

Economic Impact Report



Campaign: **Arkansas Tourism - 2025-2026 Travel South USA Global Innovation Challenge**
 Flight Dates: Feb 01, 2026 - Apr 30, 2026
 Reporting Date Range: Feb 01, 2026 - Apr 12, 2026

Post-Impression Travel Activity Summary

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

		Total Activities	Total Travelers					
	Flight Search	469	286		Lodging Search	171	304	650.0
	Flight Booking	4	5		Lodging Booking	7	7	13.0

		Total Activities	Total Travelers	Average Lead Time In Days	Average Length Of Stay In Days
Flight	Flight Search	469.0	286.0	66.3	13.7
	Flight Booking	4.0	5.0	80.3	12.1
Lodging	Lodging Search	171.0	304.0	52.6	3.0
	Lodging Booking	7.0	7.0	52.5	1.2
Car	Car Search	20.0	13.0	35.1	5.7
	Car Booking	1.0	1.0	1.0	7.0
Vacation	Vacation Search	2.0	5.0	3.0	1.3
Grand Total		674	604	62.30	11.04

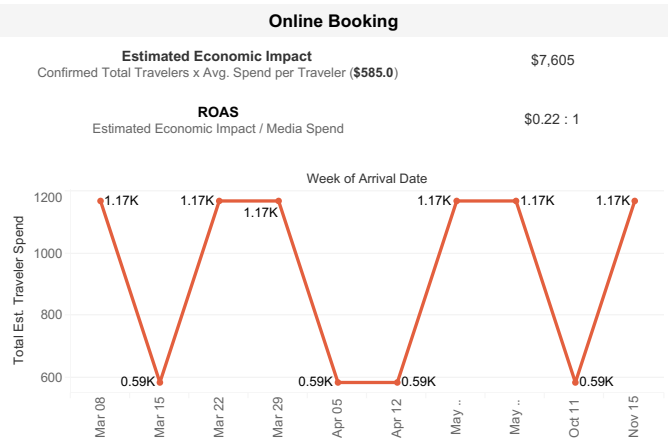
		Total Activities	Confirmed Travelers	Total Confirmed Hotel Night Stays
Total Bookings		12	13	13

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



Media Spend To Date **\$35,188**

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.

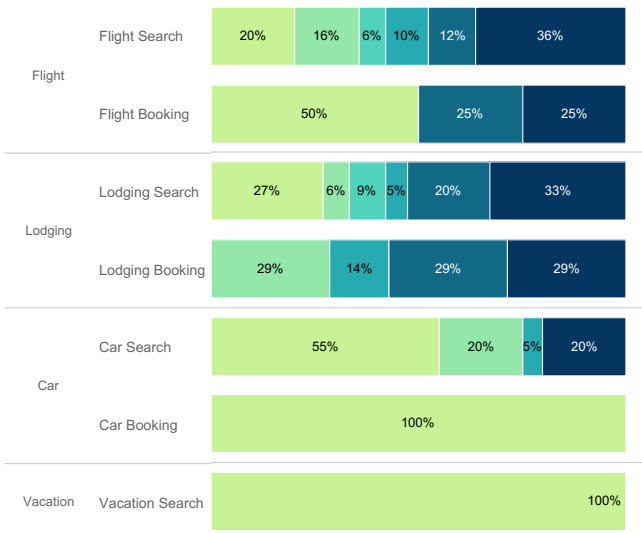
	Flight		Lodging		Car		Vacation	Grand Total
	Search	Bookings	Search	Bookings	Search	Bookings	Search	
Display	418	4	131	5	17	1	2	578
Native	354	4	89	6	12		1	466
Grand Total	772	8	220	11	29	1	3	1,044

- 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 from their travel searches, bookings, and foot traffic (if applied) to the destination.
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- Hotel Night Stays** is the count of number of rooms multiplied by the number of nights stayed by confirmed travelers
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- 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.

Economic Impact Report

Trip Planning

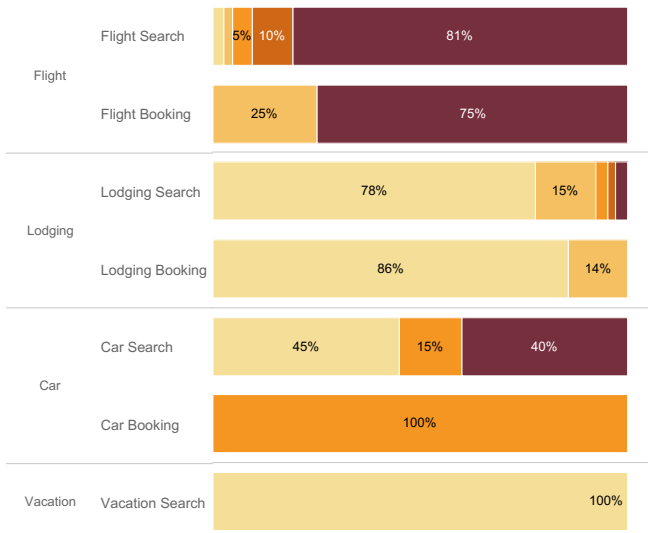
How far in advance are travelers planning and booking prior to their trip?



