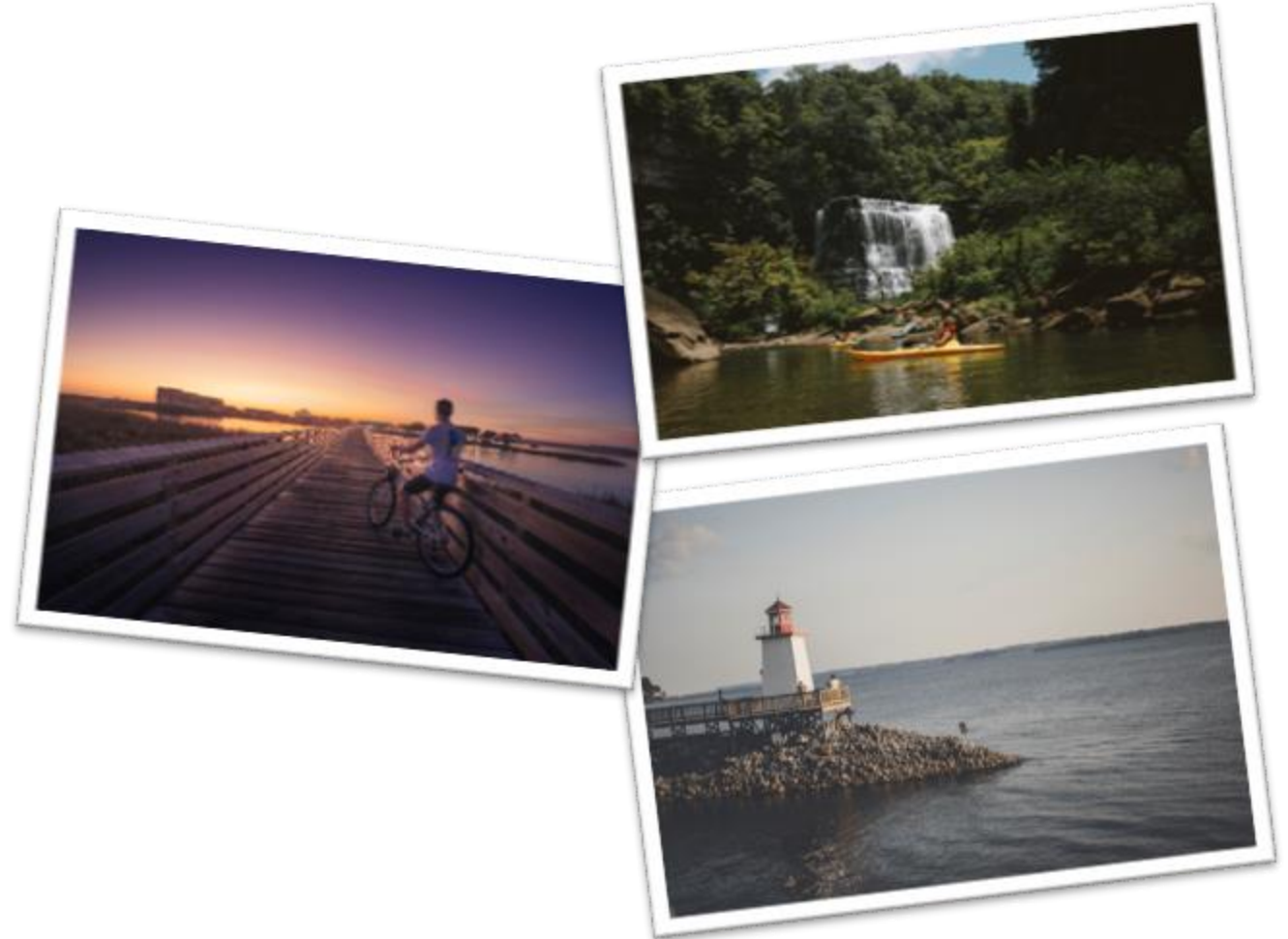


# Travel South, Naturally 2.0 Post Campaign Analysis

January 6th , 2025

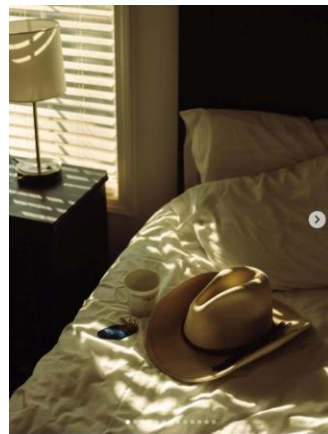
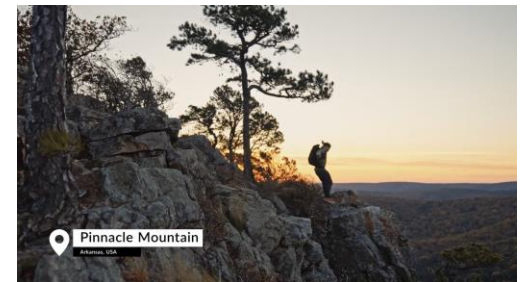
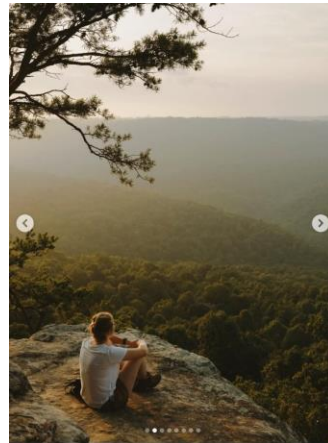
# Contents

- Campaign Background
- Campaign Overall Performance
- Content Creation Performance
- Performance by Media: Overall Campaign
- Trailfinders Partnership
- Partner Results



# Campaign Background

# Campaign Snapshot



# Campaign Background

- *Travel South, Naturally 2.0* is the second iteration of this award-winning campaign, using high-impact, video-first storytelling to inspire UK travelers to explore the Southern USA's outdoor and cultural experiences.
- State Partners:
  - **Media Only:** Alabama, Arkansas, Louisiana, North Carolina
  - **Media + Creative:** Kentucky and Tennessee
- The campaign also partnered with **Trailfinders** as the key tour operator.
- **Audience:**
  - Travel-enabled Empty Nesters (55+), DINKS (36–45) and Older Millennials (28–35) in the UK.



# Media Mix

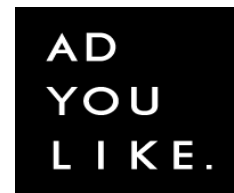
For 2025, *Travel South, Naturally* campaign content was distributed across:

## Meta



Leveraging static and video assets across multiple formats, including Facebook and Instagram reels, stories, and main feed ads.

## Native



Delivering 30-second outstream video and native static formats, embedded seamlessly within premium travel and lifestyle content.

## VOD



Showcasing 30-second cinematic video assets across premium streaming platforms and high-quality websites.

## Escapism



Running two digital articles, within premium travel content reaching engaged audiences.

## Trailfinders



Partnering with a trusted UK tour operator to convert destination inspiration into travel planning and booking consideration.

# Microsite

The campaign microsite, [www.travelsouthnaturally.com](http://www.travelsouthnaturally.com) was refreshed to host a wealth of inspirational content, including hosting an updated hero video and partner videos.

Pages included:

- Homepage
- Getting Here / Trailfinders
- Win a Trip
- Alabama
- Arkansas
- Kentucky
- Louisiana
- North Carolina
- Tennessee



Travel South  
All Y'all Are Welcome USA



# Content Creation

- Two UK-based lifestyle photographers captured an 8-day content trip across **Kentucky and Tennessee**, showcasing outdoor adventure, natural landscapes and Southern charm.
- **Creators:** *Amelia Le Brun (@amslebrun)* and *Amy Shore (@amysshorephotography)*, known for cinematic, documentary-style travel storytelling.
- Experiences ranged from **paragliding in Tennessee** to **cave exploration in Kentucky**, captured through an authentic, experience-led lens.
- For \$25k investment in content, each partner received:
  - 1x long-form destination video
  - 3x short-form social video cutdowns
  - 20x high-quality photographs
  - Full usage rights for all assets



# Campaign: Overall Performance

# Executive Summary

*Travel South, Naturally 2.0* delivered a highly successful, video-first campaign that exceeded targets, and strengthened awareness of, and bookings for, the six participating states among UK travelers..

- **High-reaching:** The campaign delivered **20.85m** impressions, against 16.5m target (36%).
- **Cost-effective:** The campaign delivered a lower **\$10 CPM** (against \$12.73 target) and **\$144k added value**, equating to a **per partner ROI of \$1.71 :\$1**.
- **Increased consideration and booking:** despite an otherwise slow pacing for the USA, Trailfinders bookings showed a **1.3% increase**, and the brand survey showed users were **2.5×** more likely to consider the six states as a travel destination.
- **Standout Media:** VOD delivering **+32%** impressions, with an exceptional **83.4% video completion rate** (70% benchmark).



# Performance Overview

## Performance against Key Metrics:

22.8m  
Impressions

Against **16.8m** target  
equating to 36% uplift

85.7k  
Clicks

Equating to **0.38%** CTR  
Against a target of **0.20%**

\$10.07  
CPM

Against **\$12.73** target  
equating to -21% reduction

## Additional Results:

2.5x  
More likely to  
consider

Exposed users more likely to consider  
travel to the six states.

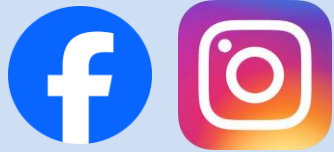
\$144k  
Added Value

Against a **\$210k** media investment  
*\*media only does not include content  
creation/metrics in calculations.*

\$1.7:\$1  
ROI Per  
Partner

For every \$1 of media spend invested  
by the partner, \$1.7 media value was  
delivered.

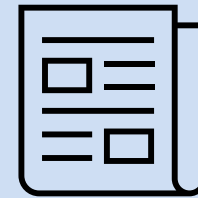
# Channel and Audience Insights



Meta delivered the highest number of impressions (59% of total), while maintaining excellent 8.19% ER.



Not only did VOD deliver an outstanding VTR at 83.4%, it also drove action, generating most clicks and highest CTR.



Escapism audiences spent almost 3mins reading the published articles, which gave equal SOV to all six partners.



Adventure/Nature Travellers over the age of 55 were most interested in campaign content, watching videos to end and clicking to site.

# Breakdown Per Channel

Channel/Partner	Target (Impressions)	Delivered (impressions)	Other Key Metrics
Meta	10m	13.5m (+35%)	1.1m Engagements / 8.19% ER
Native Social	3.1m	3.1m	23.2k Clicks / 1.21% CTR 697K Views / 50.08% VTR
VOD	2.6m	3.5m (+32%)	2.9m Views / 83.4% VCR (70% benchmark) 44.6K Clicks / 1.27% CTR (0.20% benchmark)
Escapism	650k	650k	22.2K Total Page Views 2:57 Dwell Time (2:30 benchmark)
Trailfinders	n/a	1.9m	2.1K Clicks / 1.61% CTR 2.7K Page Views 2,811 Room nights
Microsite	n/a	n/a	94k pageviews 6.1k comp entrants / 1.6k opt-ins

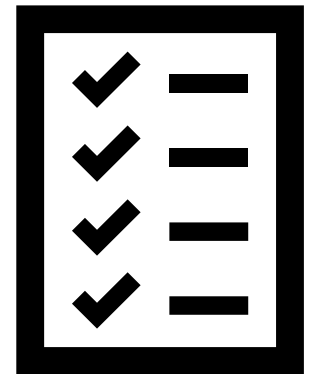
# Partner Performance Breakdown

Destination Partners	Social	Display		VOD		Escapism	Microsite
	Views	Impressions	Clicks/CTR	Impressions	Views/VCR	Pageviews	Pageviews
Arkansas	1,088,619	482,048	3,164 / 0.66%	565,632	479,950 / 84.85%	11,999	14,868
Alabama	1,119,092	519,134	3,265 / 0.63%	627,058	525,488 83.80%		10,984
Louisiana	1,049,759	515,581	3,258 / 0.63%	588,457	505,914 85.97%		12,291
North Carolina	1,137,244	463,899	3,849 / 0.83%	577,618	491,451 85.08%	10,211	12,123
Kentucky	1,103,267	475,076	3,369 / 0.71%	583,888	477,195 81.73%		11,289
Tennessee	1,808,539	480,889	3,394 / 0.71%	582,236	459,673 78.95%		13,954

*\*This slide is shared with Travel South only and will **not** be available to all partners – each partner will only receive their individual results.*

# Brand Survey Results

- The Brand Lift Study was delivered to users that were exposed to the campaign, as well as those **not** exposed. The unexposed users matched the campaign's target audience, to ensure fair comparison.
- The survey asked questions around:
  - Interest in the destination
  - Future consideration
  - Perception of the destination
  - Familiarity with the destinations
- Respondents were asked to mark their answers on a scale of 1-10, with 1 being lowest and 10 being highest.



# Brand Survey Results

## 1. The campaign reached people genuinely interested in travelling to the six states

Around **50% of exposed users** rated an interest score of **6 out of 10 or more**, showing the campaign successfully engaged people already receptive to travelling to the Southern USA.

## 2. Exposed users were 2.5× more likely to consider the six states as a travel destination

Nearly half of exposed users said they **would consider** travelling to the Southern USA, delivering one of the **strongest brand lift results in the sector**.

## 3. The campaign significantly improved perceptions of the six states

Around **1 in 3 exposed users** formed a **positive impression** of the destination, compared to just **1 in 10 among non-exposed audiences**, demonstrating a clear uplift in brand image.

# Content Creation Performance

# Organic Social Media Creators

To bring the beauty of the American South's outdoors to life, we invited two UK-based lifestyle photographers on an 8-day adventure through Tennessee and Kentucky.

## **Amelia Le Brun (@amslebrun) - 58.5K followers**

Amelia is a lifestyle and travel photographer known for her emotive imagery and cinematic compositions. Her work celebrates the connection between people and nature, capturing quiet, contemplative moments in breathtaking landscapes. With a strong following of travel enthusiasts, Amelia's storytelling through photography inspires audiences to explore the world mindfully and sustainably.



## **Amy Shore (@amyshorephotography) - 157K followers**

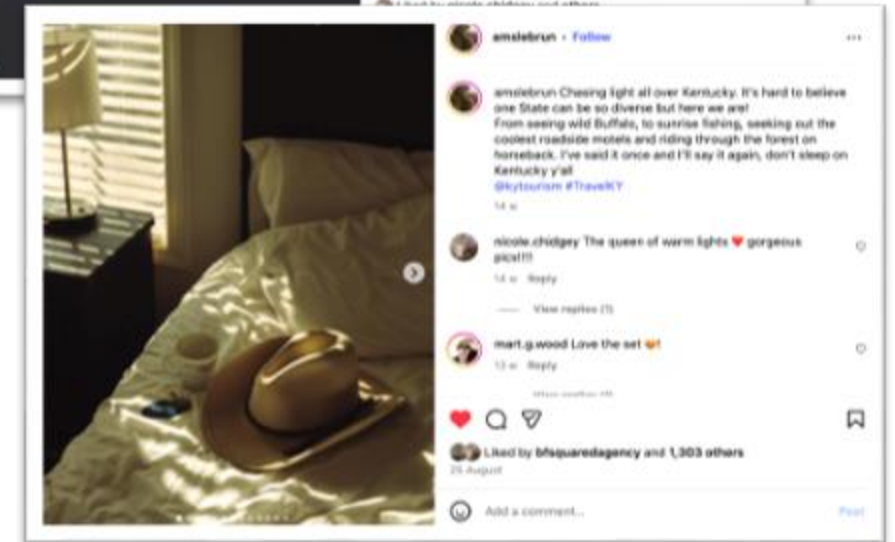
Amy is a lifestyle and automotive photographer with a signature warm, documentary style. She blends adventure and artistry, creating imagery that feels both spontaneous and nostalgic. Known for her work with leading brands in travel and motoring, Amy brings a unique perspective that celebrates craftsmanship, movement, and the beauty of the journey itself.



