
Benchmark of
2 mins 30"

650K
Impressions

- Escapism published 2 x inspirational articles on Escapism.com:
 - Alabama, Arkansas, Louisiana (11.9k views)
 - Kentucky, North Carolina, Tennessee (10.2k views)
- The articles performed strongly, delivering a combined **22K page views** from **650K impressions**.
- Average dwell time across both articles was **2:57**, exceeding the **2:30 benchmark** and indicating high-quality user engagement.



YOUR GUIDE TO DISCOVERING THE BEST OF THE GREAT OUTDOORS IN ALABAMA, LOUISIANA AND ARKANSAS

Islands, swamps and mountain rivers in these three states, the outdoors isn't a backdrop but the main event. Here's your guide to making the most of it



Ben Besser Wildlife Refuge

© James McCarthy and Ben Besser

PUBLISHED: THURSDAY 14TH SEPTEMBER 2023

Advertisement

WHEN PEOPLE PICTURE the American South, they often think of jazz, bourbon and barbecue smoke. But what keeps pulling travellers back – and what is still too often overlooked – is its wilderness.

Here, nature has been allowed to stretch itself out in all directions. It shows in the sheer variety: Gulf Coast islands that glow orange at sunset, carbed-in swamps where the only sound is a heron's wingbeat, forested ridges that crest and dip until your calves complain, and a river that insists on running free, despite every modern instinct to dam and harness it.

If you're the kind of traveller who finds peace in motion – paddling, pedalling, walking, casting – then Alabama, Louisiana and Arkansas are not just stopovers on a southern itinerary: they are the itinerary. These three states share cultural threads, but their landscapes diverge so sharply that moving between them feels like flipping a page in a book of different genres.

ALABAMA

Alabama's outdoors is coastal and cavernous. Dauphin Island is a classic Gulf barrier island: white sand, seabird migration and long sunset sessions for photographers. The Mobile-Tensaw Delta is a wetland idyll: glide through its backwater channels by kayak and you may find alligators, bald eagles and channel bends that feel mapped only by local memory.



Dauphin Island

© Federation of Parks



OUTDOOR ADVENTURES AWAITS IN TENNESSEE, KENTUCKY AND NORTH CAROLINA

Dust off your hiking boots and pack your swimwear – here's an outdoor-first route through waterfalls, caves and mountain waterways



Smoky State Park, North Carolina

© Mattia La Mura

PUBLISHED: WEDNESDAY 14TH SEPTEMBER 2023

Advertisement

THERE'S A PRACTICAL generosity to good outdoor travel: it's not about ticking off endless landmarks but learning how a place asks you to move. The South's quieter reaches – rimmed lakes, cave mouths, river valleys and ridgelines – don't demand spectacle; they measure attention.

This year, Travel South, Naturally sent photographers and filmmakers into that slow work to follow rivers by canoe, gravel-side quiet lanes, and stand where water and rock and sky meet. The point isn't a single photo; it's the compression of small acts – a cast of a fly at first light, the sound of a waterfall from the tree line, the way a cave's entrance changes the feel of a day. Those acts are the reasons to go, and you'll notice some of these beautiful pictures below.



Elk watching in Gatlinburg, North Carolina

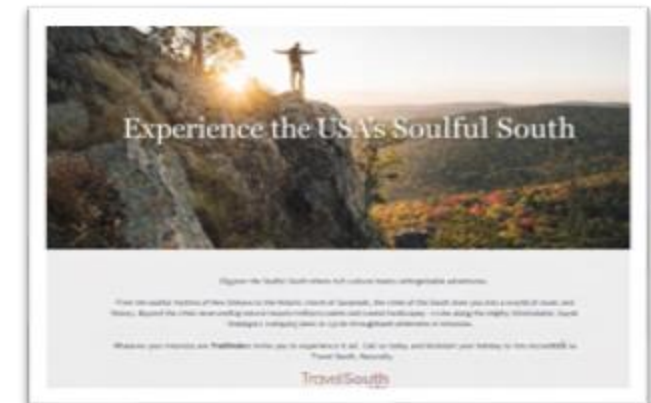
© Mattia La Mura

Pick any of these three states and you will find landscapes that operate as instruments for clearer thinking. In Tennessee, waterfalls and plateaus give you an interval: a walk that recalibrates speed and a sky that resets what you expect from nature. Kentucky's claim is geological patience – caves and reclaimed shorelines where the human scale is modest and useful; here, long views stretch northeast. In North Carolina, the highlands and their woodland drainages invite a different attention: trout streams that require quiet, elk meadows that reward patience, gravel routes that keep you in the rhythm of the land. None of these are "must see" in the catalogue sense; they are devices for doing less and seeing more.

TENNESSEE

Trailfinders Partnership

Trailfinders Deliverables



2x Email Inclusions
Reaching **1M** UK & IR Travellers

1x Solus Email
Sent to high intent clients
Avg open rate of **55%**

1x Social Media Post
73K+ Followers across IG & FB

Dedicated Landing Page
Live for three weeks on
Trailfinders.com

Trailfinders: Performance

1.98m
Impressions

2.7K
Page Views

1.61%
CTR

- Three email activations reached a combined audience of **1.9M recipients**, generating over **2.1K clicks** at an average CTR of **1.61%**.
- Social activity delivered strong visibility, generating **6.8K+ views**.
- The landing page achieved **2.7K** visits, demonstrating clear intent from Trailfinders' travel-ready audience.
- Performance highlights Trailfinders' strength in converting inspiration into action, effectively supporting consideration and booking behavior.



Experience Southern USA

Feel the soulful rhythms of New Orleans and the historic charm of Savannah as Southern USA draws you into a world of music, history and natural beauty. Be inspired by a selection of our favourite road trips and hidden gems here.

