

# Economic Impact Report



Campaign: **Arkansas Tourism - 2025-2026 Travel South USA Global Innovation Challenge**  
 Flight Dates: Feb 01, 2026 - Apr 30, 2026  
 Reporting Date Range: Feb 01, 2026 - Apr 12, 2026

## Post-Impression Travel Activity Summary

How many travel activities did the campaign drive to **Arkansas** after travelers see your campaign within **90-day**?

		Total Activities	Total Travelers					
	Flight Search	469	286		Lodging Search	171	304	650.0
	Flight Booking	4	5		Lodging Booking	7	7	13.0

		Total Activities	Total Travelers	Average Lead Time In Days	Average Length Of Stay In Days
Flight	Flight Search	469.0	286.0	66.3	13.7
	Flight Booking	4.0	5.0	80.3	12.1
Lodging	Lodging Search	171.0	304.0	52.6	3.0
	Lodging Booking	7.0	7.0	52.5	1.2
Car	Car Search	20.0	13.0	35.1	5.7
	Car Booking	1.0	1.0	1.0	7.0
Vacation	Vacation Search	2.0	5.0	3.0	1.3
<b>Grand Total</b>		<b>674</b>	<b>604</b>	<b>62.30</b>	<b>11.04</b>

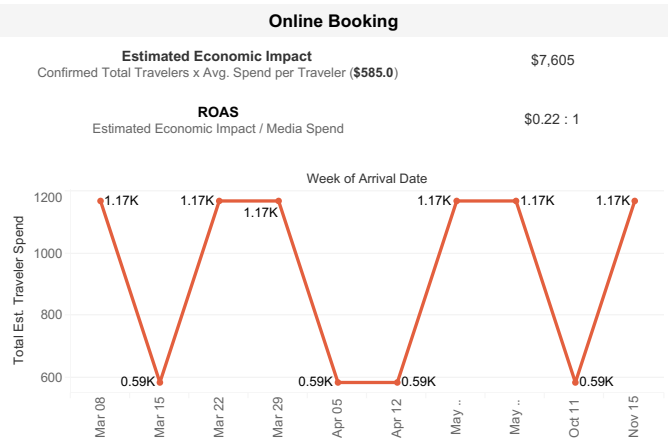
		Total Activities	Confirmed Travelers	Total Confirmed Hotel Night Stays
Total Bookings		12	13	13

How effective is my campaign? How much revenue is the campaign bringing to **Arkansas**?



Media Spend To Date **\$35,188**

## Estimated Economic Impact & ROAS



## Multichannel Performance

How many travel activities are attributed to each channel after someone is impressed? Someone who is impressed in more than one channel will have their travel activities counted in each channel.

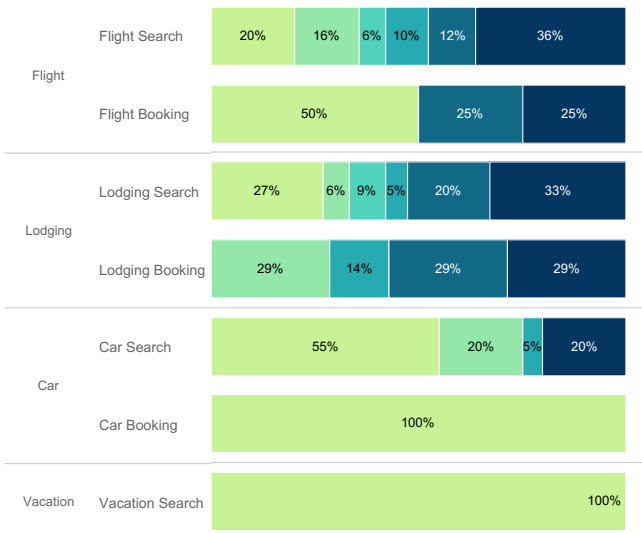
	Flight		Lodging		Car		Vacation	Grand Total
	Search	Bookings	Search	Bookings	Search	Bookings	Search	
Display	418	4	131	5	17	1	2	578
Native	354	4	89	6	12		1	466
<b>Grand Total</b>	<b>772</b>	<b>8</b>	<b>220</b>	<b>11</b>	<b>29</b>	<b>1</b>	<b>3</b>	<b>1,044</b>

- Total Activities** is the count of attributed travel searches and bookings after travelers see an ad. Vacation is a packaged travel service that comprises more than one travel activity (e.g. flight and lodging, lodging and car rental, etc.) When available, **foot traffic** is the number of visits/visitors who arrive in-market within 180 days, after being served a Sojern ad. We exclude locals and travelers who arrived in-market within less than 48 hours of their first impression.
- Total Travelers** is the count of travelers and people in their party as a result from their travel searches, bookings, and foot traffic (if applied) to the destination.
- Confirmed Travelers** for online bookings is the count of travelers and people in their party who have made travel bookings to the destination. Confirmed online bookers who book multiple travel activities (e.g. flight and lodging, lodging and car, etc.) will be deduplicated. In addition to the confirmed number of travelers who have booked online, confirmed travelers for foot traffic are counted separately from online bookers.
- Hotel Night Stays** is the count of number of rooms multiplied by the number of nights stayed by confirmed travelers
- Average Spend Per Traveler** is the estimated spend by travelers when they arrive in-market. This includes hotel expenses, food, and entertainment.
- Media Spend To Date** is the total campaign media spend to date, covering display, native, video channels.
- Economic Impact Revenue** is the total estimated spend by confirmed travelers. It is calculated based on confirmed travelers multiplied by the average spend per traveler.
- ROAS** stands for Return On Ad Spend. It measures the effectiveness of investments made by Destination clients to show how much tourism revenue is earned in relation to their display, video, and native marketing budget. It is calculated by taking Economic Impact Revenue divided by Media Spend To Date.

