

Spread the Word: **There's no off season in Lafayette!**

Executive Summary: Visit Lafayette turned to Datafy to shift its marketing plan to one centered around the concept that the destination has no off season. Datafy identified the destination's top target audience and developed a data-centric strategy to effectively reach them with a campaign that successfully led to a significant and measurable incremental lift in visitation, room nights booked, likelihood to visit, and in-market spend. Direct results from the campaign include: 37,058 booked room nights in hotels, 70,000 visitor days spent in-destination and an economic impact of nearly \$60 million, with a ROAS of over 600:1.

Visit Lafayette

Goal

Visit Lafayette wanted to accomplish one thing with this campaign: Market their destination as on with no off-season to maintain strong, consistent visitation all year

Opportunity

Lafayette is the home to seasonal, year-round events that act as great incentive for visitors to travel to the destination, no matter the time of year – and this gave us a lot of content to play with to increase in-market trips during lighter visitation periods.

The Tech

First up: Datafy needed to determine 1.) Who are the most impactful audiences to target and 2.) What messages are going to resonate the most with them?

So Datafy did what Datafy does best: We dug into the data. Asking questions like What events are the biggest visitation drivers? and How far in advance do our drive markets plan to attend ticketed events? gave important insights around key target markets and messaging hierarchy. What did we find? The destination's drive markets were its strongest target audience with the highest likelihood of converting – and that this audience showed strong interest in Lafayette's festivals, events, and budget-friendly and outdoor activities.

Strategy

Next up: Structure a plan to best reach this group with always-on brand creative to highlight seasonal events content and rotating events messaging. As the ads rolled out, the Datafy and Visit Lafayette teams monitored responses and made adjustments as needed. Meanwhile, plans were made to follow up the campaign with specific measurements to determine if those in the target audience actually came in-market.

Results

Results showed that the campaign successfully reached and impacted its target audience, leading to a significant and measurable incremental lift in visitation, room nights booked, likelihood to visit, and in-market spend, with an impressive ROAS of over 600:1



Visit Lafayette

Boardroom Highlights:

Datafy helps deliver the type of boardroom highlights you're going to want to show off.

While traditional KPIs like impressions, reach and click-through rates can signal intent to travel, Datafy's attribution technology was able to show the real impact of Visit Lafayette's digital marketing efforts by directly linking its target audience to visitation and hotel stays.

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140,097
Trips



37,058
Room Nights



70,000
visitor days



\$59,507,601.72
campaign impact



\$609.54 : \$1
ROAS



3.6X
more likely to visit
after seeing ads

"As a destination, Lafayette has always been a hidden gem, but we needed to break free from the constraints of a traditional marketing calendar. Working with Datafy was a game-changer for us. Their data-driven approach identified our most impactful audiences and crafted a strategy that showcased Lafayette as a year-round destination."

-**Jesse Guidry, VP of Communications;** Lafayette Convention and Visitors Commission



Visit Lafayette

What is ****Incremental Lift?**

Prior to this campaign, Lafayette had a baseline level of visitation from some of the same markets that were targeted with advertising... So, while we observed 140,000+ raw, unique trips during the reporting period, how do we know how many of these trips were influenced by our advertising? We do this by measuring increment.

We created a control group made up of those in our target audience who visited in-market but were not exposed to the campaign's advertising. Determining how many of them showed up in-market indicates the baseline visitation numbers.

Then, we ask the same questions to people who did see our advertising: At what rate did this audience arrive in-market? How about for those who clicked through on the advertising? By comparing the two groups, we're able to identify incremental lift and provide a clear and full picture of campaign effectiveness, regardless of previous or concurrent visitation trends.

