

Destination DC Case Study



The Challenge

Destination DC serves as the lead organization to successfully manage, market and boost visitation for Washington, DC as a premier global convention, tourism and special events destination. Destination DC has a common challenge faced by most destination marketing organizations (DMOs) today – **visibility into bookings and measuring marketing effectiveness**.

During the summer of 2016, Destination DC wanted to test-run their first data-focused programmatic campaign. The two main requirements were the ability to precision-target travelers interested in visiting Washington, DC and surrounding markets, and accurately measuring exposure.

The challenge for Destination DC's media agency, MDB Communications, was measuring bookings, room nights and hotel revenue that could be attributed to this advertising campaign.

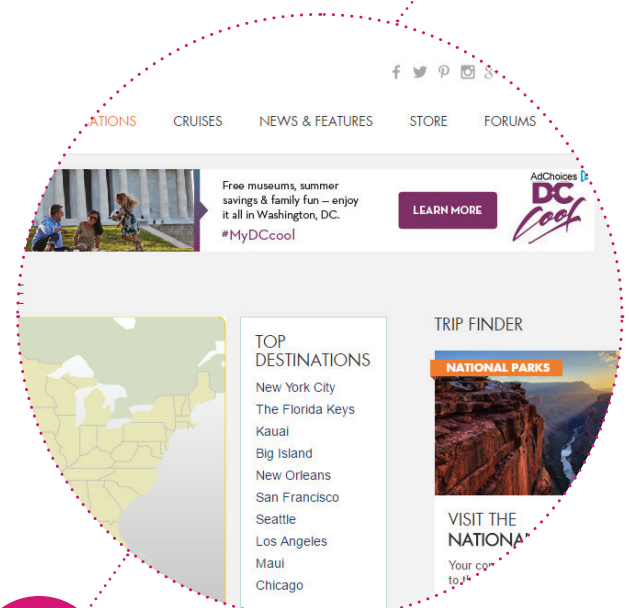
At a Glance

- DMO Destination DC partnered with ADARA to run a data-driven, programmatic online advertising campaign
- Targeting US travelers searching for Washington, DC, and other East Coast cities between Boston and Atlanta
- Focused on real-time targeting of weekend leisure travelers with short search-to-book timelines
- Over a 7-week campaign, ADARA delivered 8,000+ total travel bookings and 33,000+ room nights

The Strategy

Washington, DC depends on weekend leisure travelers who have especially **short search-to-book timelines**. Particular focus is also placed on **seven core origin markets**: Boston, New York, Philadelphia, Chicago, Los Angeles, Atlanta and Richmond. Given this background, the campaign strategy called for real-time geo-targeting of leisure travelers in these markets.

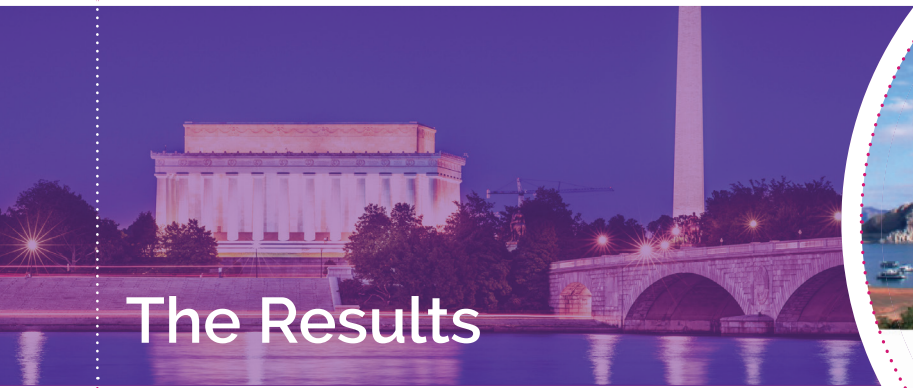
In order to target travelers most likely to visit Washington, DC, Destination DC needed a partner with access to information on all related travel activity as it happened in real time, including flight / hotel searches and flight bookings.





● Why ADARA?

ADARA has direct data partnerships with more than 175 of the most recognized travel brands across the globe including many of the leading airlines, hoteliers and OTAs. ADARA's global travel data co-op provides unparalleled visibility into travelers searching for trips and hotels in Washington, DC in real time, including both direct and OTA / Meta activity. By using 100% real-time first party travel data, ADARA was perfectly suited to provide the solution Destination DC was looking for.



The Results

- ADARA tracked 8,000 post media exposure flight and hotel bookings, 10,000+ total passengers, and 33,000+ room nights into Washington DC– resulting in estimated hotel revenue of \$842,000 for the City.
- ADARA's strategy to optimize booking revenue, which was the client's primary KPI, ensured progressive return growth for the duration of the campaign.



Brand: Washington, DC

Agency: MDB Communications

Name of Campaign: Destination DC Summer 2016

Date of Campaign: 6/9/16-7/31/16



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