



ADARA Site Impact Measures Website Effectiveness for Bloomington, Minnesota, Convention & Visitors Bureau

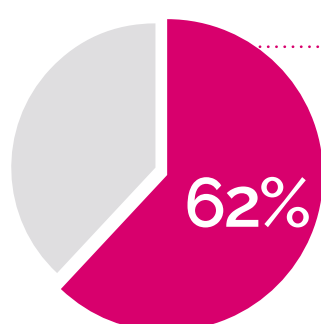
ADARA Analyzed:

44,000
travel searches

1,200
flight & hotel bookings



Revealing the Power of Bloomington's Website



Booked their hotel in Bloomington within 3 days of the website visit



72,103
Unique Site Visitors



975
Hotel Bookings

1.35% CVR

High business opportunity for Bloomington with those visiting the website

Generated \$315k in Revenue

Helping Bloomington CVB understand **when to spend**.... and **where to spend**

2 Months Before Travel Is The "Sweet Spot" For Bloomington CVB To Increase Marketing

perfect period to promote hotel deals to confirmed visitors



Travelers spent 1.5 - 2 weeks searching



Flights booked 1.5 months in advance of travel



Hotels booked 3.5 weeks in advance of travel



Travel

week 0 week 1 week 2 week 3 week 4 week 5 week 6 week 7 week 8

Geography Matters

There was **strong competition in search**, with 10 cities in the U.S. competing with Bloomington to secure a higher level of travelers (including Chicago, Bloomington's most valuable feeder market)

\$161 ADR

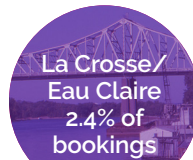
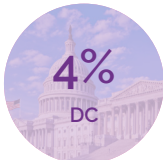
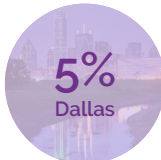
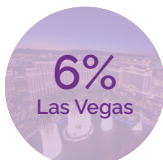
Most Valuable Feeder Market

Chicago 8.8%
of bookings

\$148 ADR

Minneapolis 11.1%
of bookings

Top Feeder Markets



\$115 ADR



\$132 ADR

Lowest Feeder Markets

revealing opportunities for Bloomington to **tailor its website to unique customer segments**, increasing market share and visitation

The Complete View of the Bloomington Visitor Profile

56% were booking leisure trips

44% were booking business trips

66% were female

34% were male

2.2 Average number of travelers

2.1 Average number of days spent

\$152 hotel Average Daily Rate (ADR) per room booked