Reporting
Travel South

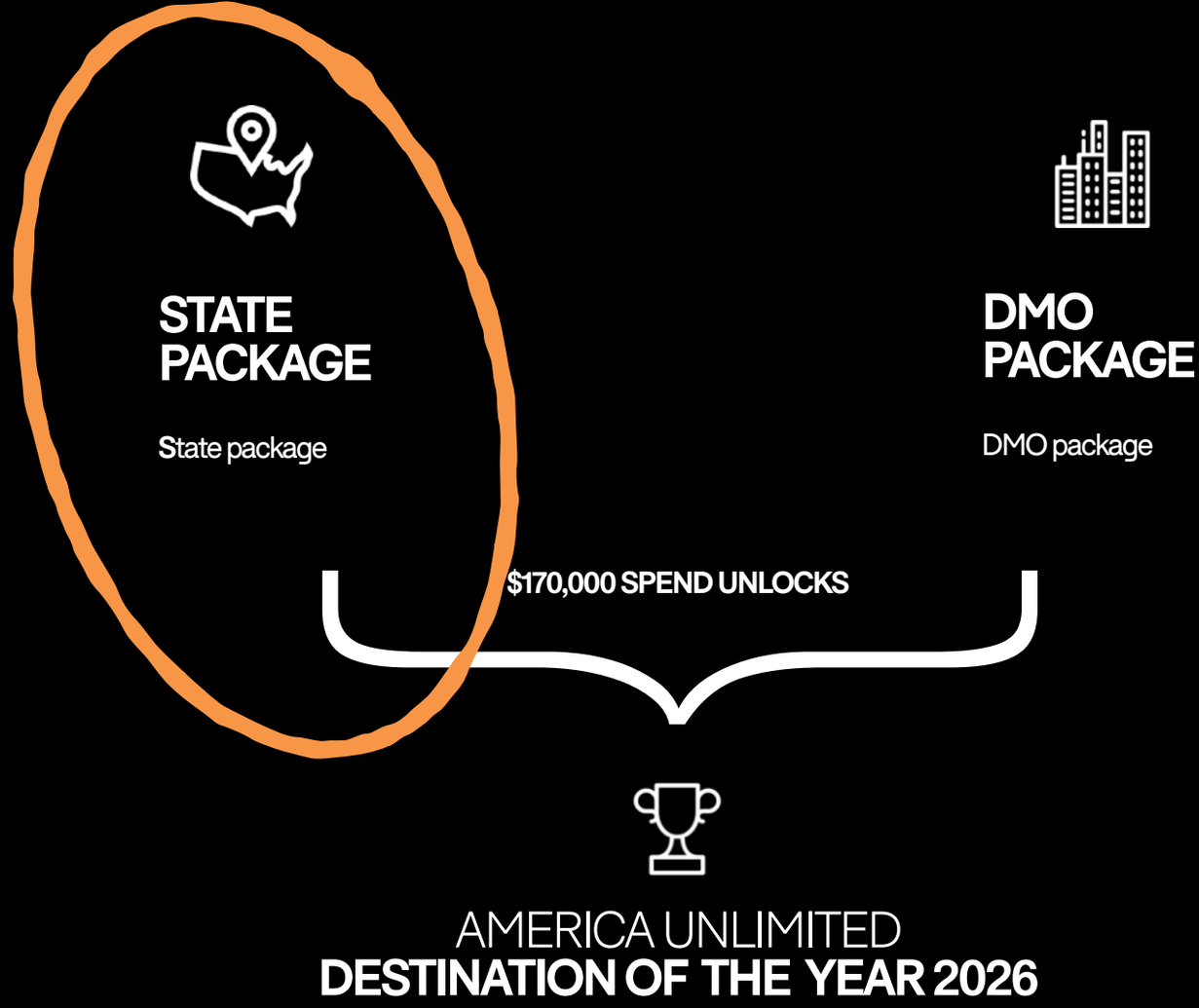


America Unlimited GmbH
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america-unlimited.de

HOW OUR CAMPAIGN WORKED

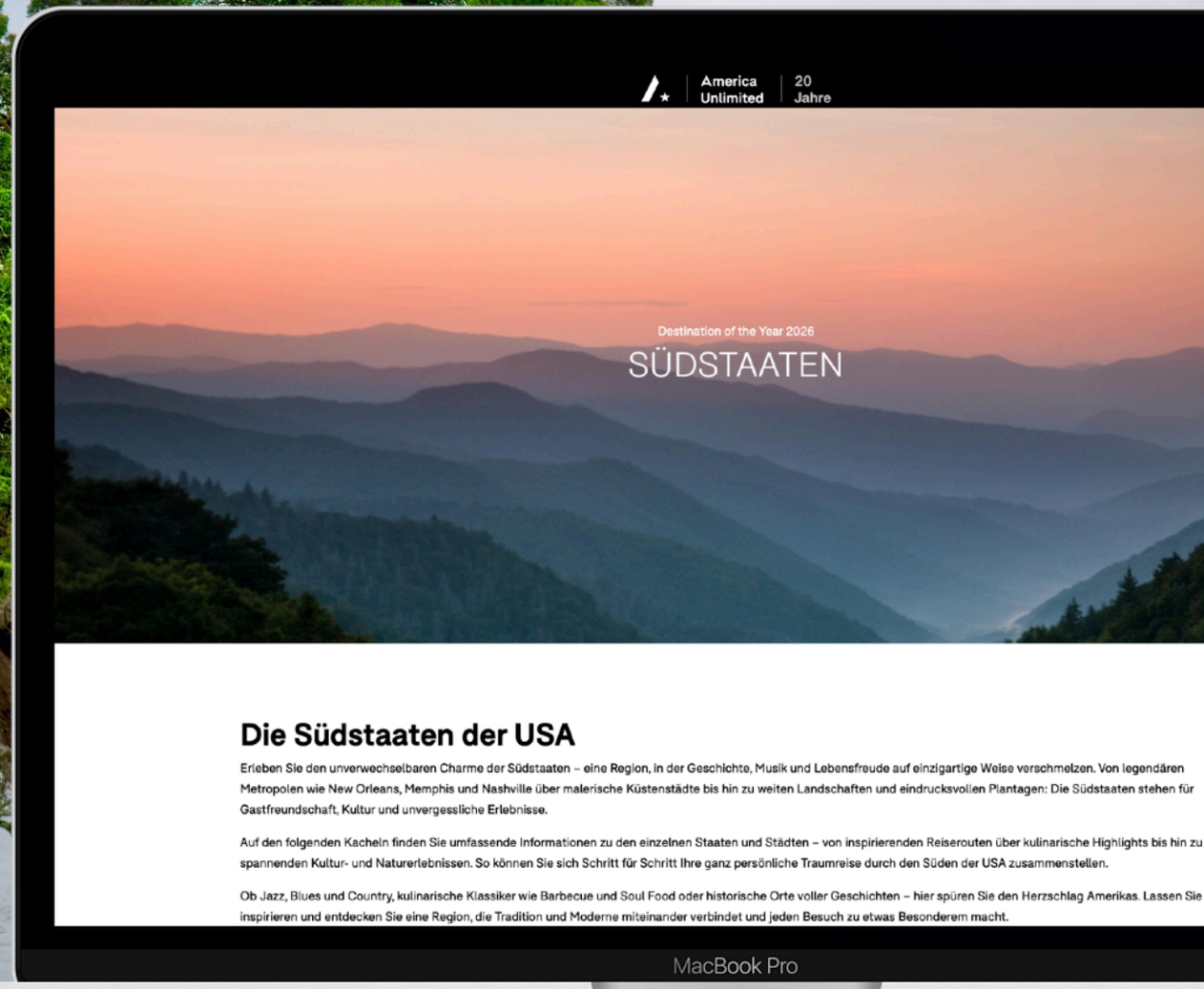


CENTRAL CAMPAIGN HUB

The dedicated website served as the central hub for all packages, Microsites, showcasing partner itineraries, travel tips, and detailed destination insights about the Southern States.

