

Travel South - Arkansas Campaign Report

DATES: September - February 2026

GOAL: Drive Awareness and Engagement to Arkansas from Canada

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Travel South Campaign - Arkansas

Executive Summary

Campaign goal: drive awareness and engagement to Arkansas from the Canadian Market



Campaign Dates

9/1/25- 3/1/26



Campaign Budget

\$25,000



Key Successes

- Delivered 4.9M impressions and 45,968 clicks, driving strong reach and engagement across placements.
- Drove +18% increase in hotel search (4,817 vs. 4,082 YoY), indicating strong lift in user intent.
- High-performing placements such as email (63.8% CTR) and video (1.92% CTR) significantly outperformed benchmarks



Opportunities

- Maintain strong visibility to sustain growth in search and demand.
- Continue leveraging high performing placement like Audience Extension to maximize reach and engagement.



Placement Overview

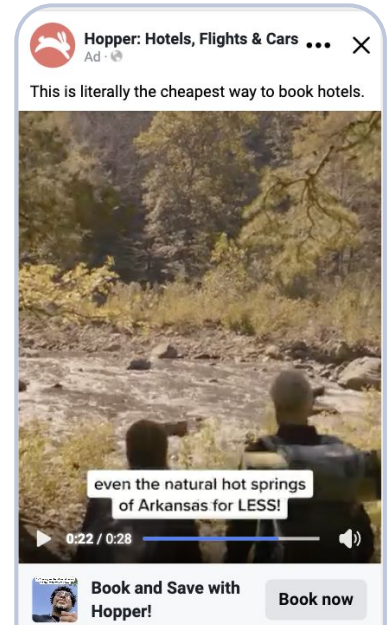
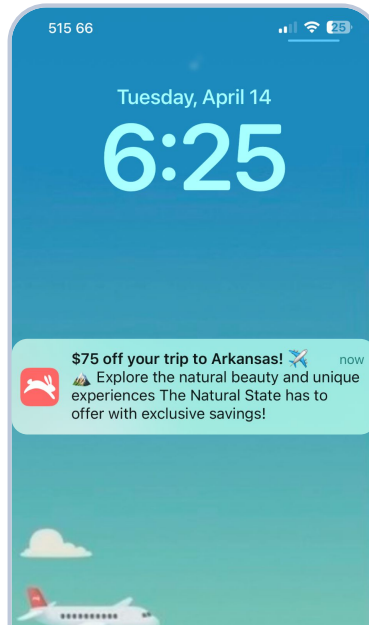
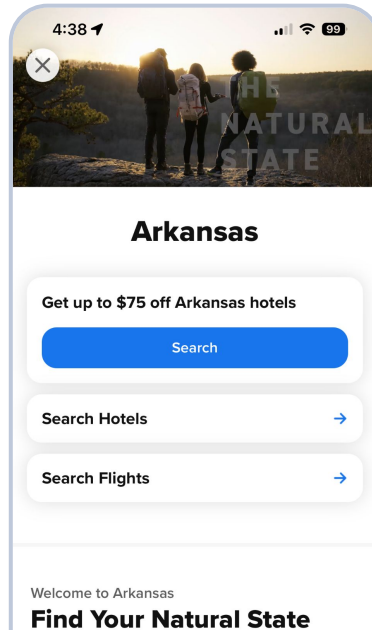
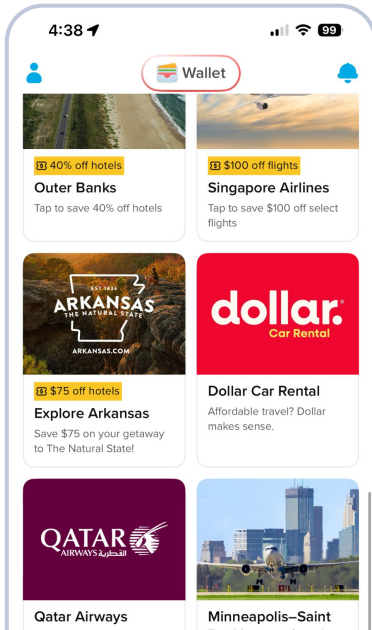