# Organic Social Media Overview

The trip was designed to authentically showcase the region's diverse landscapes, outdoor adventure and warm Southern charm through the eyes of creative travelers, with experiences ranging from paragliding in Tennessee to cave exploration in Kentucky.

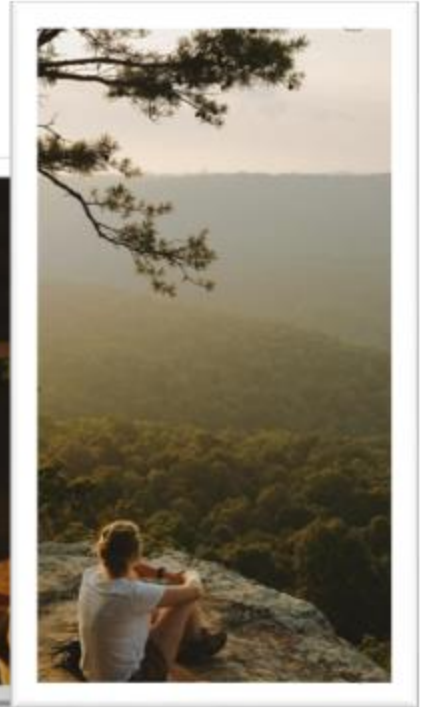
- **641K+ organic impressions delivered (+83% vs. 350K target)**
- **75 Stories + 4 grid posts** (plus a bonus post)
- **3.66% average engagement rate**, driven by authentic, creator-led storytelling




# Organic Social Media Performance - Tennessee

- **325K+ organic impressions delivered (+85% vs. 175K target)**
- **38 Instagram Stories + 3 grid posts (incl. bonus post)**
- **4.44% average engagement rate (above benchmark)**

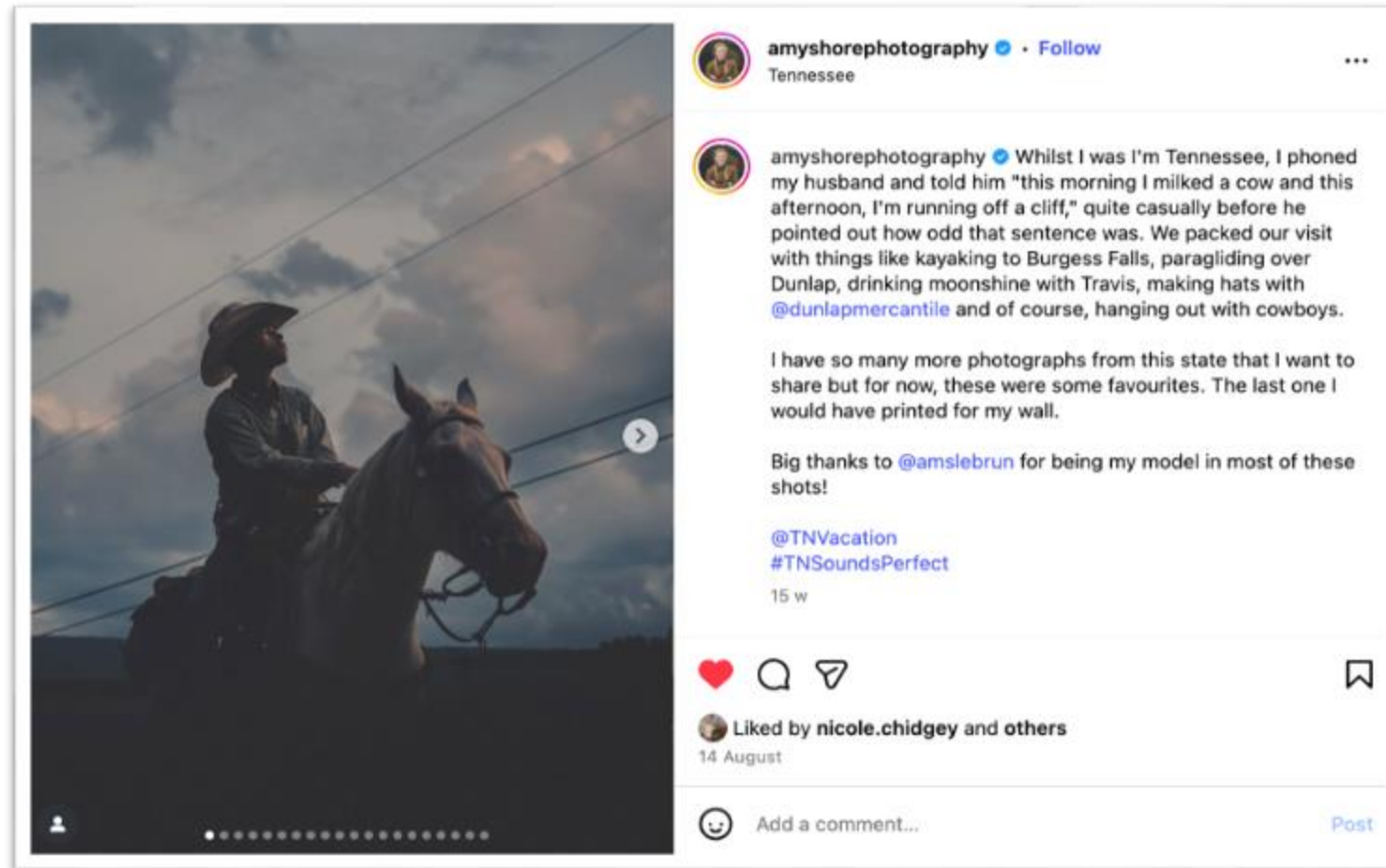
Creator content for Tennessee significantly exceeded targets, delivering strong visibility and meaningful audience connection.



Post	Views	Likes	Comments	Saves
Amy Grid - TN	42918	1743	53	54
Amelia Grid - TN	29182	605	18	21
Amelia Bonus post - TN	15716	681	12	19
Stories combined	235334			
<b>Total</b>	<b>323150</b>	<b>3029</b>	<b>83</b>	<b>94</b>

 amslebrun Every time I visit Tennessee it seems I uncover yet more hidden gems, incredible activities, but most of all, welcoming beautiful people. The south is renowned for that classic charm, and for good reason. Tennessee feels like home, the people like family and the landscapes like nothing else. From jumping off a cliff, waking up for chores on a dude ranch, to discovering a local mercantile. #TNSoundsPerfect @tnvacation

# Tennessee Top Performing Post



# Organic Social Media Performance - Kentucky

- 316K+ organic impressions delivered (+80% vs. 175K target)
- 37 Instagram Stories + 2 grid posts
- 229K Story impressions / 87K grid views
- 3.6% average engagement rate (above benchmark)

Creator content for Kentucky significantly exceeded targets, delivering strong visibility and meaningful audience connection.



Post	Views	Likes	Comments	Saves
Amy Grid - KT	42918	1423	24	54
Amelia Grid - KT	39182	1357	44	55
Stories combined	316,395			
<b>Total</b>	<b>398495</b>	<b>2780</b>	<b>68</b>	<b>109</b>

amysorephotography 📍 Whilst in Kentucky, we did some horseback riding among many other fun activities (like a drive-in cinema, fishing and seeing buffaloes). We were warned to push away from any trees that our horses rode too close to as to not catch our knees. Well, guess what idiot didn't listen? Me. I was the idiot. I've still got a bruise on my left knee, 4 weeks after returning.

By far my favourite thing to do was something I thought I was going to hate - caving. Squeezing through small gaps of rock on your tummy in pitch black with just a head torch for vision. Turns out I loved it. It made my tummy all fluttery and the physical exertion was something I totally didn't expect. The whole state surprised me with how many lakes, gorgeous trails and caves were around.

So yeah, listen to your guides, kids.

@KYTourism #TravelKY

# Kentucky Top Performing Post

**amyshorephotography** • Follow  
Kentucky

**amyshorephotography** • Whilst in Kentucky, we did some horseback riding among many other fun activities (like a drive-in cinema, fishing and seeing buffaloes). We were warned to push away from any trees that our horses rode too close to as to not catch our knees. Well, guess what idiot didn't listen? Me. I was the idiot. I've still got a bruise on my left knee, 4 weeks after returning.

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So yeah, listen to your guides, kids.

[@KYTourism](#) [#TravelKY](#)

17w

Liked by [nicole.chidgey](#) and others  
August 24

Add a comment... Post

# Performance by Media Overall Campaign

*In this section, we have included all channel analysis for Travel South only.*

*Each partner will only receive their own tailored analysis and will not see other destination partner results.*



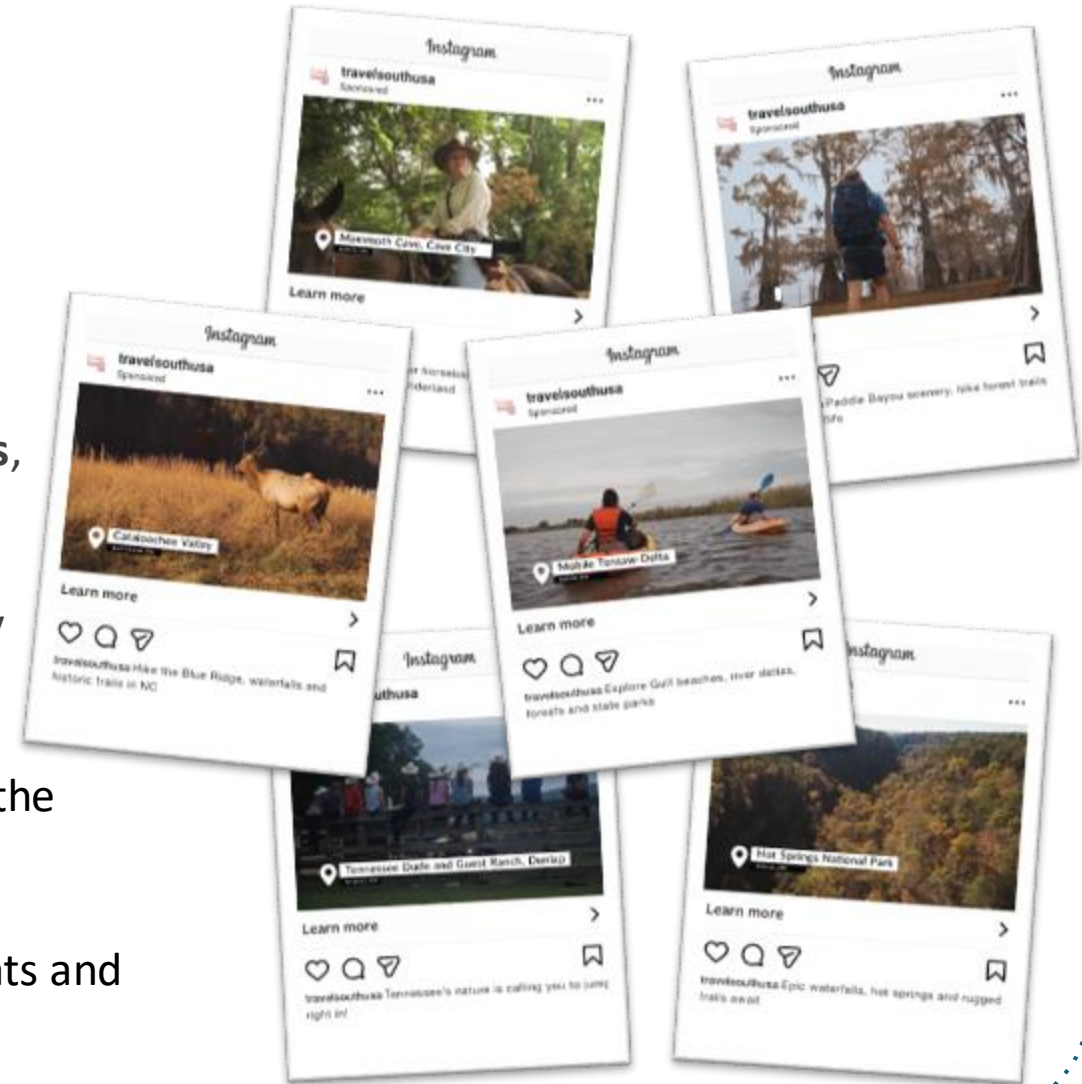
# Social Performance

13.5m  
Impressions  
+35%

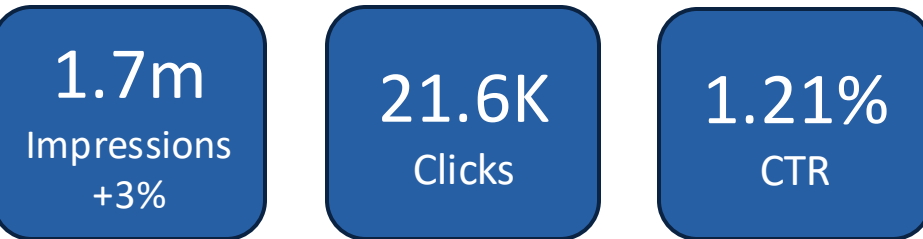
1.1m  
Engagements  
8.19% ER

15.6K  
Clicks  
0.12% CTR

- Paid social activity ran across **main feed static and video formats**, exceeding the 10m impression target by +3.5m.
- The campaign achieved a total reach of 3.6m, extending visibility across key UK audiences.
- The 55+ audience segment dominated traffic, which aligns with the destination marketing nature of the campaign.
- Facebook Reels placements drove most clicks, above story formats and static grid posts.



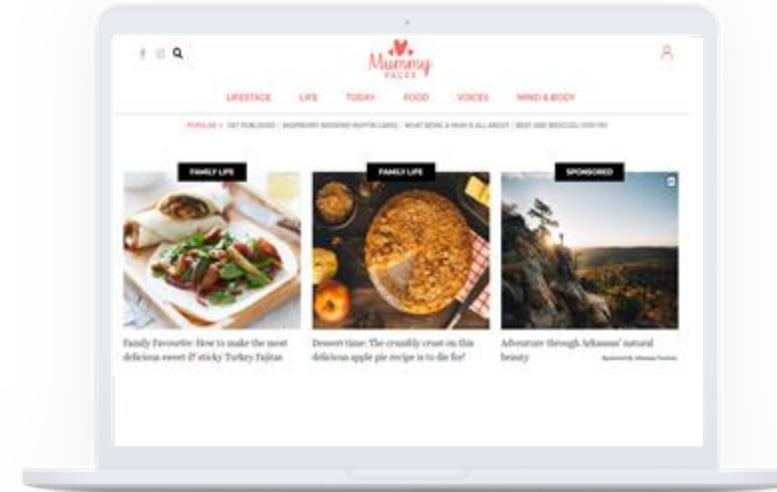
# Native Display



- **Native Display delivered a strong 1.22% CTR**, significantly outperforming the **0.4–0.8% benchmark**.
- Performance indicated **high audience relevance**, with users actively clicking through to Travel South landing pages.
- **Alabama was the standout creative**, with the top-performing creative achieving a **1.45% CTR**.
- Results were strongest on **mobile**, where native placements delivered greater scale and engagement due to increased in-feed visibility.

AD  
YOU  
LIKE.

TravelSouth  
All Y'all Are Welcome USA



# Outstream Video

1.3m

Impressions  
*on target*

697K

Views

50.08%

VTR



- Outstream video delivered a solid **50.08% VTR**, performing well within the 40–60% benchmark for this format.
- Results confirmed strong creative relevance and audience engagement, with users staying with the video to (or close to) completion.
- **Alabama** was the standout creative, with the top-performing outstream creative achieving a **55% VTR**.
- **Desktop** drove the strongest VTR, reflecting more leaned-in viewing behavior, with top-performing sites including Mumsnet, Daily Mail and Metro delivering both scale and quality engagement.