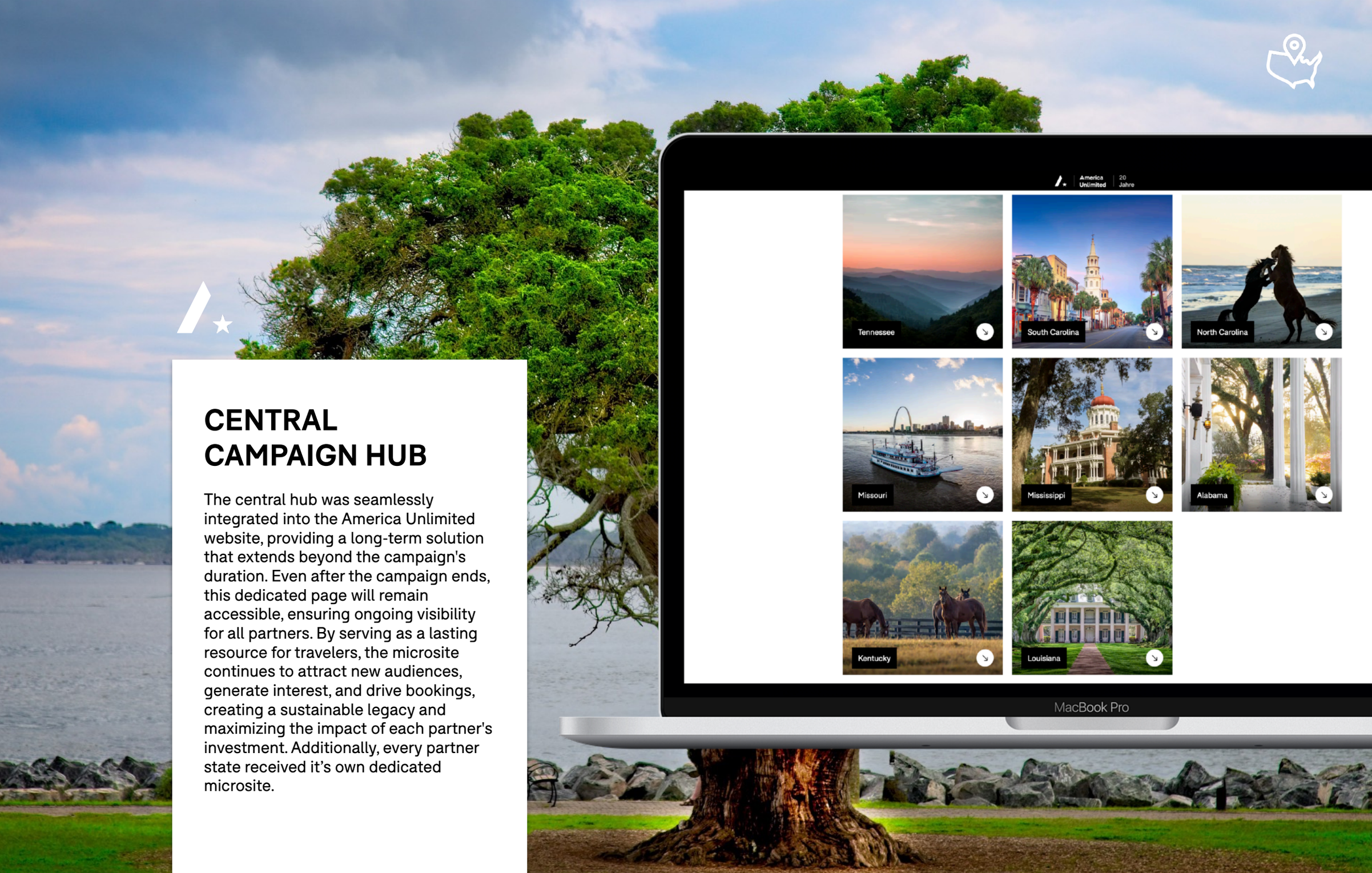
With direct inquiry and booking options, the microsite ensures a seamless transition from inspiration to planning, while enabling full campaign tracking for optimized engagement.

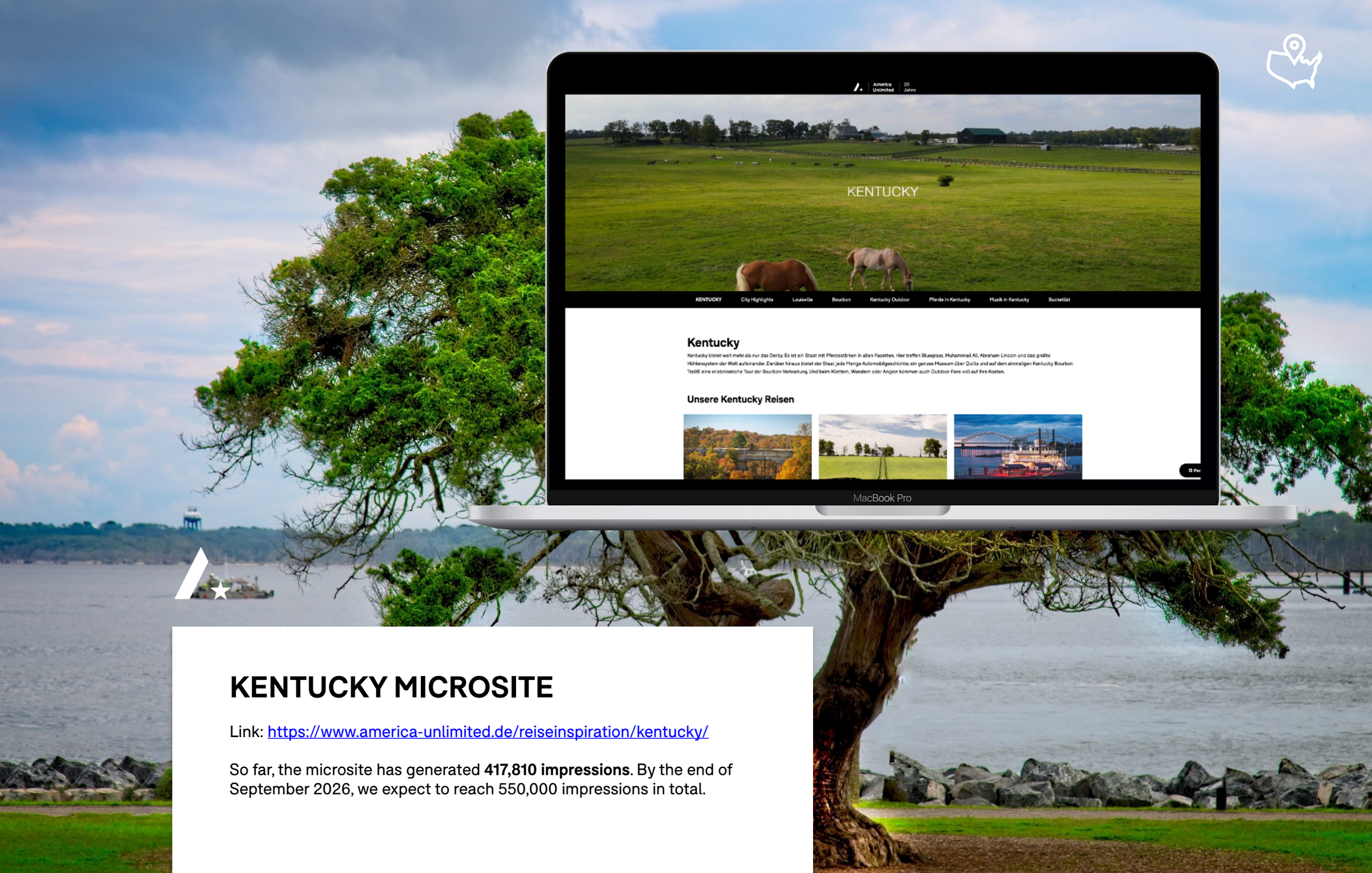
Link to campaign hub: https://www.america-unlimited.de/suedstaaten/



CENTRAL CAMPAIGN HUB

The central hub was seamlessly integrated into the America Unlimited website, providing a long-term solution that extends beyond the campaign's duration. Even after the campaign ends, this dedicated page will remain accessible, ensuring ongoing visibility for all partners. By serving as a lasting resource for travelers, the microsite continues to attract new audiences, generate interest, and drive bookings, creating a sustainable legacy and maximizing the impact of each partner's investment. Additionally, every partner state received it’s own dedicated microsite.





KENTUCKY MICROSITE

Link: https://www.america-unlimited.de/reiseinspiration/kentucky/

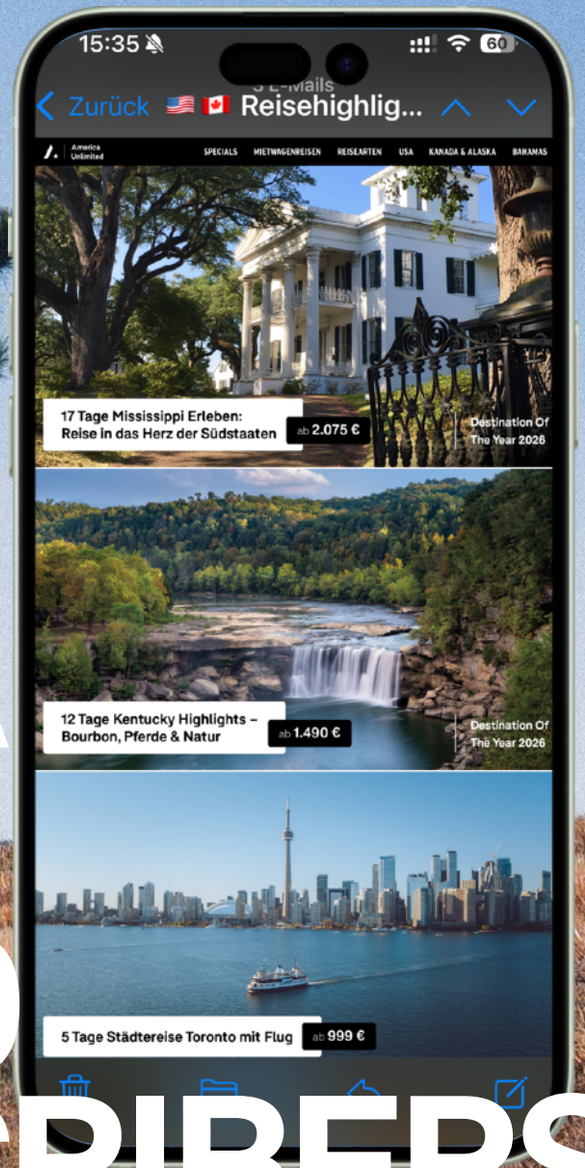
So far, the microsite has generated **417,810 impressions**. By the end of September 2026, we expect to reach 550,000 impressions in total.

NEWSLETTER INCLUSION

The America Unlimited E-Newsletter is a powerful platform to showcase your destination's itinerary, reaching over 175,000 subscribers with high visibility through exclusive, destination-specific offers. Key benefits include:

- **Extensive Reach**: Over 175,000 high-value subscribers.
- **Exclusive Focus**: Limited to 5 offers per edition for maximum impact.
- **Targeted Audience**: Subscribers with above-average income, strong educational backgrounds, and active travel interests, primarily aged 30-55.

With a mix of loyal, repeat clients and new prospects, the newsletter effectively promoted premium travel experiences, appealing to those most likely to engage and book. Each partner state received one dedicated inclusion, ensuring strong exposure to an ideal audience.



