

Economic Impact Report



Campaign: **SCPRT - 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 **South Carolina** after travelers see your campaign within **90-day**?

		Total Activities	Total Travelers					
	Flight Search	2,500	1,592		Lodging Search	1,761	1,588	7,678
	Flight Booking	87	133		Lodging Booking	124	161	384
		Total Activities	Total Travelers	Average Lead Time In Days	Average Length Of Stay In Days			
Flight	Flight Search	2,500	1,592	67	5			
	Flight Booking	87	133	53	4			
Lodging	Lodging Search	1,761	1,588	59	3			
	Lodging Booking	124	161	48	2			
Car	Car Search	270	151	48	5			
	Car Booking	5	4	17	4			
Rail/Bus	Rail/Bus Search	1	1	8				
Vacation	Vacation Search	248	394	76	5			
Foot Traffic	In-Destination Visits	252	252					
Grand Total		5,248	3,890	62.92	4.05			

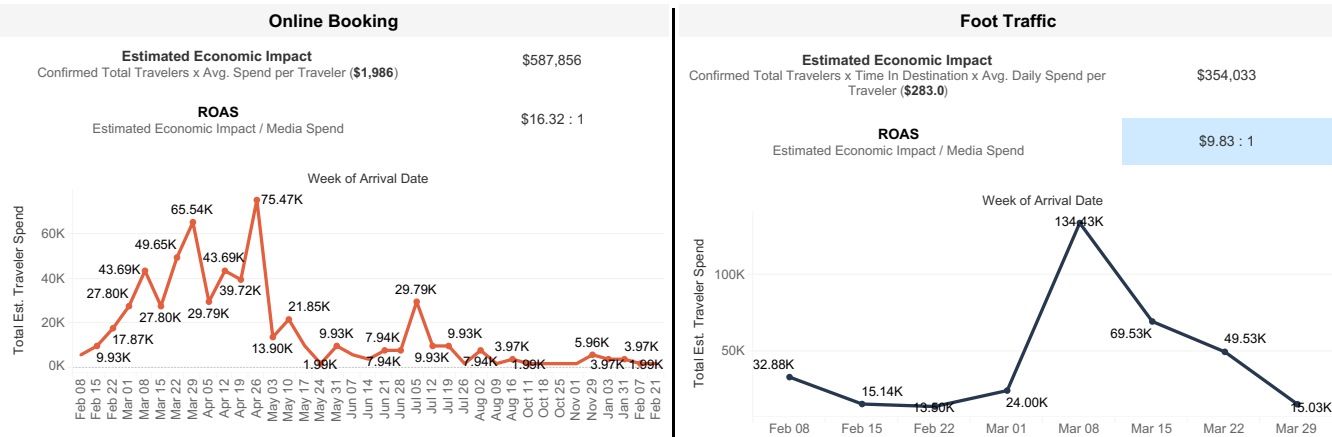
		Total Activities	Confirmed Travelers	Total Confirmed Hotel Night Stays	
Total Bookings + Foot Traffic		468	548	384	

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



Media Spend To Date **\$36,019**

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.

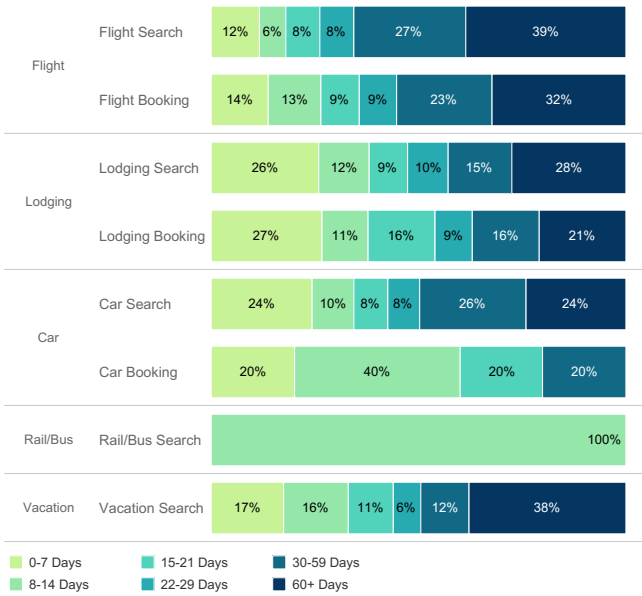
	Flight		Lodging		Car		Rail/Bus	Vacation	Grand Total
	Search	Bookings	Search	Bookings	Search	Bookings	Search		
Display	2,163	80	1,470	104	241	5		193	4,256
Native	1,508	46	1,070	62	184	1	1	139	3,011
Video	124	6	85	10	7			9	241
Grand Total	3,795	132	2,625	176	432	6	1	341	7,508

- 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.