[Read More](#)

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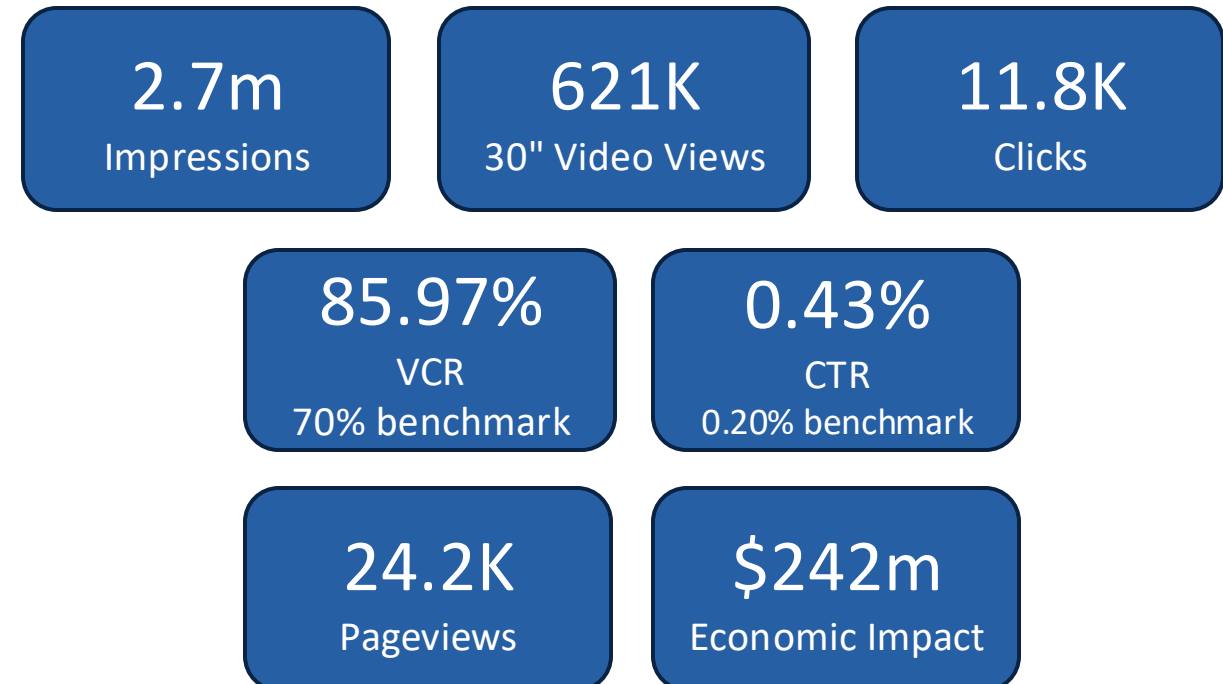
Partner Results

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Each partner will only receive their own results and will not see other destination partner results.*

Louisiana: Overview

- At **\$35k investment** in media, Louisiana were a key partner the *Travel South, Naturally* campaign, which had a total campaign value of \$354k.
- For Louisiana, this equated to **\$1.7** of media delivered for each **\$1k** invested.
- Economic impact is calculated by multiplying Trailfinders room nights for Louisiana (922) by pax (496) by ave. daily spend (\$529.50; source: globalstatistics.com).

Louisiana Results



Louisiana – Digital Performance

Video-on-Demand 30":

588K

Impressions
32% uplift

7K

Clicks
1.23% CTR

506K

Video
Completions

85.9%

VCR
70%
Benchmark

Outstream:

115.4K

Views

221

Clicks
0.09% CTR

Native:

276K

Impressions
11% uplift

3K

Clicks
1.10% CTR



Louisiana – Social



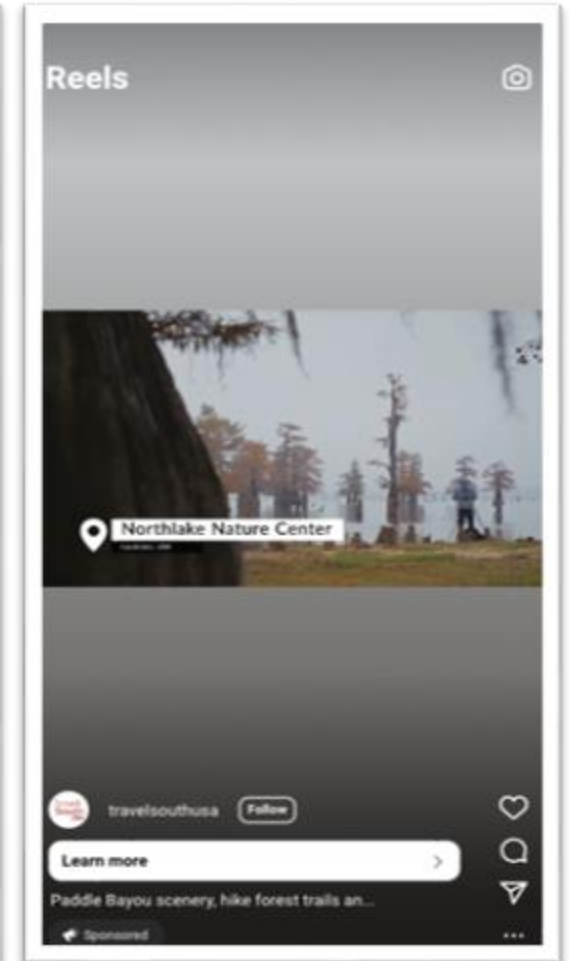
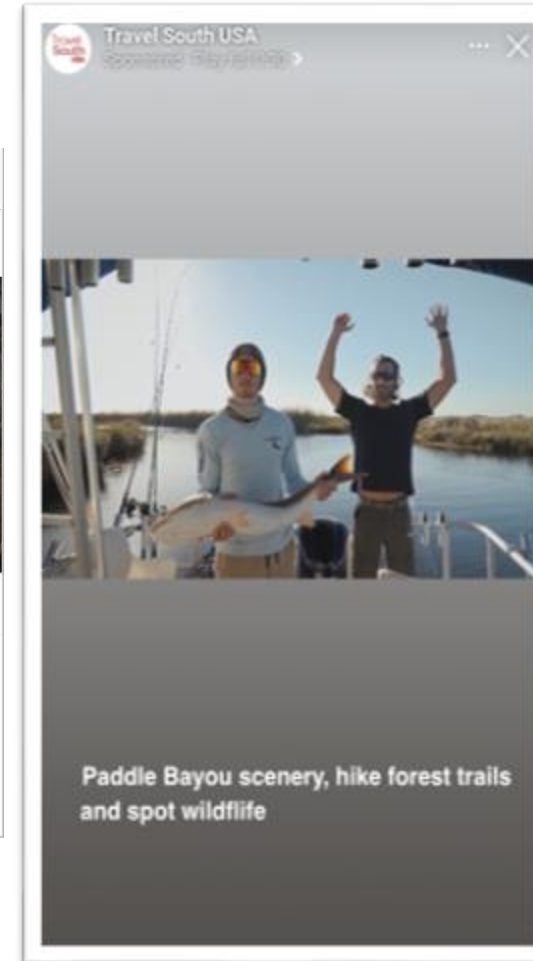
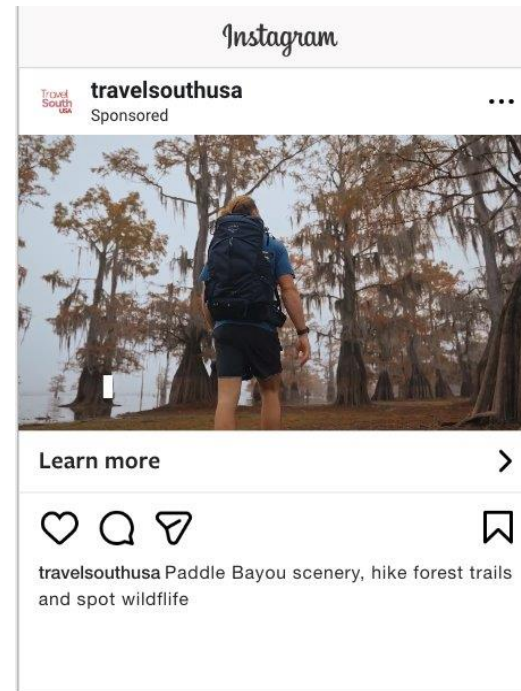
Social:

1.5m
Impressions

1.3K
Clicks
0.09% CTR

179K
Engagements

137K
Reach

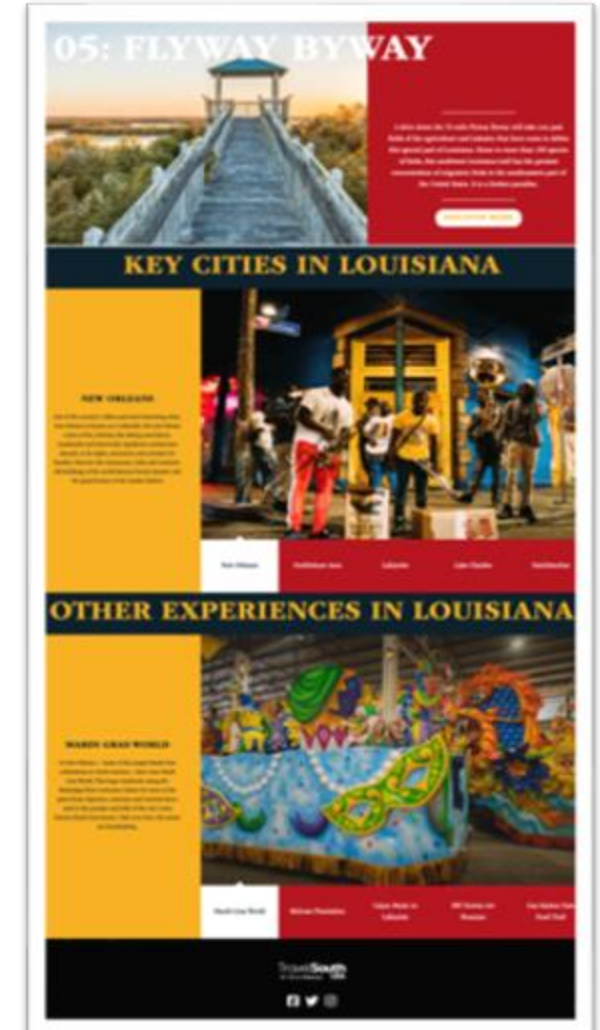
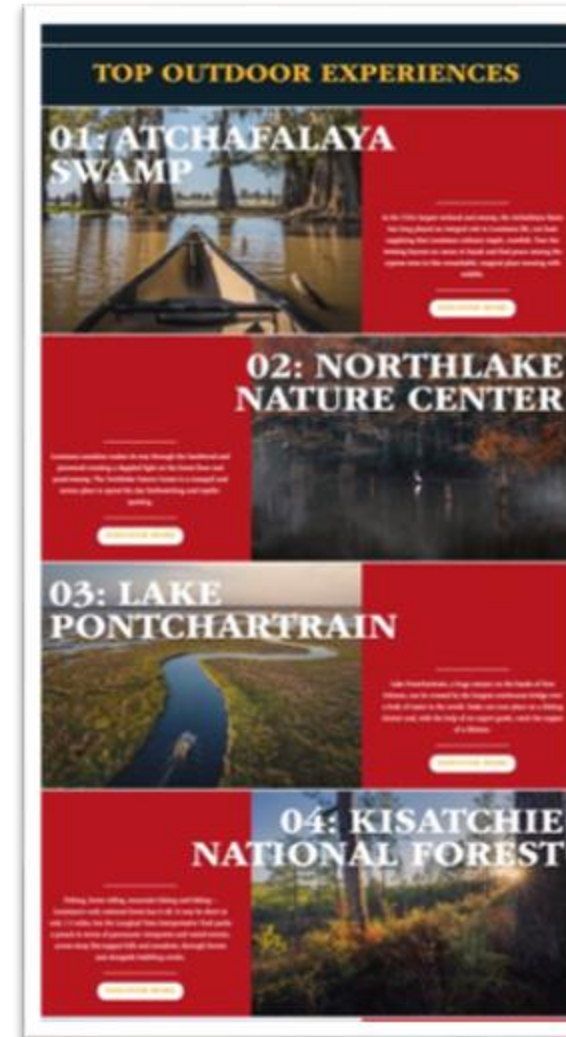


Louisiana – Microsite



TravelSouth
All Y'all Are Welcome USA

12.2K
Page Views



Louisiana: Creative

LOUISIANA
Feed Your Soul.

