

ECONOMIC IMPACT REPORT



Campaign: **New England Brand USA - Uk Ireland 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
Flight Search	4,714	2,337
Flight Booking	44	60



	Total Events	Total Travelers	Hotel Night Stays
Lodging Search	2,632	2,024	9,774
Lodging Booking	122	149	307

Event Type	Total Events	Total Travelers	Avg. Lead Times In Days	Avg. Length of Stay In Days
Flight Search	4,714	2,337	100.83	9.57
Flight Booking	44	60	50.93	8.84
Lodging Search	2,632	2,024	94.67	3.27
Lodging Booking	122	149	37.70	2.43
Car Search	435	211	119.55	10.26
Car Booking	34	30	71.56	8.68
Rail/Bus Search	142	137	70.47	0.68
Rail/Bus Booking	3	7	50.33	
Vacation Search	150	120	87.55	5.46
Vacation Booking	1	2	65.00	6.00
Foot Traffic Visits	1,471	1,471	0.00	0.00
Grand Total	9,748	6,548	68.05	6.18

	Total Events	Total Confirmed Travelers	Hotel Night Stays
Total Bookings	1,675	1,713	307

*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.

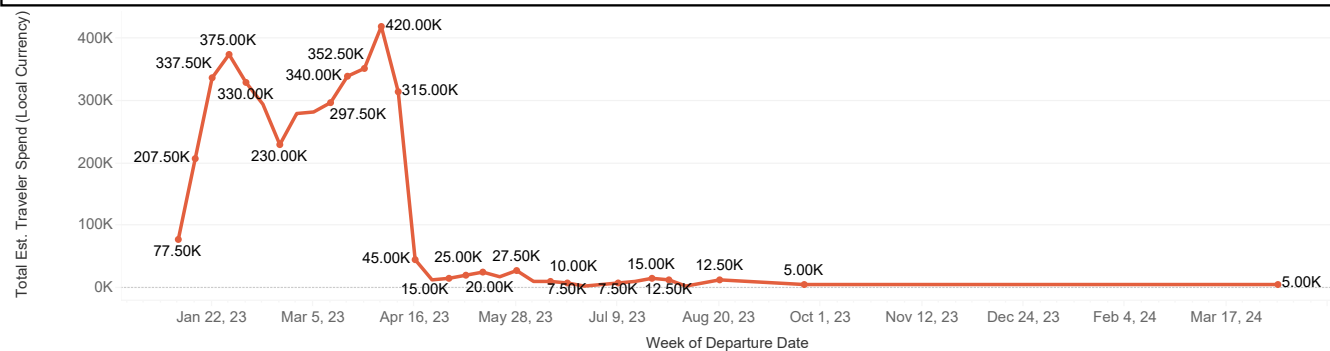
*** Hotel Night Stays takes account of no. of rooms searched/booked multiply by the number of night stay by traveler.

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

4,282,500.00 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

237.92 : 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 In-Market	Rail/Bus		Grand Total
	Search	Booking	Search	Booking	Search	Booking	Search	Booking		Search	Booking	
Display	4,286	39	2,402	104	389	27	137	1	1,211	133	3	8,732
Native	1,960	12	1,031	66	267	16	42		763	58		4,215
Grand Total	6,246	51	3,433	170	656	43	179	1	1,974	191	3	12,947

Top 10 Origins

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

	Flight Search
London, United Kingdom	49.6%
Dublin, Ireland	17.6%
Manchester, United Kingdom	10.1%
Shannon, Ireland	6.2%
Edinburgh, United Kingdom	4.7%
Birmingham, United Kingdom	2.3%
New York, NY, New York US	2.1%
Newcastle upon Tyne, United Kingdom	2.0%
Glasgow, United Kingdom	1.4%
Paris, France	1.1%

	Lodging Search
London, United Kingdom	17.9%
Dublin, Ireland	9.7%
Belfast, United Kingdom	3.5%
Manchester, United Kingdom	2.5%
Glasgow, United Kingdom	2.1%
Birmingham, United Kingdom	2.0%
Cambridge, United Kingdom	1.7%
Gaillimh, Ireland	1.7%
Cork, Ireland	1.4%
Edinburgh, United Kingdom	1.2%

	Flight Booking
London, United Kingdom	38.1%
Dublin, Ireland	23.8%
Manchester, United Kingdom	7.1%
Birmingham, United Kingdom	4.8%
Edinburgh, United Kingdom	4.8%
Orlando-Daytona Beach-Melbourne, FL, Florida US	4.8%
Atlanta, GA, Georgia US	2.4%
Chicago, IL, Illinois US	2.4%
Florence-Myrtle Beach, SC, South Carolina US	2.4%
Las Vegas, NV, Nevada US	2.4%

	Lodging Booking
London, United Kingdom	21.0%
Cardiff, United Kingdom	2.5%
Cork, Ireland	2.5%
Dublin, Ireland	2.5%
Goole, United Kingdom	2.5%
Great Malvern, United Kingdom	2.5%
Kingston upon Hull, United Kingdom	2.5%
Leeds, United Kingdom	2.5%
Reading, United Kingdom	2.5%
Slough, United Kingdom	2.5%

