

Economic Impact Report



Campaign: **Visit Mississippi - 2025-2026 Travel South USA Global Innovation Challenge**
 Flight Dates: Jan 01, 2026 - Mar 31, 2026
 Reporting Date Range: Jan 01, 2026 - Mar 31, 2026

Post-Impression Travel Activity Summary

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

| | | Total Activities | Total Travelers | | | | | |
|--------------------|-----------------------|------------------|-----------------|---------------------------|--------------------------------|-----|-----|-------|
| | Flight Search | 291 | 123 | | Lodging Search | 430 | 459 | 1,214 |
| | Flight Booking | 2 | 4 | | Lodging Booking | 60 | 87 | 202 |
| | | Total Activities | Total Travelers | Average Lead Time In Days | Average Length Of Stay In Days | | | |
| Flight | Flight Search | 291.0 | 123.0 | 48.3 | 2.5 | | | |
| | Flight Booking | 2.0 | 4.0 | 0.3 | 0.0 | | | |
| Lodging | Lodging Search | 430.0 | 459.0 | 38.6 | 2.0 | | | |
| | Lodging Booking | 60.0 | 87.0 | 30.5 | 2.4 | | | |
| Car | Car Search | 45.0 | 18.0 | 57.4 | 4.4 | | | |
| | Car Booking | 1.0 | 1.0 | 41.0 | 2.0 | | | |
| Rail/Bus | Rail/Bus Search | 21.0 | 26.0 | 54.8 | 1.9 | | | |
| Vacation | Vacation Search | 3.0 | 6.0 | 21.7 | 3.0 | | | |
| Foot Traffic | In-Destination Visits | 301.0 | 301.0 | | | | | |
| Grand Total | | 1,154 | 920 | 43.01 | 2.36 | | | |

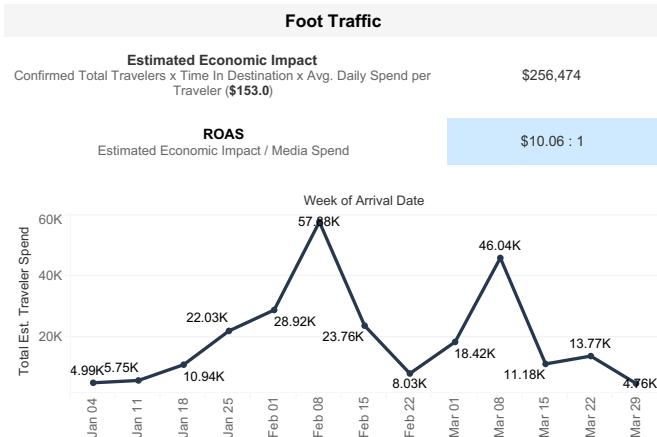
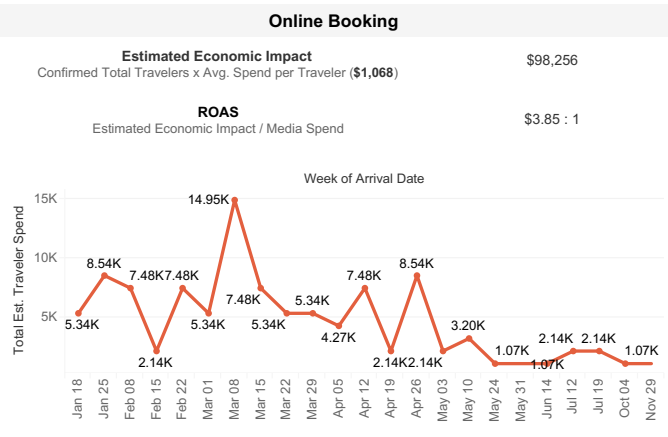
| | | Total Activities | Confirmed Travelers | Total Confirmed Hotel Night Stays |
|-------------------------------|--|------------------|---------------------|-----------------------------------|
| Total Bookings + Foot Traffic | | 364 | 393 | 202 |

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



Media Spend To Date **\$25,491**

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.

