

# Travel South Kentucky Campaign Report

**DATES:** September - March 2026

**GOAL:** Drive Awareness and Engagement to Kentucky from Canada

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Travel South Kentucky

# Executive Summary

Campaign goal: drive awareness and engagement to Kentucky from the Canadian market



## Campaign Dates

9/1/25- 3/1/26



## Campaign Budget

\$25,000



## Key Successes

- Delivered 6.6M impressions and 59,484 clicks, driving strong reach and engagement across placements.
- Achieved CTR performance at or above benchmarks across all placements, with email (63.8%) and push (0.7%).
- Increased conversion rate by 79%, showing accelerated conversion performance at scale.
- High-impact placements such as video and email contributed to strong engagement and incremental reach



## Opportunities

- Leverage strong scale to further maximize conversion efficiency
- Increase focus on high-intent user engagement to capture demand more effectively
- Continue scaling high-performing placements to sustain demand growth at volume



# Placement Overview

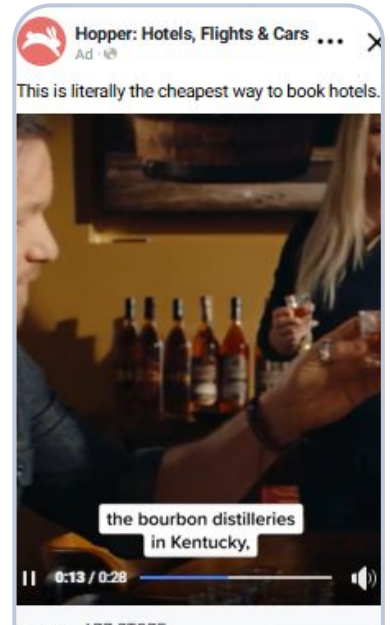
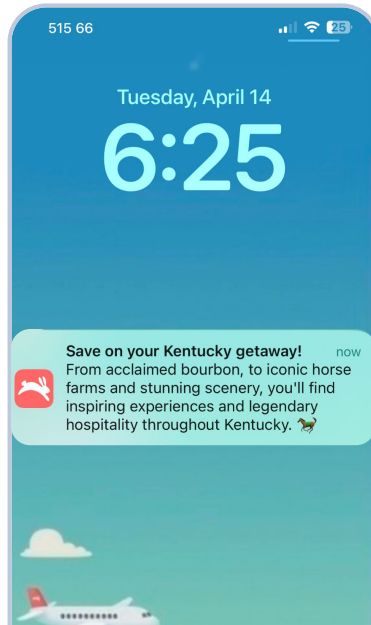
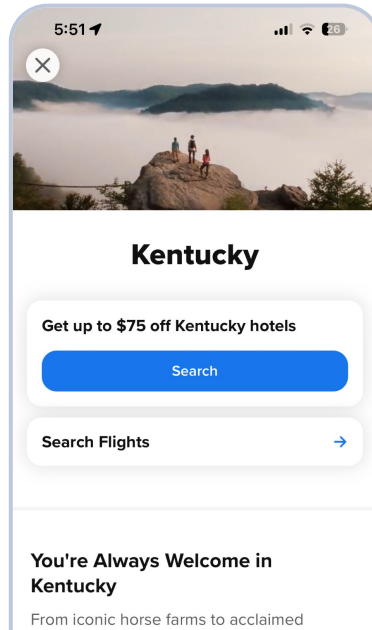
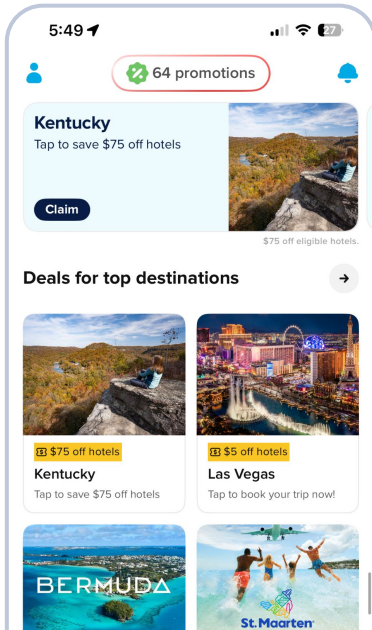


