

Economic Impact Report



Campaign: **Visit North Carolina - 2025-2026 Travel South USA Global Innovation Challenge**
 Flight Dates: Jan 01, 2026 - Apr 30, 2026
 Reporting Date Range: Jan 01, 2026 - Apr 12, 2026

Post-Impression Travel Activity Summary

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

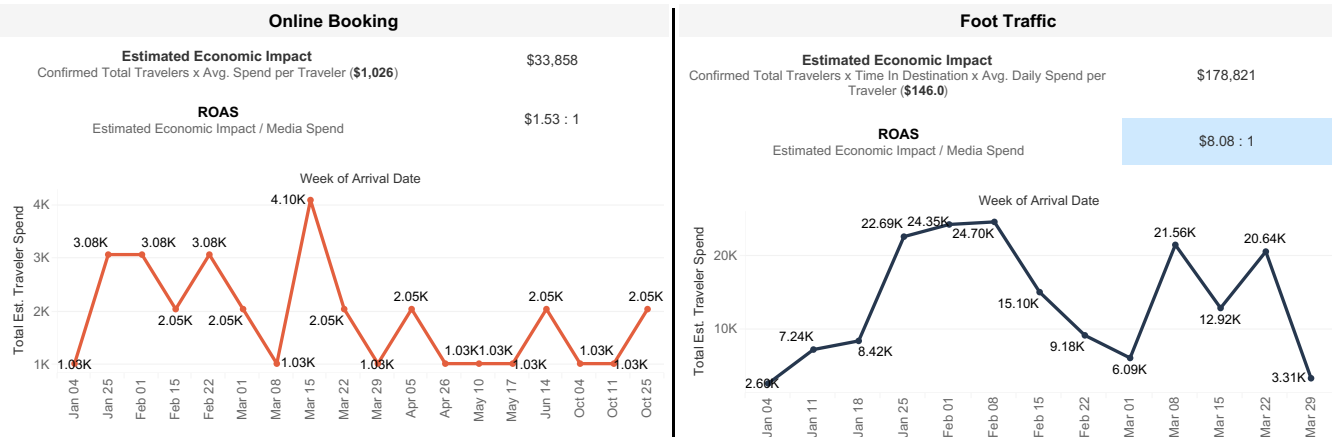
		Total Activities	Total Travelers					
	Flight Search	289	180		Lodging Search	95	146	230.0
	Flight Booking	10	12		Lodging Booking	13	21	26.0
		Total Activities	Total Travelers	Average Lead Time In Days	Average Length Of Stay In Days			
Flight	Flight Search	289.0	180.0	111.6	13.9			
	Flight Booking	10.0	12.0	61.4	5.5			
Lodging	Lodging Search	95.0	146.0	63.3	1.9			
	Lodging Booking	13.0	21.0	40.2	1.2			
Car	Car Search	27.0	22.0	85.6	4.3			
	Car Booking	1.0	1.0	189.0	1.0			
Vacation	Vacation Search	1.0	2.0	9.0	1.0			
Foot Traffic	In-Destination Visits	222.0	222.0					
Grand Total		658	581	97.44	10.37			
Total Bookings + Foot Traffic		246	255	Total Confirmed Hotel Night Stays		26		

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



Media Spend To Date **\$22,131**

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.

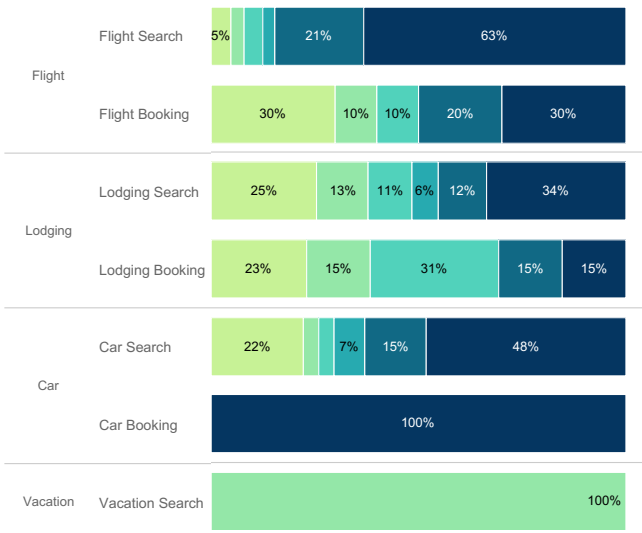
	Flight		Lodging		Car		Vacation	Grand Total
	Search	Bookings	Search	Bookings	Search	Bookings	Search	
Display	259	8	67	12	24	1	1	372
Native	191	8	52	9	21	1	1	283
Grand Total	450	16	119	21	45	2	2	655

