

Spectrum Reach Multiscreen TV: The Catalyst for Warren County Tourism Growth



As a result of tourism growth and the positive outcomes directly attributed to ad-exposed visitors, in 2023, Warren County New York Tourism:¹

DOUBLED

Their Target Market List

ADDED

New Media Platforms

ADDED

New Flights

“Warren County’s partnership with Spectrum Reach and the new Adara travel data they introduced, has allowed the county to both grow and measure the value of tourism and the impact of their television marketing efforts.”

Allie Withee, Director of Paid Media, Workshop – Ad Agency for Warren County



Spectrum
REACH

VISIT THE
Lake George Area
IN NEW YORK'S ADIRONDACKS

ADARA

THE OPPORTUNITY

Like many destination travel advertisers today, Warren County Tourism was looking to maximize the impact of advertising investments and find new growth avenues after emerging from the pandemic-induced setback.

The Workshop Agency, which handles Warren County’s media and marketing strategy, was looking for a trusted partner and turned to the local media experts at Spectrum Reach for solutions. Spectrum Reach proposed an alliance with their tourism measurement partner, Adara.

Adara is a leading travel attribution platform that offers destination marketers insights based on actual ad exposure data aligned with destination searches, bookings, hotel nights, and revenue.



THE APPROACH

How Spectrum Reach helped Warren County Tourism Find, Reach, and Measure Destination Travelers

The Spectrum Reach Sales Team developed:

- A data-driven multiscreen media campaign that targeted Summer and Fall travelers.
- A custom attribution impact study for Warren County Tourism.

The Measurement Approach:

Matching ad-exposed homes to travel outcomes

To measure the impact of the campaign and provide insights on future campaigns, Spectrum Reach first identified the households that were exposed to the Warren County commercials in an aggregated and de-identified manner. Then Adara aligned ad-exposed households with their proprietary Travel Booking Analysis household data for hotel searches, bookings, and revenue for Warren County, creating the one-to-one traveler data match.

TARGETING TRAVELERS USING A MULTISCREEN APPROACH

In New York City, they selected Spectrum News exclusively for its breadth of reach and effective frequency. In the upstate markets, they used an all-news strategy. On streaming TV, to efficiently target their audience, Spectrum Reach used their AudienceFinder proprietary targeting tool to identify the networks that reach A25 - 54 and W25 - 54 who like outdoors and traveling.



LINEAR TV:

New York City – 100% Spectrum News
Albany, Syracuse, Utica: Spectrum News, CNN, MSNBC, and Fox News



STREAMING TV:

Networks that appeal to
A25 - 54/W25 - 54 Outdoor and Travel Enthusiasts:

| | | |
|-----------|------------------------|----------|
| Travel | Fox News | TBS |
| Food | CNN | USA |
| History | MCNBC | Magnolia |
| Discovery | NatGeo | Bravo |
| HGTV | Discovery Life GO | Pluto |
| Cooking | Destination America GO | Roku |
| ESPN | TNT | |

THE RESULTS

A Testament to Data-Driven Decision Making

According to the Director of Paid Media at Workshop, Allie Withee, **"Spectrum Reach is an innovative partner that looks for data-driven solutions to fuel insights that make each campaign better than the last."**

INSIGHTS THAT DROVE ACTION

Ad-Exposed Campaign Insights from Adara¹

2,626
Hotel Searches



527
Hotel Bookings



1,271
Guests



\$409.05
Observed Revenue
per Available Room



New Avenues for Growth Based on Proven Results

NEW MARKETS

Based on the strength of the Adara data, Warren County added four additional hotel origination markets that showed potential as good feeder markets.

NEW PLATFORMS

Addressable streaming TV was layered on to a foundation of linear and streaming TV.

NEW WINTER FLIGHT

To attract visitors to Warren County for Winter activities, a Jan/ Feb 2023 was added.

Source: 1. Adara Tourism Attribution Travel Study Results

Gain deeper insights, target the right audiences, and achieve more effective ad campaigns. Get started with Spectrum Reach to elevate your advertising success. For more information on how we can help your business, contact us at **1-844-TO-REACH** or **SpectrumReach.com/contact**

