ECONOMIC IMPACT REPORT

SOJERN

Campaign: **New England Brand USA - Germany 2023**
Flight Dates: **Jan 01, 2023** to **Mar 31, 2023**
Reporting Dates: **Jan 01, 2023** to **Mar 31, 2023**

Post-Impression Travel Summary

How many travel events did the campaign drive to **New England**?

	Total Events	Total Travelers			Total Events	Total Travelers	Hotel Night Stays
Flight Search	3,002	1,311		Lodging Search	758	484	3,018
Flight Booking	30	47		Lodging Booking	20	18	52

Event Type	Total Events	Total Travelers	Avg. Lead Times In Days	Avg. Length of Stay In Days
Flight Search	3,002	1,311	102.35	11.33
Flight Booking	30	47	75.57	10.13
Lodging Search	758	484	96.92	3.88
Lodging Booking	20	18	112.25	2.60
Car Search	202	86	98.92	17.81
Car Booking	8	6	123.75	19.38
Rail/Bus Search	77	50	43.64	0.58
Rail/Bus Booking	3	4	46.67	0.00
Vacation Search	36	36	126.39	16.64
Foot Traffic Visits	450	450	0.00	0.00
Grand Total	**4,586**	**2,492**	**82.64**	**9.11**

	Total Events	Total Confirmed Travelers	Hotel Night Stays
Total Bookings	511	523	52

*__Total events__ is the overall volume of searches and bookings travellers have conducted for their trips. *Search events convey how many times travelers are searching to look at different travel options, while booking events can include a singular booking of a single trip or multiple bookings of other trips*.

**__Total Travelers__ includes the person who is performing the travel search/booking activity in addition to other people who will be traveling with the individual in their party.

*** **Hotel Night Stays** takes account of no. of rooms searched/booked multiply by the number of night stay by traveler.

How much revenue is the campaign bringing to **New England** with average spend of **2500 USD** per traveler?

Economic Impact

Confirmed Total Travelers x Avg. Spend Per Traveler = Total Est. Traveler Spend

1,307,500.00 USD
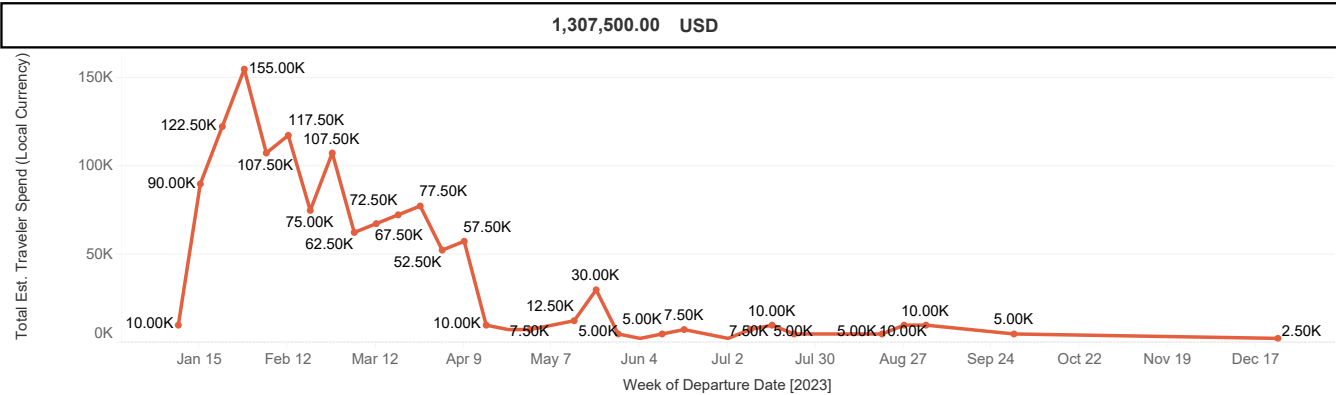
How effective is my campaign? What is my return on ad spend (ROAS) in **USD**?