- 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

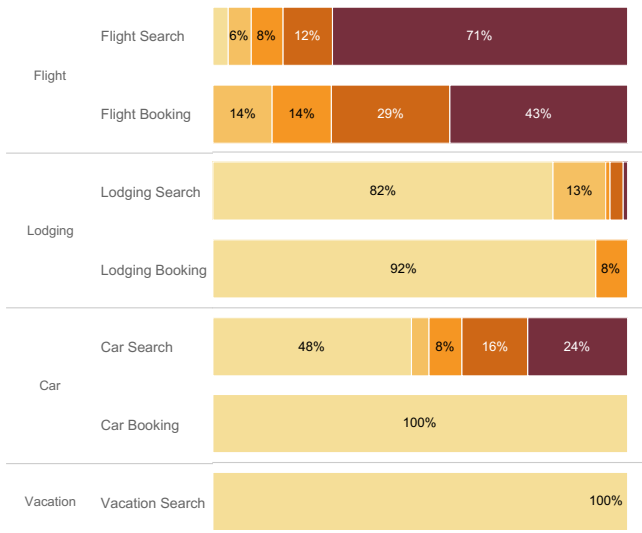
How far in advance are travelers planning and booking prior to their trip?



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

Length Of Stay

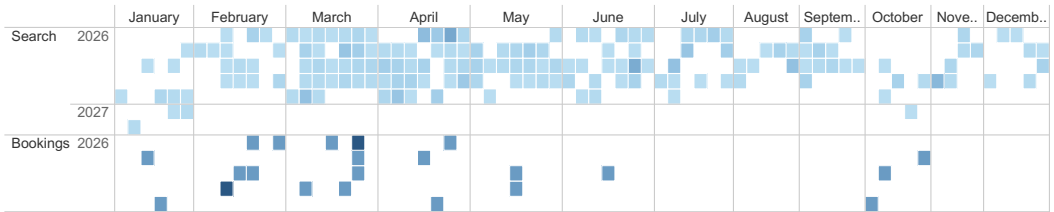
How long are travelers staying?



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 0.2% 8.3%



Top 10 Most Searched Dates

April 03, 2026	3.4%
June 19, 2026	3.2%
November 22, 2026	2.4%
April 01, 2026	2.2%
March 30, 2026	1.9%
July 13, 2026	1.9%
August 15, 2026	1.9%
March 12, 2026	1.7%
April 27, 2026	1.7%
July 08, 2026	1.7%

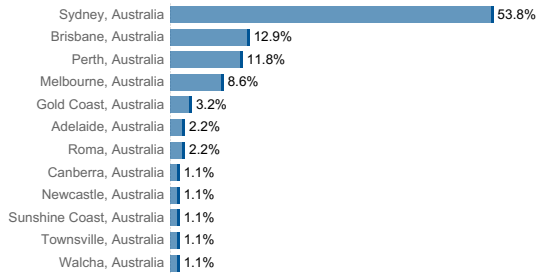
Top 10 Most Booked Dates

February 24, 2026	8.3%
March 06, 2026	8.3%
January 07, 2026	4.2%
January 29, 2026	4.2%
February 05, 2026	4.2%
February 07, 2026	4.2%
February 18, 2026	4.2%
February 19, 2026	4.2%
March 04, 2026	4.2%
March 13, 2026	4.2%

Top Feeder Markets

Where are travelers located when they search and book?

Lodging Where Travelers Are Searching From



Lodging Where Travelers Are Booking From