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

Length Of Stay

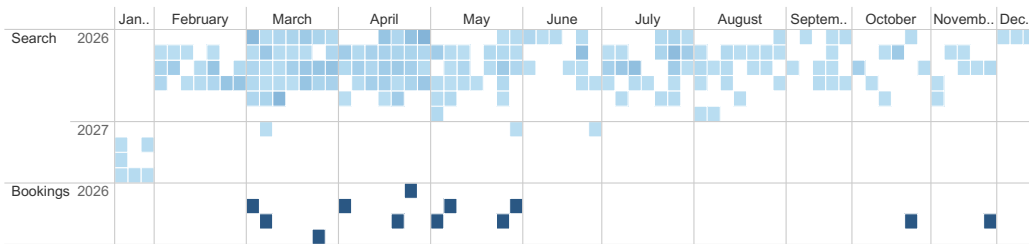
How long are travelers staying?



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 04, 2026	2.6%
March 31, 2026	2.4%
March 01, 2026	2.3%
July 10, 2026	2.1%
June 12, 2026	2.0%
July 14, 2026	2.0%
March 21, 2026	1.8%
April 03, 2026	1.8%
February 19, 2026	1.7%
February 27, 2026	1.7%

Top 10 Most Booked Dates

March 08, 2026	8.3%
March 16, 2026	8.3%
March 27, 2026	8.3%
April 03, 2026	8.3%
April 05, 2026	8.3%
April 16, 2026	8.3%
May 04, 2026	8.3%
May 09, 2026	8.3%
May 10, 2026	8.3%
May 15, 2026	8.3%

Economic Impact Report

Top Feeder Markets

Where are travelers located when they search and book?

Show/Hide the Charts below ✕

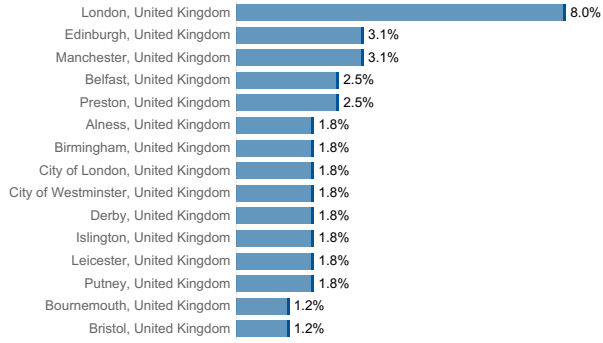
Flight Airport origin OFF

Flight IP Origin

Hotel IP Origin ON

Foot Traffic Origin OFF

Lodging Where Travelers Are Searching From



Lodging Where Travelers Are Booking From



Economic Impact Report



Campaign: **Explore Georgia - 2025-2026 Travel South USA Global Innovation Challenge**
 Flight Dates: Sep 01, 2025 - Dec 26, 2025
 Reporting Date Range: Sep 01, 2025 - Dec 26, 2025

Post-Impression Travel Activity Summary

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

		Total Activities	Total Travelers					
	Flight Search	790	572		Lodging Search	456	540	1,417
	Flight Booking	49	79		Lodging Booking	35	53	129
		Total Activities	Total Travelers	Average Lead Time In Days	Average Length Of Stay In Days			
Flight	Flight Search	790.0	572.0	96.5	12.3			
	Flight Booking	49.0	79.0	93.2	10.0			
Lodging	Lodging Search	456.0	540.0	85.0	3.0			
	Lodging Booking	35.0	53.0	55.1	3.3			
Car	Car Search	85.0	56.0	109.1	10.6			
	Car Booking	3.0	3.0	51.3	2.7			
Rail/Bus	Rail/Bus Search	22.0	30.0	88.7	0.2			
Vacation	Vacation Search	134.0	210.0	73.2	4.1			
Foot Traffic	In-Destination Visits	109.0	109.0					
Grand Total		1,683	1,516	90.72	8.49			

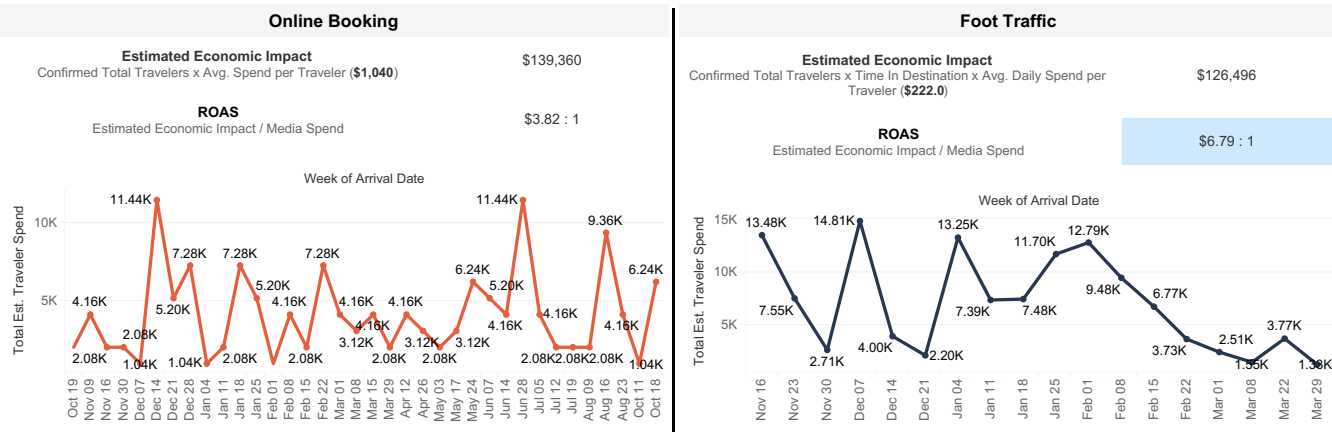
		Total Activities	Confirmed Travelers	Total Confirmed Hotel Night Stays	
Total Bookings + Foot Traffic		196	243	129	