# VOD Performance

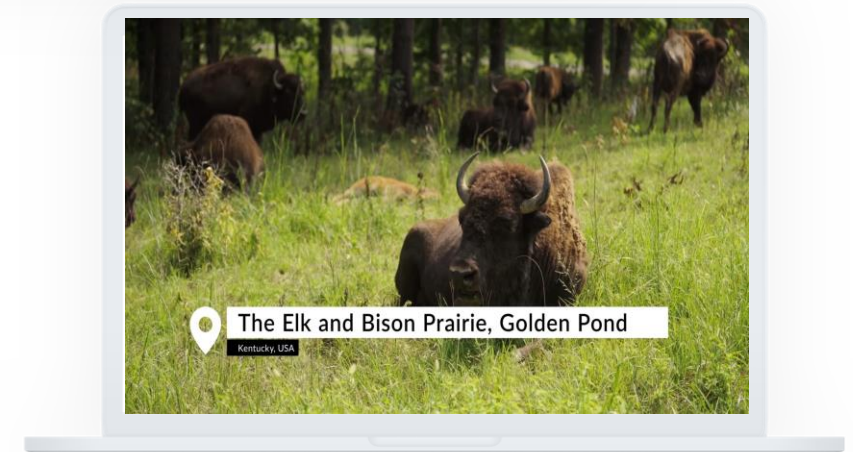
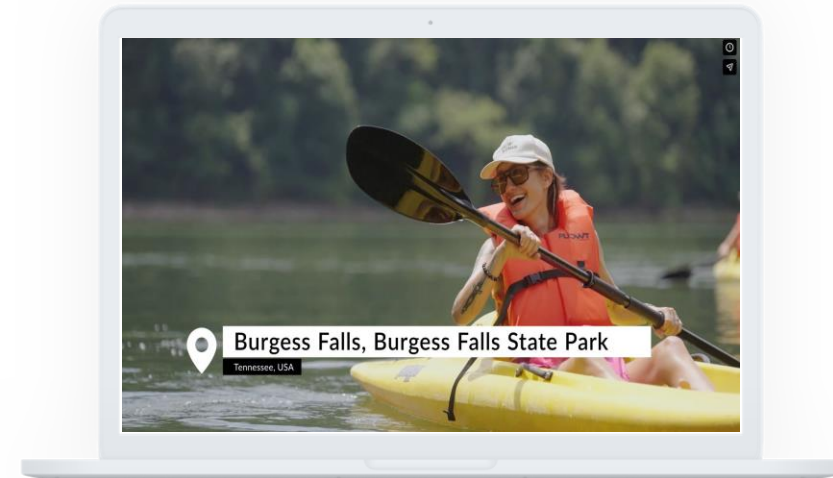
2.9m  
Views

83.40%  
VCR  
70% Benchmark

44K  
Clicks

1.27%  
CTR  
0.20%  
Benchmark

- VOD delivered over 2.9m completed views, as well as inspiring action by generating clicks to site.
- Adventure/Nature Travelers and Frequent Travelers were more likely to watch videos to the end with a **VCR of 85%**.
- Cultural Explorers were more inclined to click with a **1.82% CTR** (vs 0.90% and 0.93% for Adventure/Nature Travelers and Frequent Travelers respectively).



# VOD Best Performing Creative

479.9K  
Views

84.85%  
VCR  
70% Benchmark

8.9K  
Clicks

1.58%  
CTR  
0.20%  
Benchmark

- **Arkansas** was the top-performing VOD creative, delivering a **high completion rate of 84.85%**.
- It also generated **8.9k clicks at 1.58% CTR**, demonstrating strong engagement at scale.
- Performance was driven by a strong opening, clear sense of place and well-paced cinematic storytelling, balancing aspiration with accessibility encouraging viewers to stay with the video and actively click through.



# Escapism Performance

22K  
Page Views

2 mins 57"  
Avg Dwell Time  
Benchmark of  
2 mins 30"

650K  
Impressions

- Escapism published 2 x inspirational articles on Escapism.com:
  - Alabama, Arkansas, Louisiana (11.9k views)
  - Kentucky, North Carolina, Tennessee (10.2k views)
- The articles performed strongly, delivering a combined **22K page views** from **650K impressions**.
- Average dwell time across both articles was **2:57**, exceeding the **2:30 benchmark** and indicating high-quality user engagement.



## YOUR GUIDE TO DISCOVERING THE BEST OF THE GREAT OUTDOORS IN ALABAMA, LOUISIANA AND ARKANSAS

Islands, swamps and mountain rivers in these three states, the outdoors isn't a backdrop but the main event. Here's your guide to making the most of it.



By Benji Hirschfeld, Benji

© James Whitely and Benji Hirschfeld

PUBLISHED: THURSDAY 26TH SEPTEMBER 2024

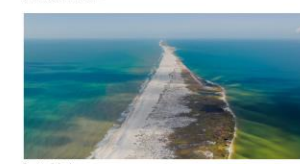
Advertisement

WHEN PEOPLE PICTURE the American South, they often think of jazz, bourbon and barbecue smokes. But what keeps pulling travellers back - and what is still too often overlooked - is its wilderness.

Here, nature has been allowed to stretch itself out in all directions. It shows in the sheer variety: Gulf Coast islands that glow orange at sunset, cathedral-like swamps where the only sound is a heron's wingbeat, forested ridges that crest and dip until your calves complain, and a river that insists on running free, despite every modern instinct to dam and harness it.

If you're the kind of traveller who finds peace in motion - paddling, pedalling, walking, casting - then Alabama, Louisiana and Arkansas are not just stopovers on a southern itinerary: they are the itinerary. These three states share cultural threads, but their landscapes diverge so sharply that moving between them feels like flipping a page in a book of different genres.

**ALABAMA**  
Alabama's outdoors is coastal and cavernous. Dauphin Island is a classic Gulf barrier island: white sand, seabird migration and long sunset sessions for photographers. The Mobile-Tensaw Delta is a wetland labyrinth - glide through its backwater channels by kayak and you may find alligators, bald eagles and channel bends that feel mapped only by local memory.



Dauphin Island

© Federico Perini



## OUTDOOR ADVENTURES AWAITS IN TENNESSEE, KENTUCKY AND NORTH CAROLINA

Dust off your hiking boots and pack your raincoats - here's an outdoor first route through waterfalls, caverns and mountain waterways



Smoky State Park, North Carolina

© Mattia La Rosa

PUBLISHED: WEDNESDAY 24TH SEPTEMBER 2024

Advertisement

THERE'S A PRACTICAL generosity to good outdoor travel: it's not about ticking off endless landmarks but learning how a place asks you to move. The South's quieter reaches - rimmed lakes, cave mouths, river valleys and ridgelines - don't demand spectacle; they measure attention.

This year, Travel South, naturally sees photographers and filmmakers lens that slow work to follow rivers by canoe, gravel-ride quiet lines, and stand where water and rock and sky meet. The point isn't a single photo; it's the compression of small acts - a cast of a fly at first light, the sound of a waterfall from the tree line, the way a cave's entrance changes the feel of a day. Those acts are the reason to go, and you'll notice some of these beautiful pictures below.



Elk watching in Daniel Boone, North Carolina

© Mattia La Rosa

Pick any of these three states and you will find landscapes that operate as instruments for clearer thinking. In Tennessee, waterfalls and plateaus give you an interval: a walk that recalibrates speed and a sky that resets what you expect from night. Kentucky's claim is geological patience - caves and reclaimed shorelines where the human scale is modest and useful; here, long rows stretch westward. In North Carolina, the highlands and their woodland drainage invite a different attention: trout streams that require quiet, elk meadows that reward patience, gravel roads that loop you in to the rhythm of the land. None of these are "must see" in the catalogue sense; they are devices for doing less and seeing more.

TENNESSEE

# Trailfinders Partnership

# Trailfinders: Economic Impact

The six states showed a YOY increase of **1.3% for room nights - a great result in a challenging environment for the US.**

Trailfinders reported an overall decline in the US market, citing political instability, rising costs and value shown in other destinations.

Louisiana and Tennessee led the way in generating room nights.

*\*This slide is shared with Travel South only, and will not be available to all partners – each destination partner will only receive their individual results.*

State	PAX	Room Nights	Ave Daily Spend*	Econ. Impact
Kentucky	45	40	\$529.50	\$953,100
Arkansas	19	13	\$529.50	\$130,787
Louisiana	496	922	\$529.50	\$242,146,704
North Carolina	40 (112 VFR)	26 0	\$529.50 \$309.50	\$585,344
Tennessee	758	1759	\$529.50	\$705,993,999
Alabama	61	51	\$529.50	\$1,647,275

**Reporting Period: Sep 01 – Dec 15 2025**

# Trailfinders Deliverables



**2x Email Inclusions**  
Reaching **1M** UK & IR Travellers

**1x Solus Email**  
Sent to high intent clients  
Avg open rate of **55%**

**1x Social Media Post**  
**73K+** Followers across IG & FB

**Dedicated Landing Page**  
Live for three weeks on **Trailfinders.com**

# Trailfinders: Performance

1.98m  
Impressions

2.7K  
Page Views

1.61%  
CTR

- Three email activations reached a combined audience of **1.9M recipients**, generating over **2.1K clicks** at an average CTR of **1.61%**.
- Social activity delivered strong visibility, generating **6.8K+ views**.
- The landing page achieved **2.7K visits**, demonstrating clear intent from Trailfinders' travel-ready audience.
- Performance highlights Trailfinders' strength in converting inspiration into action, effectively supporting consideration and booking behavior.



## Experience Southern USA

Feel the soulful rhythms of New Orleans and the historic charm of Savannah as Southern USA draws you into a world of music, history and natural beauty. Be inspired by a selection of our favourite road trips and hidden gems here.

[Read More](#)

## Experience Southern USA

From the soulful rhythms of New Orleans to the historic charm of Savannah, Southern USA will draw you into a world of music, history and natural beauty. Be inspired by a selection of our favourite road trips here.

[Read More](#)



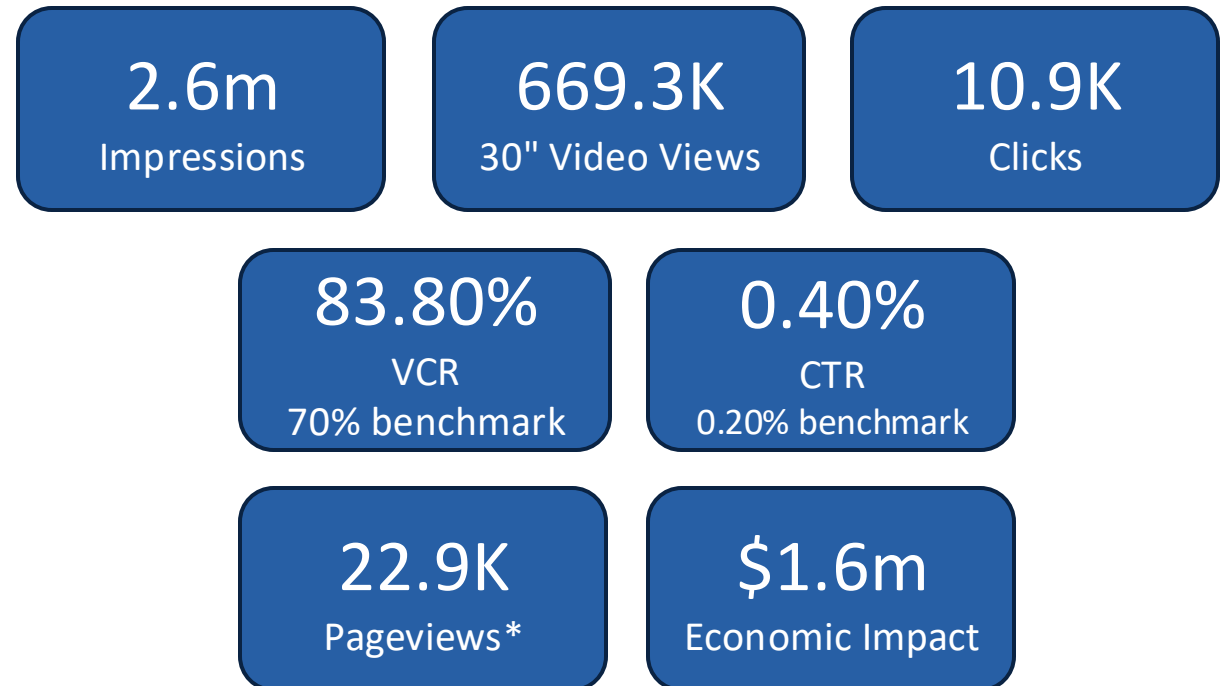
# Partner Results

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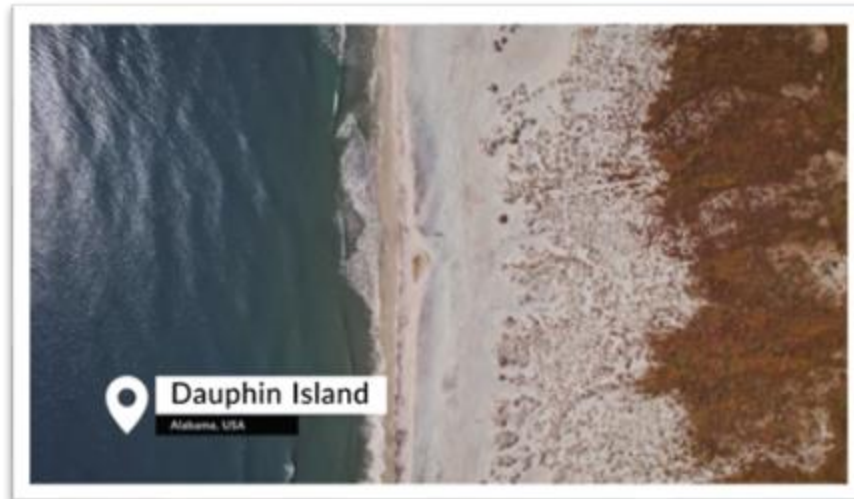
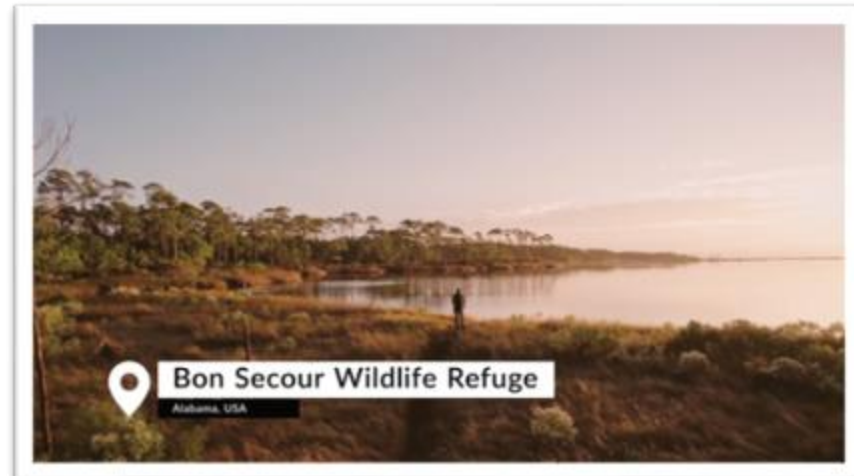
# Alabama: Overview

- At **\$35k investment** in media, Alabama were a key partner the *Travel South, Naturally* campaign, which had a total campaign value of \$354k.
- For each partner, this equates to **\$1.7** of media delivered for each **\$1k** invested.
- Economic impact is calculated by multiplying Trailfinders room nights for Alabama (51) by pax (61) by ave. daily spend (\$529.50; source: [globalstatistics.com](http://globalstatistics.com)).