Media Spend To Date   **18,000**

ROAS (Return On Ad Spend)

Total Est. Traveler Spend / Media Spend = ROAS
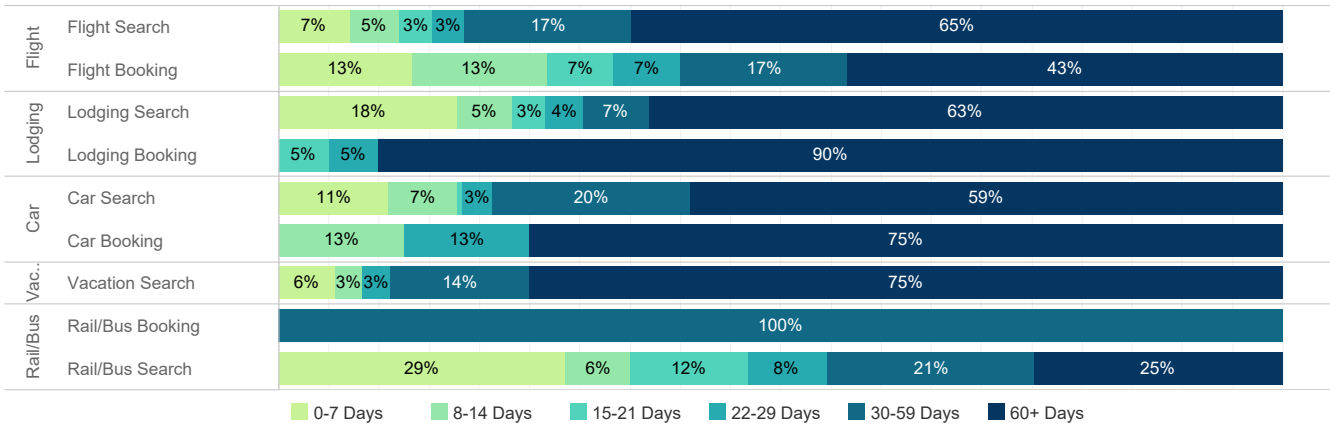
72.64 **: 1 USD**

Multi-Channel Performance

How are the channels performing? Someone can be impressed on multiple channels and will be counted accordingly. Here are the total count of events.

Channel	Flight		Lodging		Car		Vacation	Foot Traffic Visits	Rail/Bus		Grand Total
	Search	Booking	Search	Booking	Search	Booking	Search	In-Market	Search	Booking	
Display	2,828	28	711	18	188	7	32	390	74	3	**4,279**
Native	1,580	16	496	13	130	4	26	313	46	1	**2,625**
Grand Total	**4,408**	**44**	**1,207**	**31**	**318**	**11**	**58**	**703**	**120**	**4**	**6,904**

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Trip Planning

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

Flight	Flight Search	7% 5% 3% 3% 17% 65%	
	Flight Booking	13% 13% 7% 7% 17% 43%	
Lodging	Lodging Search	18% 5% 3% 4% 7% 63%	
	Lodging Booking	5% 5% 90%	
Car	Car Search	11% 7% 3% 20% 59%	
	Car Booking	13% 13% 75%	
Vac.	Vacation Search	6% 3% 3% 14% 75%	
Rail/Bus	Rail/Bus Booking	100%	
	Rail/Bus Search	29% 6% 12% 8% 21% 25%	

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

Length Of Stay

How long are impressed travelers staying in **New England**?

Flight	Flight Search	6% 9% 17% 14% 54%
	Flight Booking	15% 11% 19% 15% 41%
Lodging	Lodging Search	77% 10% 7% 4%
	Lodging Booking	80% 10% 10%
Car	Car Search	22% 4% 23% 10% 41%
	Car Booking	38% 13% 50%
Vac.	Vacation Search	3% 18% 56% 21% 3%
Rail...	Rail/Bus Search	29% 29% 14% 29%

■ 1-3 Days ■ 4-5 Days ■ 6-7 Days ■ 8-11 Days ■ 12+ Days
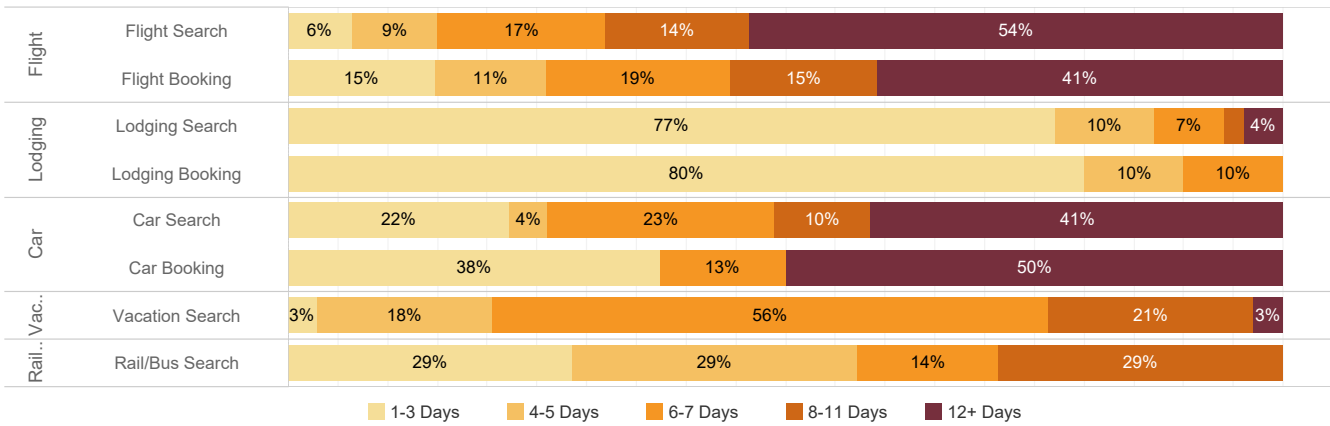
Searched and Booked Departure Months