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



Media Spend To Date **\$37,500**

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.

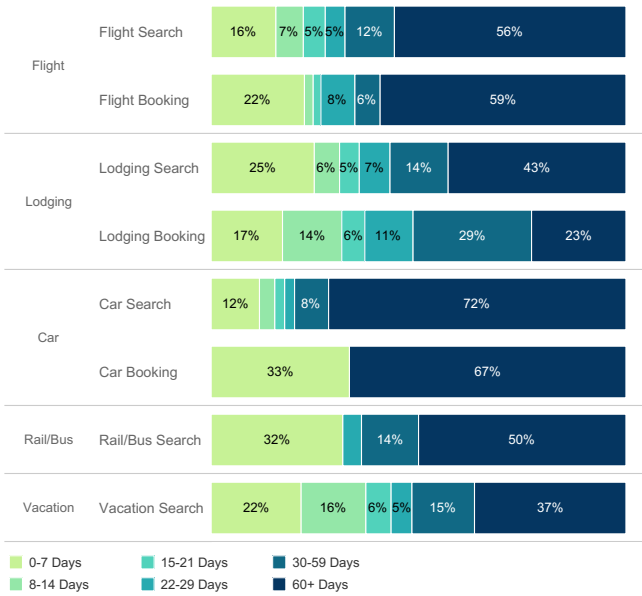
	Flight		Lodging		Car		Rail/Bus	Vacation	Grand Total
	Search	Bookings	Search	Bookings	Search	Bookings	Search	Search	
Native	624	43	403	32	69	3	20	118	1,312
Video	224	7	79	7	19		2	19	357
Grand Total	848	50	482	39	88	3	22	137	1,669

- 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.
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Economic Impact Report

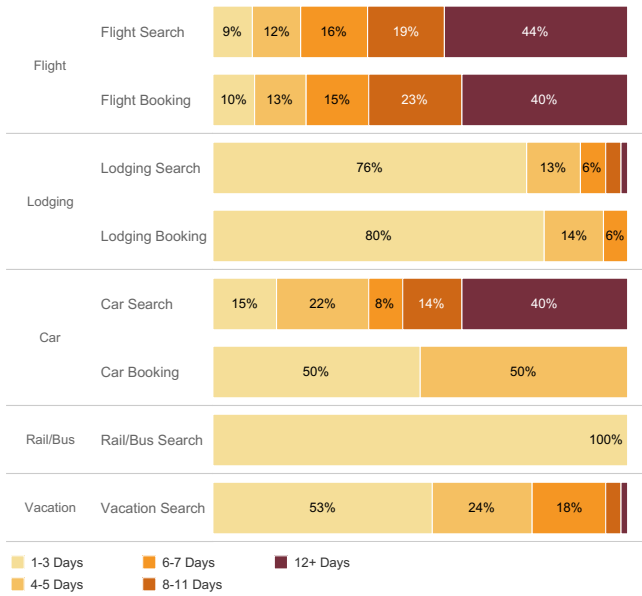
Trip Planning

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



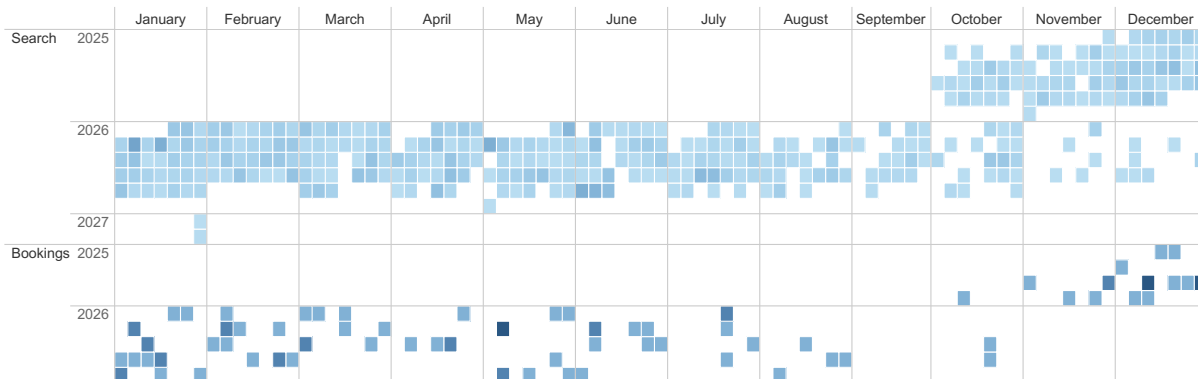
Length Of Stay

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% 3.4%



Top 10 Most Searched Dates

January 05, 2026	1.5%
January 07, 2026	1.2%
May 03, 2026	1.2%
June 28, 2026	1.2%
June 29, 2026	1.1%
May 02, 2026	1.0%
July 21, 2026	0.9%
June 30, 2026	0.9%
July 22, 2026	0.9%
December 18, 2025	0.8%