GERMANY'S LARGEST USA ENTHUSIAST COMMUNITY

175,000 SUBSCRIBERS

NEWSLETTER INCLUSION

December 2025 Newsletter
incl. Mississippi & Kentucky

Openrate: 34,7%
CTR: 17,2%
Subscribers: 175,000



SOCIAL MEDIA CAMPAIGN

This campaign included the creation of a extended social media campaign where every partner state was featured. This campaign was designed to showcase unique attractions and drive traffic to the microsite and dedicated offers on our website. Key features:

- **High-Impact Content**: Each Reel, Story or Post highlighted captivating aspects of the destination, inspiring viewers to explore more.
- **Microsite Integration**: Clear calls-to-action and links guide viewers seamlessly from social media to in-depth itineraries on the microsite, creating a trackable path to potential bookings.
- **Strategic Promotion**: All posts were shared on our highly engaged Instagram and Facebook pages and boosted for wider reach, ensuring maximum visibility and viral potential.

This combined approach of organic reach and targeted promotion ensured a compelling campaign that engages both loyal followers and new audiences, driving significant traffic and interest in the Southern States.







KENTUCKY SOCIAL MEDIA

Timing: April 7, 2026
Impressions: 67,024



KENTUCKY SOCIAL MEDIA

Timing: April 10, 2026
Impressions: 96,400



KENTUCKY SOCIAL MEDIA

Timing: April 12, 2026
Impressions: 71,030

63k
Followers

5.1%
Engagement Rate

52%
between 25-44 years

52%
Women

48%
Men

OUR FACEBOOK INSIGHTS

Facebook, as Germany's most frequented social network, provides unparalleled access to potential travelers. With **32 million active users**, approximately one-third of the country's population, it serves as a key platform for engaging with your target audience.

America Unlimited's social media channels are among the most influential hubs for US travel inspiration, boasting an **above-average engagement rate**. Our followers are equally split between male and female, have a young average age, and exhibit a strong passion for travel to the United States and Canada. While most followers reside in Germany, our reach also extends significantly into Austria and Switzerland, providing access to a broader audience across German-speaking regions.

By leveraging our social media platforms, combined with targeted promotions, we ensure that your destination captures the attention of an engaged and highly relevant audience, driving traffic to the microsite and converting interest into actionable inquiries and bookings.



Average Engagement Rate by Reach (ERR)

GERMANY'S LARGEST USA ENTHUSIAST COMMUNITY ON FACEBOOK

45,6k
Followers

4.1%
Engagement Rate

61%
between 25-44 years

55%
Women

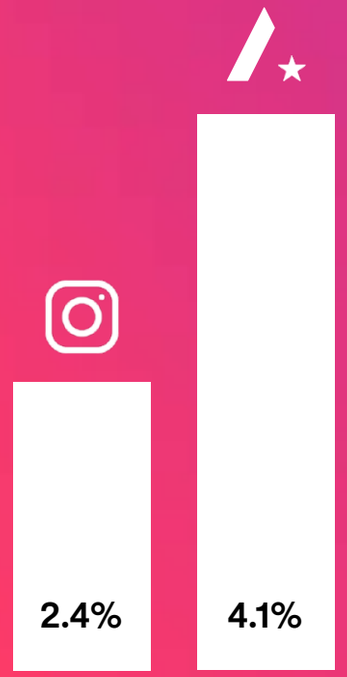
45%
Men

OUR INSTAGRAM INSIGHTS

As Germany's **second most-used social media platform**, Instagram is an essential tool for connecting with a younger audience eager to discover visually appealing content. It excels at building brand awareness and inspiring potential travelers through engaging visuals and stories.

America Unlimited's Instagram channel stands out as a premier hub for U.S. travel enthusiasts, boasting an **above-average engagement rate**. Our followers are equally split between male and female, have a very young average age, and are highly passionate about travel to the United States and Canada.

While the majority of our audience resides in Germany, a significant portion also comes from Austria and Switzerland, ensuring a broad reach across the German-speaking regions. By utilizing Instagram's dynamic platform, we maximize the potential to captivate this visually driven audience, driving interest, awareness, and ultimately traffic to the microsites and offers.



Average Engagement Rate by Reach (ERR)