**Destination Tile**  
6K + 500 Value Add Clicks

**Microsite**  
Value Add worth \$20K

**Push Notifications**  
50K + 5K Value Add Notifications

**Shoppable Video**  
500K Impressions



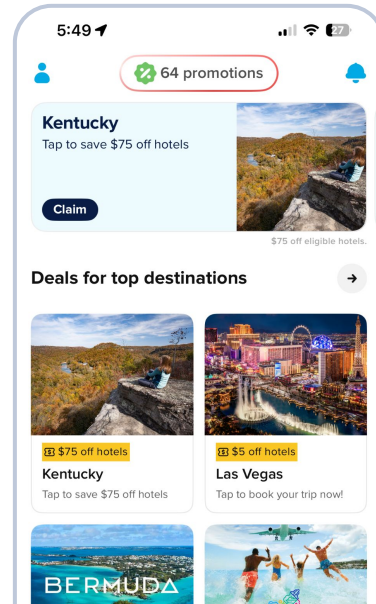
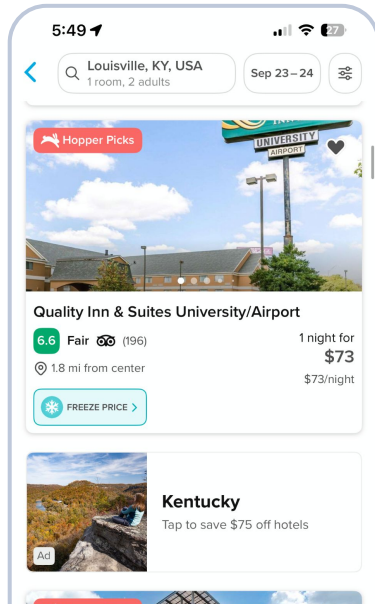
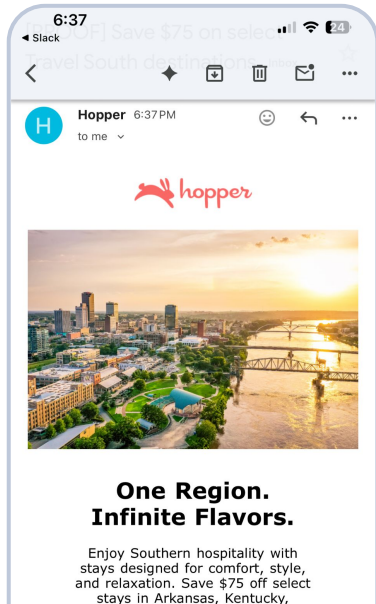


# Placement Overview



**Dedicated Email**  
10K Emails Value Add

**Hopper Display**  
400K Value Add Impressions





## CAMPAIGN RESULTS

# Media Performance

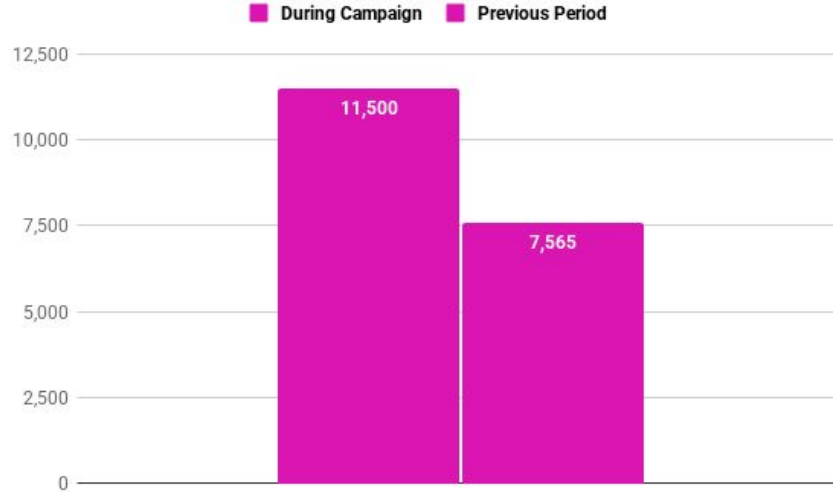
	<b>Impressions</b>	<b>Clicks</b>	<b>CTR</b>	<b>CTR (Benchmark)</b>
Deal Tile & Microsite	4,194,775	43,686	1.0%	0.5%
Push Notifications	61,410	403	0.7%	0.5%
Shoppable Video	577,511	6,191	1.07%	1%
Dedicated Email	11,645	7,432	63.8%	45%
Hopper Display	1,850,234	1,772	-	-



