

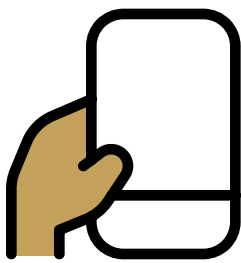


Wanderlust[®]

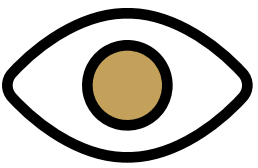
Performance Report Travel South 2025/26

Performance Tracker

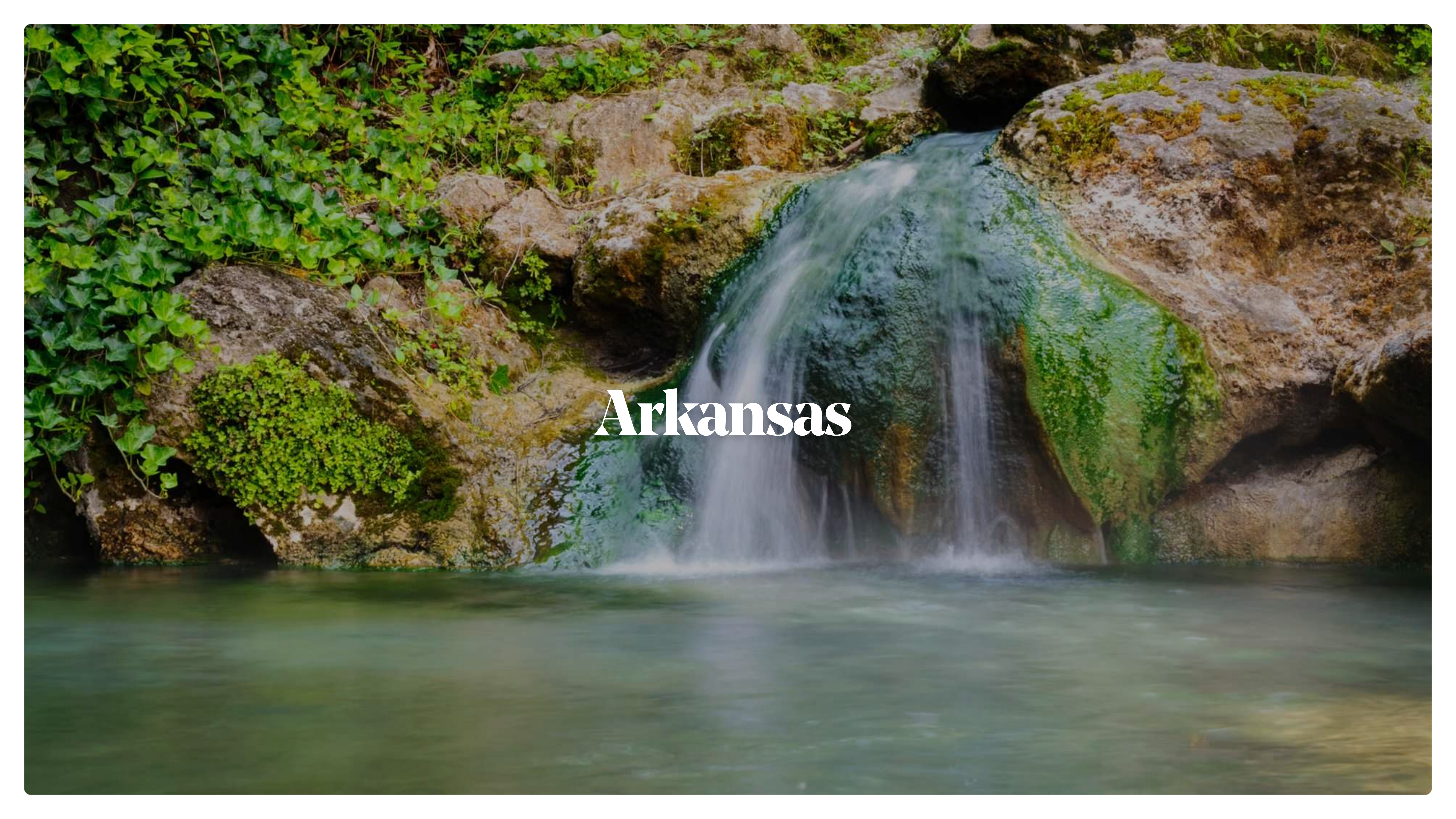
DELIVERABLES	KPI	BOOKED	DELIVERED	VARIANCE
Bespoke Microsite	Views	100,000	129,799	130%
3 x Digital Immersive Experiences (Ongoing)	Views	75,000	-	-
Paid Social Promotion	Impressions	12,500,000	12,705,472	102%
2 x Podcasts	Downloads	1000	1098	110%
20 page Print feature (North America Special)	Reach	591,795	591,795	100%