TravelSouth
All Y'all Are Welcome
USA

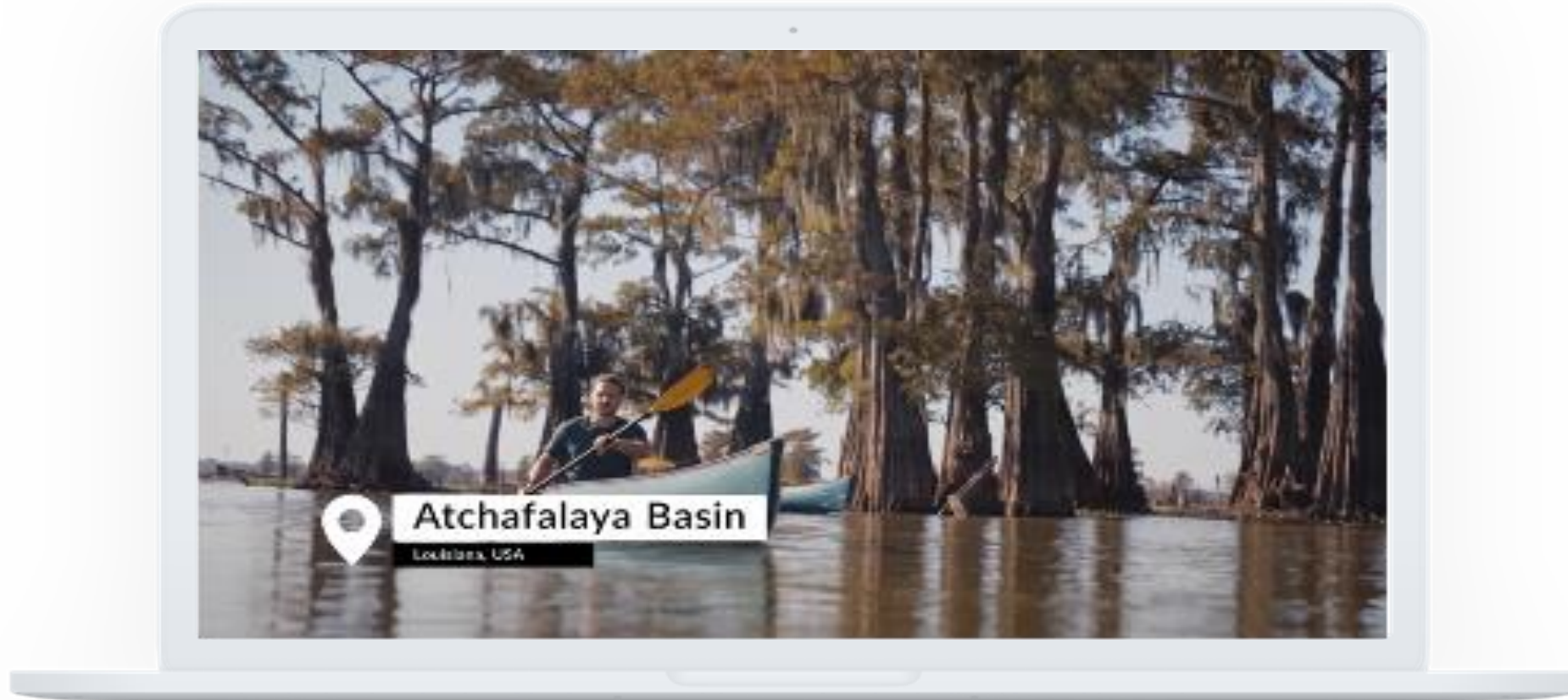


Travel South Naturally 2.0

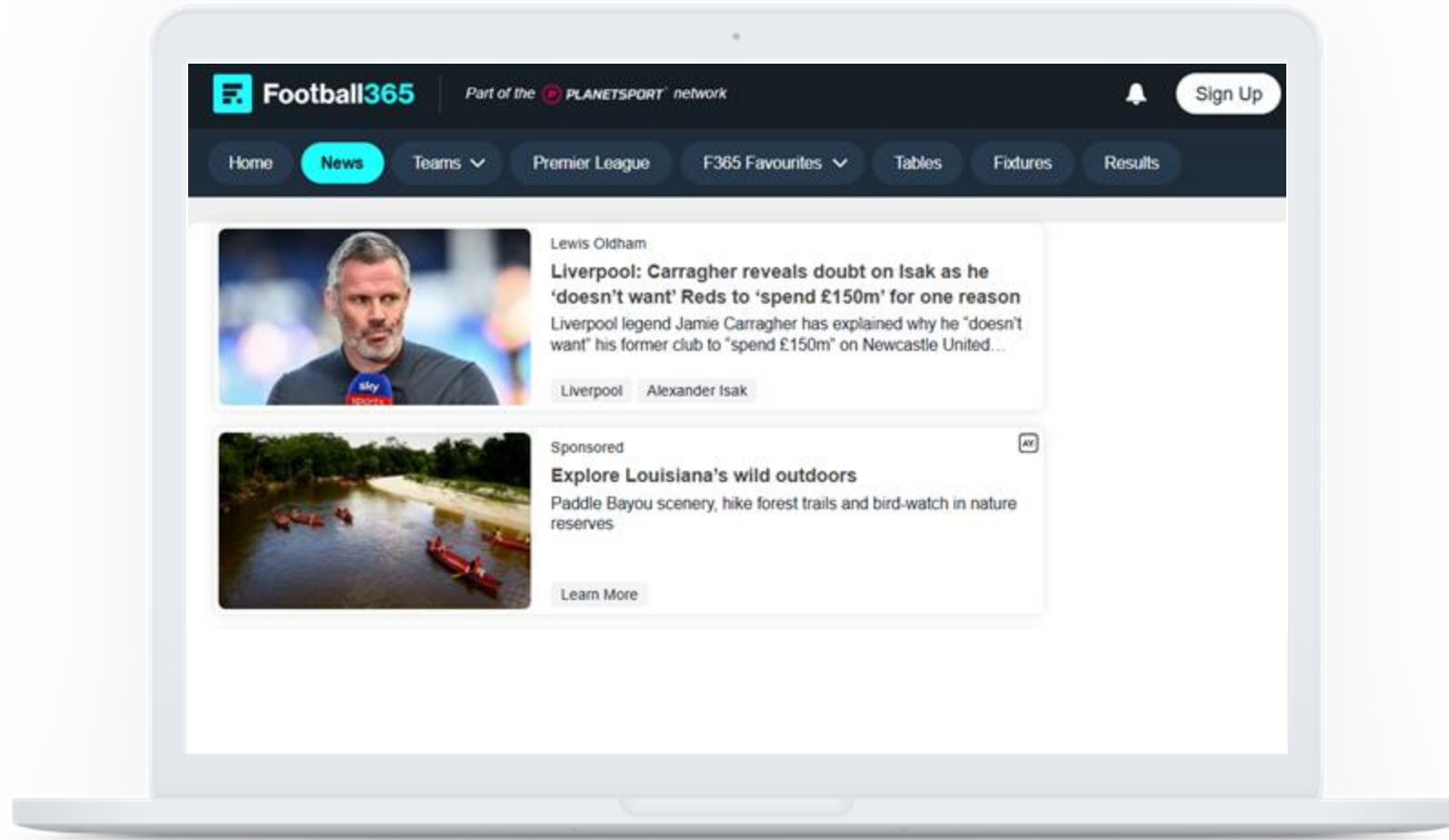