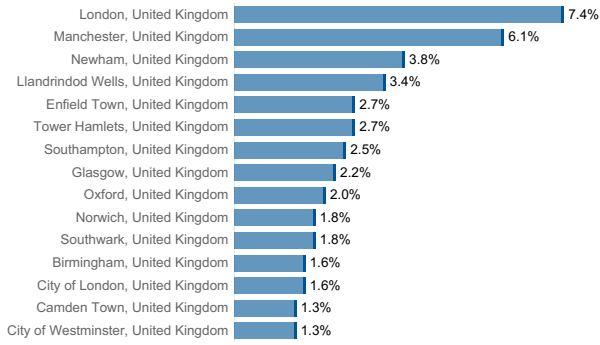
Top 10 Most Booked Dates

December 16, 2025	3.4%
December 20, 2025	3.4%
May 04, 2026	3.4%
November 15, 2025	2.3%
January 05, 2026	2.3%
January 13, 2026	2.3%
January 21, 2026	2.3%
January 25, 2026	2.3%
February 09, 2026	2.3%
February 27, 2026	2.3%

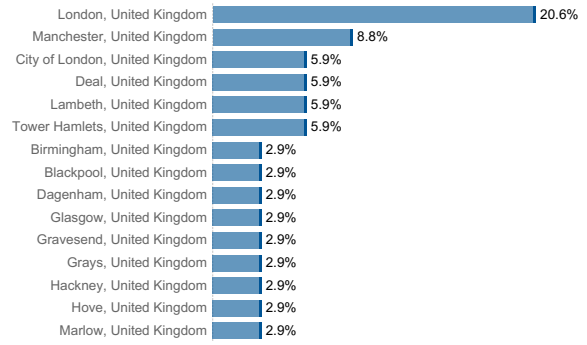
Top Feeder Markets

Where are travelers located when they search and book?

Lodging Where Travelers Are Searching From



Lodging Where Travelers Are Booking From



Economic Impact Report



Campaign: **SCPRT - 2025-2026 Travel South USA Global Innovation Challenge**
 Flight Dates: Feb 01, 2026 - Apr 30, 2026
 Reporting Date Range: Feb 01, 2026 - Apr 12, 2026

Post-Impression Travel Activity Summary

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

		Total Activities	Total Travelers					
	Flight Search	2,500	1,592		Lodging Search	1,761	1,588	7,678
	Flight Booking	87	133		Lodging Booking	124	161	384
		Total Activities	Total Travelers	Average Lead Time In Days	Average Length Of Stay In Days			
Flight	Flight Search	2,500	1,592	67	5			
	Flight Booking	87	133	53	4			
Lodging	Lodging Search	1,761	1,588	59	3			
	Lodging Booking	124	161	48	2			
Car	Car Search	270	151	48	5			
	Car Booking	5	4	17	4			
Rail/Bus	Rail/Bus Search	1	1	8	5			
Vacation	Vacation Search	248	394	76	5			
Foot Traffic	In-Destination Visits	252	252					
Grand Total		5,248	3,890	62.92	4.05			

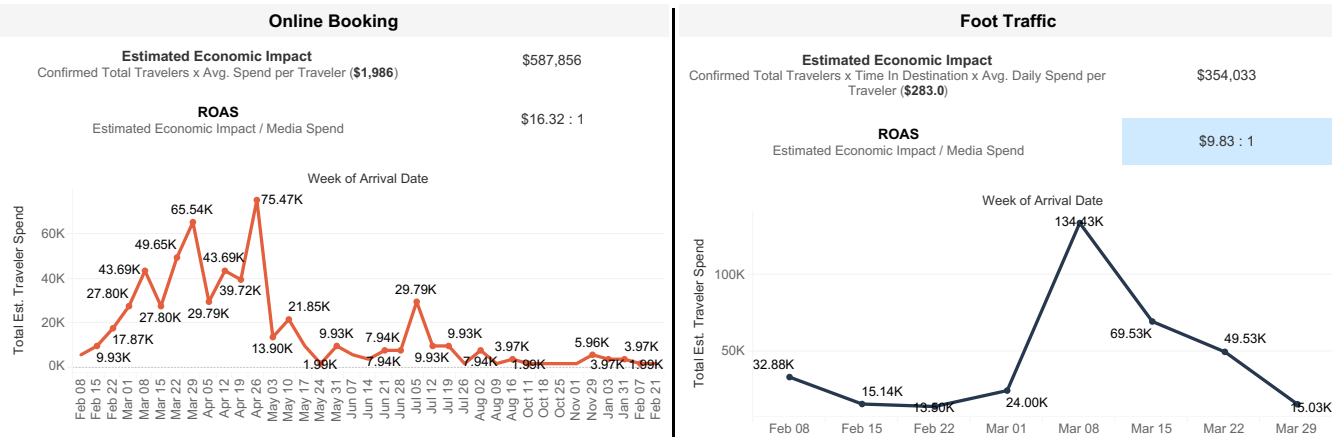
		Total Activities	Confirmed Travelers	Total Confirmed Hotel Night Stays
Total Bookings + Foot Traffic		468	548	384

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



Media Spend To Date **\$36,019**

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.

