

# Economic Impact Report



Campaign: **Explore Georgia - 2025-2026 Travel South USA Global Innovation Challenge**  
 Flight Dates: Sep 01, 2025 - Dec 26, 2025  
 Reporting Date Range: Sep 01, 2025 - Dec 26, 2025

## Post-Impression Travel Activity Summary

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

		Total Activities	Total Travelers					
	Flight Search	790	572		Lodging Search	456	540	1,417
	Flight Booking	49	79		Lodging Booking	35	53	129
		Total Activities	Total Travelers	Average Lead Time In Days	Average Length Of Stay In Days			
Flight	Flight Search	790.0	572.0	96.5	12.3			
	Flight Booking	49.0	79.0	93.2	10.0			
Lodging	Lodging Search	456.0	540.0	85.0	3.0			
	Lodging Booking	35.0	53.0	55.1	3.3			
Car	Car Search	85.0	56.0	109.1	10.6			
	Car Booking	3.0	3.0	51.3	2.7			
Rail/Bus	Rail/Bus Search	22.0	30.0	88.7	0.2			
Vacation	Vacation Search	134.0	210.0	73.2	4.1			
Foot Traffic	In-Destination Visits	109.0	109.0					
<b>Grand Total</b>		<b>1,683</b>	<b>1,516</b>	<b>90.72</b>	<b>8.49</b>			

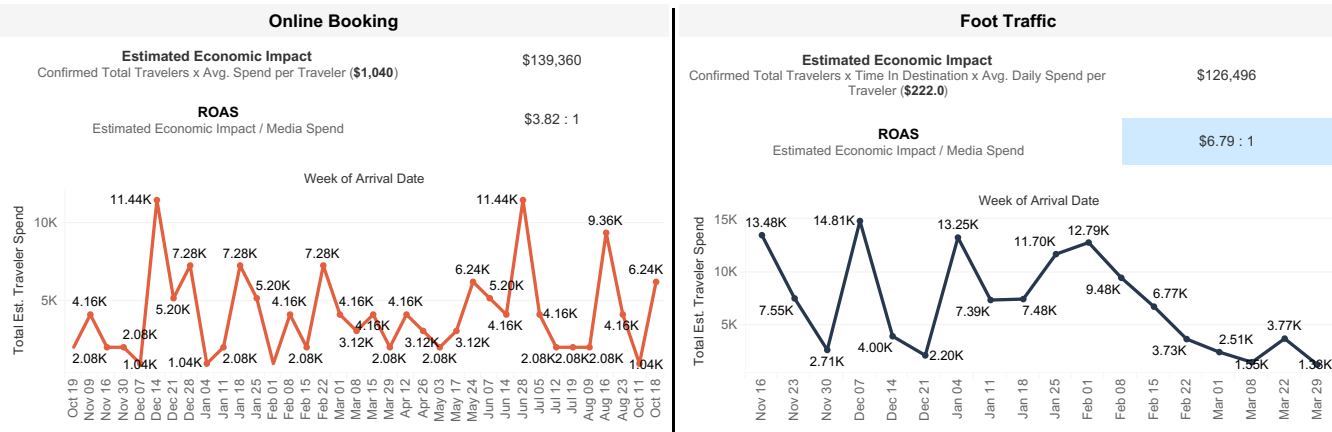
		Total Activities	Confirmed Travelers	Total Confirmed Hotel Night Stays	
Total Bookings + Foot Traffic		196	243	129	

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



Media Spend To Date **\$37,500**

## 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.

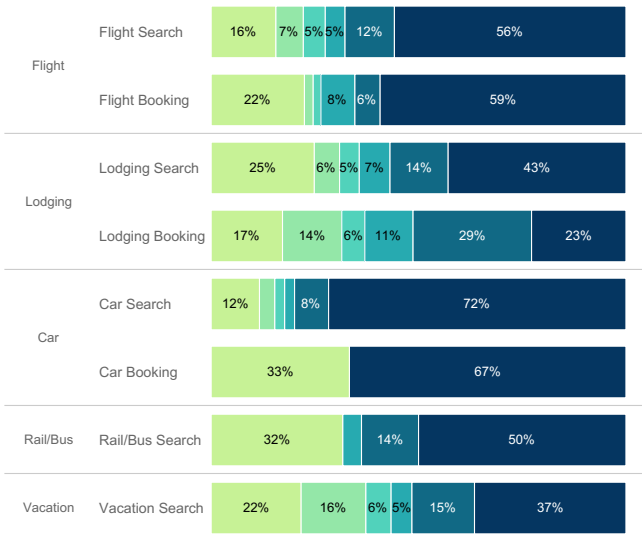
	Flight		Lodging		Car		Rail/Bus	Vacation	Grand Total
	Search	Bookings	Search	Bookings	Search	Bookings	Search	Search	
Native	624	43	403	32	69	3	20	118	<b>1,312</b>
Video	224	7	79	7	19		2	19	<b>357</b>
<b>Grand Total</b>	<b>848</b>	<b>50</b>	<b>482</b>	<b>39</b>	<b>88</b>	<b>3</b>	<b>22</b>	<b>137</b>	<b>1,669</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 of 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