Destination Tile
6K + 500 Value Add Clicks

Microsite
Value Add worth \$20K

Push Notifications
50K + 5K Value Add Notifications

Shoppable Video
500K Impressions



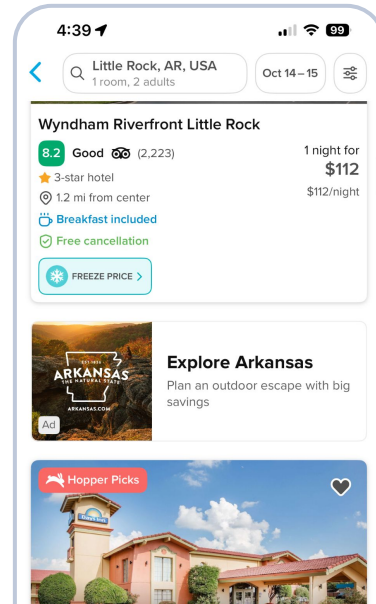
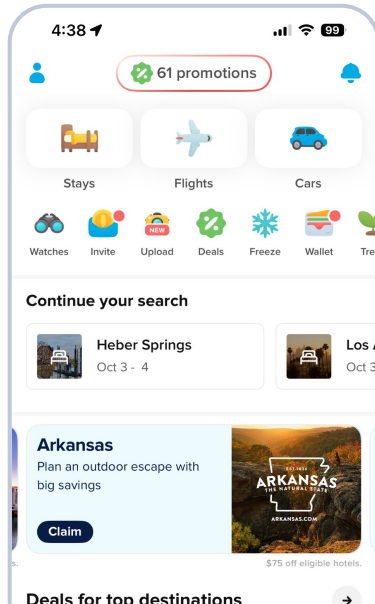
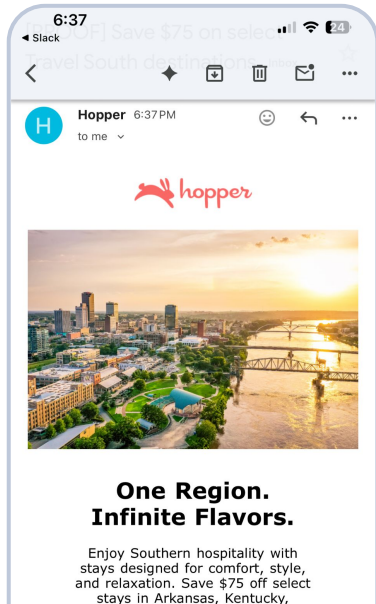


Placement Overview



10K Emails Value Add

400K Value Add Impressions





CAMPAIGN RESULTS

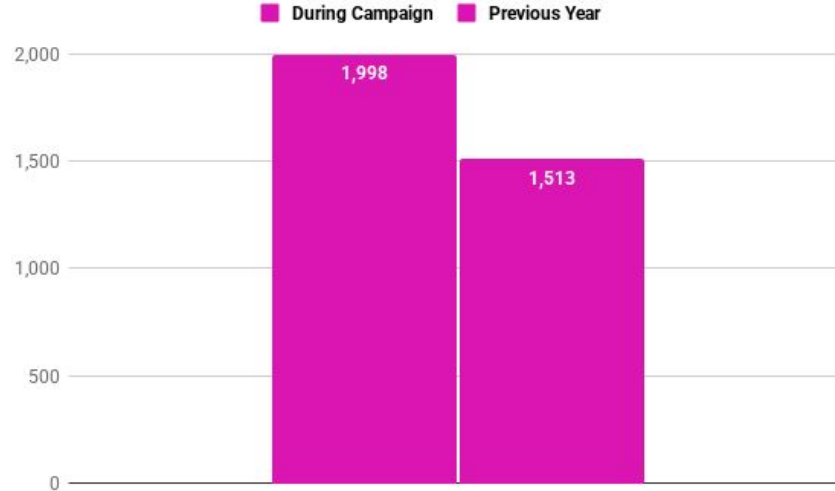
Media Performance

	Impressions	Clicks	CTR	CTR (Benchmark)
Deal Tile & Microsite	3,571,027	23,320	0.7%	0.5%
Push Notifications	65,464	505	0.8%	0.5%
Shoppable Video	761,531	14,591	1.9%	1%
Dedicated Email	11,645	7,432	63.82%	45%
Hopper Display	577,771	120	-	-

**CAMPAIGN RESULTS**

32% Increase in Hotel Search

Arkansas Hotel search during the campaign was 1,998 vs 1,513 in the previous year, a 32.06% increase



