

# DRIVING YEAR-ROUND TOURISM WITH DATA-DRIVEN MEDIA ACTIVATION

How a premium tourism board leveraged expert strategy and advanced automation to maximize reach, engagement, and visitor growth.

## THE CHALLENGE

A premier tourism board aimed to position its destination as a top choice for year-round travelers, driving high-value website traffic while maintaining cost-efficient media spend and engagement. However, a competitive travel landscape required a more sophisticated strategy to:

- **Reach travelers** across multiple seasonal peaks
- **Focus media spend** on high-intent visitors
- **Optimize ad spend** to meet key benchmarks

Without a strategic and data-driven approach, the organization risked missing valuable travelers and overspending on inefficient ad placements. To succeed, the organization required media operations and tourism marketing experts to guide strategy, activate campaigns, and deliver measurable results.

## THE SOLUTION

Basis Technologies' media experts designed and activated a high-impact media strategy, ensuring every media dollar drove measurable results.



### Multi-Channel Media Activation

A tailored programmatic strategy used display retargeting, contextual targeting, high-impact HTML5 creatives, and premium video placements (CTV, OLV, PMP) to maximize reach and engagement.



### AI-Powered Optimization & Automation

Automated bidding strategies and real-time performance monitoring ensured cost-efficient conversions and maximized campaign effectiveness.



### Strategic Audience Targeting

By focusing on priority markets and excluding local audiences within a 100-mile radius, the campaign engaged adventure seekers, outdoor enthusiasts, and family travelers most likely to visit.



### Seamless Media Operations & Performance Tracking

A dedicated team managed campaign activation, analysis, and refinements, enabling faster insights and better decision-making.

## LASTING RESULTS

With 2+ years of partnership and \$1M in annual media spend, Basis Technologies has fueled tourism growth through expert strategy and programmatic activation – driving stronger engagement, economic impact, and visitor activity:

**53%**

Lower CPA for Display

Lower CPA for display drove more conversions for less, maximizing reach and ROI.

**24%**

Higher Video Completion Rate

Higher video completion rates showed greater audience interest, boosting travel intent.

**2%**

Increase in Lodging Tax Collections YOY

Signaling stronger visitor activity and direct economic impact for the region.

**13%**

Growth in Inbound Travelers

Inbound guest arrivals grew 13%, surpassing outbound travel and driving tourism success.