STATE PACKAGE IN NUMBERS

Microsite total
~ 3,315 Million impressions

Newsletter
4 x 175,000 subscribers = 700,000

Social Media total
~ 1,621 Million Impressions

TOTAL
REACH
~ 5,636,000

HOW OUR CAMPAIGN WORKED

STATE PACKAGE

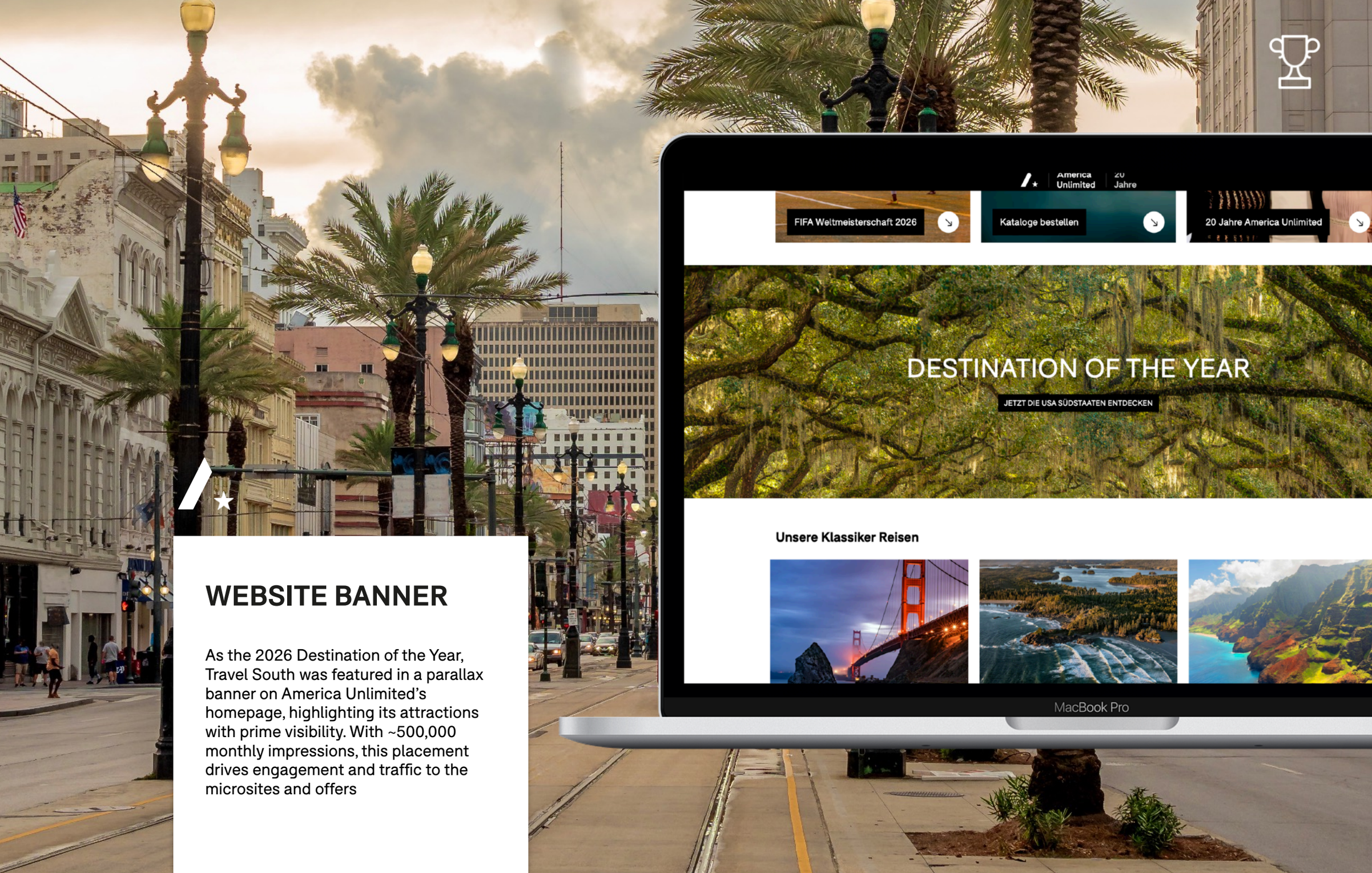
State package

DMO PACKAGE

DMO package




AMERICA UNLIMITED
DESTINATION
2026
OF THE YEAR

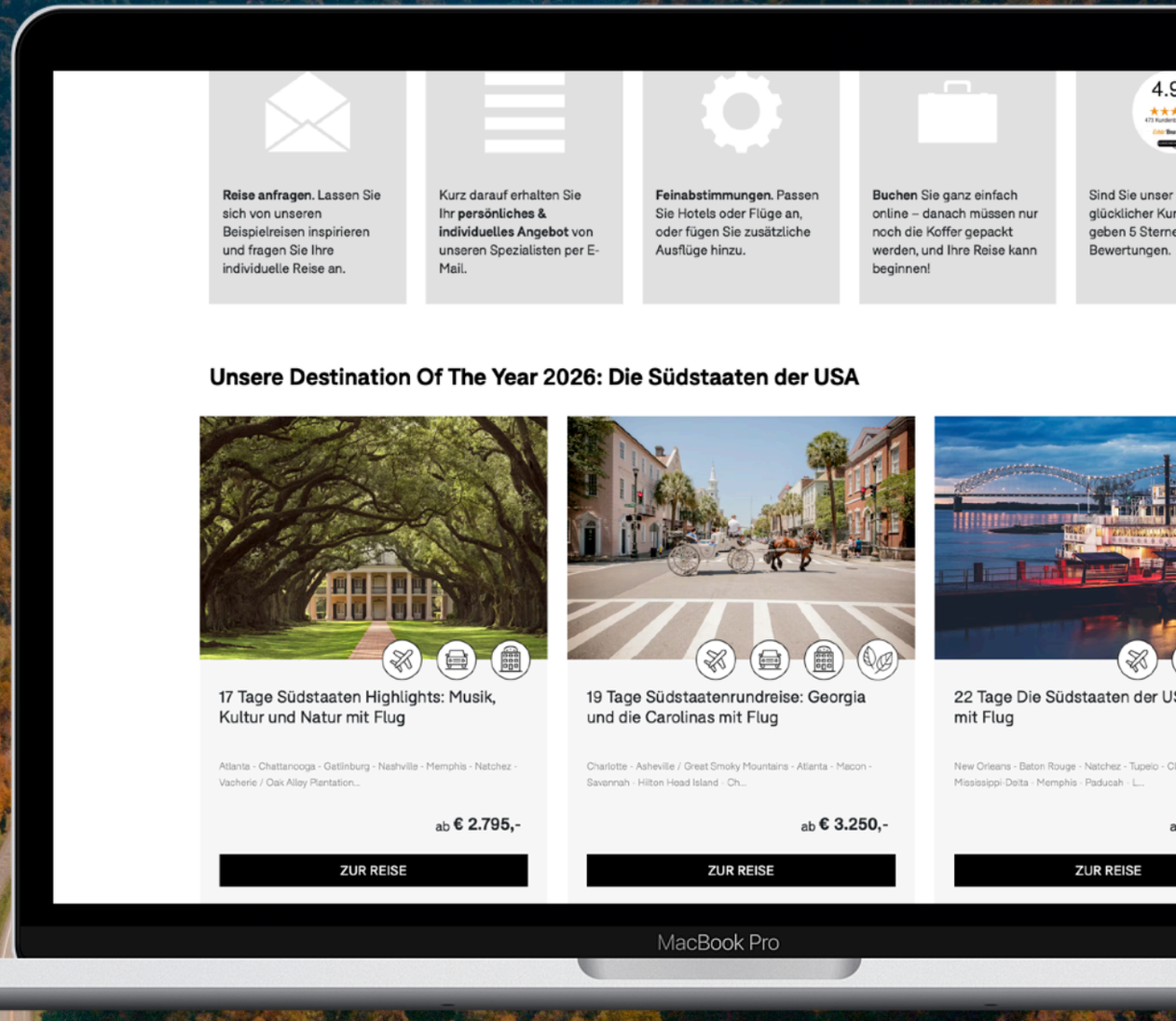


WEBSITE BANNER

As the 2026 Destination of the Year, Travel South was featured in a parallax banner on America Unlimited's homepage, highlighting its attractions with prime visibility. With ~500,000 monthly impressions, this placement drives engagement and traffic to the microsites and offers

PRIORITY PLACEMENT

Travel South itineraries enjoyed priority placement on the America Unlimited website, showcasing the region's unique charm and diverse attractions. This enhanced visibility positions Travel South as a must-visit destination, reflecting America Unlimited's commitment to exceptional travel planning.



EXCLUSIVE E-NEWSLETTER FOR 175,000 SUBSCRIBERS

EXCLUSIVE E-NEWSLETTER

The dedicated Travel South newsletter reached over 175,000 subscribers, showcasing the Southern States as a must-visit destination. With trackable links and performance metrics, the campaign ensured measurable engagement and maximized visibility among a highly engaged audience.

Openrate: 32,5%
CTR: 17,8%



CIRCULATION OF 65.000



BROCHURE COVER

The 2026 USA brochure featured Travel South as the cover highlight, showcasing its attractions and itineraries. With a circulation of 65,000 copies, 220 pages, and an October 2025 release, the brochure was distributed through travel agencies, trade shows, and mailings, maximizing visibility for Travel South as the Destination of the Year 2026.

DESTINATION OF THE YEAR BROCHURE TAG

To further strengthen the visibility of the Southern States within our printed catalogue, we included 13 dedicated South itineraries and every itinerary featuring a stop in the region was highlighted with our dedicated “Destination of the Year” tag. This visual marker ensured that the campaign theme was consistently integrated throughout the catalogue and created additional awareness for the Southern States across a wide range of relevant travel products.

By applying the tag to all applicable itineraries, the destination received prominent exposure not only within dedicated campaign placements, but also directly at product level, supporting customer orientation and reinforcing the Southern States as a key focus destination for the season.





OUT-OF-HOME CAMPAIGN

A key element of this program was an impactful 4 Weeks Out-of-Home (OOH) campaign, utilizing digital screens in high-traffic areas to showcase the Southern States.

- **Dynamic Display Options**: Digital screens allowed for engaging visuals and adaptable content, creating a lasting impression.
- **Broadened Reach**: OOH advertising connects with potential travelers outside the usual online channels, fostering curiosity and encouraging them to learn more.

HANNOVER
MÜNCHEN
FRANKFURT

MEDIA VALUE 1,200,000$

OUT-OF-HOME CAMPAIGN

We bought into a huge Out-of-home campaign to promote a dedicated American South Message.

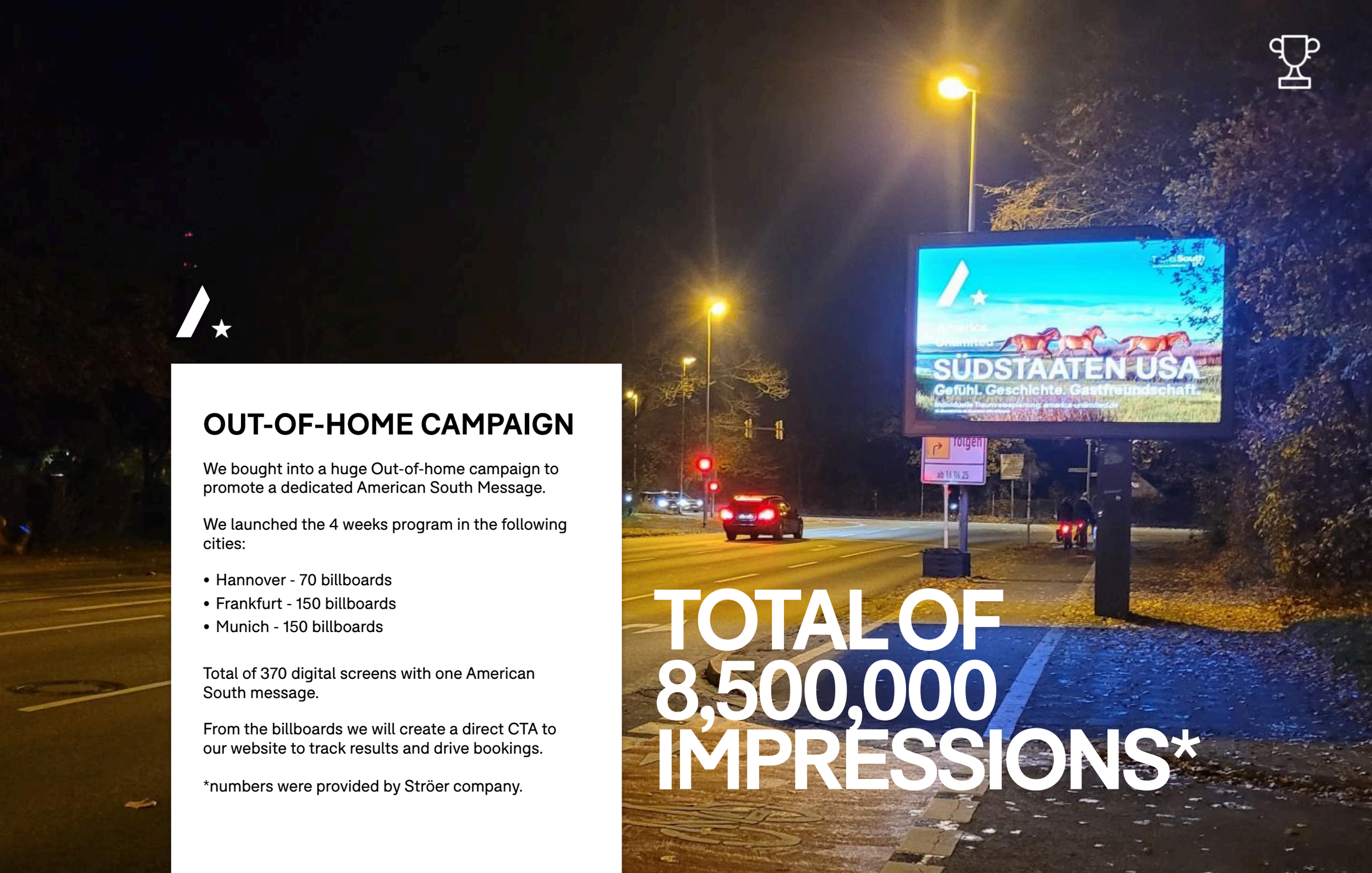
We launched the 4 weeks program in the following cities:

- Hannover - 70 billboards
- Frankfurt - 150 billboards
- Munich - 150 billboards

Total of 370 digital screens with one American South message.

From the billboards we will create a direct CTA to our website to track results and drive bookings.

*numbers were provided by Ströer company.