# Economic Impact Report

## Trip Planning

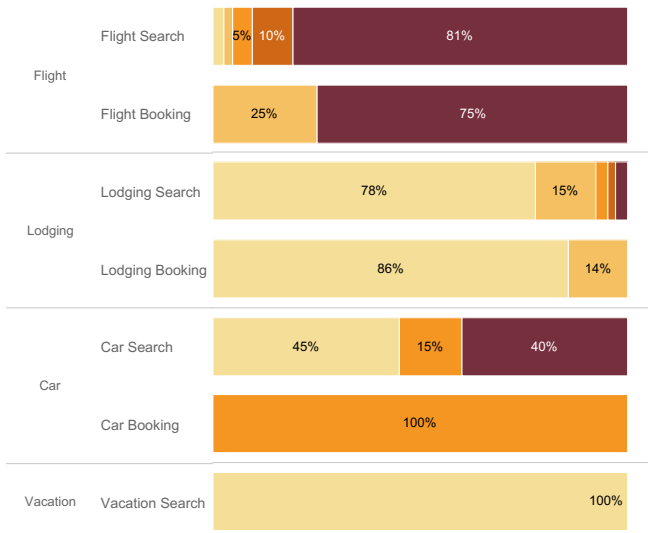
How far in advance are travelers planning and booking prior to their trip?



0-7 Days 8-14 Days 15-21 Days 22-29 Days 30-59 Days 60+ Days

## Length Of Stay

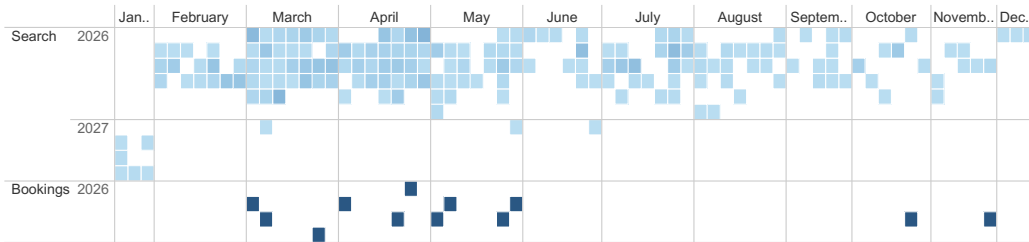
How long are travelers staying?



1-3 Days 4-5 Days 6-7 Days 8-11 Days 12+ Days

## Searched and Booked Departures

Which travel dates are popular among impressed travelers who searched or booked? % of Total Events 0.2% 8.3%



### Top 10 Most Searched Dates

April 04, 2026	2.6%
March 31, 2026	2.4%
March 01, 2026	2.3%
July 10, 2026	2.1%
June 12, 2026	2.0%
July 14, 2026	2.0%
March 21, 2026	1.8%
April 03, 2026	1.8%
February 19, 2026	1.7%
February 27, 2026	1.7%

### Top 10 Most Booked Dates

March 08, 2026	8.3%
March 16, 2026	8.3%
March 27, 2026	8.3%
April 03, 2026	8.3%
April 05, 2026	8.3%
April 16, 2026	8.3%
May 04, 2026	8.3%
May 09, 2026	8.3%
May 10, 2026	8.3%
May 15, 2026	8.3%

# Economic Impact Report

## Top Feeder Markets

Where are travelers located when they search and book?

Show/Hide the Charts below ✕

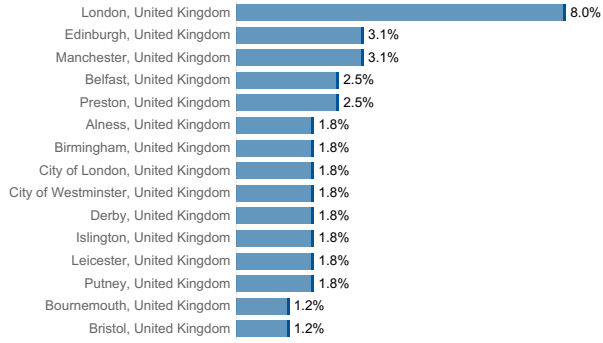
Flight Airport origin  OFF

Flight IP Origin

Hotel IP Origin  ON

Foot Traffic Origin  OFF

### Lodging Where Travelers Are Searching From



### Lodging Where Travelers Are Booking From

