

## Overall Travel South USA Performance

(6 state partners, 3 city partners – Target Canada – Launched October 2025 – Messaging: Value in The South

- <https://app.frame.io/presentations/f5a1b2df-abdb-4869-86cb-b5ddafcfab84>
- <https://app.frame.io/presentations/3d22bf62-fa49-4602-b42b-db543d608e81>
- **5.7M+ in-app impressions**
- **643K video ad impressions**
- **Push notification open rates: 1.3%–2.9%**
- **Campaign Screenshots**  
[https://drive.google.com/drive/folders/14DxM8JQ4we0NM\\_bFyVfeX6i5vFTxDsCK](https://drive.google.com/drive/folders/14DxM8JQ4we0NM_bFyVfeX6i5vFTxDsCK)

## State-Level Growth

- **North Carolina**
  - +98% hotel sales YoY
  - +31% flight sales YoY
  - +264% hotel searches YoY
- **Mississippi**
  - +640% hotel searches YoY
  - +368% flight sales YoY
- **Arkansas**
  - +58% hotel searches YoY

- **Kentucky**
  - +95% hotel searches YoY
  - +778% hotel sales YoY
  - +258% flight sales YoY
  
- **Missouri**
  - +490% hotel searches YoY
  
- **Tennessee**
  - +77% hotel sales MoM

#### **City-Level Highlights**

- **Raleigh, NC:** +497% hotel searches YoY
- **Kansas City, MO:** +363% hotel searches YoY
- **Nashville, TN:** +39.4% hotel searches YoY