Proof of Posting

Louisiana

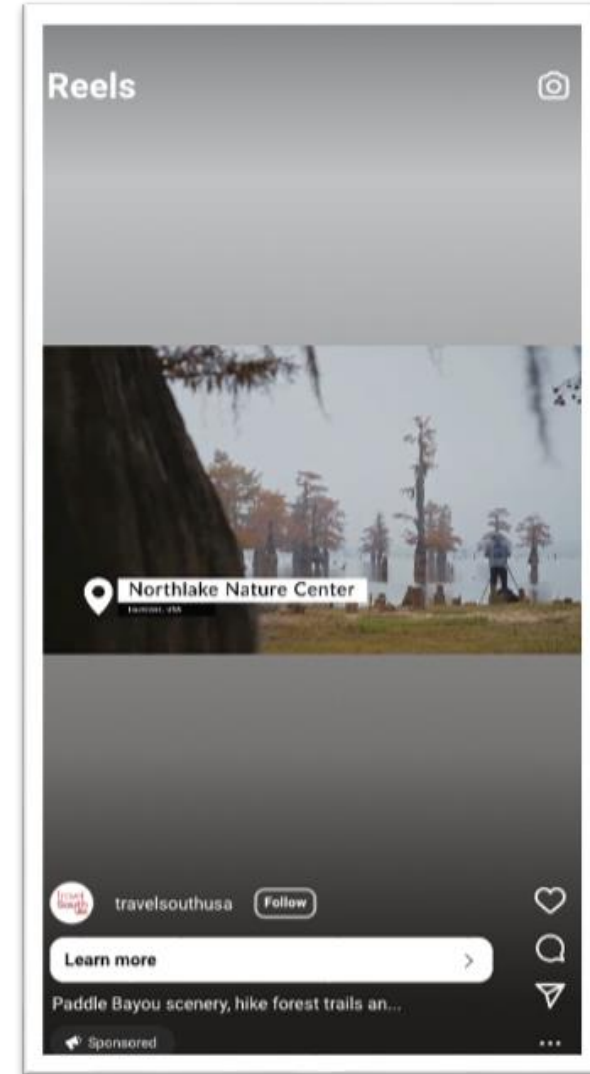
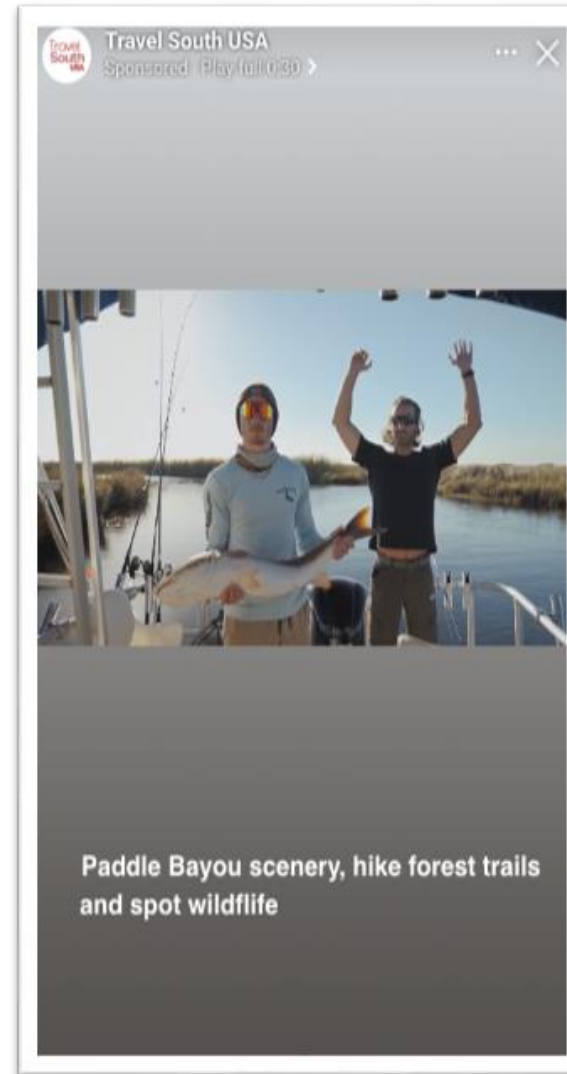
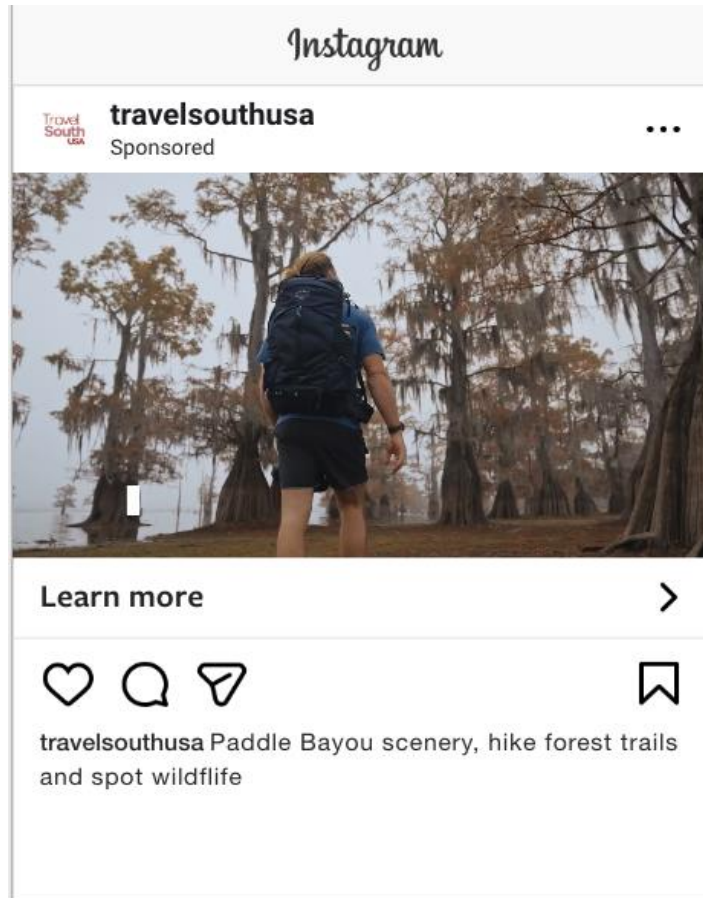
VOD