## Alabama Results



# Alabama: Creative



TRAVEL SOUTH NATURALLY

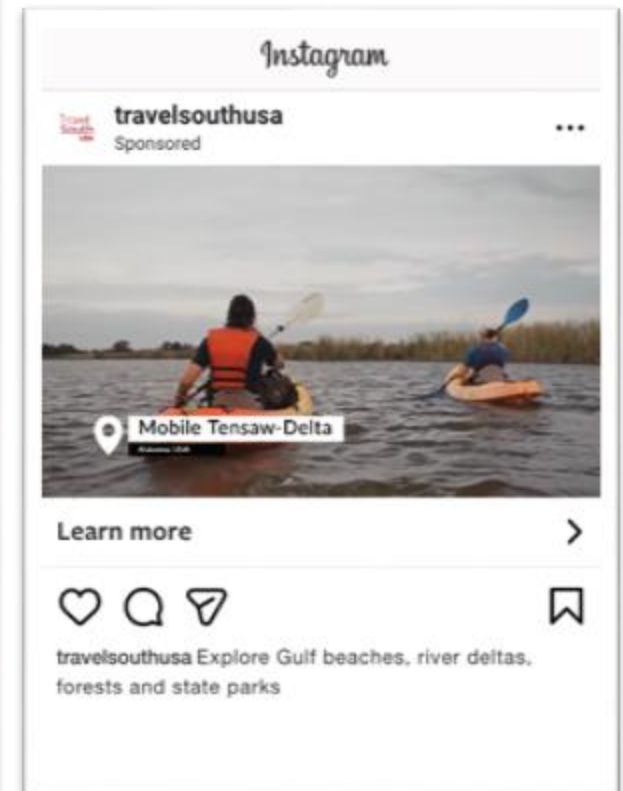
## ALABAMA

Bon Secour Wildlife Refuge  
Alabama, USA

Take a little further into Sweet Home Alabama and you'll soon learn that "sweet" is an understatement for this southern state. It is, in fact, a jaw-packer, majestic state of historical prowess and legendary activities as well as a truly inspiring, inspiring, and rejuvenating, reinvigorated in the Muscle Shoals region, once known as the "The 9th Recording Capital of the World," and the state's heart.

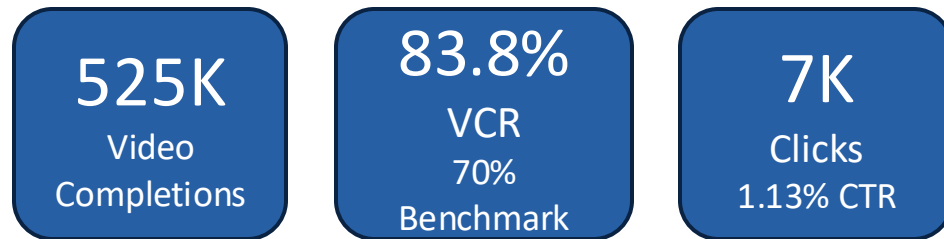
### OUTDOORS IN ALABAMA

From the underground caves to Alabama's South East region to the Gulf in the South, Alabama is a place of endless, natural phenomena. A wildlife enthusiast's paradise, the beauty and opportunities to come up close to some of the world's most endangered species is second to none.



# Alabama – Digital Performance

## Video-on-Demand 30”:



## Outstream:



## Native:



# Alabama – Social

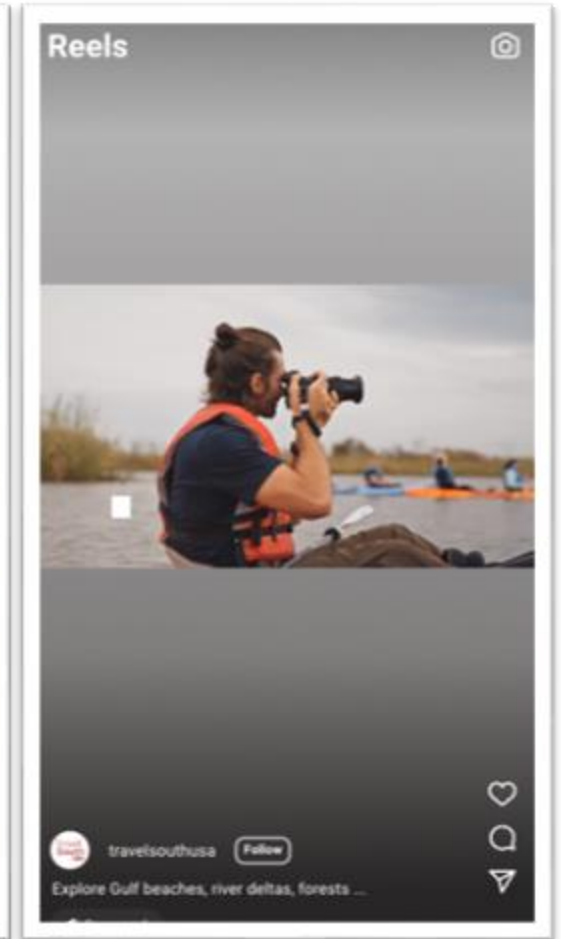
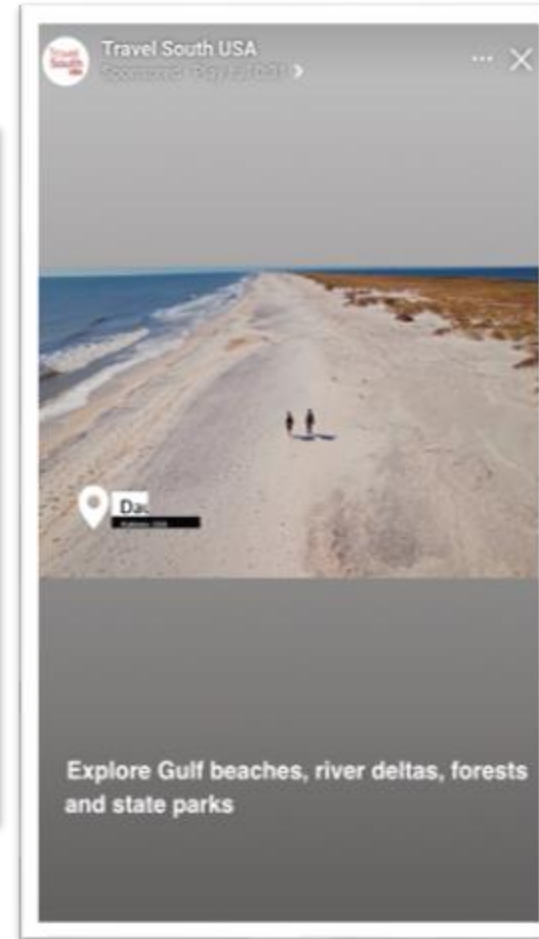
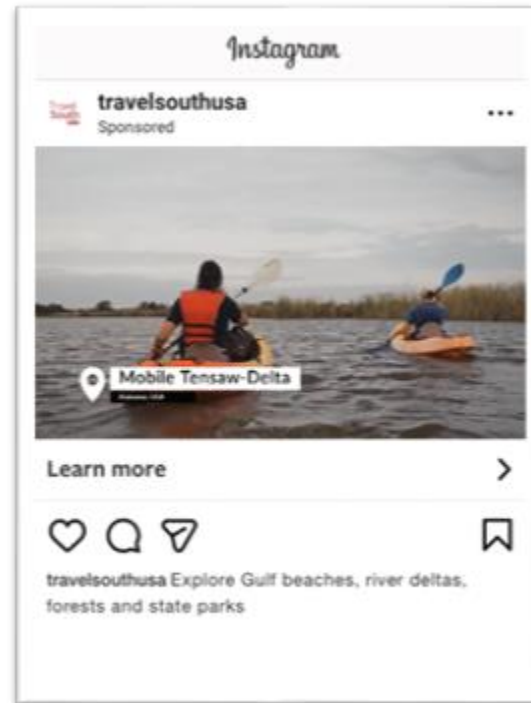
## Social:

1.4m  
Impressions

569  
Clicks  
0.04% CTR

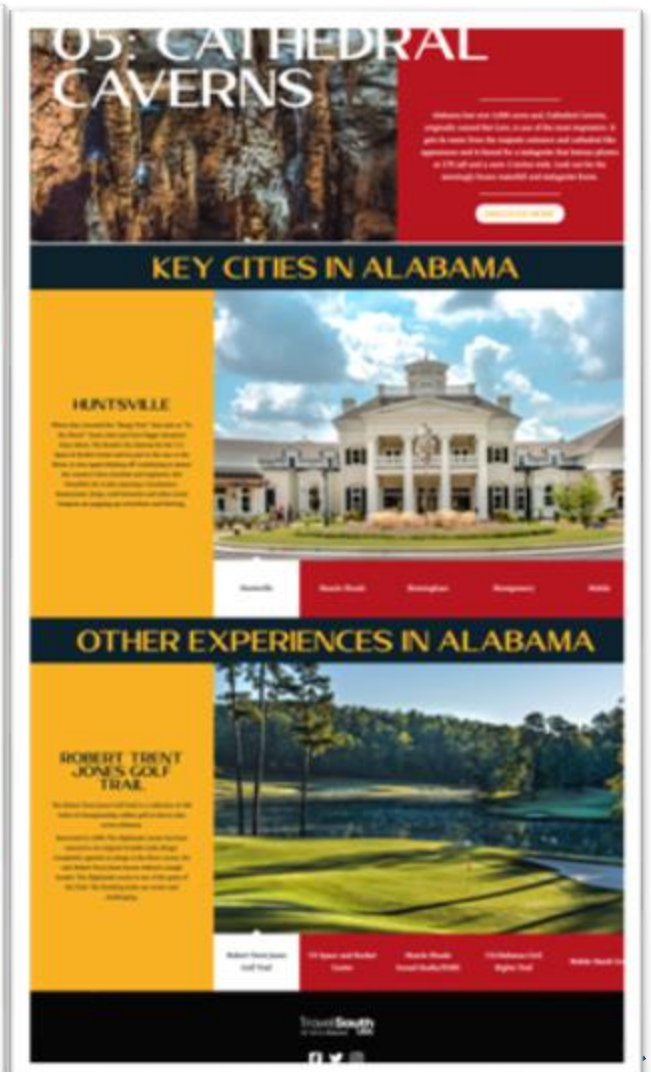
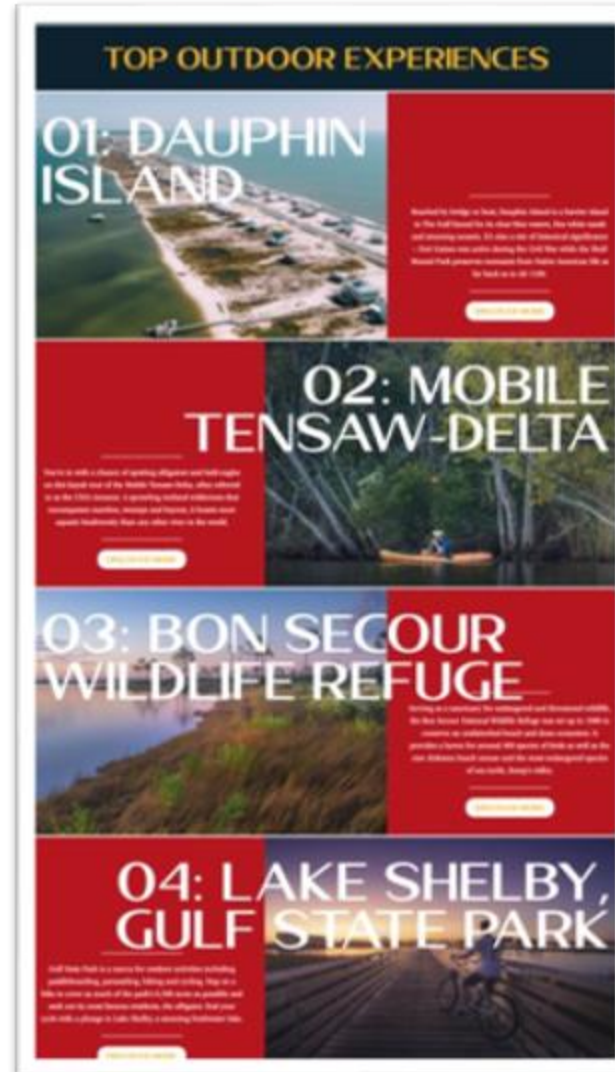
147K  
Engagements

170K  
Reach



# Alabama – Microsite

10.9K  
Page Views

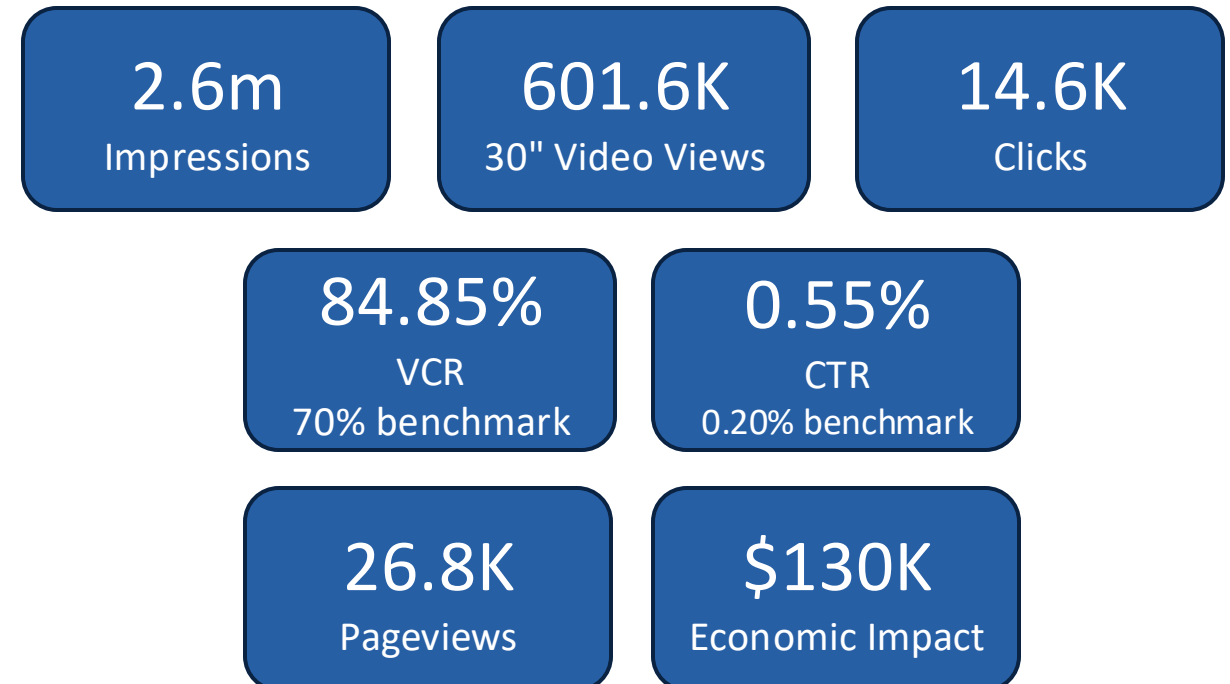




# Arkansas: Overview

- At **\$35k investment** in media, Arkansas were a key partner the *Travel South, Naturally* campaign, which had a total campaign value of \$354k.
- For Arkansas, this equated to **\$1.7** of media delivered for each **\$1k** invested.
- Economic impact is calculated by multiplying Trailfinders room nights for Arkansas (13) by pax (19) by ave. daily spend (\$529.50; source: [globalstatistics.com](http://globalstatistics.com)).