Which travel months are popular among impressed travelers who searched or booked to **New England**?

		Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 23	Aug 23	Sep 23	Oct 23	Nov 23	Dec 23	Jan 24	Feb 24	Mar 24
Flight	Flight Search	2.0%	4.7%	15.8%	12.9%	12.8%	11.9%	14.8%	13.7%	7.2%	2.2%	0.4%	1.6%	0.0%	0.0%	0.1%
	Flight Booking	6.7%		16.7%	26.7%	20.0%	6.7%	10.0%	3.3%	3.3%	3.3%		3.3%			
Lodging	Lodging Search	4.0%	8.7%	13.1%	9.1%	16.0%	11.5%	15.4%	9.4%	4.0%	8.3%	0.5%	0.1%			
	Lodging Booking				5.0%	45.0%	15.0%	15.0%	20.0%							
Car	Car Search	2.0%	6.9%	22.8%	12.9%	8.9%	6.9%	11.4%	6.9%	14.9%	6.4%					
	Car Booking		25.0%				12.5%	25.0%	37.5%							
Vacation	Vacation Search		5.6%	5.6%	11.1%	25.0%		13.9%	2.8%	19.4%	16.7%					

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Top 10 Origins

Of the people who saw the ad, where are they traveling **from** and what is their makeup?

	Flight Search		Lodging Search
Frankfurt am Main, Germany	33.0%	Berlin, Germany	11.6%
Berlin, Germany	14.6%	Hamburg, Germany	6.9%
Munich, Germany	14.2%	Munich, Germany	6.5%
Duesseldorf, Germany	14.0%	Duesseldorf, Germany	6.0%
Hamburg, Germany	9.6%	Frankfurt am Main, Germany	4.2%
Stuttgart, Germany	4.8%	Mainz, Germany	4.2%
Amsterdam, Netherlands	4.0%	Koeln, Germany	3.2%
Zurich, Switzerland	3.3%	Dortmund, Germany	1.9%
Koeln, Germany	3.0%	Nuernberg, Germany	1.9%
Brussels, Belgium	2.1%	Darmstadt, Germany	1.4%

	Flight Booking		Lodging Booking
Frankfurt am Main, Germany	28.6%	Hamburg, Germany	18.2%
Hamburg, Germany	14.3%	Duesseldorf, Germany	9.1%
Duesseldorf, Germany	10.7%	Durbach, Germany	9.1%
Munich, Germany	10.7%	Einbeck, Germany	9.1%
Stuttgart, Germany	10.7%	Eislingen, Germany	9.1%
Zurich, Switzerland	7.1%	Karlsruhe, Germany	9.1%
Anchorage, AK, Alaska US	3.6%	Koeln, Germany	9.1%
Chicago, IL, Illinois US	3.6%	Schmelz, Germany	9.1%
Hannover, Germany	3.6%	Schorndorf, Germany	9.1%
Mumbai, India	3.6%	Stuttgart, Germany	9.1%

Top 10 Destinations

Of the people who saw the ad, where are they traveling **to** and what is their makeup?

	Flight Search		Lodging Search
Boston	90.7%	Boston	54.7%
Hartford	3.4%	Cambridge	5.6%
Portsmouth	3.0%	Providence	3.7%
Portland	2.8%	Revere	3.7%
Manchester	2.0%	Bar Harbor	3.3%
Bangor	1.3%	Burlington	3.3%
Providence	1.3%	Quincy	2.8%
Burlington	1.1%	Somerville	2.8%
Fort Point (historical)	0.5%	Berlin	2.3%
Lebanon	0.4%	Portland	2.3%

|	Flight Booking		Lodging Booking
Boston	89.3%	Boston	18.2%
Hartford	7.1%	Augusta	9.1%
Portland	3.6%	Bar Harbor	9.1%
		Braintree	9.1%
		Hadley	9.1%
		Milford	9.1%
		New Haven	9.1%
		North Dartmouth	9.1%
		Revere	9.1%
		Rockland	9.1%

Alternate Searches and Bookings

Of the people who were impressed and didn't book, where did they search and book ?