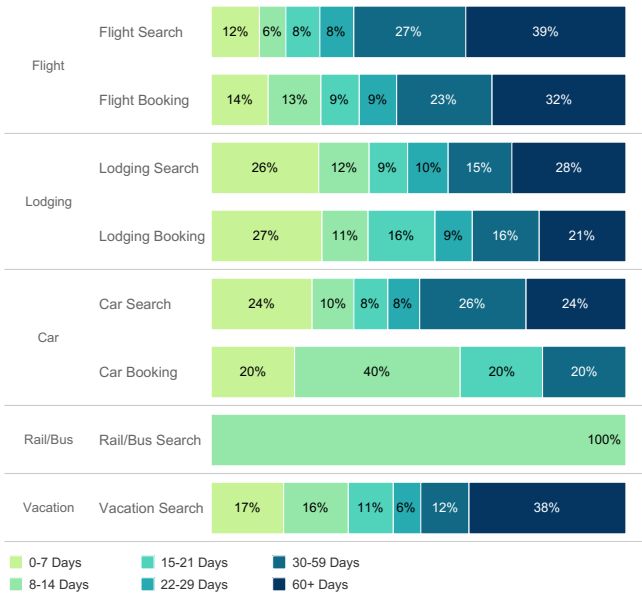
	Flight		Lodging		Car		Rail/Bus	Vacation	Grand Total
	Search	Bookings	Search	Bookings	Search	Bookings	Search		
Display	2,163	80	1,470	104	241	5		193	4,256
Native	1,508	46	1,070	62	184	1	1	139	3,011
Video	124	6	85	10	7			9	241
Grand Total	3,795	132	2,625	176	432	6	1	341	7,508

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Economic Impact Report

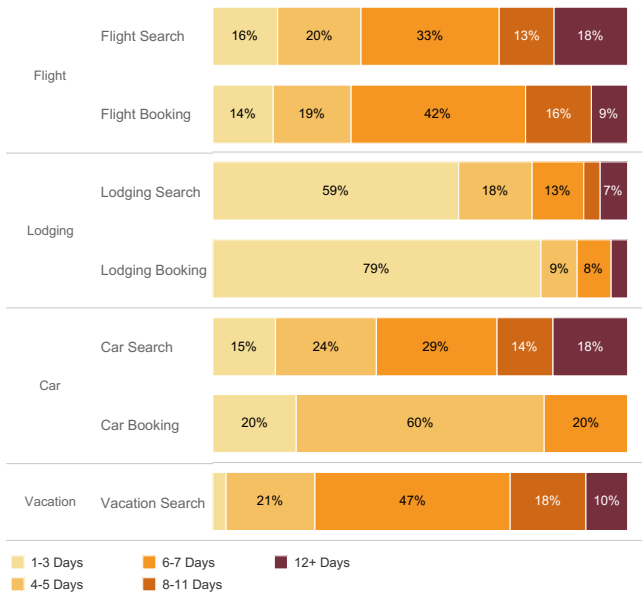
Trip Planning

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



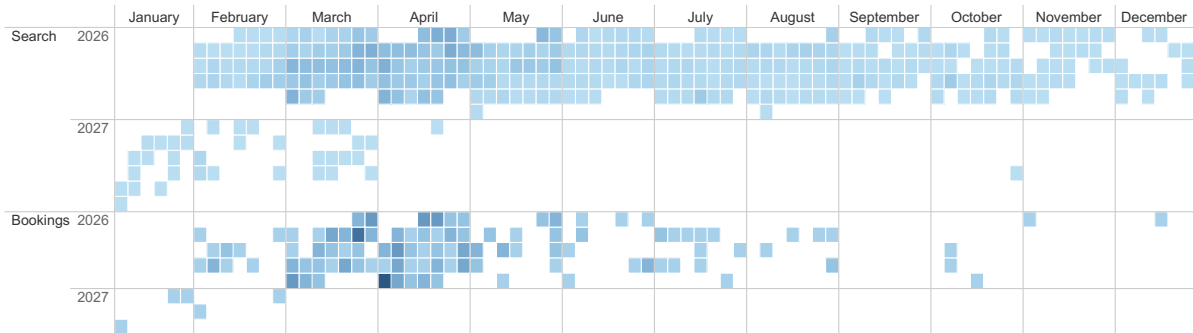
Length Of Stay

How long are travelers staying?