## CAMPAIGN RESULTS

# 52% Increase in Hotel Search

Kentucky Hotel search during the campaign was 11,500 vs 7,565 in the previous year, a 52.02% increase



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



## CAMPAIGN RESULTS

# Impact Summary

## BY THE NUMBERS

## 6.6M

Impressions

## 59,484

Overall Clicks

## +52%

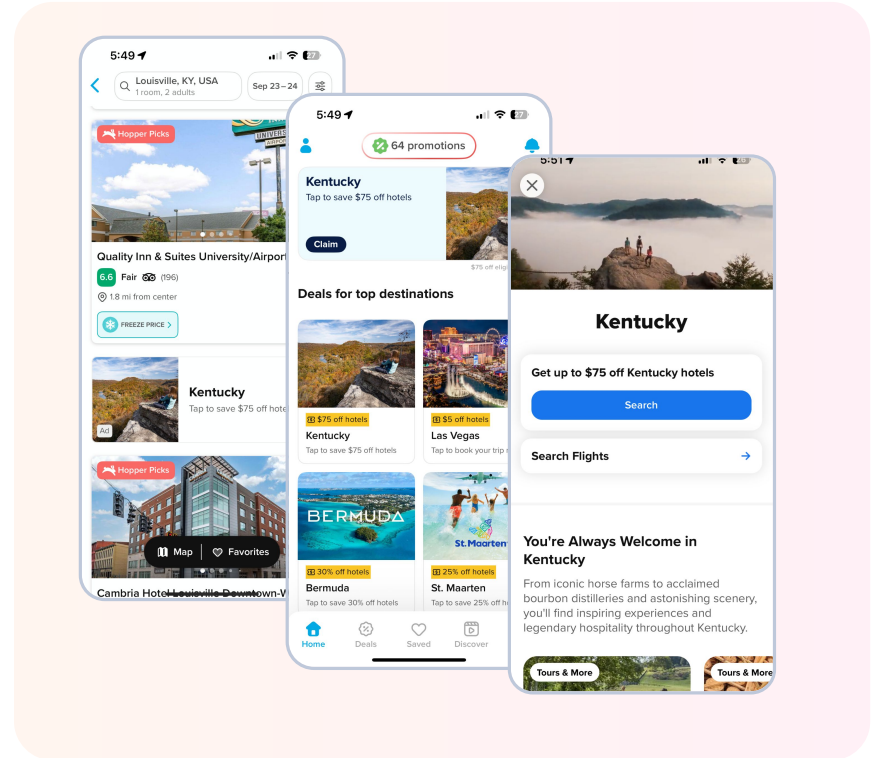
Increase in Hotel Search

## +79%

Increase in Hotel Conversion

## 0.6%

Blended CTR





# Insights and Next Steps

## What Worked



- Campaign successfully delivered large-scale reach (3.1M impressions), significantly expanding awareness.
- Search demand increased by +52%, confirming strong influence on user consideration.
- Conversion rate improved by +79%, demonstrating strong ability to convert demand at scale.
- Multi-placement strategy enabled both broad reach and downstream performance.

## What to Optimize



- Strong scale presents an opportunity to improve efficiency of conversion at higher volumes.
- Balance high-reach placements with high-intent engagement to maximize performance.

## What to Add



- Continue scaling video and display placements to maintain strong reach
- Strengthen conversion pathways to maximize return from high traffic volume

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Thank you!