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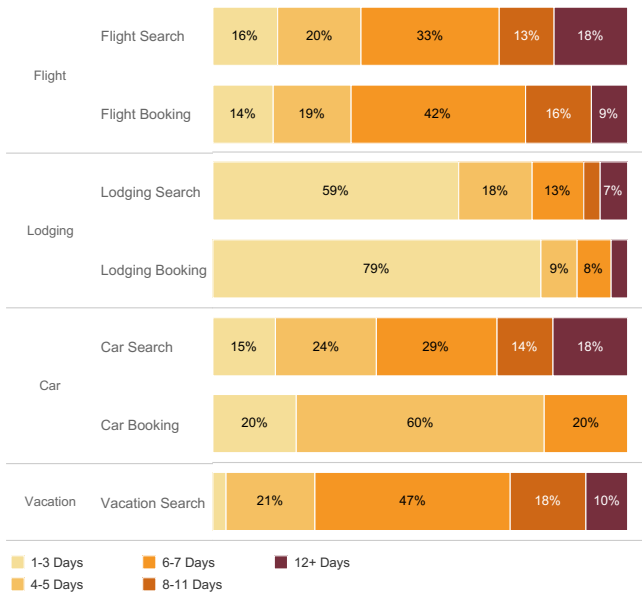
Trip Planning

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



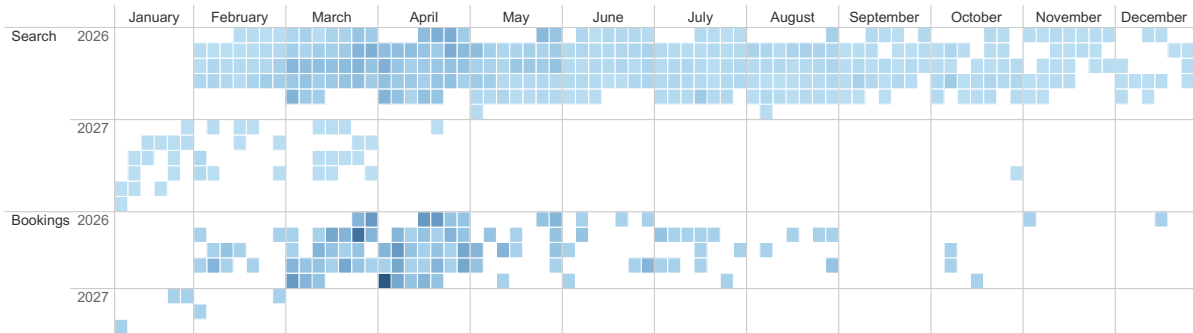
Length Of Stay

How long are travelers staying?



Searched and Booked Departures

Which travel dates are popular among impressed travelers who searched or booked? % of Total Events 0.0% 4.6%



Top 10 Most Searched Dates

April 03, 2026	1.7%
April 10, 2026	1.7%
April 02, 2026	1.6%
March 14, 2026	1.6%
April 12, 2026	1.5%
March 29, 2026	1.4%
March 13, 2026	1.4%
April 26, 2026	1.4%
March 20, 2026	1.4%
March 15, 2026	1.3%

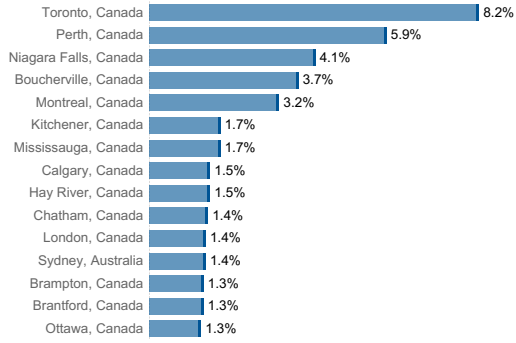
Top 10 Most Booked Dates

April 26, 2026	4.6%
March 13, 2026	3.7%
March 07, 2026	2.3%
March 29, 2026	2.3%
April 01, 2026	2.3%
April 02, 2026	2.3%
April 13, 2026	2.3%
March 11, 2026	1.9%
March 26, 2026	1.9%
April 18, 2026	1.9%

Top Feeder Markets

Where are travelers located when they search and book?

Lodging Where Travelers Are Searching From



Lodging Where Travelers Are Booking From