Searched and Booked Departures

Which travel dates are popular among impressed travelers who searched or booked? % of Total Events 0.0% 4.6%



Top 10 Most Searched Dates

April 03, 2026	1.7%
April 10, 2026	1.7%
April 02, 2026	1.6%
March 14, 2026	1.6%
April 12, 2026	1.5%
March 29, 2026	1.4%
March 13, 2026	1.4%
April 26, 2026	1.4%
March 20, 2026	1.4%
March 15, 2026	1.3%

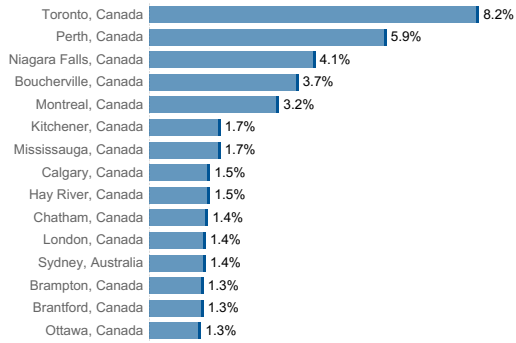
Top 10 Most Booked Dates

April 26, 2026	4.6%
March 13, 2026	3.7%
March 07, 2026	2.3%
March 29, 2026	2.3%
April 01, 2026	2.3%
April 02, 2026	2.3%
April 13, 2026	2.3%
March 11, 2026	1.9%
March 26, 2026	1.9%
April 18, 2026	1.9%

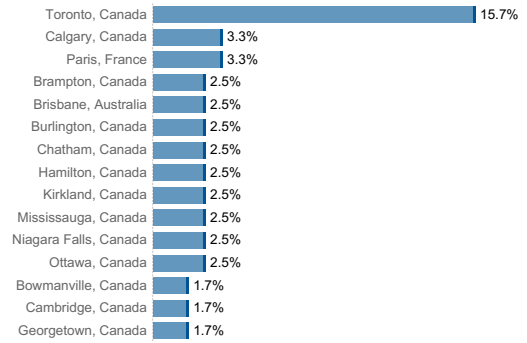
Top Feeder Markets

Where are travelers located when they search and book?

Lodging Where Travelers Are Searching From



Lodging Where Travelers Are Booking From



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			

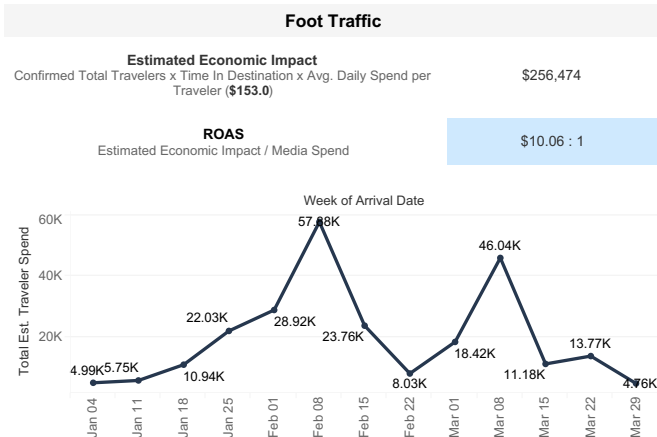
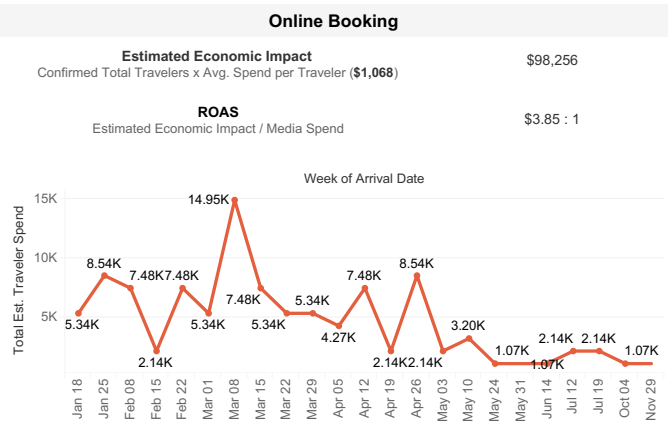
		Total Activities	Confirmed Travelers	Total Confirmed Hotel Night Stays
Total Bookings + Foot Traffic		364	393	202

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.

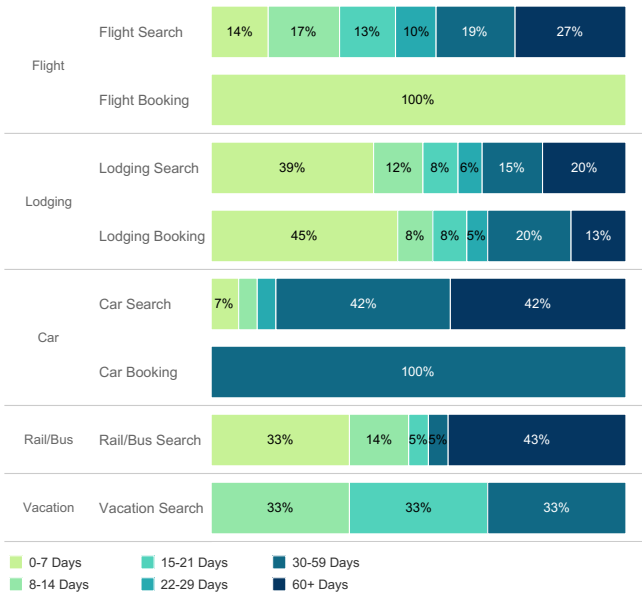
	Flight		Lodging		Car		Rail/Bus	Vacation	Grand Total
	Search	Bookings	Search	Bookings	Search	Bookings	Search		
Display	284	2	346	47	37	1	18	3	738
Native	209	1	253	37	31	1	13	3	548
Grand Total	493	3	599	84	68	2	31	6	1,286