Native Display



Paid Social



Escapism Article:

Alabama, Louisiana and Arkansas



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Bon Secour Wildlife Refuge

© James Northrup and Guy Devine

PUBLISHED: TUESDAY 14TH SEPTEMBER 2021

Advertisement

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Dauphin Island

© Federico Perini

SPONSORED BY
ARKANSAS

SPONSORED BY
LOUISIANA

SPONSORED BY
SOUTHERN ALABAMA

Bon Secour National Wildlife Refuge protects dune, beach and nesting habitat and is a quiet, family-friendly way to sample Gulf ecology; Gulf State Park's Lake Shelby gives freshwater contrast with bike trails and paddle options. Inland, Cathedral Caverns is an underground spectacle with a cathedral-scale entrance and the unusually slim, towering stalagmite that makes the cavern unforgettable – it's a reminder that Alabama's wildness runs both above and below the surf.

LOUISIANA

Louisiana's outdoors is watery and musical – the Atchafalaya Basin, the country's largest wetland, is a place to canoe among cypress knees while learning the slow logic of river time. The Northlake Nature Center and Lake Pontchartrain provide accessible birding and shoreline paddles close to metropolitan New Orleans; at Lake Pontchartrain you can find fishing charters and broad estuarine landscapes worth a day trip.



Kayaking on Atchafalaya Swamp

© James Northrup and Guy Devine

Kiatchie National Forest offers a different pace: longleaf pines, interpretative trails and viewpoints such as Longleaf Vista for a bird's-eye view of the forest. Drive the Pinyon Highway at migration season and the skies fill – the right way to understand Louisiana's entwined nature and culture.

ARKANSAS

Arkansas is elemental: thermal springs, clear lakes and limestone bluffs. Hot Springs National Park combines a historic bathhouse town with nearby hiking and mountain-tower vistas; it's a tidy primer in how human and geological histories overlap.



Lake Ouachita

© Federico Perini

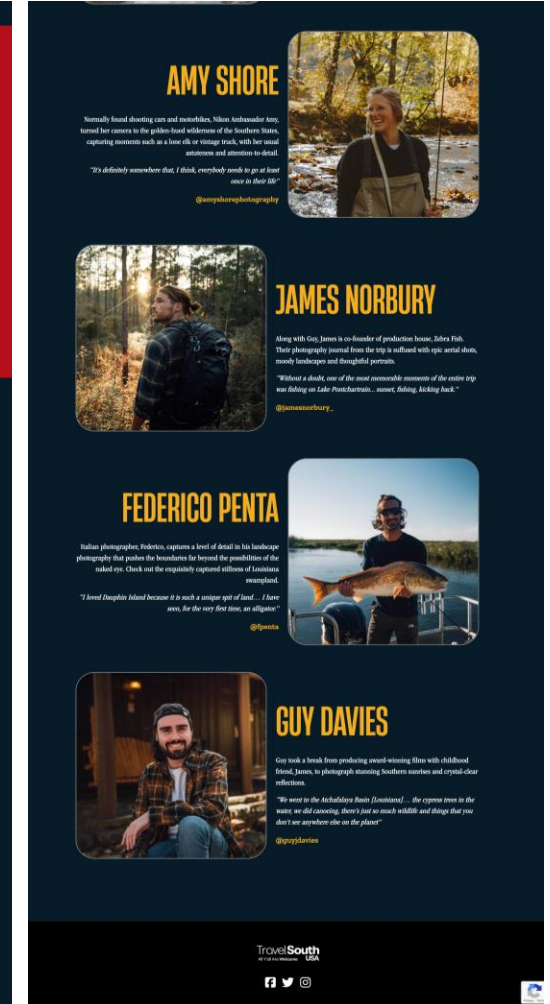
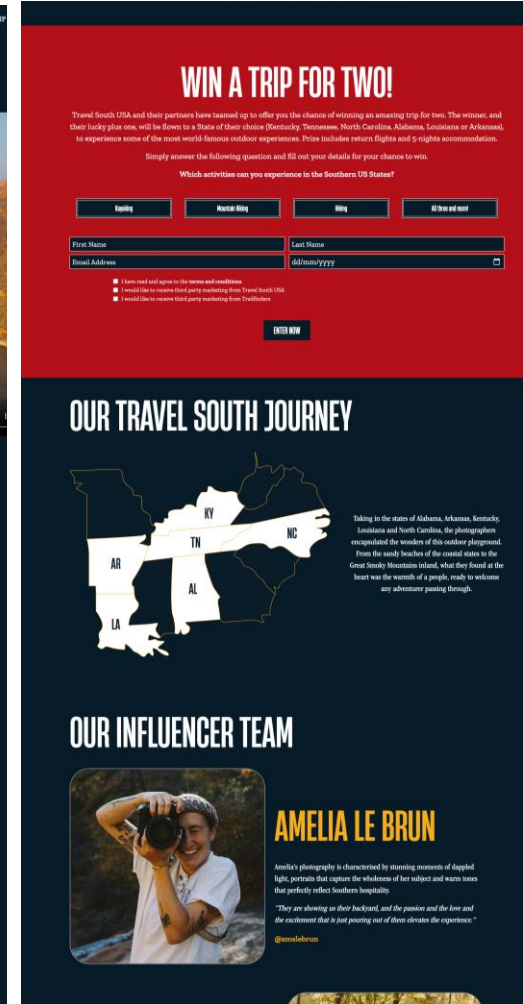
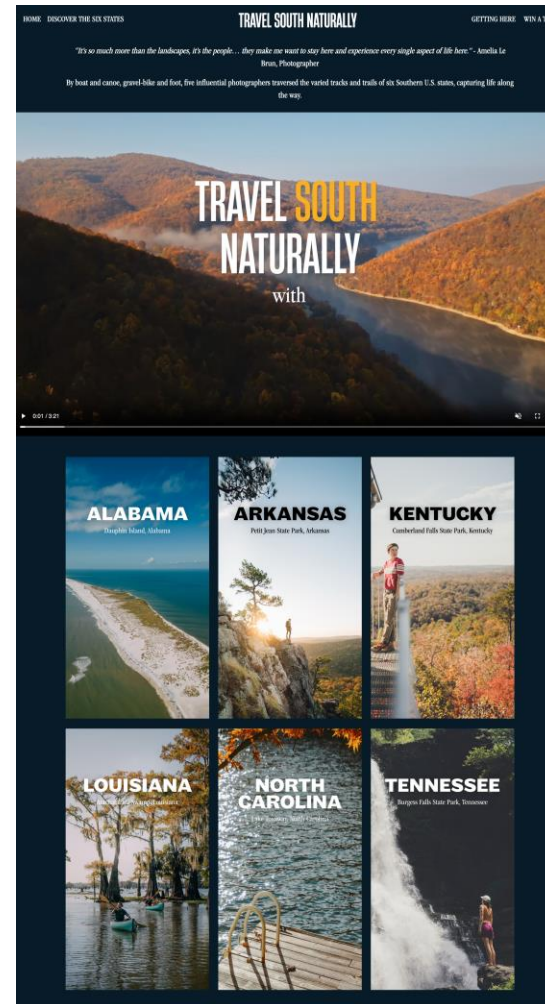
Lake Ouachita's broad water is perfect for boat days and quiet fishing, while Petit Jean State Park rewards walkers with dramatic overlooks and layered sandstone scenery. Pinnacle Mountain is a short climb with big returns – compact but panoramic – and the Buffalo National River remains one of America's best float and paddle rivers, edged by bluffs that read like pages of geological time.