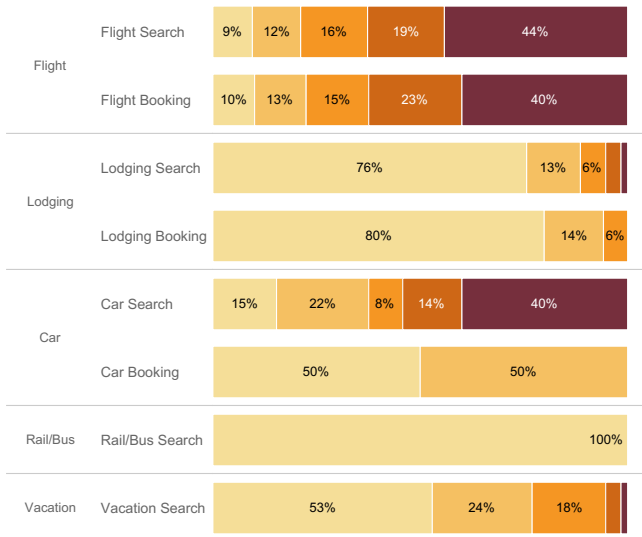
How far in advance are travelers planning and booking prior to their trip?



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

## Length Of Stay

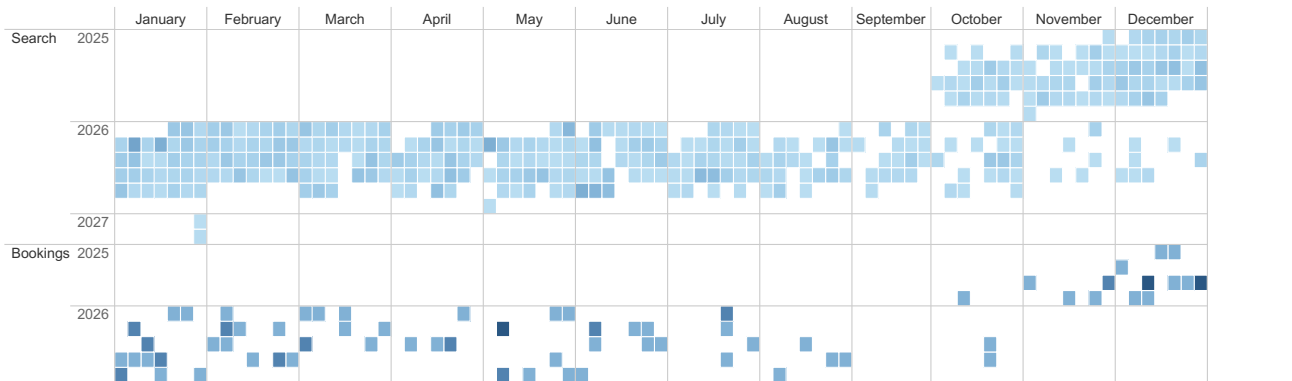
How long are travelers staying?



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 0.1% 3.4%



### Top 10 Most Searched Dates

January 05, 2026	1.5%
January 07, 2026	1.2%
May 03, 2026	1.2%
June 28, 2026	1.2%
June 29, 2026	1.1%
May 02, 2026	1.0%
July 21, 2026	0.9%
June 30, 2026	0.9%
July 22, 2026	0.9%
December 18, 2025	0.8%

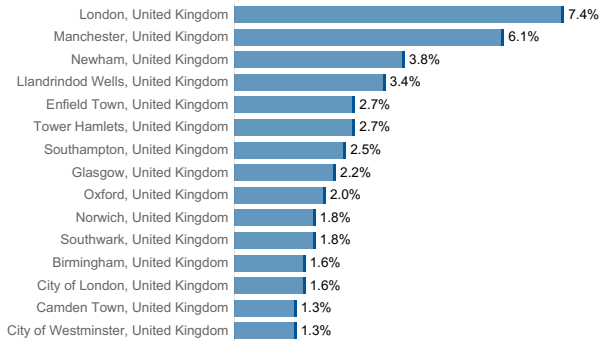
### Top 10 Most Booked Dates

December 16, 2025	3.4%
December 20, 2025	3.4%
May 04, 2026	3.4%
November 15, 2025	2.3%
January 05, 2026	2.3%
January 13, 2026	2.3%
January 21, 2026	2.3%
January 25, 2026	2.3%
February 09, 2026	2.3%
February 27, 2026	2.3%

## Top Feeder Markets

Where are travelers located when they search and book?

### Lodging Where Travelers Are Searching From



### Lodging Where Travelers Are Booking From