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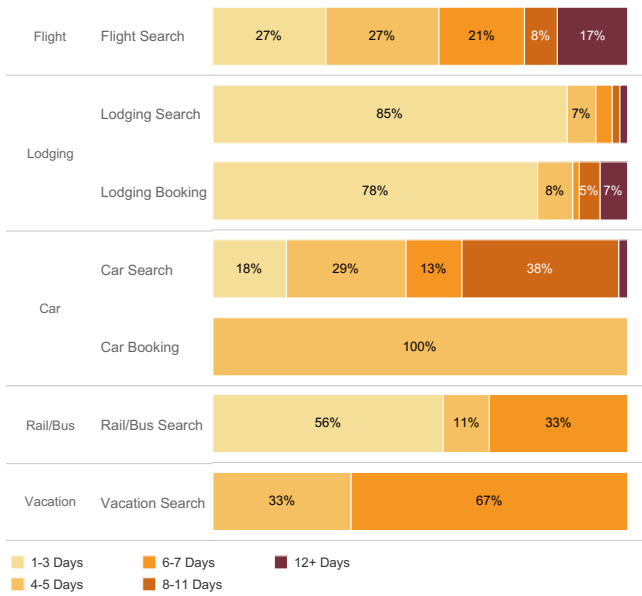
Trip Planning

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



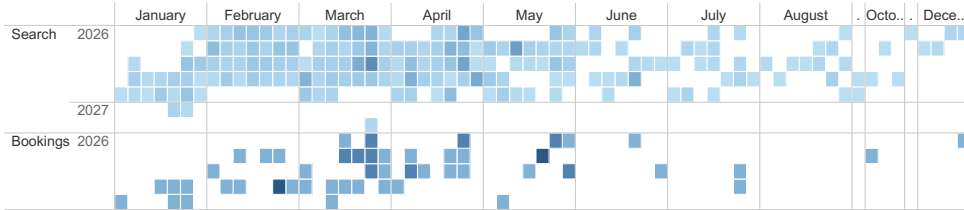
Length Of Stay

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%



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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%

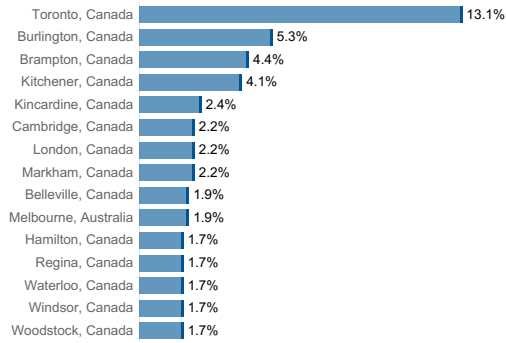
Top 10 Most Booked Dates

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%

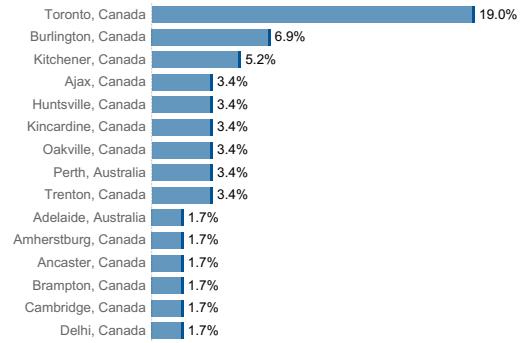
Top Feeder Markets

Where are travelers located when they search and book?

Lodging Where Travelers Are Searching From



Lodging Where Travelers Are Booking From



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**?

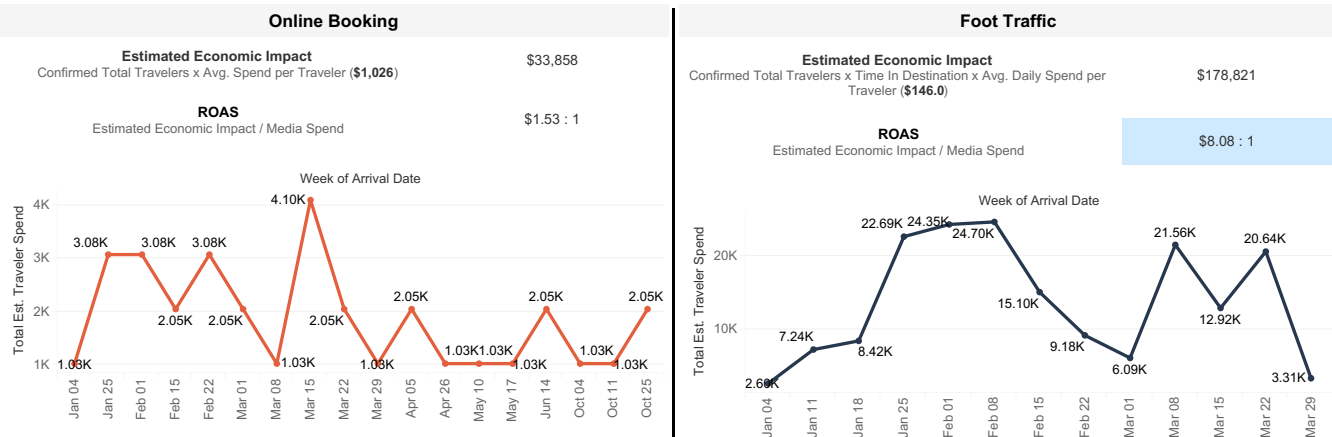
		Total Activities	Total Travelers					
	Flight Search	289	180		Lodging Search	95	146	230.0
	Flight Booking	10	12		Lodging Booking	13	21	26.0
		Total Activities	Total Travelers	Average Lead Time In Days	Average Length Of Stay In Days			
Flight	Flight Search	289.0	180.0	111.6	13.9			
	Flight Booking	10.0	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 Activities	Confirmed Travelers	Total Confirmed Hotel Night Stays				
Total Bookings + Foot Traffic		246	255	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.

