Destination Niagara USA
New York State Campaign
In the Beginning...

• Survey of consumer database in early June provided insight that our consumers were prepared to drive 6-8 hours with a high possibility of visiting Niagara Falls USA in 2020

• New York State Phase 3 began on June 18th, 2020; launched “Wide Open Spaces – Now Open for Adventure”

• Campaigns targeted our drive markets including OH, PA, MD, VA, and NY + interest and/or intent to travel or adventures outdoors.

• OH was generating highest hotel bookings through Adara attribution platform into Phase 4 (July) when we activated “Wide Open Spaces”
Wide Open Spaces
Campaign: Wide Open Spaces

- Landing pages:
  - Families
  - Outdoor Adventure

- Landing pages include hero video footage, lodging CTA’s and content that encourages and inspires visitors to explore the destination safely.
Campaign: Wide Open Spaces

• Audience: Top Adara drive markets by hotel bookings, 21-55 year old's, HH income of 50,000+, families and users with an intent/interest to travel or outdoor adventure

• Flight dates: July 22 –TBD

• Channels: Display, paid search social ads, and email
Campaign: New York State

• NYS Travel Advisory: Began in June and impacted our ability to target our drive markets in states including DE, MD, VA and OH added in July

• Dates: July 22 – Ongoing

• Channels: Display, social ads and email
Campaign: New York State

• Targeting New York residents with interest and/or intent to travel and outdoor adventure such as hiking biking, state parks, etc. and who want to experience a bucket list destination

• Ads drive to a campaign-specific landing page highlighting wide-open spaces and safe outdoor activities, along with lodging deals to encourage overnight stays

• Promotional email to AAA members in NYS cities
Campaign: New York State

Campaign Results: (July 22 – August 16)

• Total impressions: 14,168,322

• Total clicks: 160,162

• Average CTR: 1.13%
  • Facebook CTR: 1.49%
  • Google Display CTR: 1.13%
Backyard Adventurer Promotion

• AAA email to members in the 716 area code

• Targeted Facebook ad and email to Niagara Falls USA subscribers in the 716 area code

• Destination landing page highlighting offers and promotions for locals

• Travel Guide insert into local weekend newspaper