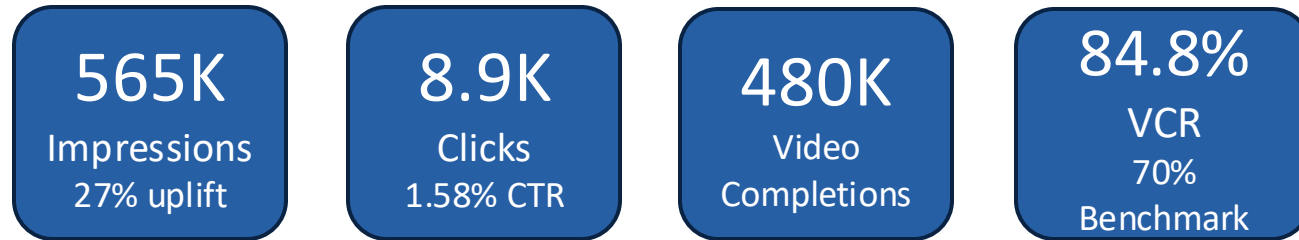
## Arkansas Results



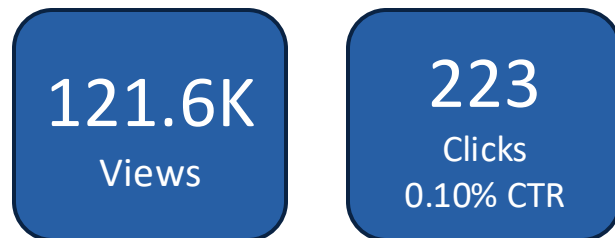


# Arkansas – Digital Performance

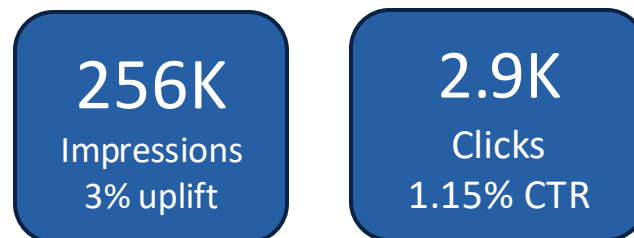
## Video-on-Demand 30”:



## Outstream:



## Native:



# Arkansas – Social

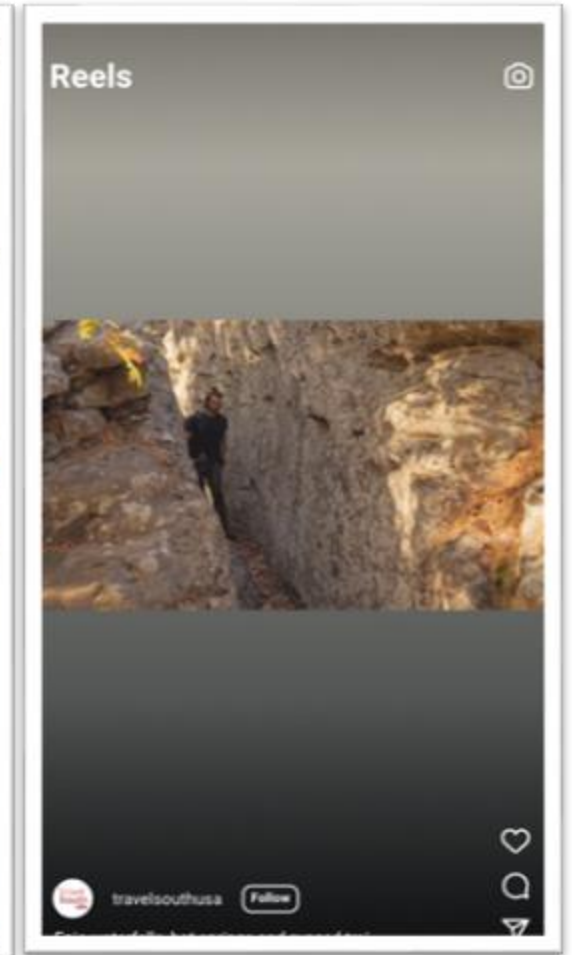
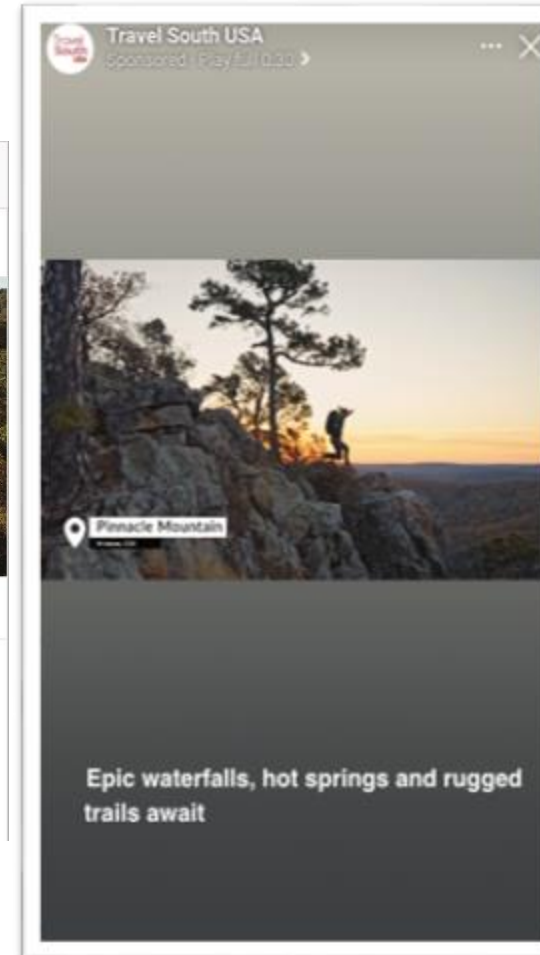
## Social:

1.5m  
Impressions

2.5K  
Clicks  
0.17% CTR

165K  
Engagements

170K  
Reach

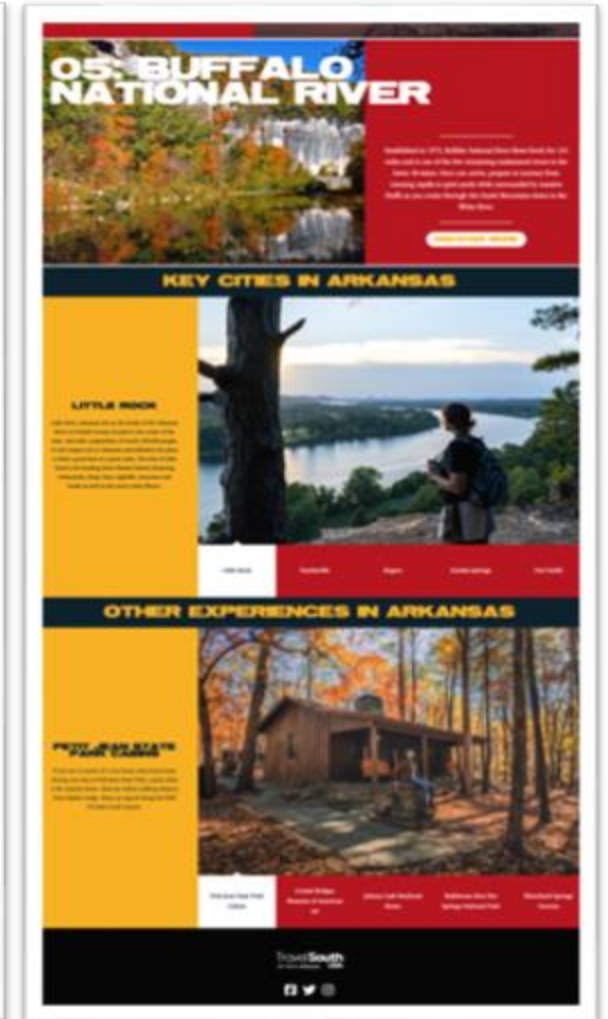
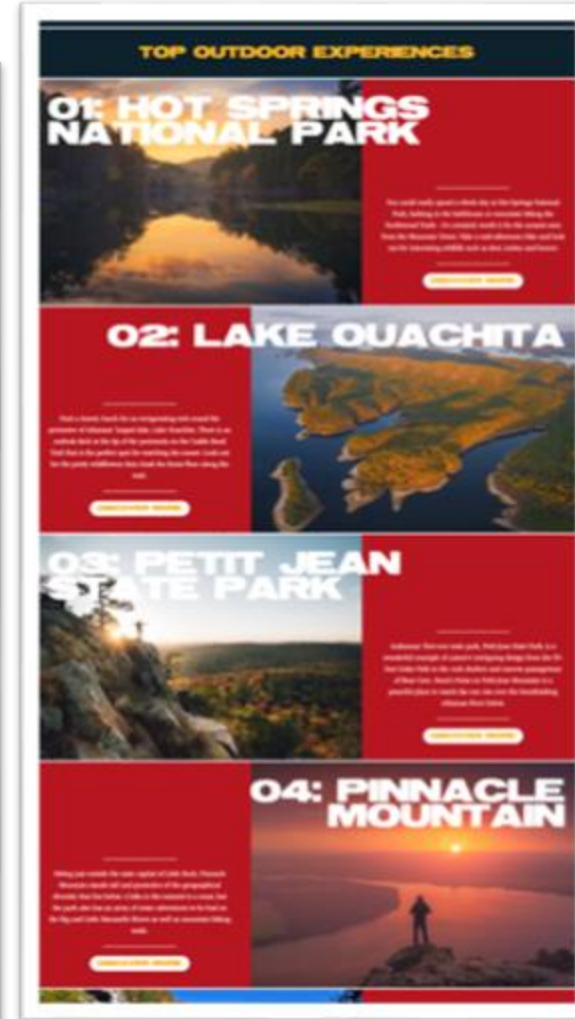
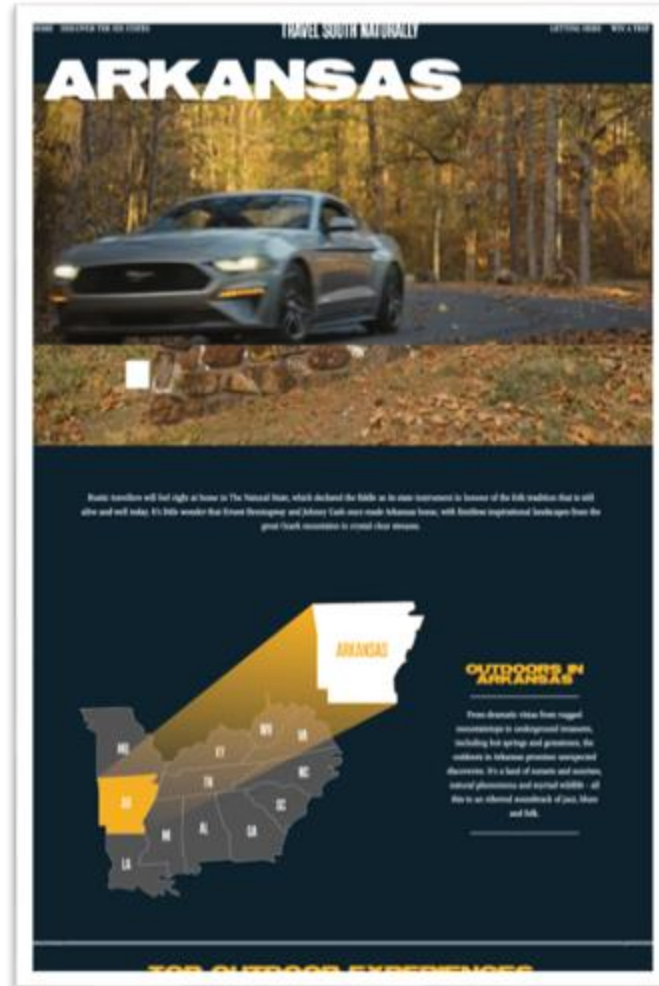


# Arkansas – Microsite



TravelSouth  
All Y'all Are Welcome USA

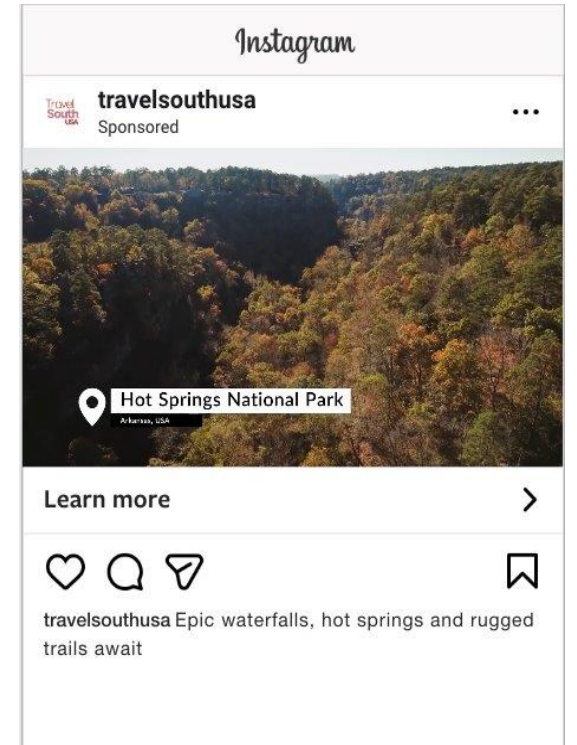
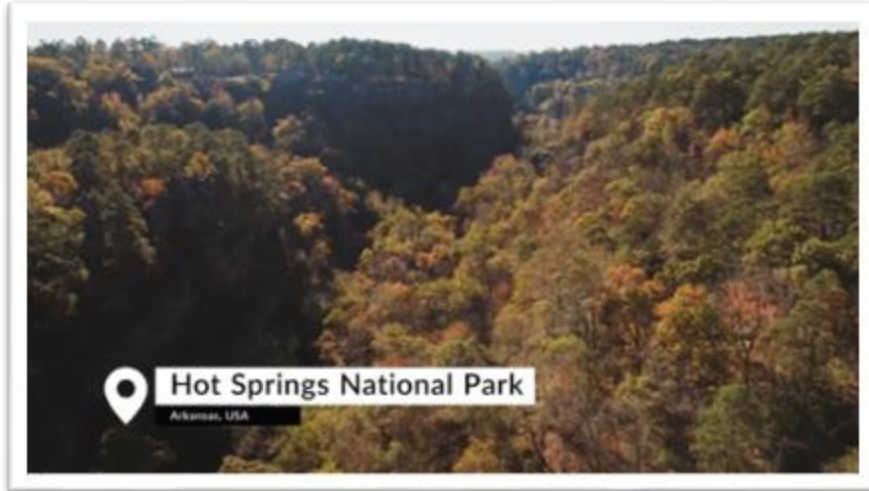
14.8K  
Page Views



# Arkansas: Creative



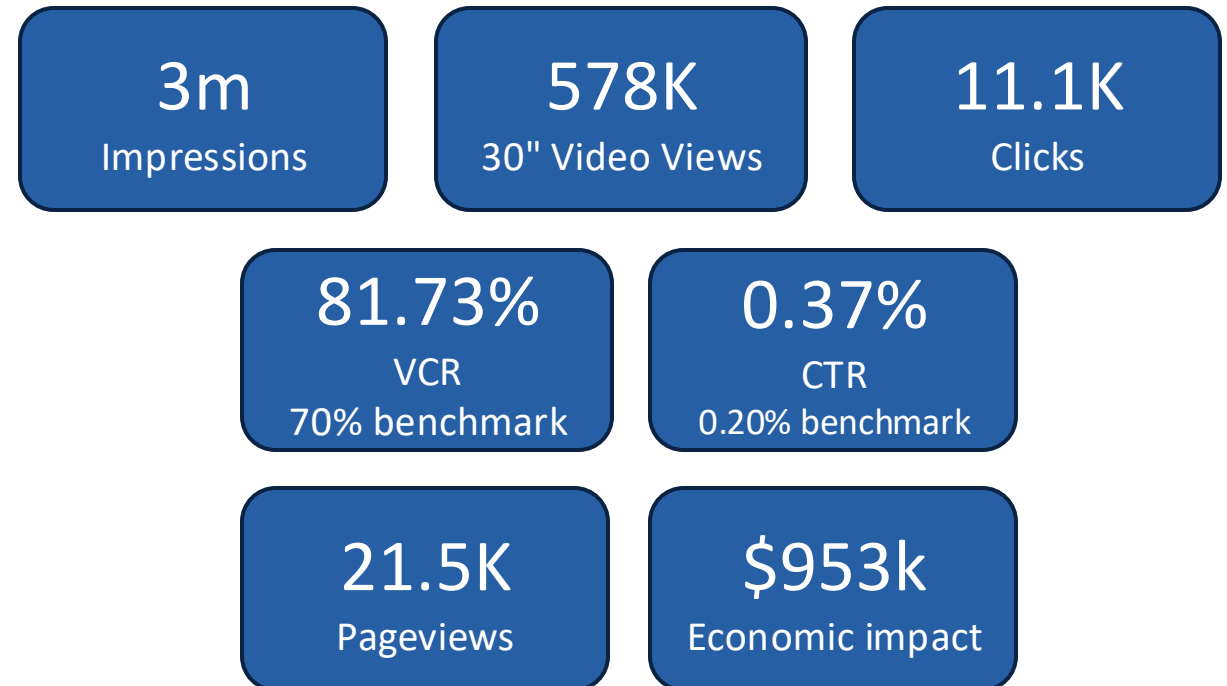
TravelSouth  
All Y'all Are Welcome USA



# Kentucky: Overview

- At **\$35k investment** in media, Kentucky were a key partner the *Travel South, Naturally* campaign, which had a total campaign value of \$354k.
- For Kentucky, this equated to **\$1.7** of media delivered for each **\$1k** invested.
- Economic impact is calculated by multiplying Trailfinders room nights for Kentucky (45) by pax (40) by ave. daily spend (\$529.50; source: [globalstatistics.com](http://globalstatistics.com)).