12.7m 

Total impressions

130k 

Total Views

A scenic photograph of a small waterfall cascading over mossy rocks into a pool of water. The waterfall is the central focus, with water flowing over a large, flat rock covered in vibrant green moss. To the left of the waterfall, a dense wall of bright green ivy covers the rock face. The water at the base of the waterfall is a calm, greenish-grey pool. The overall scene is lush and natural, with various shades of green and the grey of the rocks.

Arkansas

RESULTS

Print Advertorial

A 20 page print advertorial was featured in the October / November Issue. This included 2 pages promoting Arkansas.

A digital version of the magazine was also sent to subscribers with a clickable link placed in the advertorial.

The advertorial delivered a reach of 809,627.



809,627

Readership



#1 UK TRAVEL MAGAZINE

COPIES IN CIRCULATION AUDIT FEB 2025

323,851+

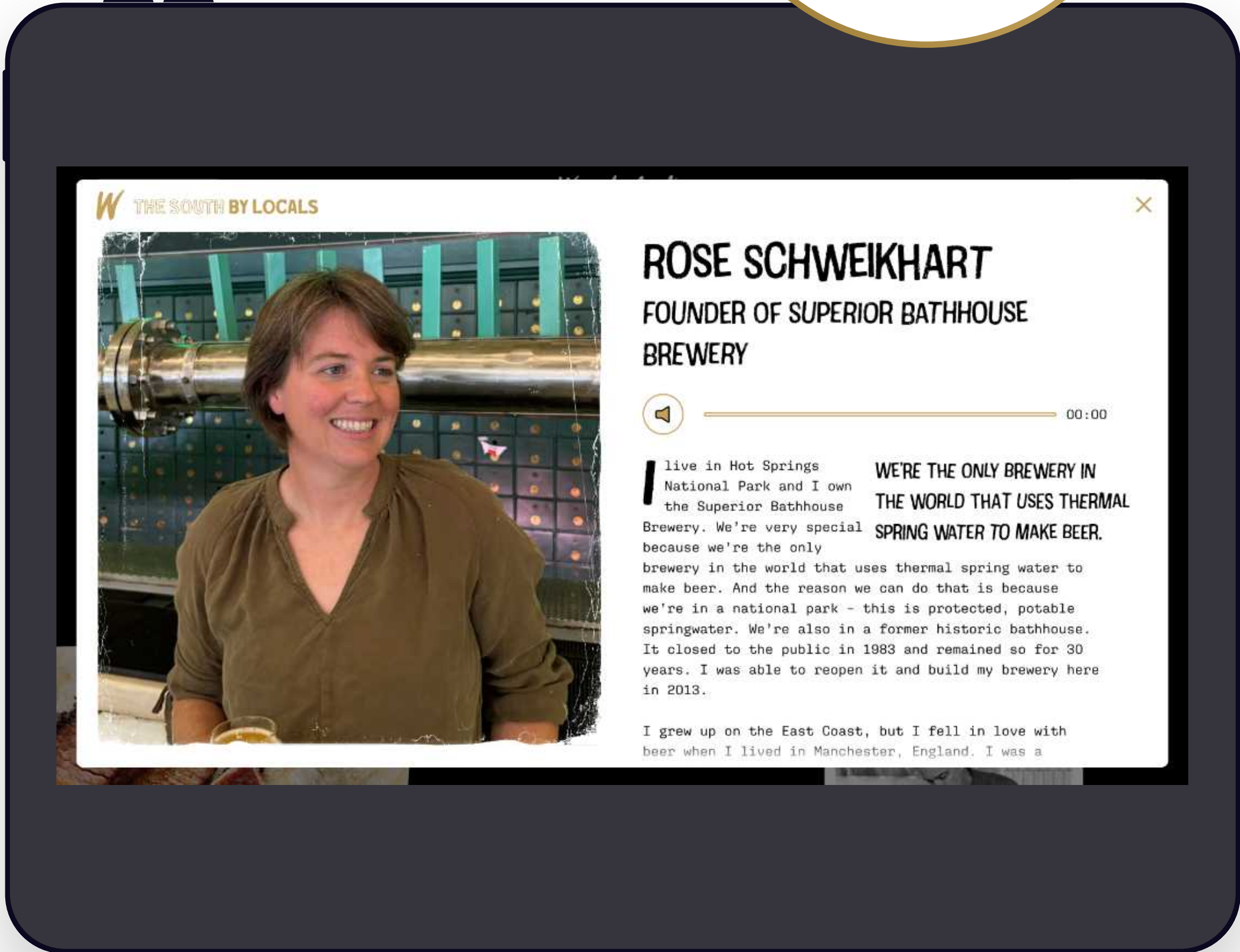
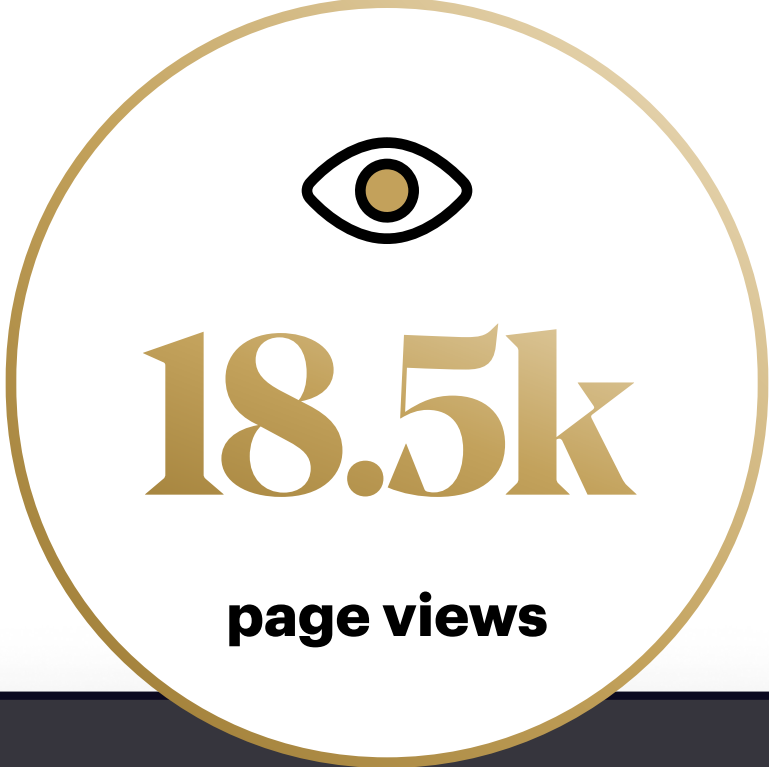
VIEW ONLINE VERSION

RESULTS

Microsite

A bespoke microsite was created with immersive storytelling and interviews with locals. This achieved 18,543 Page views and 1,815,067 paid Social Impressions.

METRIC	DELIVERED
Views	18,543
Paid Social Impressions	1,815,067



[VIEW ONLINE](#)

Wanderlust®

Thank you

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