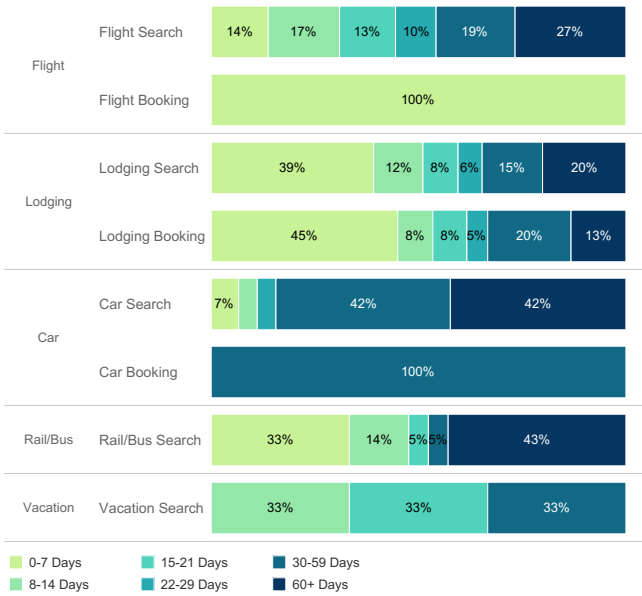
| | Flight | | Lodging | | Car | | Rail/Bus | Vacation | Grand Total |
|--------------------|------------|----------|------------|-----------|-----------|----------|-----------|----------|--------------|
| | Search | Bookings | Search | Bookings | Search | Bookings | Search | | |
| Display | 284 | 2 | 346 | 47 | 37 | 1 | 18 | 3 | 738 |
| Native | 209 | 1 | 253 | 37 | 31 | 1 | 13 | 3 | 548 |
| Grand Total | 493 | 3 | 599 | 84 | 68 | 2 | 31 | 6 | 1,286 |

- 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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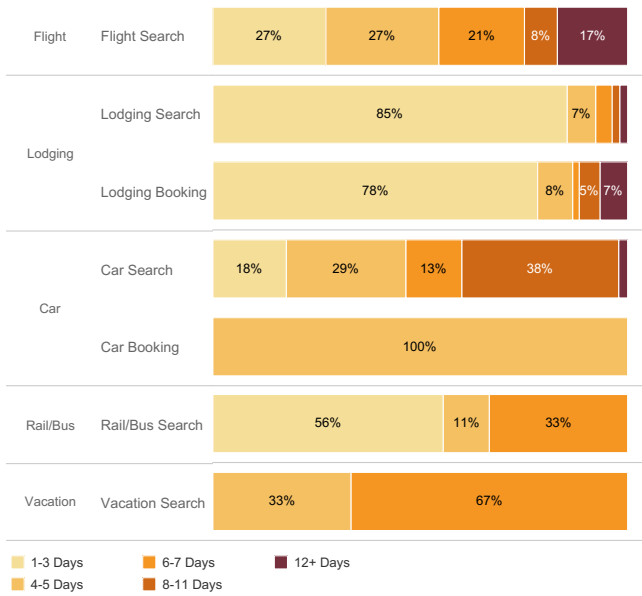
Trip Planning

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



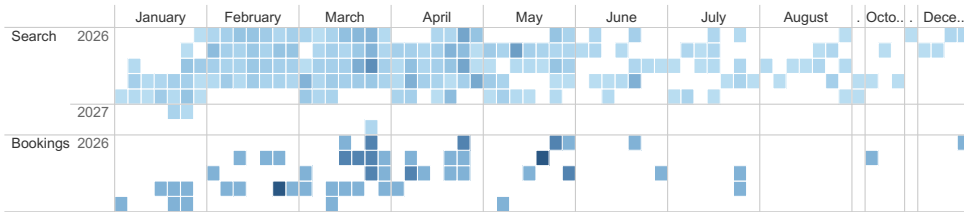
Length Of Stay

How long are travelers staying?



Searched and Booked Departures

Which travel dates are popular among impressed travelers who searched or booked? % of Total Events 0.1% 4.8%



Top 10 Most Searched Dates

| | |
|----------------|------|
| March 20, 2026 | 2.8% |
| May 05, 2026 | 2.3% |
| April 03, 2026 | 2.0% |
| April 17, 2026 | 2.0% |
| April 25, 2026 | 1.9% |
| March 19, 2026 | 1.8% |
| April 20, 2026 | 1.6% |
| June 25, 2026 | 1.6% |
| March 06, 2026 | 1.5% |
| March 13, 2026 | 1.5% |

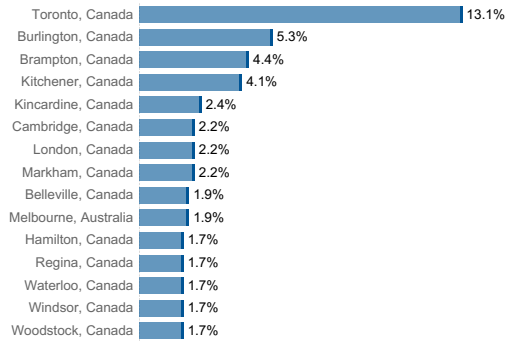
Top 10 Most Booked Dates

| | |
|-------------------|------|
| February 27, 2026 | 4.8% |
| May 07, 2026 | 4.8% |
| March 06, 2026 | 3.2% |
| March 11, 2026 | 3.2% |
| March 12, 2026 | 3.2% |
| March 13, 2026 | 3.2% |
| March 20, 2026 | 3.2% |
| April 03, 2026 | 3.2% |
| April 13, 2026 | 3.2% |
| May 01, 2026 | 3.2% |

Top Feeder Markets

Where are travelers located when they search and book?

Lodging Where Travelers Are Searching From



Lodging Where Travelers Are Booking From

