

# Idaho Tourism

Idaho Tourism focuses on increasing travel consideration and visitation to the state. To achieve this, they asked Sojern to reach qualified travelers, drive them to the Idaho Tourism website and track post-impression travel behaviors. Sojern executed an ad campaign targeting 11 western states and tested national targeting to reach interested travelers, boost travel guide downloads, and measure the travel influence of ad exposure. Sojern also helped Idaho Tourism assess the economic impact of their online advertising and measure incremental travel bookings.



## OBJECTIVES

- Drive qualified web traffic to the campaign landing page to promote travel to Idaho
- Measure travel guide downloads as well as search and booking trends of visitidaho.org visitors
- Assess post-impression travel search and booking behaviors of those who were exposed to the ads

## RESULTS & FINDINGS



Sojern drove **over 7,000 unique visitors to the campaign landing page**, over 8,000 visitors to the homepage, and **over 2,100 travel guide downloads**.



This campaign delivered a **\$101 to \$1 return** on ad spend to the state.



Travelers served Idaho ads were **19% more likely to book** travel to the state than those who were never exposed to the ads.



Sojern discovered that 7% of all Idaho flight searchers also visited the Idaho website; **77% of those visitors booked** travel after visiting the website.



*"Our primary goal is to reach qualified travelers and increase their intent to travel to Idaho. Sojern offers a unique ability to drive a qualified audience to our website and then measure their travel search and booking activity into the state. Sojern saw over 193,000 flight searches and nearly 5,000 flight bookings from those exposed to our advertising campaign. The insights they delivered allowed us to better understand our website's role in the travel search process and measure interest beyond our 11 primary origin target markets."*

**Diane Norton**  
Tourism Manager