Spring 2018 Campaign Recap
6/14/2018
Spring 2018 Campaign Overview

• Motivate travel to Jackson Hole during the Spring season
  - Nurture key regional markets to drive new and repeat visitation
  - Promote new American Airlines direct flight from DFW to JAC

• Create an emotional connection with users in digital spaces they frequent most, building a relationship and reinforcing brand awareness

• Excite potential visitors by leaning into scenic wildlife/spring awakening, flight option/deals and more
Target core regional markets and build awareness for the new direct flight from Dallas to Jackson Hole.

Market Prioritization

- Dallas
- Salt Lake City
- Idaho
- Montana
- Denver

- JHTTB Target Markets
Spring 2018 Activation Calendar

**Regional**

- Cinema
- OOH
- Digital
  
  Roadtrippers, The Denver Post, Outside, Teads, Google, Facebook & Instagram

**Dallas**

- Cinema
- OOH
- Digital
  
  Dallas News, D Magazine D, Google, DFW Airport

**Total Media Spend:** $337,000

**Impressions:** 25,150,179*

*Doesn’t include regional cinema impressions. Vendor providing reports by end of June.*
2018 Spring Campaign Highlights

- **Paid media impressions**: 25,150,179*
- **Sessions to website**: 106,438 (up 97% YOY)
- **Flight searches**: 2,044
- **Visits to Jackson Hole Central Reservation**: 6,643 (up 55% YOY)
- **Flight bookings**: 86

*Doesn’t include regional cinema impressions. Vendor providing reports by end of June.
CREATIVE
SAVE UP TO $300 OFF AIRFARE.

OR EXPERIENCE IT.

VIEW LIVE FEED ➞

SEE SPRING IN JACKSON.

DISCOVER MORE ➞

SAVE UP TO $300 OFF AIRFARE.

BOOK NOW ➞
MEDIA
Cinema delivers a captivated and attentive (lean-in) audience seeking a premium viewing and storytelling experience.

The Jackson Hole message ran in theaters targeting affluent areas throughout core DMAs and states to inspire travel.
Cinema

In a world of increasingly small screens, there is still a place for cinema’s massive format to capture attention and pull consumers into a brand’s story.

**Dallas**
2/9 – 3/29/18
Impressions: 689,130
(Delivered 15% above contracted impressions)

**Regional (Denver, Salt Lake City, Idaho, Montana)**
3/16 – 5/24/18
Impressions: TBD
(to be delivered by late June due to cinema’s reporting period)
Out of Home

Inspired and engaged potential travelers in key markets using eye catching out-of-home billboards.

Selected affluent areas within regional travel markets and around Dallas to promote the discounted nonstop flight while highlighting the beauty of Jackson Hole in spring.
Billboards

Selected high foot and/or vehicle traffic locations in affluent neighborhoods. Utilized digital billboards to showcase numerous messages to drive consideration and motivate travel to Jackson Hole.

**Dallas**
2/12 – 3/25/18
Impressions: 3,925,380

**Regional** *(Denver, Salt Lake City, Idaho, Montana)*
3/19 – 4/17/18
Impressions: 4,995,472
Used a combination of premium and reach partners to target travelers at scale. Digital media ran across all devices delivering rich brand storytelling across all touchpoints.

Using a mix of brand and offer messaging, digital efforts engaged users, drove web traffic and bookings.
Digital Media Approach

First Party Data
Outdoor Adventure
Family Travelers
Household Income
Experience Chasers
Luxury Travelers
Skiers

Display
Paid Search
Paid Content
Video
Paid Social
Remarketing
Website & Campaign Performance

106,438
Sessions to website, up 97% YOY
$1.13 avg. cost per session, improved 55% YOY

6,643
Visits to Jackson Hole Central Reservation, up 55% YOY
75 calls to Central Reservations operators

2,044
Flight searches
86 bookings

0.40%
Avg. click-through rate, up 50% YOY
Brand Creative Sampling

:15, :30 and :90 videos
Publisher Performance

Data source: Google DoubleClick for Publishers
Creative Messaging Performance

Data source: Google DoubleClick for Publishers
Top Performing Brand Creative

Data source: Google DoubleClick for Publishers
Remarketing Performance

Top Performing Creative

Data source: Google DoubleClick for Publishers
Site Visits by Device

Data source: Google DoubleClick for Publishers
Demographic Trends

Data source: Google DoubleClick for Publishers
Partner Link Interaction

Data source: Google DoubleClick for Publishers
Site Visits by Market

Data source: Google DoubleClick for Publishers

Hotel Booking Trends

Data source: Google DoubleClick for Publishers
Booking Trends

Total Number of Hotel Nights Generated by Partner

Data source: Google DoubleClick for Publishers
SOCIAL MEDIA
Facebook

7.1% Engagement Rate
7.1x higher than avg. engagement rate (1%)

+240 Followers Per Month
120% YOY increase

59,126 Per Month Reach
Top Facebook Posts
Instagram

192 Engagements Per Media
+289 Followers Per Month
Top Instagram Posts

View Insights

Like by travlonghorns, sabrinajurden and 332 others
visitjacksonhole The Teton range provides a scenery of unparalleled beauty, a real mountain paradise that can leave you speechless. #StayWild

View Insights

Like by joshmettenphoto, biglife_magazine and 344 others
visitjacksonhole Is anyone visiting Jackson Hole this spring? Let us know! #StayWild • @sabrinajurden
• The Dallas market generated flight bookings but saw lower hotel bookings/package redemption, likely due to a higher rate of second home ownership (less need for hotel).
• Media efforts running in the market in late-April and early-May resulted in later bookings.
• Nearly 50% of website visits were from people 55+.

• Identify feeder markets for the DFW-JAC flight and/or an alternate package for Dallas without hotel.
• Launch and end spring campaign earlier to avoid later bookings.
• Explore family-focused weekend getaway packages to boost that demographic.
THANK YOU