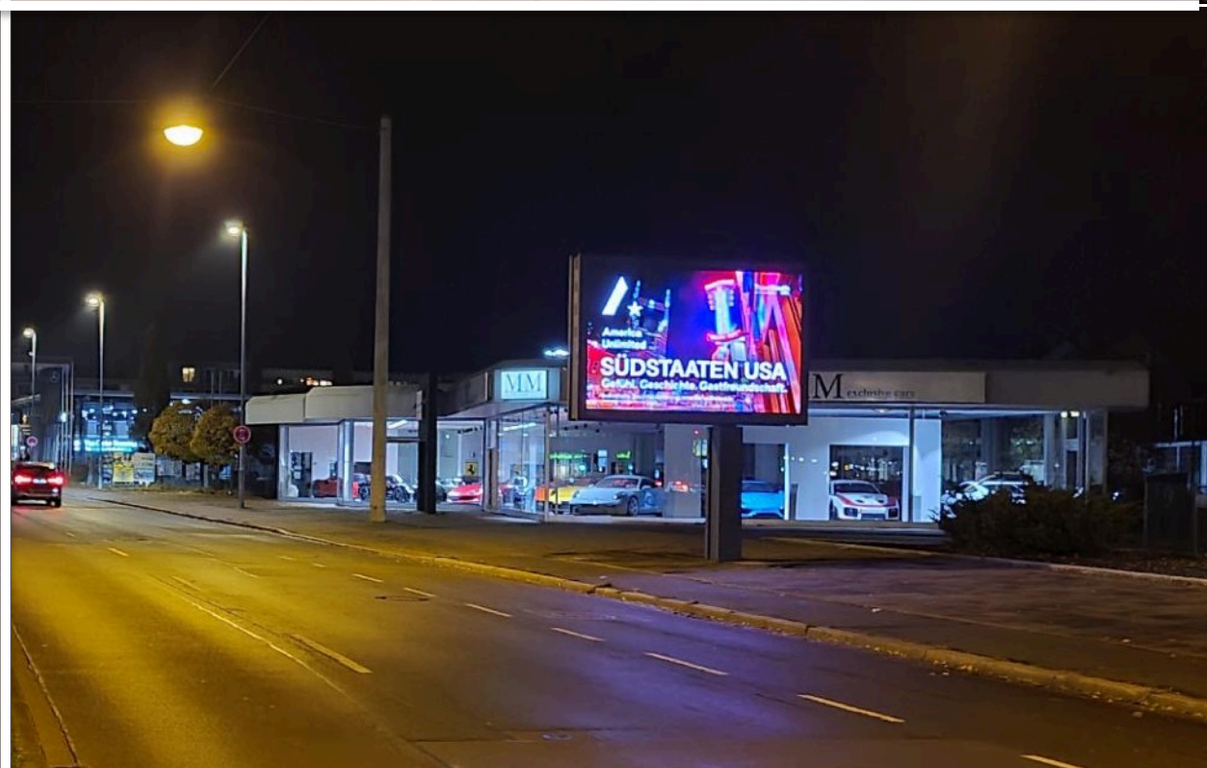


TOTAL OF 8,500,000 IMPRESSIONS*


America
Unlimited
SÜDSTAATEN
DER USA
Gefühl. Geschichte. Gastfreundschaft.
STRÖER
HEMA
frittenwerk


America
Unlimited
SÜDSTAATEN USA
Gefühl. Geschichte. Gastfreundschaft.
Waldchauss
gesperrt
folgen


America
Unlimited
SÜDSTAATEN USA
Gefühl. Geschichte. Gastfreundschaft.
Waldchauss
gesperrt
folgen
prezero


SÜDSTAATEN USA

EXCLUSIVE FULL-PAGE ADVERTORIAL

Travel South was featured in a full-page advertorial in the Hannoversche Allgemeine Zeitung (HAZ) and Neue Presse (NP), reaching a combined impressions of ~220,000. Published on a Saturday in print, it targets a travel-savvy, affluent audience with a prominent title header and QR codes driving traffic to the website.

From the advertorial we created a direct CTA to our website to track results and drive bookings.



AnzeigenSpezial — Samstag, 14. Februar 2026

Der Amerikanische Süden –

Unvergessliche Roadtrips durch das Herz der USA

„Destination of the Year 2026": Erbe, Abenteuer und unendliche Möglichkeiten

Die Südstaaten als Destination of the Year 2026 – und das aus gutem Grund. Kaum eine Region verkörpert die Vielfalt der USA so eindrucksvoll. Die Südstaaten entschleunigen, sind emotional und authentisch. Mit einer wechselhaften Geschichte, traumhaften Städten, einer beeindruckenden Musikszene und echtem Soulfood. „Bei unserer Reiseplanung legen wir Wert auf authentische Begegnungen anstelle von Standardprogrammen", sagt Timo Kohlenberg, Geschäftsführer von America Unlimited. Gemeinsam mit seiner Schwester Julia Kurz und einem starken Team stellt er als Spezialist für individuell geplante USA- und Südstaaten-Reisen maßgeschneiderte, kulturell geprägte und genussvolle Routen zusammen.

> In den Südstaaten trifft eine bewegte Geschichte auf lebendige Kultur.
>
> Timo Kohlenberg, Geschäftsführer America Unlimited

SWEET HOME ALABAMA

Alabama ist die Seele der Südstaaten, bekannt für Gastfreundschaft und Gospel-Kultur. Nat King Cole wurde hier geboren und die Rolling Stones spielten in den Studios in Muscle Shoals Welthits ein. Die Landeshauptstadt Montgomery ist reich an Geschichte der Bürgerrechtsbewegung. Sie wird im Rosa Parks Museum gewürdigt.

Ein Roadtrip auf dem historischen Highway I-65 führt in den Norden Alabamas. Dort lockt Huntsville im Frühjahr hunderttausende Kamerafans an die Mobile Bay.

KENTUCKYS NATÜRLICHE SCHÖNHEIT

Kentucky ist voller faszinierender Städte, die einen eleganten Mix aus Südstaaten-Charme und sanfter Natur bieten. In Louisville kann man im Mai das berühmte Kentucky Derby sehen, am Ufer des Ohio River reihen sich Restaurants wie Perlen aneinander. Auch Lexington hat viel zu bieten: charmante historische Viertel, eine blühende Kunstszene oder den berühmten Kentucky Horse Park. Bourbon-Fans werden die malerischen Straßen von Bardstown und preisgekrönte Bourbon Whiskey-Destillerien lieben.

BAYOUS UND BLUES IN LOUISIANA

Von der Jazzgeschichte bis hin zur Küche: Louisiana lässt seine Gäste am kulturellen Erbe der Cajuns und Kreolen teilhaben. In den Restaurants verschmelzen traditionelle Aromen und innovative Raffinesse. Diese drei Highlights darf man sich nicht entgehen lassen: Ein dampfender Teller des Eintopfgerichts Gumbo, Jambalaya, eine Reispfanne mit Garnelen und süße Beignets. Aber Louisiana versprüht noch mehr: Etwa eine Cajun-Sumpftour durch die Bayous vorbei an Schneeschuhbrüten und Alligatoren.

MISSISSIPPI – DIE WIEGE DES BLUES

Ein Fluss voller Musikgeschichten: Um das Mississippi-Delta ranken sich Geschichten aus dem Reich der Musik. Orte wie Clarksdale, Cleveland oder Indianola sind Blues Hochburgen, in denen Legenden wie Charley Patton und John Lee Hooker lebten. Wer den US-Highway 61 entlang fährt, passiert Geburtsorte und Studios berühmter Künstler und alte Vinylplattenläden. „Durch unser Know-how in den Destinationen können wir besondere Unterkünfte und lokale Highlights anbieten", sagt Julia Kurz.

MISSOURI – ALLES IM FLUSS

Missouri ist für Träumer und Nostalgiker eine Landschaft, für Abenteurer ein Ort voller Möglichkeiten. Der Missouri River ist ideal für Kanu-Touren, vorbei an Bisonherden, parallel zur Route 66. Springfield gilt als Geburtsstätte der „Mother Road". Die Stadt feiert das Erbe jährlich mit einem Festival und präsentiert historische Motels, darunter auch das Rail Haven Motel, in dem 1956 Elvis Presley übernachtete.

BERGWELTEN IN NORTH CAROLINA

North Carolinas Berge gehören zu den ältesten der Welt. Das milde Klima des Südens hat hier ein botanisches Paradies geschaffen. Ob Klettern, Rafting oder Mountainbiking – Abenteurer lieben die hinreißende Natur. North Carolina bietet entlang der Atlantikküste eine malerische Kulisse mit Sandstränden und Palmen. Wildpferden und naturgeschützten Parks. Die westlichen Berge von NC locken mit Gebirgszügen und faszinierenden Wasserfällen. Die höchste Hängebrücke Amerikas im Grandfather Mountain State Park bietet in mehr als 1000 Metern Höhe einen Blick bis auf den Blue Ridge Parkway.

SÜDSTAATENROMANTIK IN SOUTH CAROLINA

Viktorianische Architektur, traumhafte Strände und exotische Flora und Fauna – Willkommen in South Carolina!

Das historische Charleston versprüht Südstaaten-Charme. Außerhalb der Stadtmauern lassen sich imposante Plantagen und tiefe Sümpfe entdecken.

Die Lowcountry-Region von South Carolina ist von außergewöhnlichen Delikatessen geprägt. She-Crab Soup, Collard Greens zum Barbecue und Hoppin' John.

> Die Südstaaten zählen zu den „Best Places to Go".
>
> Julia Kurz, Mitgeschäftsführerin America Unlimited

COUNTRY-MUSIK IN TENNESSEE

Honky Tonk, Hot Chicken und Hipsterläden – das ist Nashville, die Hauptstadt von Tennessee. Die gut gelaunte Metropole ist die Heimat der Country-Musik. Auf mehr als 120 Live-Musikbühnen, in Nashvilles Bars und Restaurants spielt das (Nacht-) Leben. In Memphis haben Musiklegenden wie Elvis Presley oder B. B. King ihre Karrieren begonnen. Die gläserne Aussichtsplattform der Memphis Pyramide bietet einen 360-Grad-Panoramablick auf die Stadt.