Top 10 Destinations

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

	Flight Search
Boston	88.3%
Hartford	4.5%
Portsmouth	2.9%
Burlington	2.6%
Portland	2.3%
Manchester	1.6%
Providence	1.6%
Bangor	0.7%
Fort Point (historical)	0.7%
New Haven	0.5%

	Lodging Search
Boston	48.4%
Cambridge	13.0%
Belfast	5.7%
Newport	4.5%
Portland	2.4%
Londonderry	2.1%
Manchester	2.1%
Burlington	1.7%
Derry	1.5%
Portsmouth	1.4%

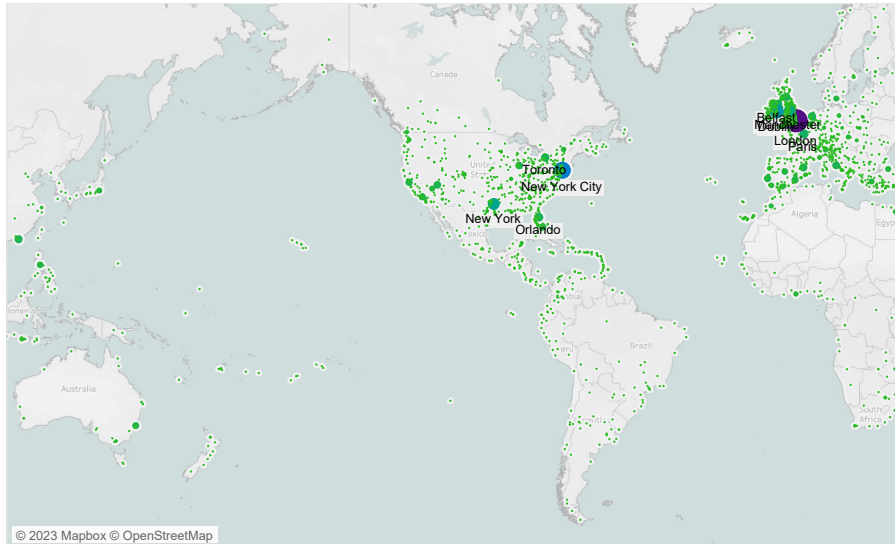
	Flight Booking
Boston	90.5%
Hartford	7.1%
Manchester	2.4%

	Lodging Booking
Newport	21.3%
Boston	20.0%
Hull	15.0%
Ludlow	5.0%
Haverhill	3.8%
Stratford	3.8%
Worcester	3.8%
Glastonbury	2.5%
Revere	2.5%
Amesbury	1.3%

Alternate Searches and Bookings

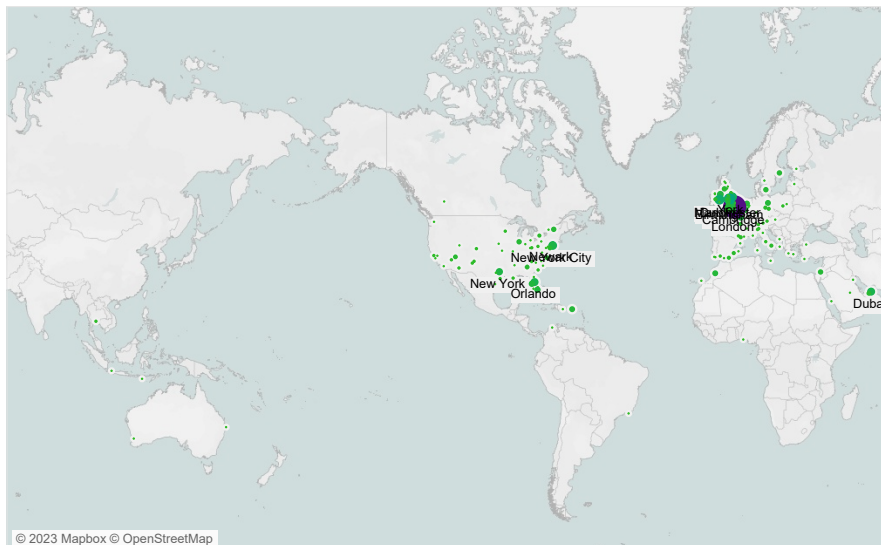
Of the people who were impressed and didn't book, where did they search and book ?

Top 10 Alternate Searches



Destination City & Country	Percentage
London, United Kingdom	8.3%
New York, NY	5.2%
Dublin, Ireland	3.0%
Dallas-Ft. Worth, TX	2.5%
Manchester, United Kingdom	1.9%
Orlando-Daytona Beach-Melbourne, FL	1.3%
Belfast, United Kingdom	1.3%
Paris, France	1.3%
Miami-Ft. Lauderdale, FL	1.2%
Dubai, United Arab Emirates	1.1%

Top 10 Alternate Bookings



Destination City & Country	Percentage
London, United Kingdom	13.6%
Cambridge, United Kingdom	5.8%
New York, NY	3.7%
Manchester, United Kingdom	3.3%
Dublin, Ireland	2.5%
York, United Kingdom	2.2%
Birmingham, United Kingdom	1.6%
Dubai, United Arab Emirates	1.6%
Orlando-Daytona Beach-Melbour..	1.6%
Miami-Ft. Lauderdale, FL	1.5%