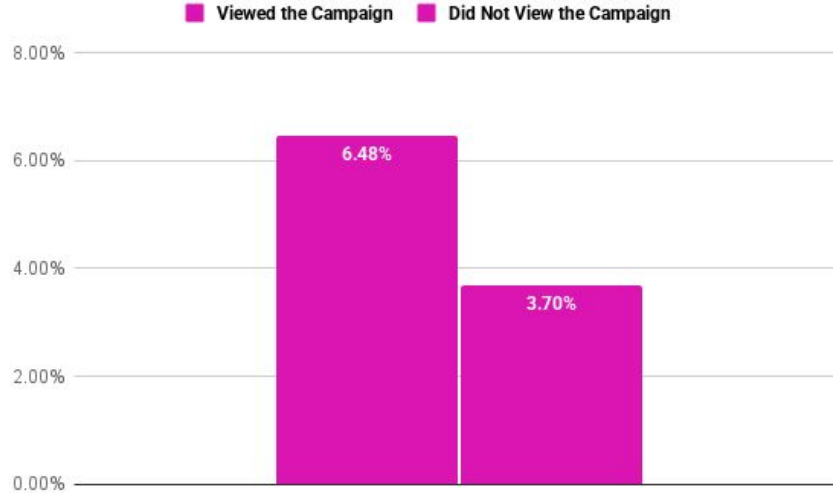
Action: Maintain always-on visibility to sustain growth in hotel search and demand.



CAMPAIGN RESULTS

75% Increase in Hotel Conversion

Arkansas recorded a 6.48% conversion rate among users who viewed the campaign, compared to 3.7% among those who did not, a 75.1% increase.



Action: Leverage high-intent placements to continue driving conversion growth.



CAMPAIGN RESULTS

Impact Summary

BY THE NUMBERS

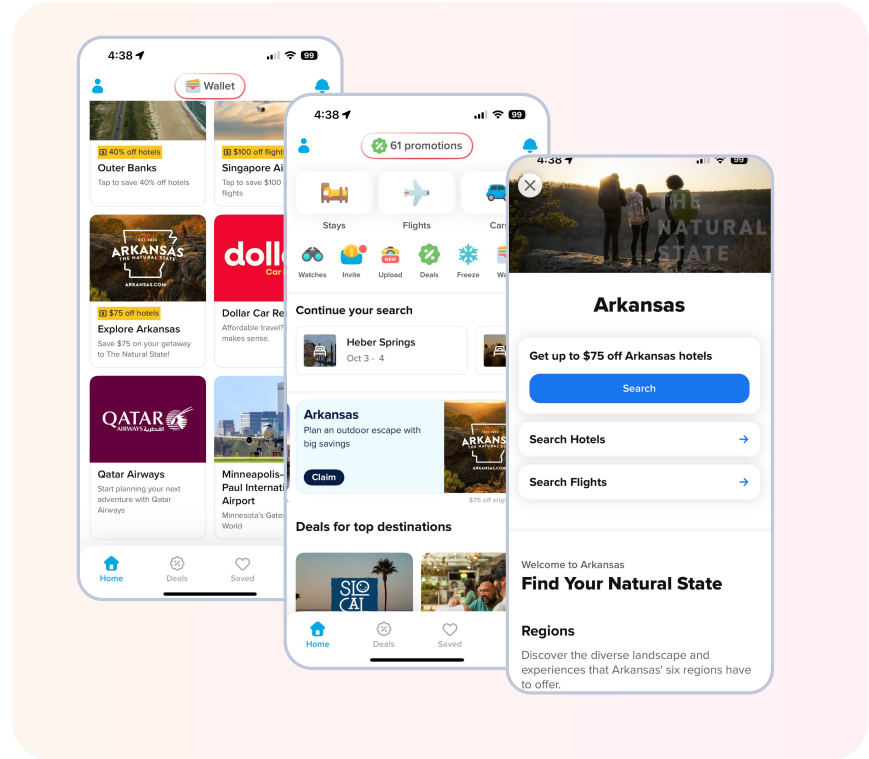
4.9M
Impressions

45,968
Overall Clicks

+32%
Increase in Hotel Search

+75%
Increase in Hotel Conversion

2.2%
Blended CTR





Insights and Next Steps

What Worked



- Email and video placements delivered standout engagement.
- Campaign drove +18% increase in search, confirming strong impact on user intent.

What to Optimize



- Strong engagement presents an opportunity to further convert demand into bookings.
- Opportunity to strengthen alignment between engagement and conversion outcomes.

What to Add



- Continue leveraging high-performing placements (email, video) to sustain engagement.
- Maintain an always-on presence to sustain gains in awareness, search, and conversion.

LEARN MORE

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Thank you!