Und Naturliebhaber werden vom Great Smoky Mountains National Park begeistert sein. Das größte Unwaldgebiet Nordamerikas gilt als einer der artenreichsten Lebensräume. In Gatlinburgs 70 Hektar großen Abenteuer-Themenpark Anakeesta erschließt sich die fesselnde Landschaft nach einer Sesselift-Fahrt auf den Anakeesta Tower aus der Vogelperspektive.

Mehr Reisen in die USA oder nach Kanada bei America Unlimited

America Unlimited
USA & Kanada Reisen

Die Geschwister Julia Kurz und Timo Kohlenberg, Geschäftsführer America Unlimited

→ America Unlimited GmbH
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30175 Hannover
Telefon (0511) 37 444 750
info@america-unlimited.de
www.america-unlimited.de

TRAVEL&STARS
REISE EXPERTEN & STARS IM PODCAST
MIT TIMO KOHLENBERG
Jetzt auf Spotify, Apple Podcasts und überall, wo es Podcasts gibt.

ONLINE ADVERTORIAL IN LEADING NEWSPAPERS

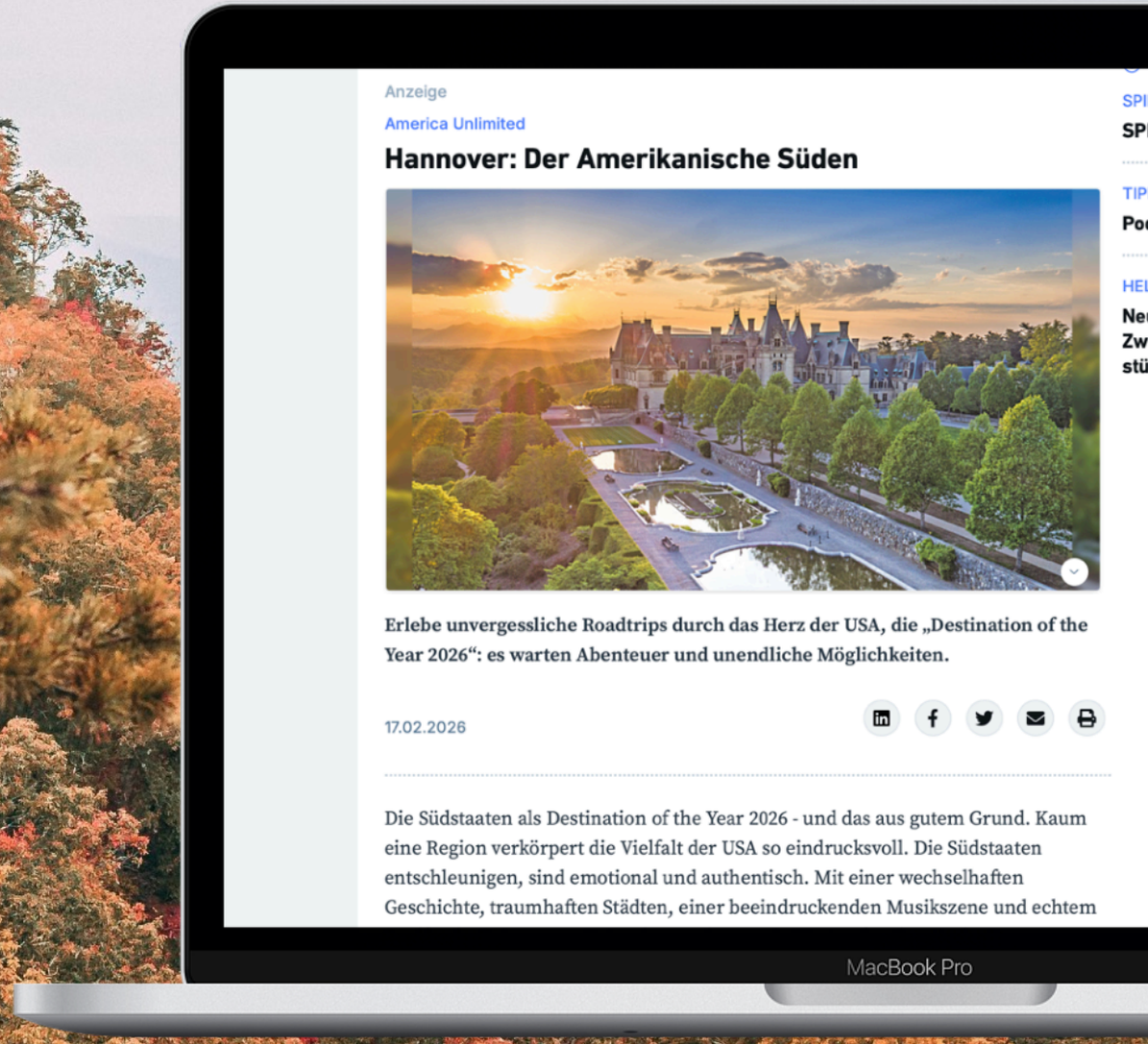
We created Travel South online advertorials in Germany's leading and most trusted media outlets, such as Spiegel, FAZ, HAZ, Süddeutsche Zeitung, Focus Online, and Handelsblatt. These native placements blend seamlessly with editorial content, ensuring credibility and delivering targeted messaging.

From the advertorials we created a direct CTA to our website to track results and drive bookings.

Why Advertorials Work

- **Native Appeal:** Seamlessly integrated into editorial content, boosting trust and interest.
- **Customizable Content:** Tailored to highlight Travel South partners' unique offerings.
- **Google Optimization:** SEO-friendly articles ensure lasting visibility and engagement.

This strategy combines the credibility of top-tier media with measurable results, delivering immediate impact and long-term inspiration for travelers to explore the Southern States.





ONLINE ADVERTORIAL PERFORMANCE CAMPAIGN

Target Audience:
The Travel South advertorial campaign targeted affluent, educated individuals aged 30-65, readers of Germany's most trusted newspapers. This travel-savvy audience values quality, authenticity, and convenience, making them ideal for promoting the Southern States' attractions.

Campaign Objectives:
The campaign achieved over 1 million impressions, driving interest in Travel South itineraries. By integrating into high-reach media outlets and directing traffic to a dedicated central hub, it converts engagement into bookings, inspiring exploration of the Southern States.

SPIEGEL
FAZ
HAZ
SÜDDEUTSCHE ZEITUNG
FOCUS ONLINE
HANDELSBLATT

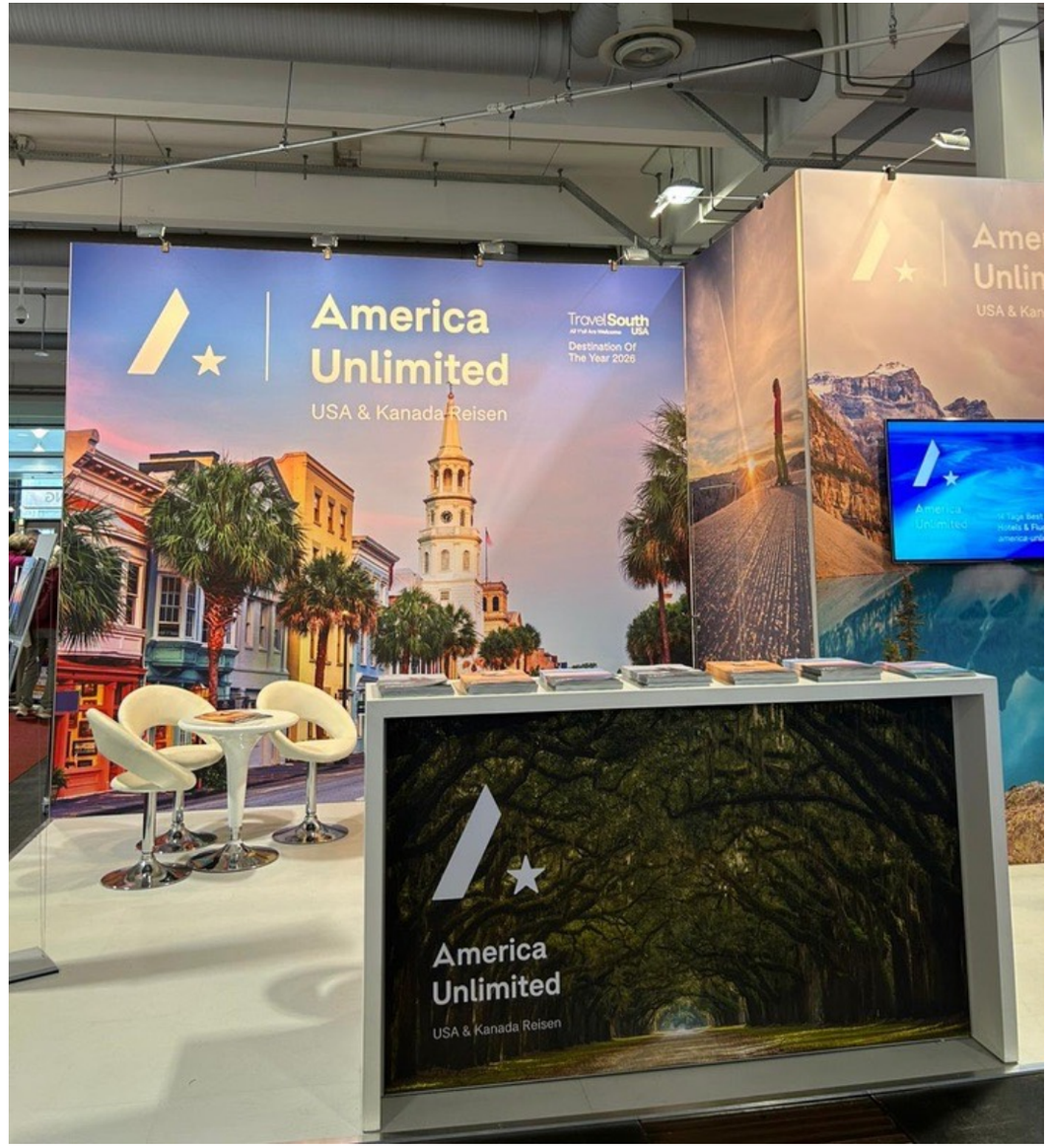
1 MILLION TOTAL IMPRESSIONS

CONSUMER SHOW BOOTH (ADD-ON)

We covered our the entire consumer show booth with a special **wrapping** that showcases **our Destination of the year** in all its glory and captivates the visitors' attention.