Top 10 Alternate Searches
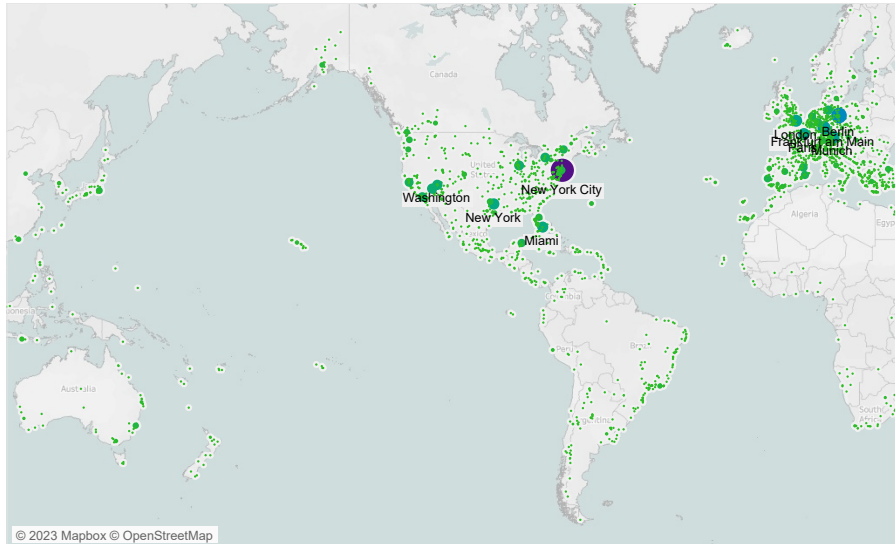
Destination City & Country	
New York, NY	7.9%
Berlin, Germany	3.2%
Miami-Ft. Lauderdale, FL	2.3%
Dallas-Ft. Worth, TX	2.3%
Frankfurt am Main, Germany	2.2%
Munich, Germany	2.0%
Salt Lake City, UT	1.9%
London, United Kingdom	1.9%
Paris, France	1.8%
Los Angeles, CA	1.7%

Top 10 Alternate Bookings
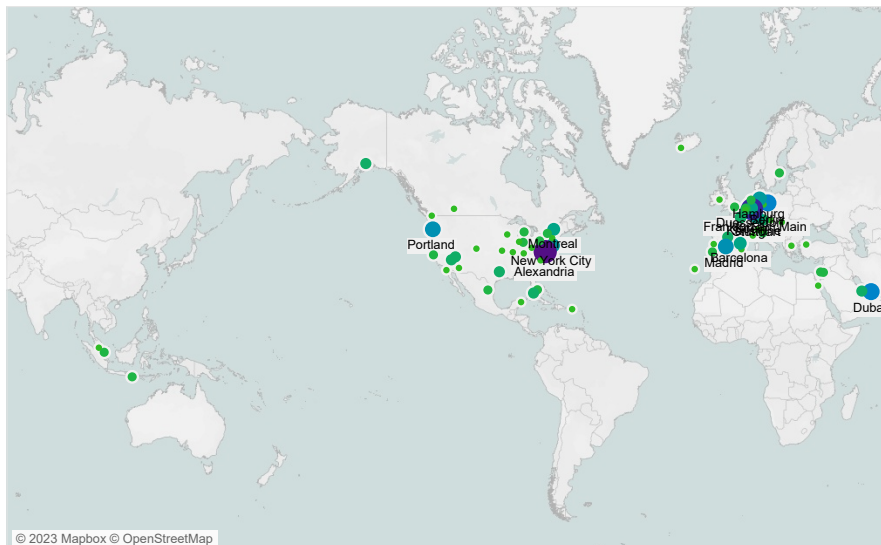
Destination City & Country	
Washington, DC (Hagerstown, M..	6.7%
Koeln, Germany	6.2%
Berlin, Germany	3.6%
Dubai, United Arab Emirates	3.6%
Madrid, Spain	3.1%
New York, NY	3.1%
Portland, OR	3.1%
Hamburg, Germany	2.6%
Miami-Ft. Lauderdale, FL	2.6%
Barcelona, Spain	2.1%