## Kentucky Results

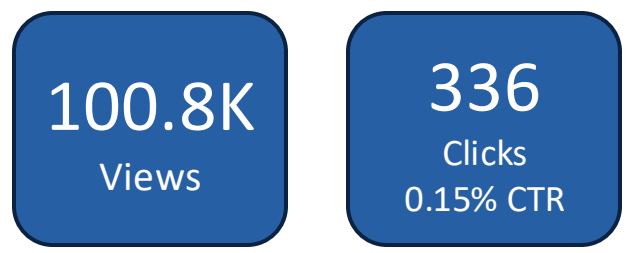


# Kentucky – Digital Performance

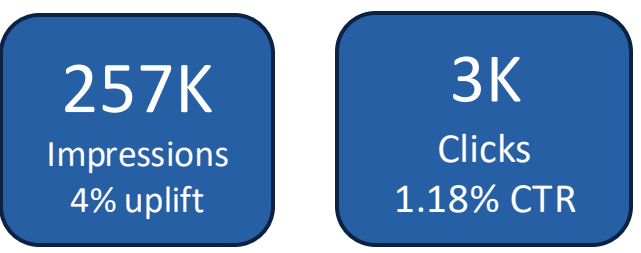
## Video-on-Demand 30”:



## Outstream:



## Native:



# Kentucky – Social

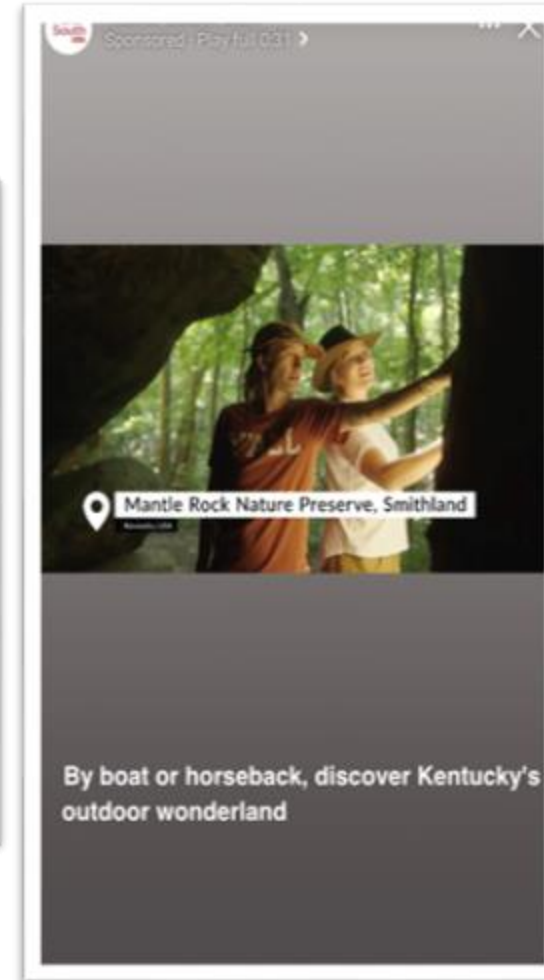
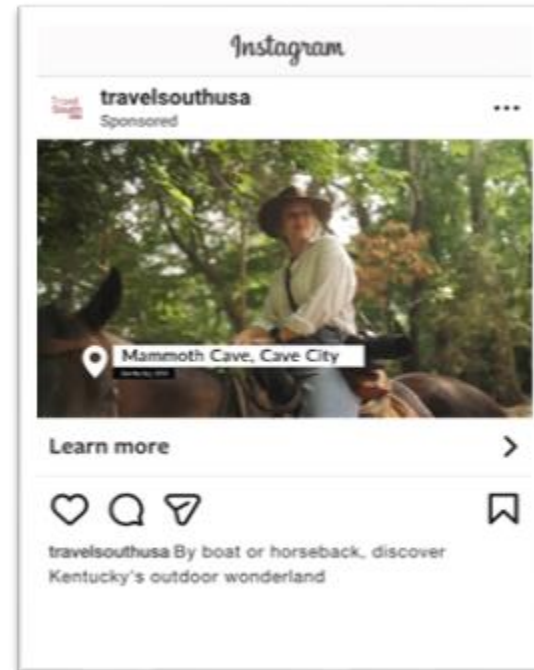
## Social:

1.5m  
Impressions

1.7K  
Clicks  
0.11% CTR

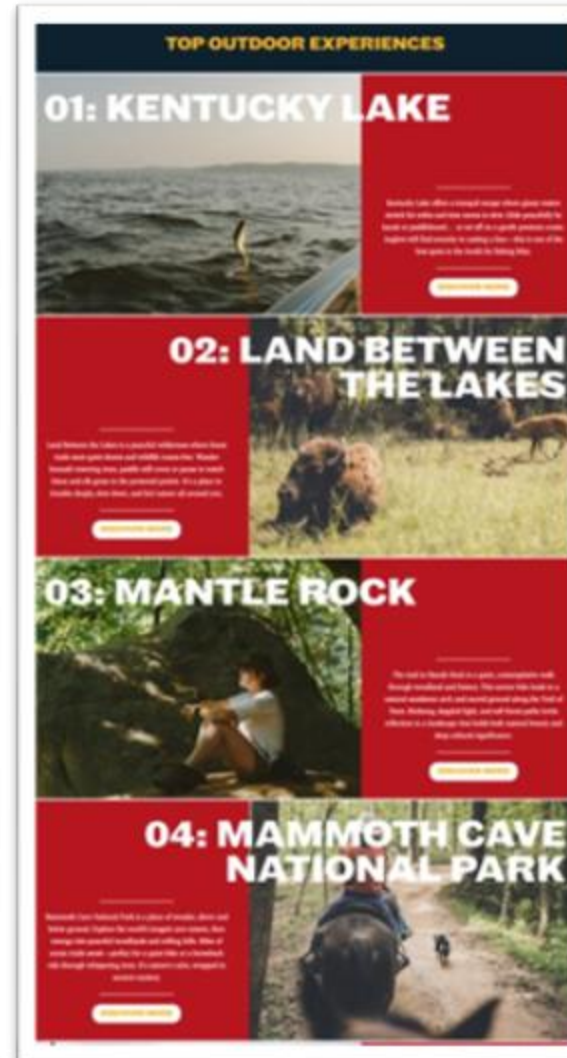
173K  
Engagements

201K  
Reach

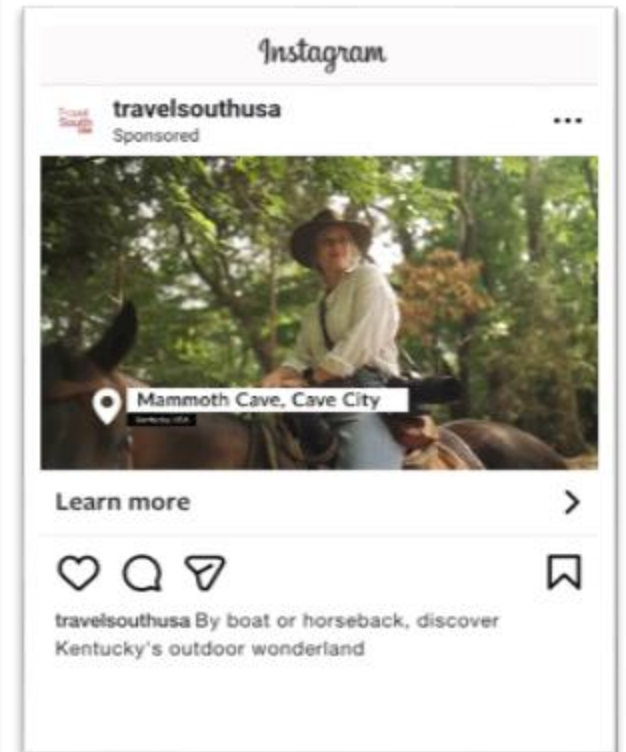
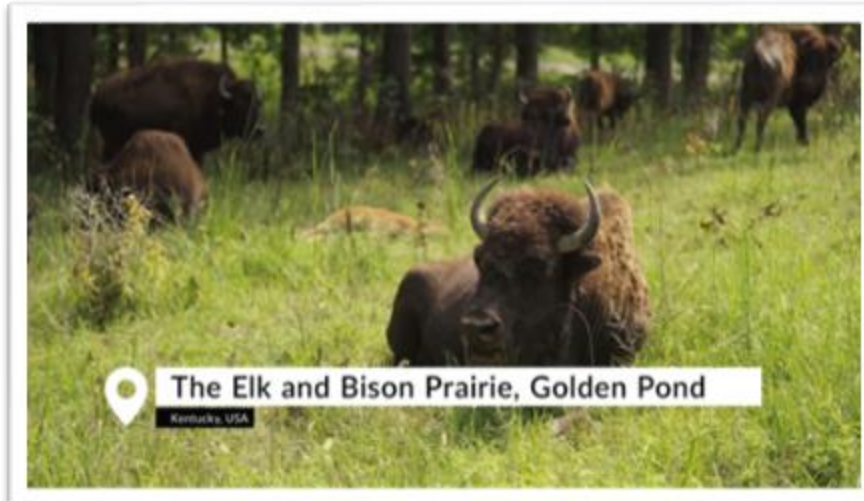


# Kentucky – Microsite

11.2K  
Page Views



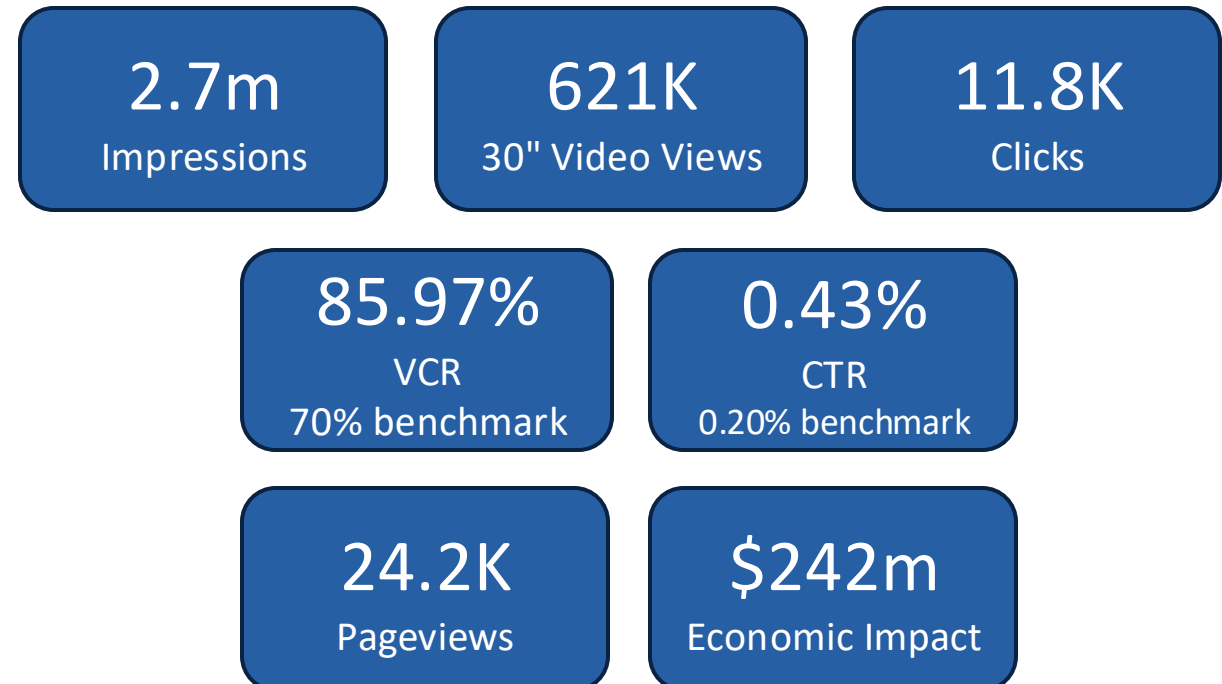
# Kentucky: Creative



# Louisiana: Overview

- At **\$35k investment** in media, Louisiana were a key partner the *Travel South, Naturally* campaign, which had a total campaign value of \$354k.
- For Louisiana, this equated to **\$1.7** of media delivered for each **\$1k** invested.
- Economic impact is calculated by multiplying Trailfinders room nights for Louisiana (922) by pax (496) by ave. daily spend (\$529.50; source: [globalstatistics.com](http://globalstatistics.com)).

## Louisiana Results



# Louisiana – Digital Performance

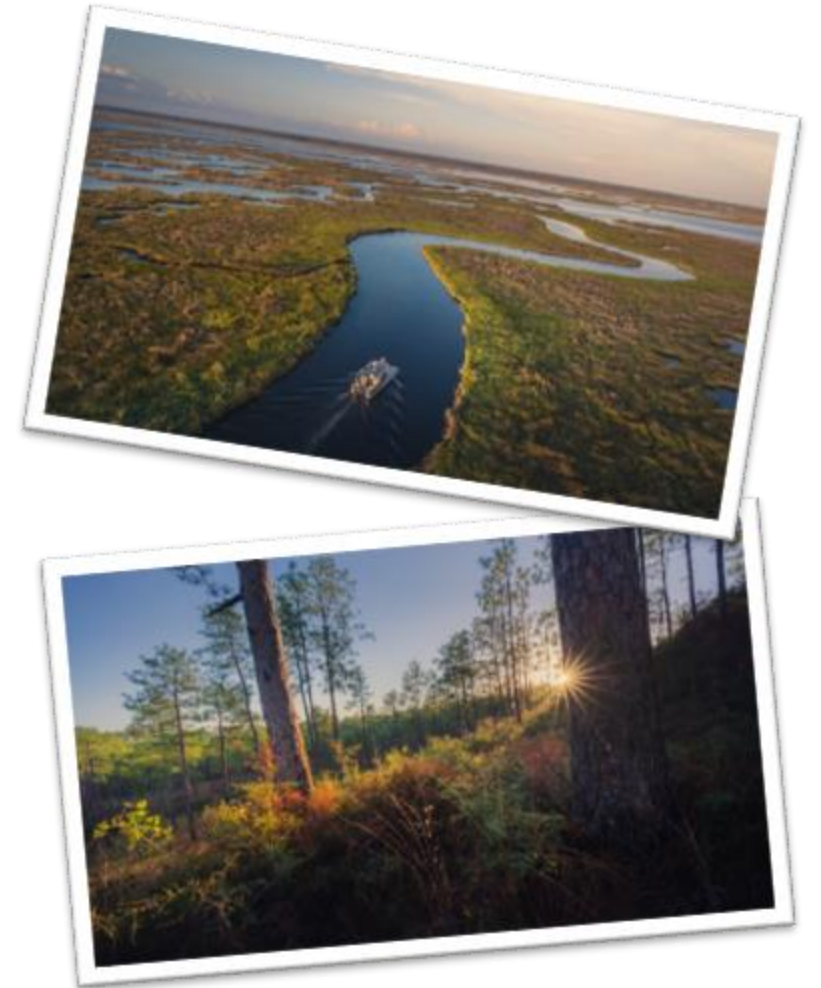
## Video-on-Demand 30”:



## Outstream:



## Native:



# Louisiana – Social

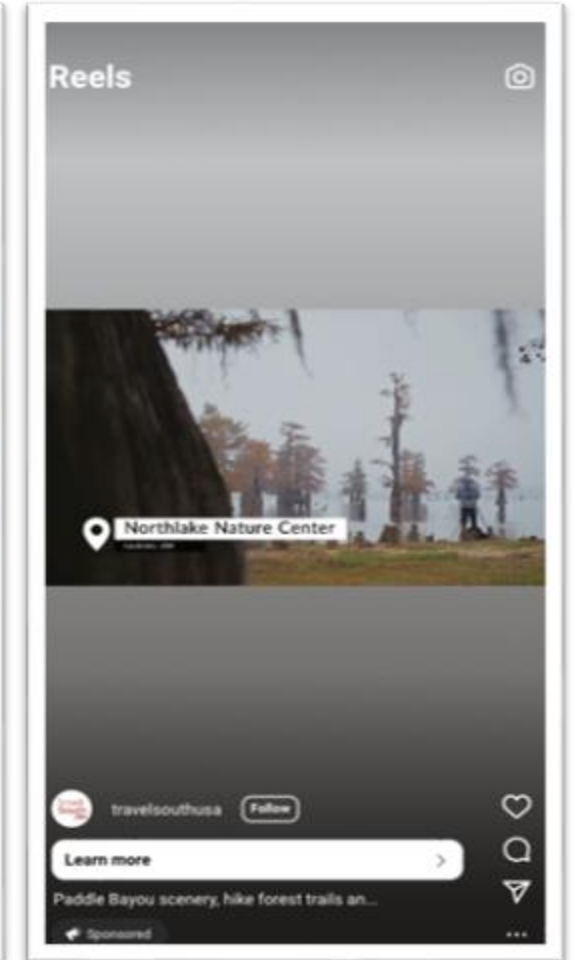
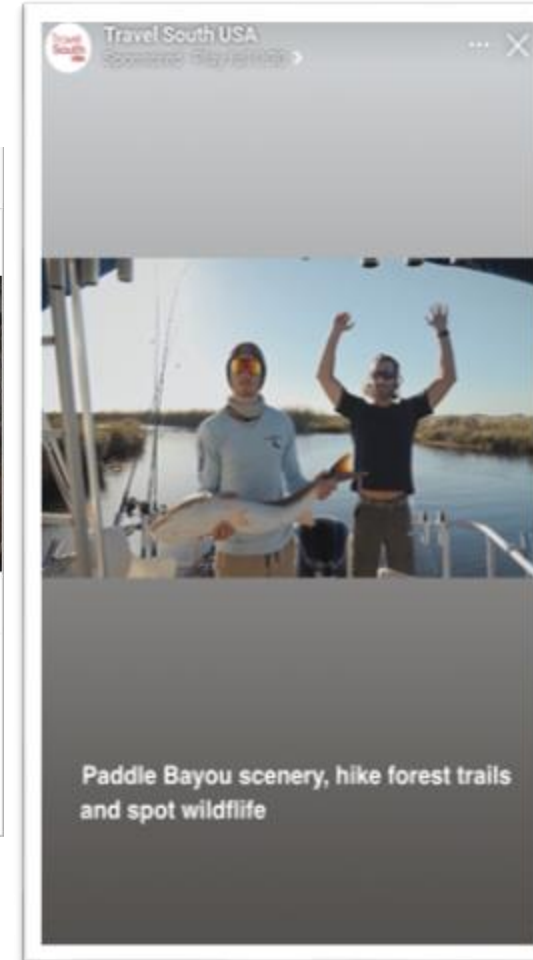
## Social:

1.5m  
Impressions

1.3K  
Clicks  
0.09% CTR

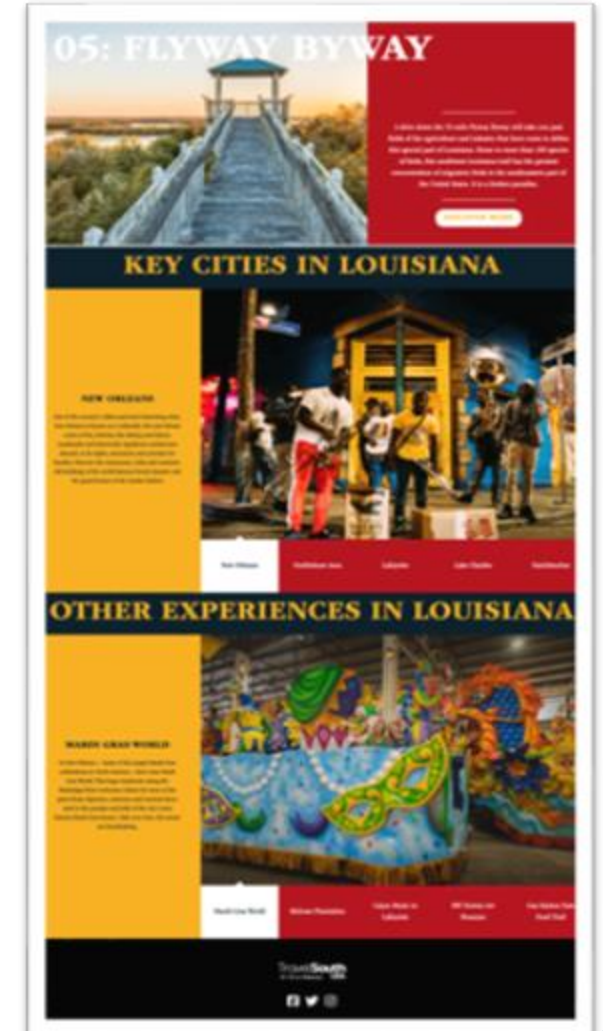
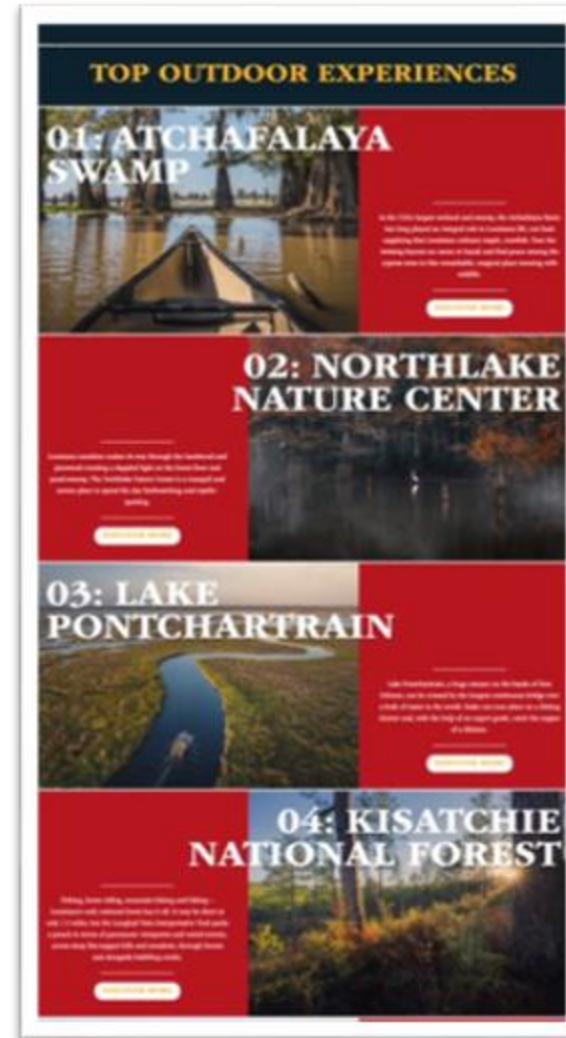
179K  
Engagements

137K  
Reach

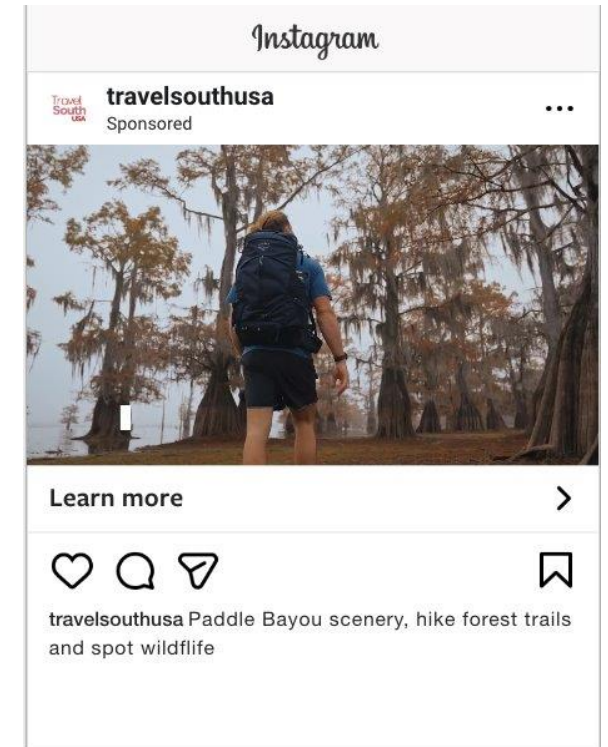


# Louisiana – Microsite

12.2K  
Page Views



# Louisiana: Creative





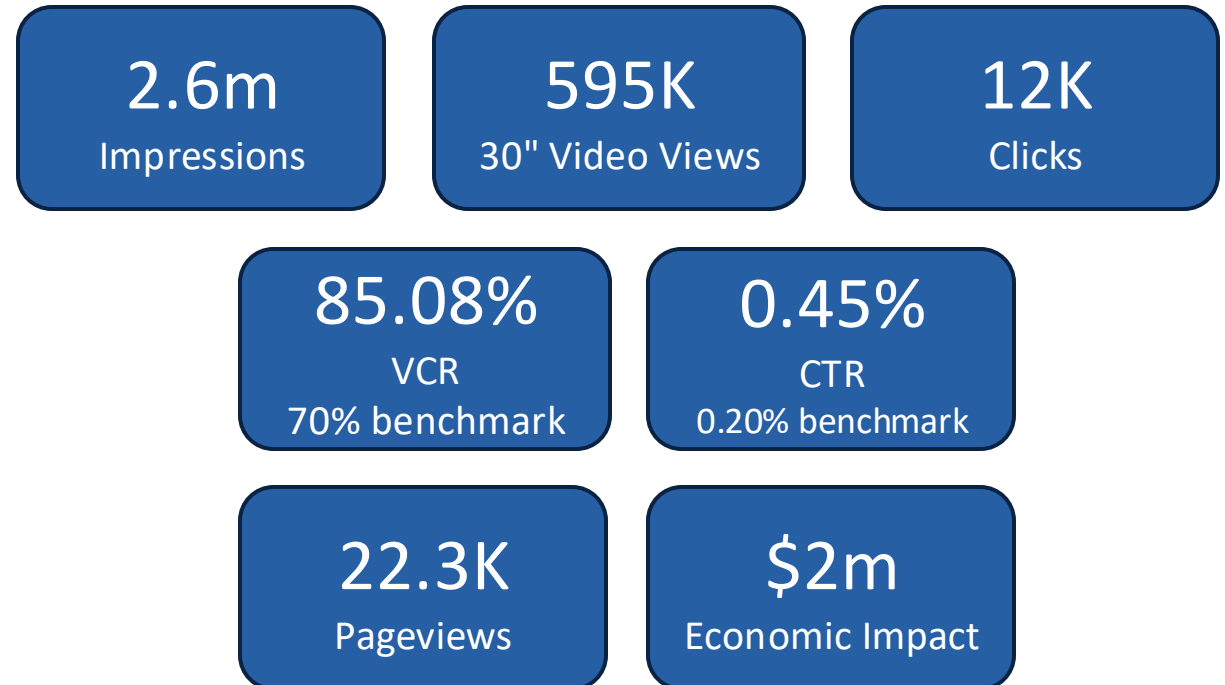
North Carolina  
visitnc.com

TravelSouth  
All Y'all Are Welcome USA

# North Carolina: Overview

- At **\$35k investment** in media, North Carolina were a key partner the *Travel South, Naturally* campaign, which had a total campaign value of \$354k.
- For North Carolina, this equated to **\$1.7** of media delivered for each **\$1k** invested.
- Economic impact is calculated by multiplying Trailfinders room nights for North Carolina (26) by pax (152) by ave. daily spend (\$529.50; source: [globalstatistics.com](http://globalstatistics.com)).