Our goal was to showcase the Southern States in an outstanding way and enthrals potential visitors. The wrapping was carefully designed to convey the breathtaking **landscapes**, fascinating **attractions**, and unparalleled **experiences of the South**.

- ABF Hanover: ~ 90.000 visitors
- ReiseLust Bremen ~ 50.000 visitors



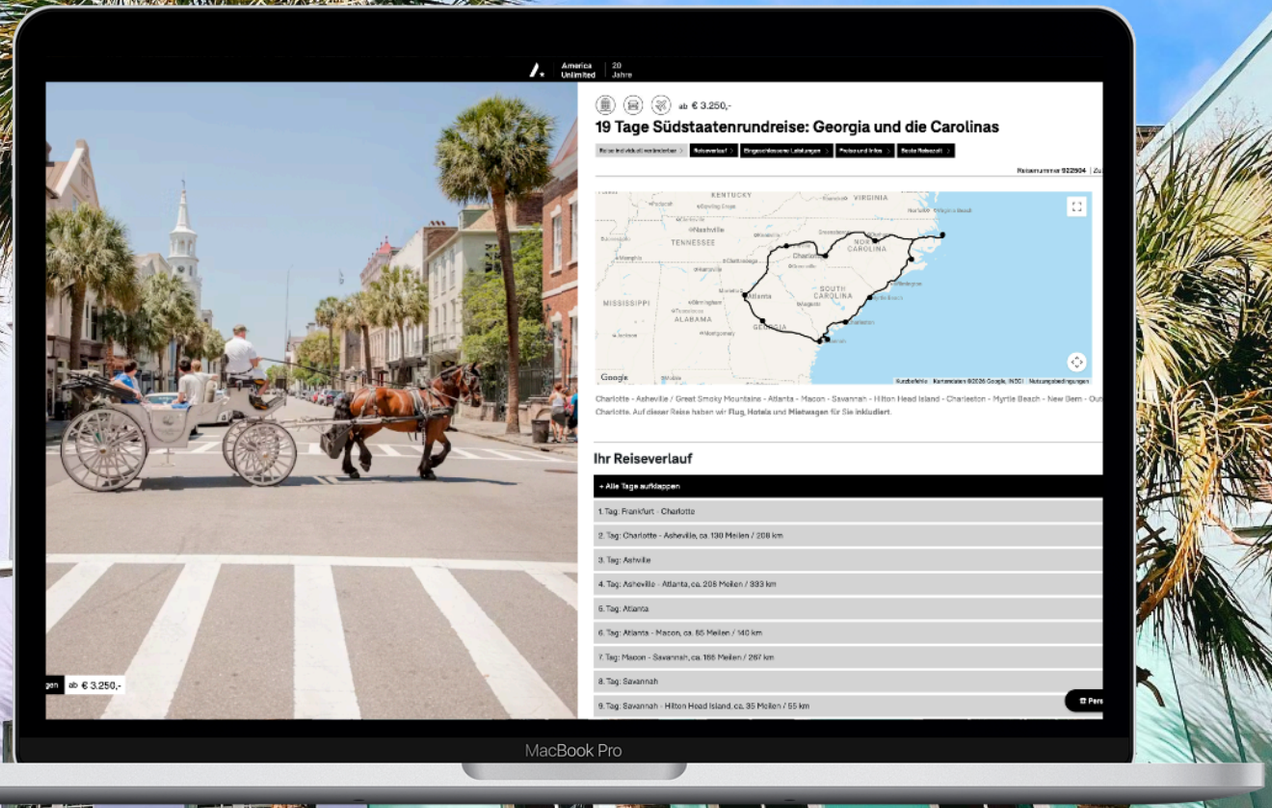
NEW PRODUCT DEVELOPMENT

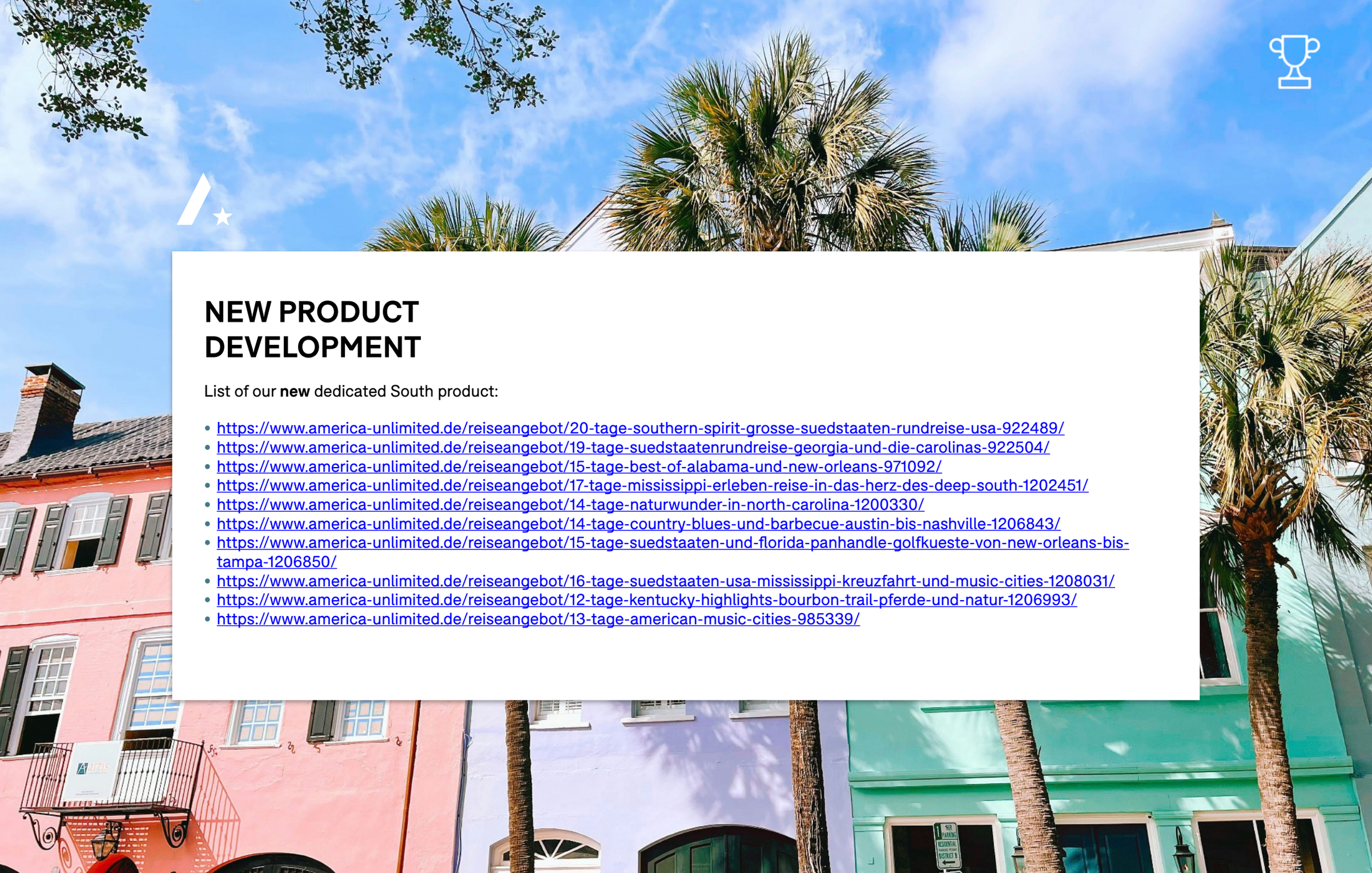
We created 10 new itineraries including our participating partners.

Where to Find It
Available on **america-unlimited.de**, these exclusive itineraries invites travelers to explore the best experiences in the South

Reach & Visibility
Our website attracts **30,000 unique visitors** per month, ensuring broad exposure and engagement.

Long-Term Availability
Even after the promotion ends, the itinerary remains online, continuing to inspire and convert visitors into travellers.