For anyone after uncomplicated outdoors – good trails, reliable water and straightforward logistics – Arkansas delivers.

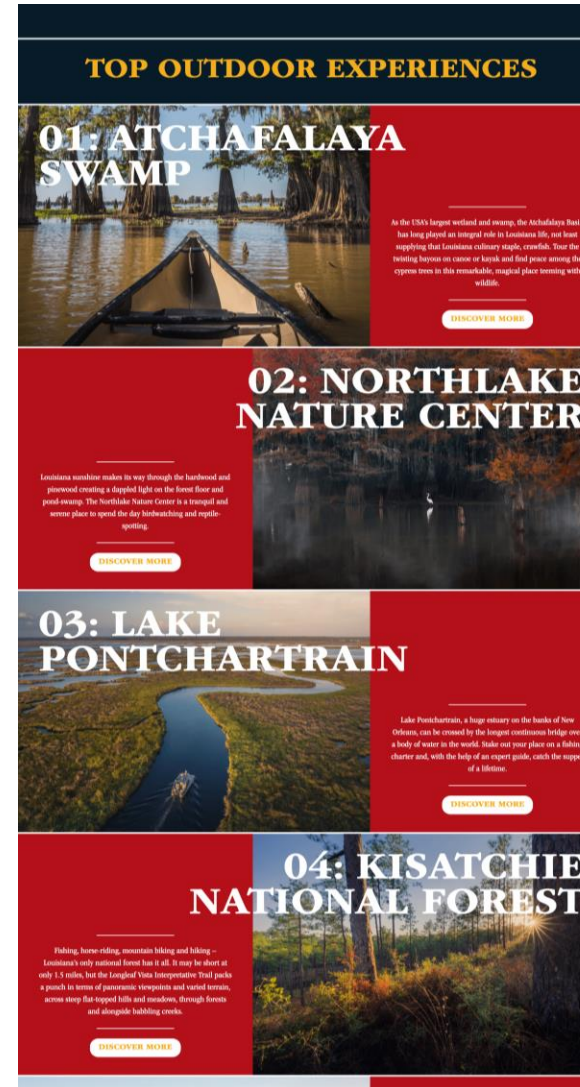
Book your tailor-made holiday with Trailfinders; plan routes and guides at travelwithnature.com

10/11

Microsite - Homepage



Microsite - Louisiana



Trailfinders

Trailfinders

Webpage



Experience the USA's Soulful South

Discover the Soulful South where rich culture meets unforgettable adventures.

From the soulful rhythms of New Orleans to the historic charm of Savannah, the cities of the South draw you into a world of music and history. Beyond the cities never-ending natural beauty with state parks and coastal landscapes - cruise along the mighty Mississippi, kayak Alabama's tranquil lakes or cycle through wooded wilderness in Arkansas.

Whatever your interests are **Trailfinders** invite you to experience it all. Call us today and kickstart your holiday to this incredible state. Travel South, Naturally.

TravelSouth
All Y'all Are Welcome USA

Trailfinders

Email Marketing

Experience Southern USA

From the soulful rhythms of New Orleans to the historic charm of Savannah, Southern USA will draw you into a world of music, history and natural beauty. Be inspired by a selection of our favourite road trips here.



[Read More](#)



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Feel the soulful rhythms of New Orleans and the historic charm of Savannah as Southern USA draws you into a world of music, history and natural beauty. Be inspired by a selection of our favourite road trips and hidden gems here.

[Read More](#)

Trailfinders

Targeted Email Marketing



Experience Southern USA where rich culture meets unforgettable adventures.

From the soulful rhythms of **New Orleans** to the **Great Smoky Mountains National Park** of North Carolina, call us today and kickstart your holiday to this incredible part of the USA and Travel South, Naturally.

