

# See How Florida's Space Coast Office of Tourism Created a Multiscreen TV Advertising Blueprint for Destination Marketers Everywhere



**Spectrum**  
REACH®

**ADARA**

**Space Coast**  
FLORIDA

## ► THE OPPORTUNITY

The Executive Director of Florida's Space Coast, Peter Cranis, had previously relied on digital media for easy-to-read measurement metrics and wanted reliable measurement for linear and streaming TV. Working with Spectrum Reach, Peter was able to prove that TV not only built awareness and consideration, but also drove more searches, more bookings, and more revenue.



## SPECTRUM REACH DELIVERS

Through a direct partnership with Adara, the AI privacy-first platform that fuels traveler insights, Spectrum Reach proved that homes exposed to a Space Coast ad on linear and streaming TV generated over \$9 million.<sup>1</sup>

### Spectrum Reach Ad-Exposed Homes Represented:<sup>1</sup>

Total Hotel Bookings

**24,733**

Total Flight Searches

**25,482**

Total Estimated Revenue

**\$9.3 Million**

*"Spectrum Reach developed a comprehensive media and measurement plan that produced definitive proof to share with Space Coast Florida Office of Tourism: TV not only drives awareness and consideration, but has a dynamic impact on revenue, searches, hotel bookings, and flights."*

**-Peter Cranis, Executive Director,  
Space Coast Office of Tourism**

1. Source: Analysis of Adara Attribution Reporting of Spectrum Reach Space Coast campaign in Orlando, Tampa and Charlotte DMAs - 1/23/23-9/30/23 + 30 day attribution window  
Hotel Revenue, Searches and Bookings attributed to ad exposed homes.



**With over 72 miles of coastline, Florida's Space Coast is home to Cape Canaveral, Florida's largest sea turtle habitat, and some of the best spots for surfing, golfing, and fishing.**

## ► THE APPROACH

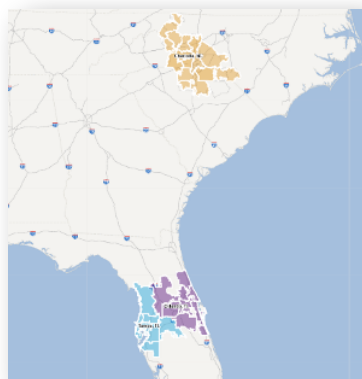
# FIND, REACH, AND MEASURE YOUR DESTINATION TRAVELERS

Spectrum Reach Advanced Advertising Sales in Florida developed a custom, data-driven, multiscreen media campaign and attribution impact study.

## THREE STEPS TO BUILDING MULTISCREEN TV CAMPAIGNS THAT TARGET DESTINATION TRAVELERS

### 1. Identify the Best U.S. Feeder Markets

Spectrum Reach used Neustar E1X, a traveler mapping software, which identified Tampa, Orlando, and Charlotte as the markets with the highest concentration of Space Coast travelers. In subsequent campaigns, New York, Atlanta, LA, and Boston provided market expansion opportunities.<sup>2</sup>



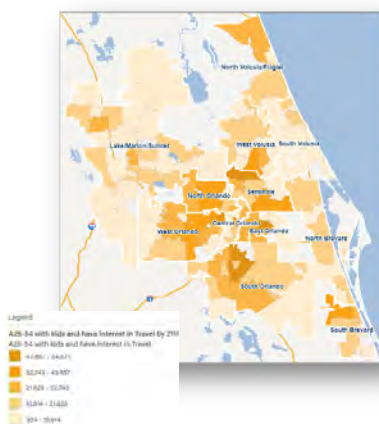
### 2. Target Travelers Within Those Markets

#### Linear TV:

Neustar E1X also identified hyper-targeted cable system zones within markets that have high concentrations of young parents who are frequent travelers.<sup>3</sup> Cable zones are the most-targeted local geographies in television, short of addressably targeting the home.

#### Streaming TV:

Spectrum Reach complemented linear with streaming TV addressably targeted to travel enthusiast households.<sup>4</sup>



### 3. Connect With Travelers in the Programming They Watch Most

Spectrum Reach's aggregated and de-identified first-party household (HH) viewership data and third-party HH-level traveler data helped identify the news, entertainment, and sports networks that appeal to Space Coast visitors in each market.

From powerhouse sports and entertainment networks like TNT, TruTV, USA, and TBS, to dedicated sports networks like ESPN and local news networks like Bay News 9 in Tampa, Spectrum Reach delivers families on the go.<sup>5</sup>

<sup>2</sup> Source: Analysis of Adara Attribution Report of SR Campaign in Orlando, Tampa and Charlotte DMAs; 1/23/23-9/30/23 + 30 day attribution window

<sup>3</sup> Mapped Using Neustar E1X Q4 2022. There are 43,657 - 54,571 adults ages 25-54 with kids that are travel enthusiasts, per zip code

<sup>4</sup> Scarborough Market/Release: Orlando, FL 2022 Release 2 Total (Jul 2020 - Jul 2022) Please add this: Target: Custom Definitions: A25-54 with kids who have interest in Travel. Includes cruise, adventure vacation (hiking, driving etc.), beach or lake, Florida Keys, Miami, FL Panhandle, Orlando, Tampa, St. Petersburg/Clearwater, Kennedy Space Center.

<sup>5</sup> Spectrum Reach Proprietary Audience Targeting Tool, Audience Finder, 1/23/23-9/30/23, Networks that appeal to Likely Travelers A25-54 with kids.



## ► THE RESULTS

Adara attributed over \$9.3M in bookings to Spectrum HHs that saw the Space Coast advertising campaign during the flight plus a 30-day attribution window. The total revenue included direct bookings from Adara data partnerships, as well as modeled bookings Adara attributed to Spectrum Reach that are accurate within 2% of actual results in North America.<sup>6</sup>

## CAMPAIGN IMPACT:

### FLIGHTS

**25,482**

Flight  
Searches

**850**

Flight  
Bookings

### HOTELS

**166,294**

Hotel  
Searches

**24,733**

Hotel  
Bookings

**54,721**

Hotel  
Nights

### REVENUE

**\$312.32**

Observed Revenue per  
1,000 impressions

**\$172.07**

Average Daily Rate

**\$377.63**

RevPAR

## How Did the Three Spectrum Reach Multiscreen Markets Rank in Flights and Hotel Bookings?

According to the Adara attribution report, Charlotte was the number one market in Space Coast flight bookings in the country. And the three advertised markets — Orlando, Tampa, and Charlotte — represented three of the top four Space Coast hotel origination markets.<sup>6</sup>

*"As a partner of both Space Coast and Spectrum Reach, we are delighted that Adara's measurement expertise and data on business outcomes will be used to build more effective media campaigns."*

-Zeek Coleman, Head of Marketing, Tourism and Hospitality, Adara Inc.