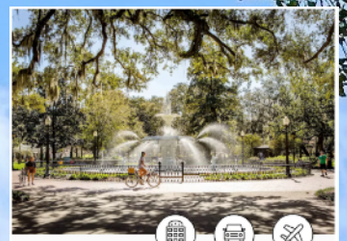




NEW PRODUCT DEVELOPMENT

List of our **new** dedicated South product:

- https://www.america-unlimited.de/reiseangebot/20-tage-southern-spirit-grosse-suedstaaten-rundreise-usa-922489/
- https://www.america-unlimited.de/reiseangebot/19-tage-suedstaatenrundreise-georgia-und-die-carolinas-922504/
- https://www.america-unlimited.de/reiseangebot/15-tage-best-of-alabama-und-new-orleans-971092/
- https://www.america-unlimited.de/reiseangebot/17-tage-mississippi-erleben-reise-in-das-herz-des-deep-south-1202451/
- https://www.america-unlimited.de/reiseangebot/14-tage-naturwunder-in-north-carolina-1200330/
- https://www.america-unlimited.de/reiseangebot/14-tage-country-blues-und-barbecue-austin-bis-nashville-1206843/
- https://www.america-unlimited.de/reiseangebot/15-tage-suedstaaten-und-florida-panhandle-golfkueste-von-new-orleans-bis-tampa-1206850/
- https://www.america-unlimited.de/reiseangebot/16-tage-suedstaaten-usa-mississippi-kreuzfahrt-und-music-cities-1208031/
- https://www.america-unlimited.de/reiseangebot/12-tage-kentucky-highlights-bourbon-trail-pferde-und-natur-1206993/
- https://www.america-unlimited.de/reiseangebot/13-tage-american-music-cities-985339/

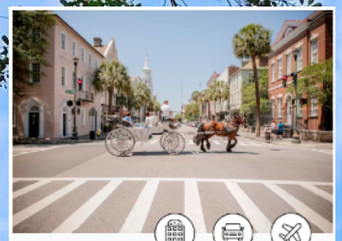


20 Tage Southern Spirit - Große Südstaaten-Rundreise USA

Atlanta - Cherokee / Great Smoky Mountains National Park - Nashville - Memphis - Vicksburg - Lafayette - New Orleans - Mobile - Thomasville - Savannah - Charleston - Atla...

ab € 3.350,-

ZUR REISE

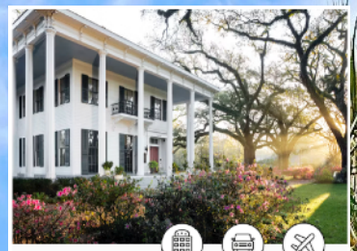


19 Tage Südstaatenrundreise: Georgia und die Carolinas

Charlotte - Asheville / Great Smoky Mountains - Atlanta - Macon - Savannah - Hilton Head Island - Charleston - Myrtle Beach - New Bern - Outer Banks - Raleigh - Charlotte...

ab € 3.250,-

ZUR REISE



15 Tage Best of Alabama & New Orleans

Atlanta - Huntsville - Muscle Shoals - Birmingham - Montgomery - Gulf Shores - Mobile - New Orleans. In dieser Reise sind Flug, Hotel und Mietwagen inklusive.

ab € 2.490,-

ZUR REISE



13 Tage American Music Cities

Kansas City - St. Louis - Branson - Memphis - Nashville. Auf dieser Reise haben wir Flug, Hotel und Mietwagen für Sie eingeschlossen.

ab € 2.269,-

ZUR REISE



14 Tage Naturwunder in North Carolina

Charlotte - Asheville/Great Smoky Mountains - Blue Ridge Parkway - Roanoke - Raleigh - Outer Banks - New Bern - Wilmington - Charlotte. Auf dieser Reise haben wir Flug, M...

ab € 2.590,-

ZUR REISE



14 Tage Country, Blues und Barbecue: Austin bis Nashville

Tauchen Sie ein in den American Way of Life! Von den Saloons in Texas über Jazz- und Bluesklänge in Missouri bis zu den legendären Country-Sounds in Nashville erleben Sie...

ab € 1.799,-

ZUR REISE

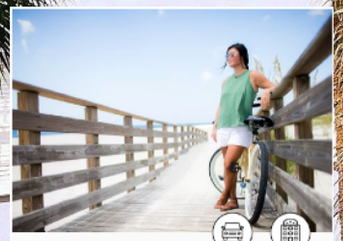


12 Tage Kentucky Highlights - Bourbon Trail, Pferde & Natur

Covington – Lexington mit Red River Gorge – Cumberland Falls – Bowling Green – Paducah – Owensboro – Bardstown – Louisville. Auf dieser Reise haben wir Hotels und Mietwag...

ab € 1.490,-

ZUR REISE



15 Tage Südstaaten & Florida Panhandle - Golfküste von New Orleans bis Tampa

New Orleans - Biloxi - Gulf Shores - Panama City Beach - Wakulla Springs - Crystal River - Bradenton Beach - Tampa. In dieser Reise sind Flug, Hotel und Mietwagen inklusi...

ab € 2.150,-

ZUR REISE



16 Tage Südstaaten USA: Mississippi-Kreuzfahrt und Music Cities

New Orleans - Oak Alley / Houmas House - St. Francisville - Natchez - Vicksburg - Cleveland - Memphis - Franklin - Nashville. In dieser Reise sind Flug, Mississippi-Kreuz...

ab € 7.495,-

ZUR REISE



17 Tage Mississippi Erleben: Reise in das Herz des Deep South

New Orleans - Natchez - Vicksburg - Tupelo - Cleveland / Mississippi Delta - Clarksdale - Memphis - Nashville - Tupelo - Oxford - Jackson - Biloxi/Ocean Springs - New Orl...

ab € 2.075,-

ZUR REISE

ALL SOUTHERN STATES ITINERARIES CAN BE FOUND HERE:

https://www.america-unlimited.de/usa-reisen/?RefID=&AU+Regionen+&+Inseln[457]=457&filtered=1

DESTINATION OF THE YEAR
IN NUMBERS

Website Banner & Priority Placement ~ 4,500,000 Impressions

Out-Of-Home Campaign ~ 8,500,000 Impressions

Leading Newspaper Advertorial ~ 1,000,000 Impressions

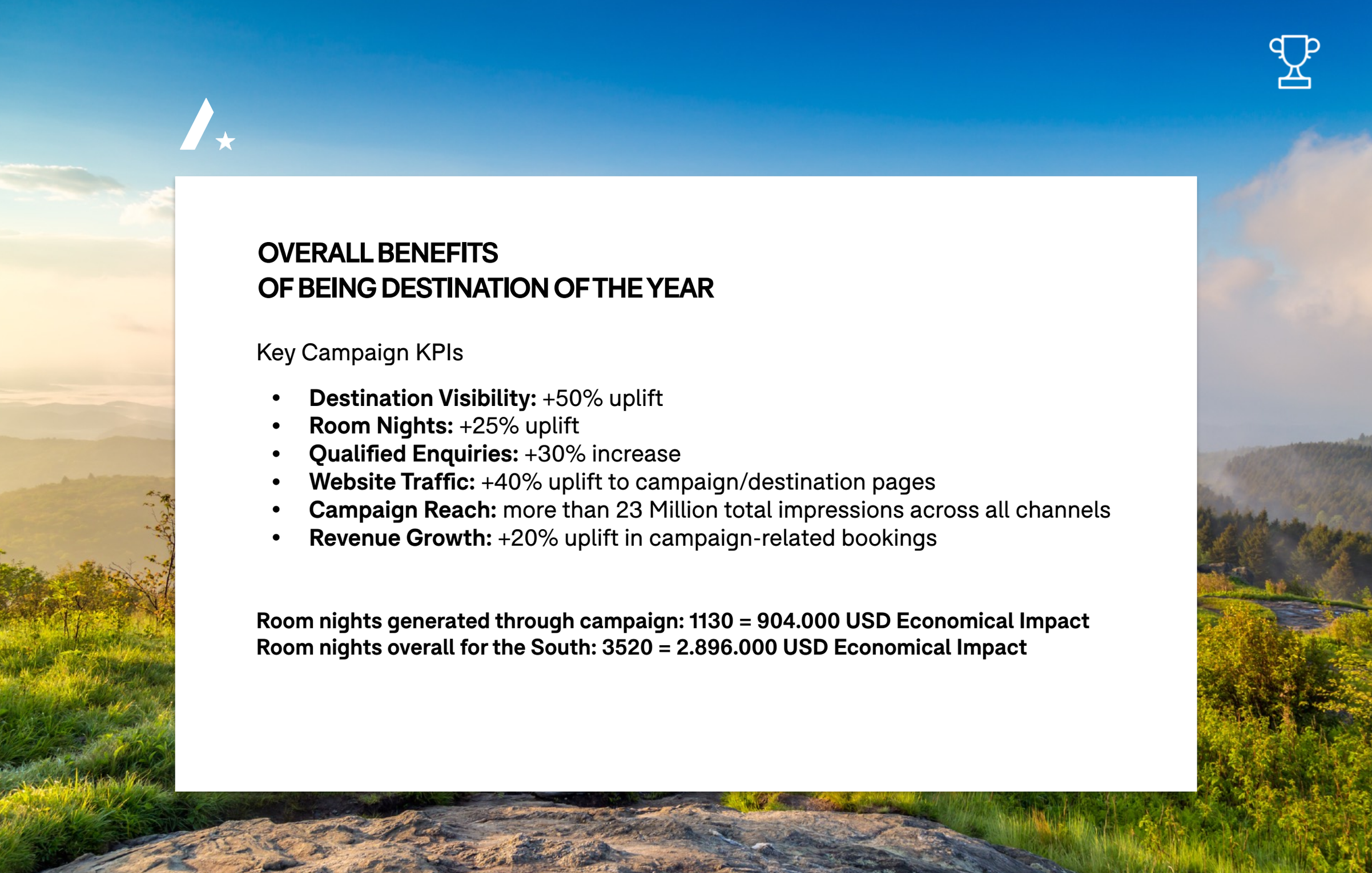
Exclusive Newsletter ~ 175,000 subscribers

Brochure Cover ~ 65,000 circulation

Exclusive Full Page Advertorial ~ 220,000 impressions

Consumer Show Booth ~ 140,000 impressions

TOTAL
REACH
~ 14,600,000



OVERALL BENEFITS
OF BEING DESTINATION OF THE YEAR

Key Campaign KPIs

- **Destination Visibility:** +50% uplift
- **Room Nights:** +25% uplift
- **Qualified Enquiries:** +30% increase
- **Website Traffic:** +40% uplift to campaign/destination pages
- **Campaign Reach:** more than 23 Million total impressions across all channels
- **Revenue Growth:** +20% uplift in campaign-related bookings

Room nights generated through campaign: 1130 = 904.000 USD Economical Impact
Room nights overall for the South: 3520 = 2.896.000 USD Economical Impact



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