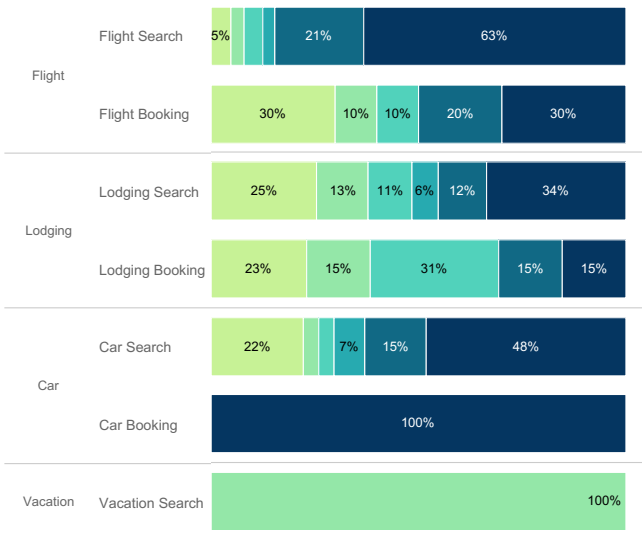
	Flight		Lodging		Car		Vacation	Grand Total
	Search	Bookings	Search	Bookings	Search	Bookings	Search	
Display	259	8	67	12	24	1	1	372
Native	191	8	52	9	21	1	1	283
Grand Total	450	16	119	21	45	2	2	655

- 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.

Economic Impact Report

Trip Planning

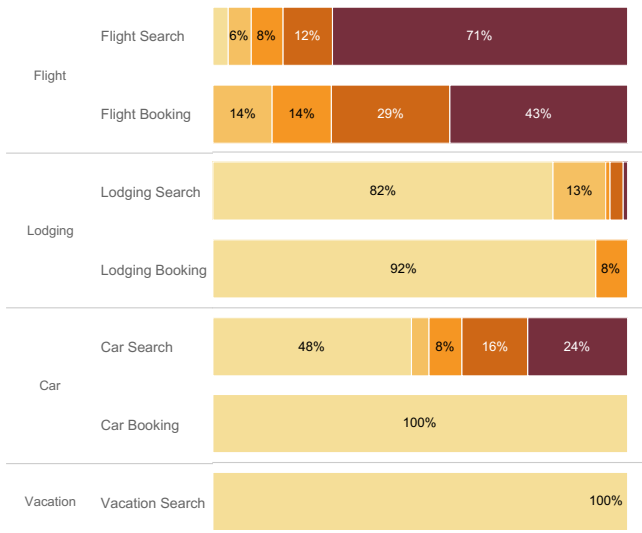
How far in advance are travelers planning and booking prior to their trip?



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

Length Of Stay

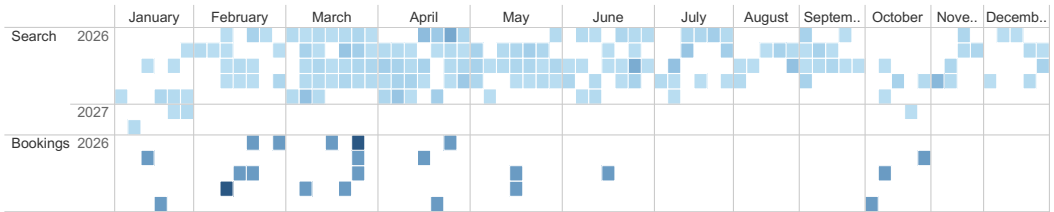
How long are travelers staying?



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%

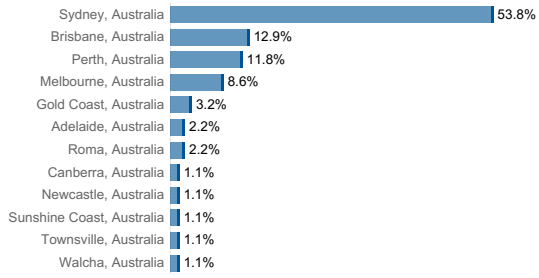
Top 10 Most Booked Dates

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