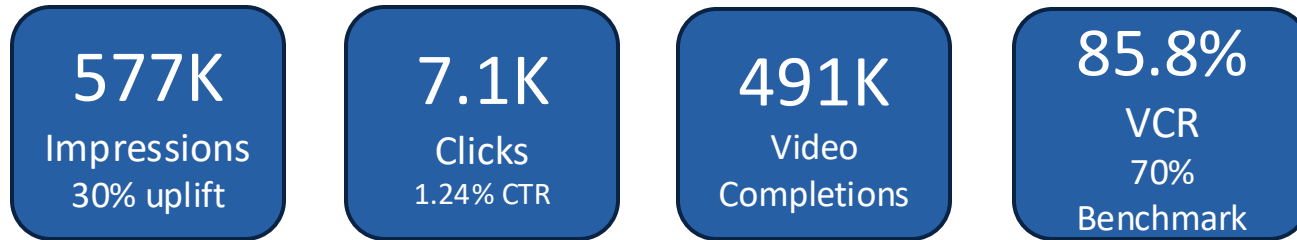
## North Carolina Results



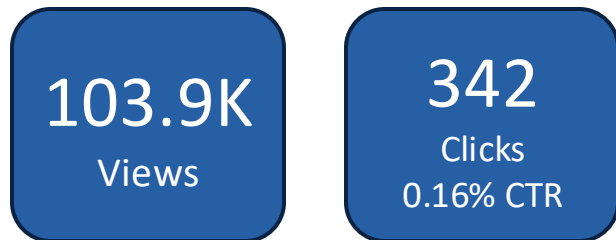


# North Carolina – Digital Performance

## Video-on-Demand 30”:



## Outstream:



## Native:





North Carolina  
visitnc.com

TravelSouth  
All Y'all Are Welcome USA

# North Carolina – Social

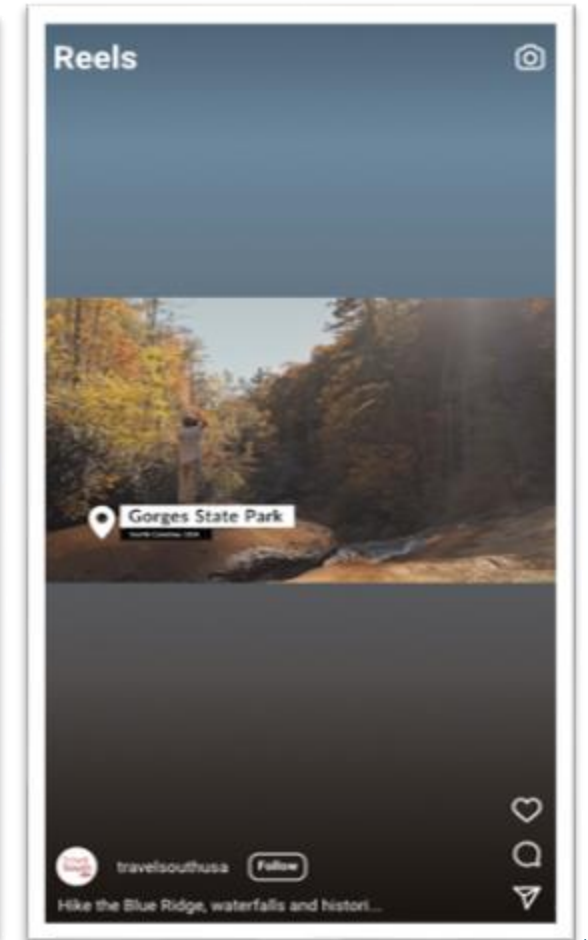
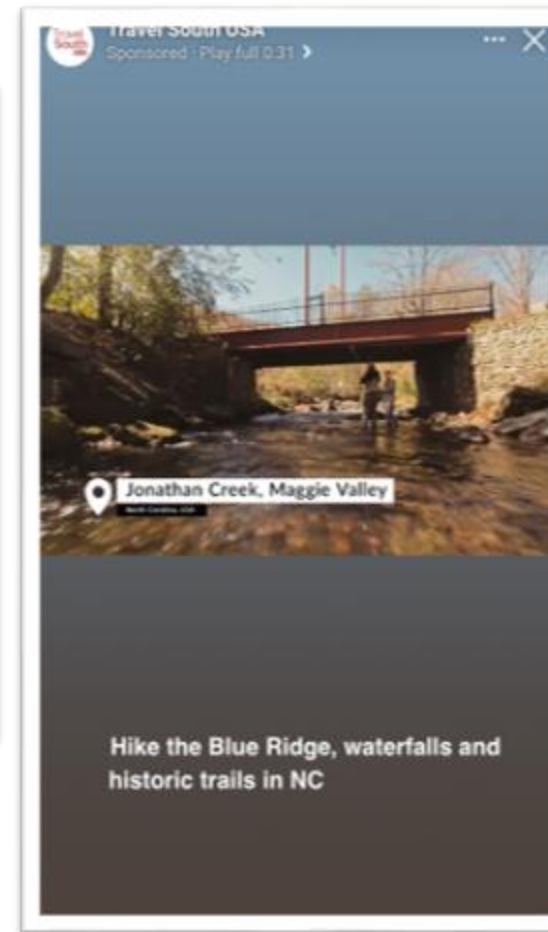
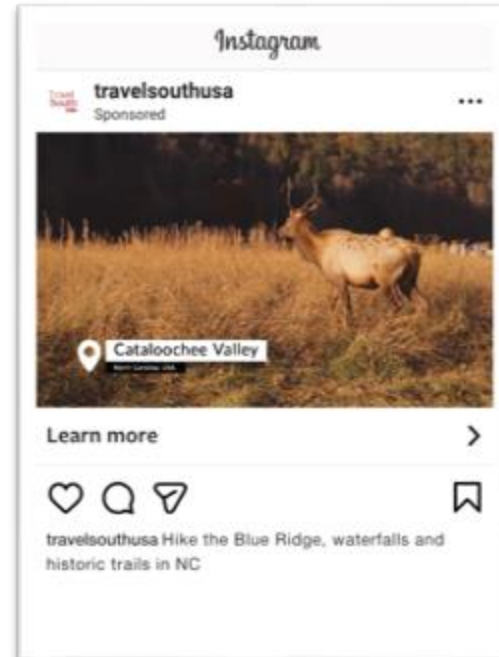
Social:

1.5m  
Impressions

1K  
Clicks  
0.06% CTR

150K  
Engagements

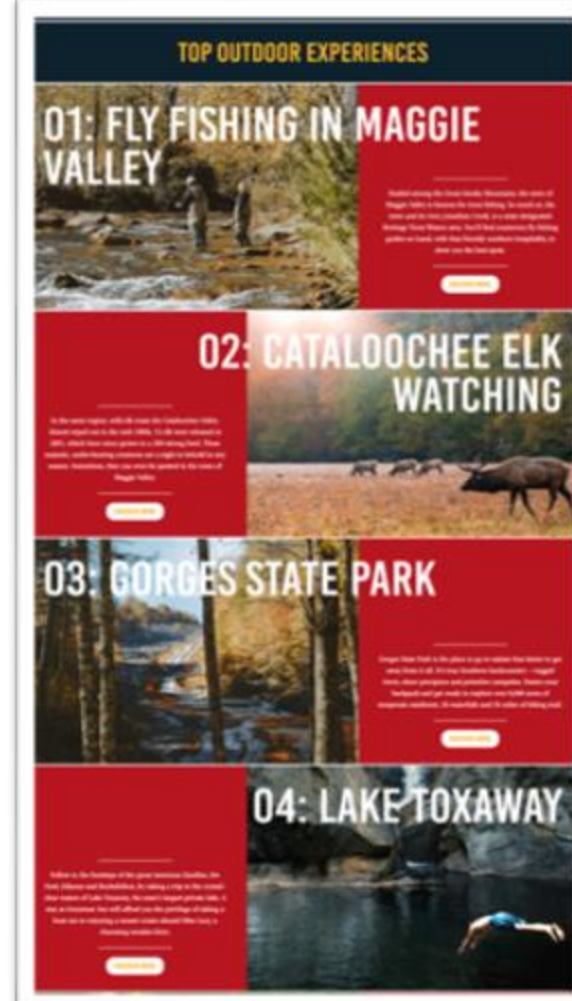
246K  
Reach





# North Carolina – Microsite

12.1K  
Page Views

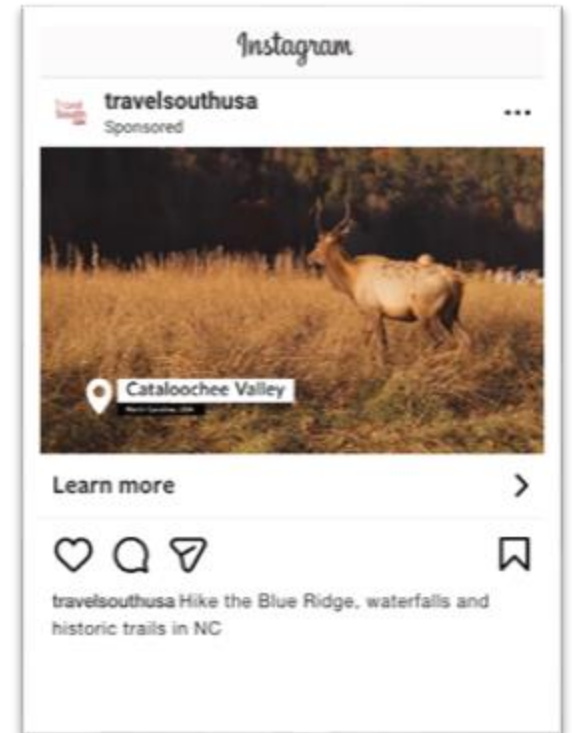




North Carolina  
visitnc.com

TravelSouth  
All Y'all Are Welcome USA

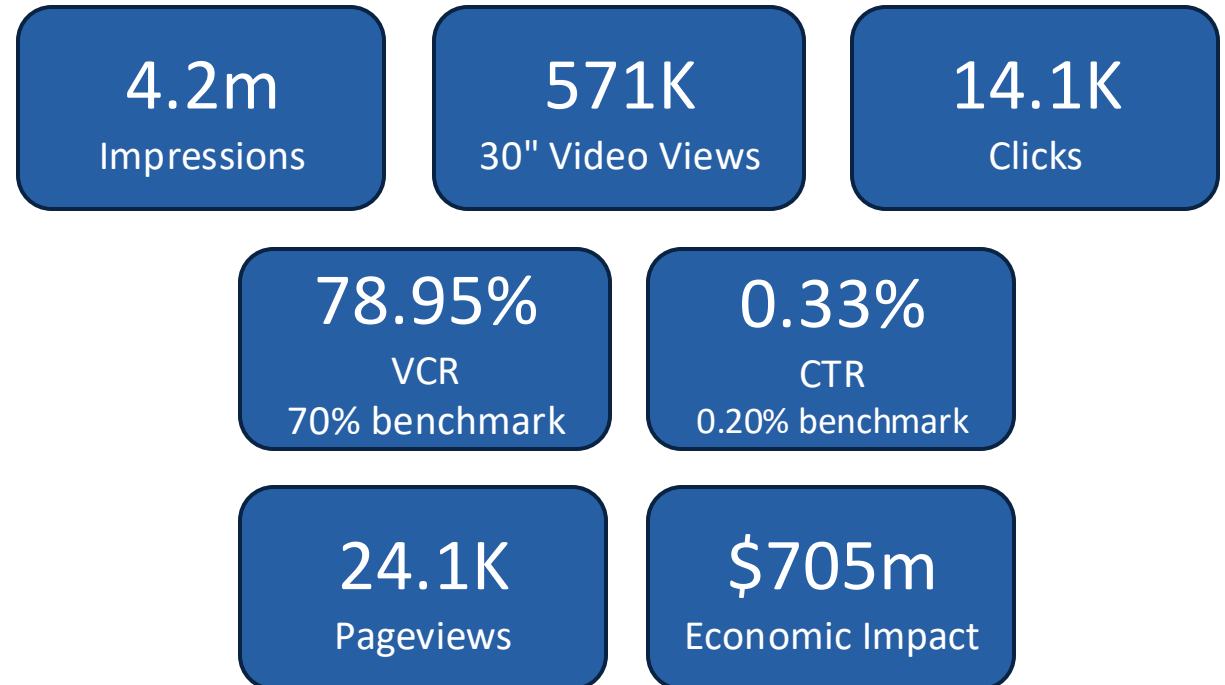
# North Carolina: Creative



# Tennessee: Overview

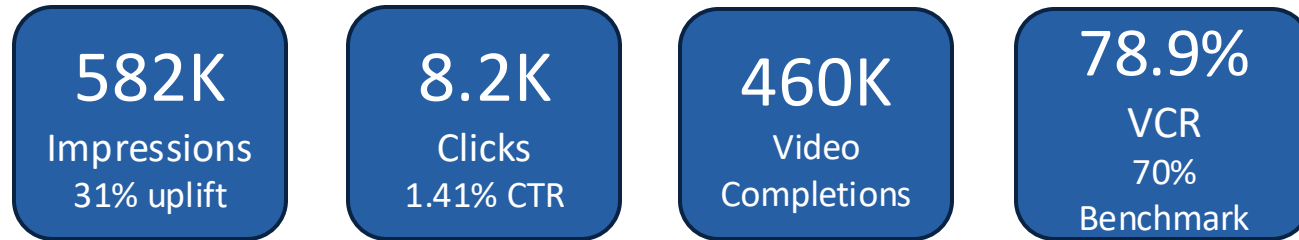
- At **\$35k investment** in media, Tennessee were a key partner the *Travel South, Naturally* campaign, which had a total campaign value of \$354k.
- For Tennessee, this equated to **\$1.7** of media delivered for each **\$1k** invested.
- Economic impact is calculated by multiplying Trailfinders room nights for Tennessee (1,759) by pax (758) by ave. daily spend (\$529.50; source: [globalstatistics.com](http://globalstatistics.com)).

## Tennessee Results

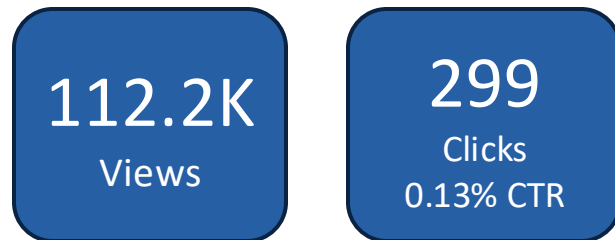


# Tennessee – Digital Performance

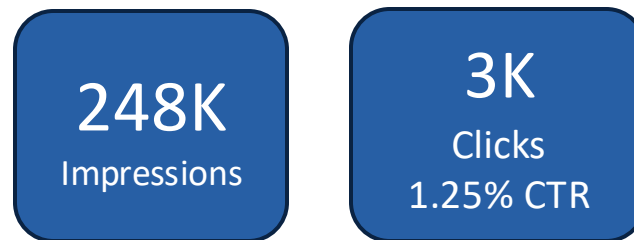
## Video-on-Demand 30”:



## Outstream:



## Native:



# Tennessee – Social

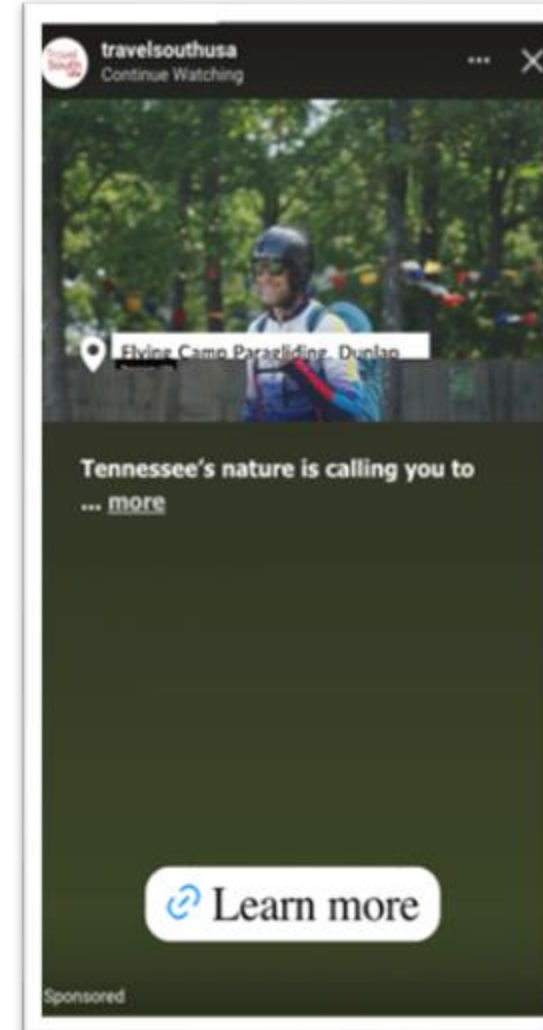
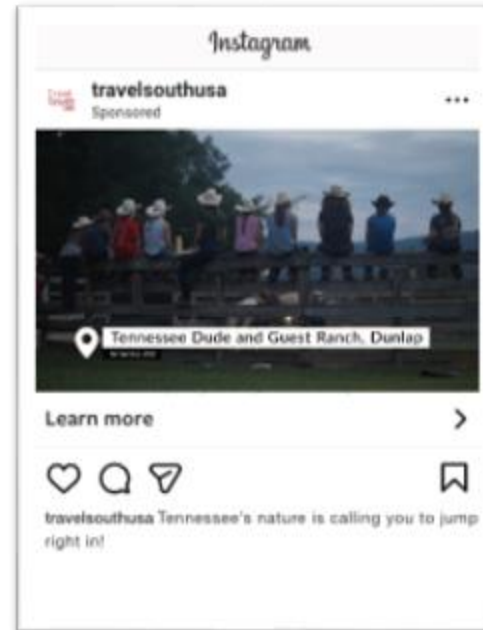
## Social:

2.6m  
Impressions

2.5K  
Clicks  
0.10% CTR

283K  
Engagements

246K  
Reach

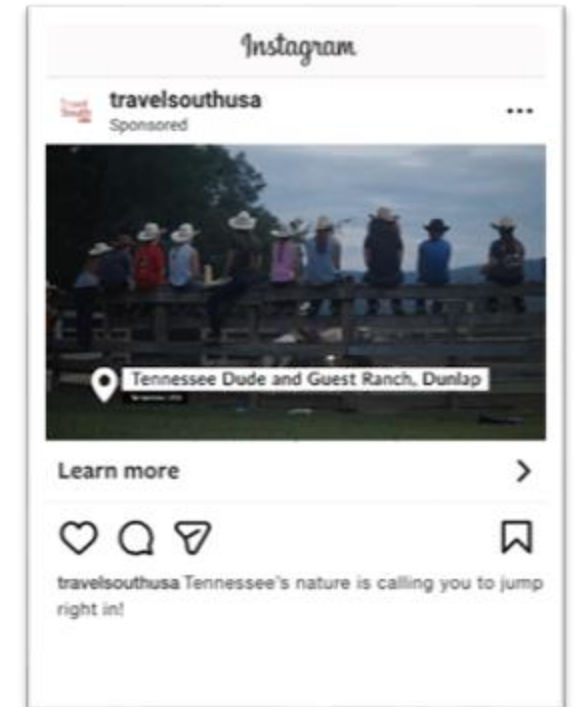


# Tennessee – Microsite

13.9K  
Page Views



# Tennessee: Creative



Thank You