TravelSouth
All Y'all Are Welcome USA

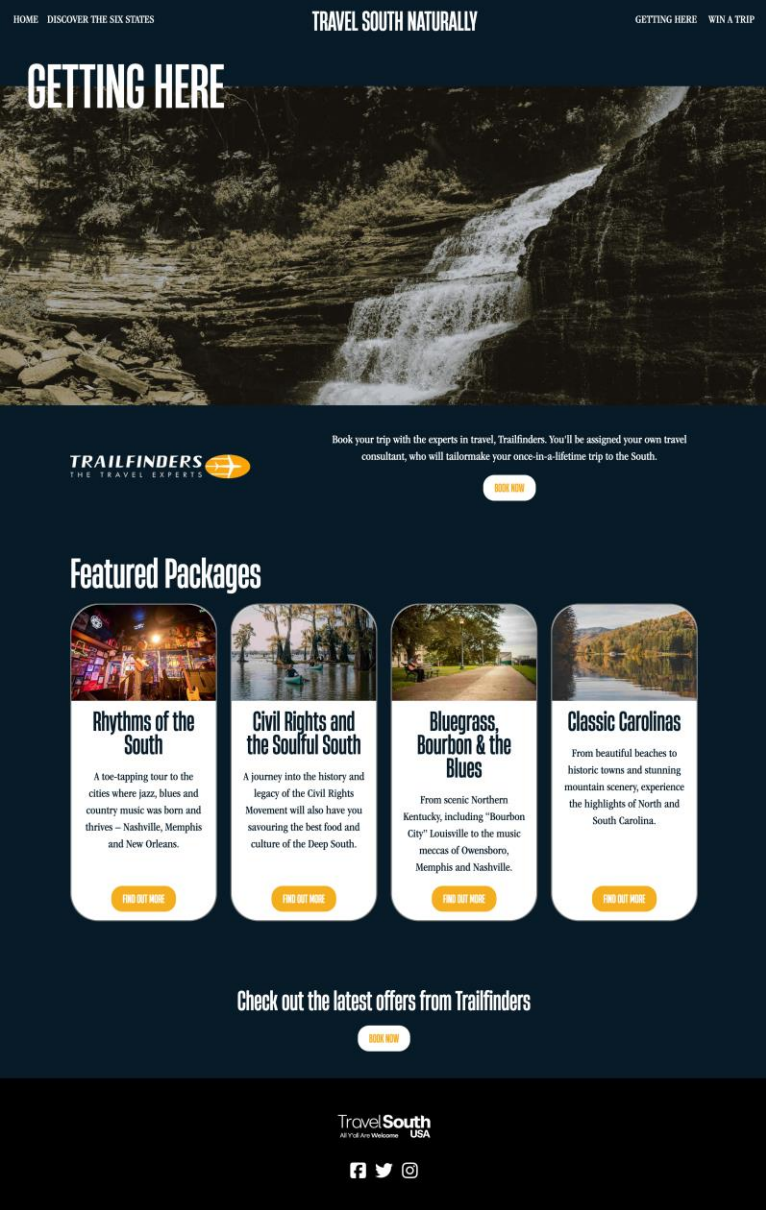
TravelSouth
All Y'all Are Welcome USA

Trailfinders

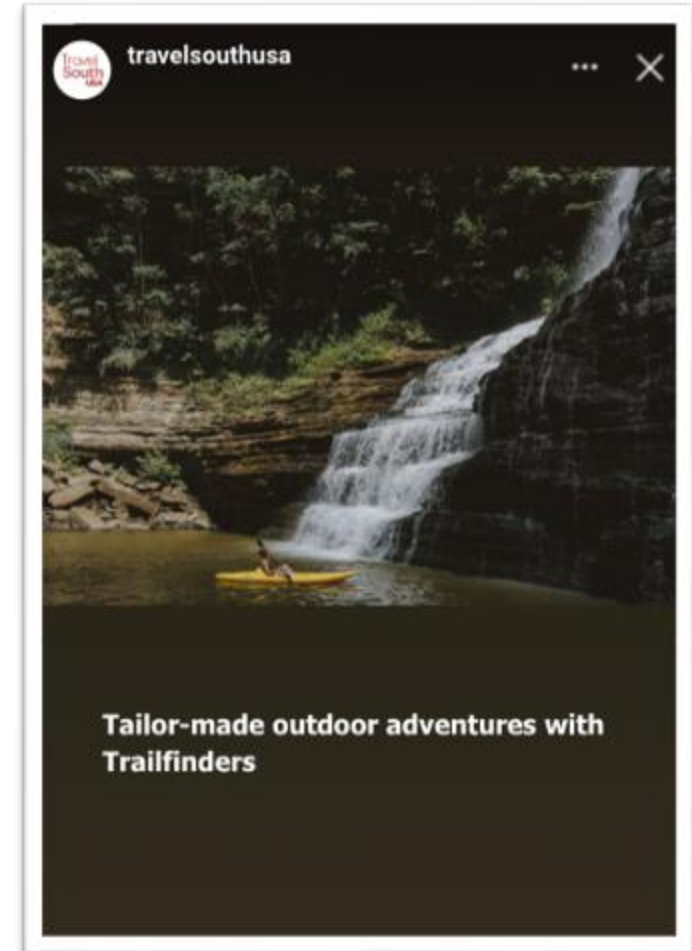
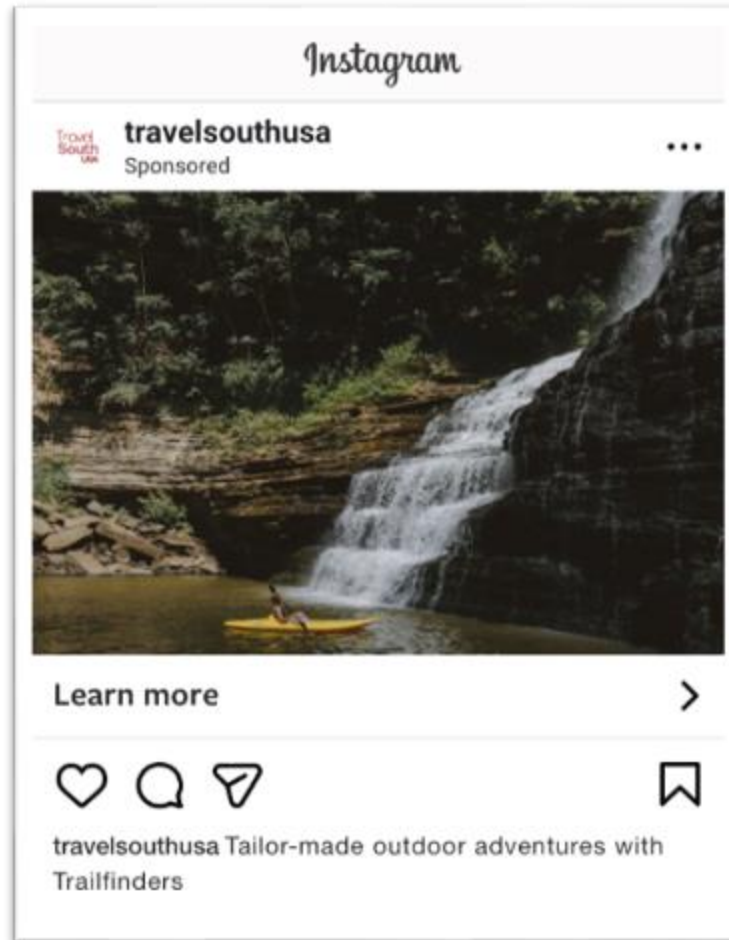
Social Media



Travel South Naturally Microsite - Trailfinders



Paid Social



Thank You