

The Ultimate Destination Marketing Solution

Leveraging data to provide the value your stakeholders understand



The Destination's Problem: No Cash Register

Likes, clicks & views aren't hard metrics



Soft Metrics

CTR • likes • video views



Hard Metrics

ADR • room nights • revenue

A person wearing a red shirt and blue shorts stands on the edge of a large, layered rock formation, looking out over a vast, green valley. The landscape is hazy, suggesting a distance or atmospheric conditions. The rock formation has distinct horizontal layers and some small trees growing on it. The overall scene is a wide, scenic view of a natural landscape.

Who is Adara?

The World's Largest Travel & Entertainment Data Consortium



* Not all data partners are represented on the chart due to confidentiality agreements

Adara has the most complete travel profile

We collect 30+ data points per profile, including:



SEARCH

- Trip dates
- Origin and destination
- Avg. Daily Rate
- Avg. Airfare
- N. of Travelers
- Hotel Brand & Property
- Provider
- Alternate destinations
- Class of service



BOOKING

- Trip dates
- Origin and destination
- Avg. Daily Rate
- Avg. Airfare
- N. of Travelers
- N. of Adults & Children
- Hotel Brand & Property
- Booking Provider
- Booking Class
- Purchase Timeline



LOYALTY

- Loyalty membership
- Membership level
- Points balance
- Co-brand credit card holder



IDENTITY

- Demographics
- Cookies
- Device IDs
- Email address



OTHER

- Car Rental
- Railway
- Cruise
- Ground Transportation
- Events and activities
- Payment type
- Ancillary purchase
- Language
- Currency

The challenge today is Fragmented Data - ADARA connects the dots



What does this mean for New York State?

Strong market visibility into both actual hotel and flight searches and bookings

- **25M hotel searches** in the last year / **1.5M hotel bookings** observed

31%
Market Visibility



- **28M+ flight searches** in the last year / **3M+ flight bookings** observed

36%
Market Visibility



A person in a red shirt and blue shorts stands on a rocky cliff edge, looking out over a vast, green valley. The landscape is characterized by layered rock formations and dense vegetation. The scene is bathed in a warm, golden light, suggesting a sunrise or sunset. The text "The Adara Difference" is overlaid in a bold, magenta font across the center of the image.

The Adara Difference

The Problem

“We've got marketing dollars to spend, but need to ensure we're reaching relevant audiences to demonstrate a positive ROI”



Lack of Bandwidth

Managing digital media campaigns across channels is time-intensive and requires attention to detail



Lack of Technology

Cookieless technology is rare in the travel industry and takes too long to manage and build

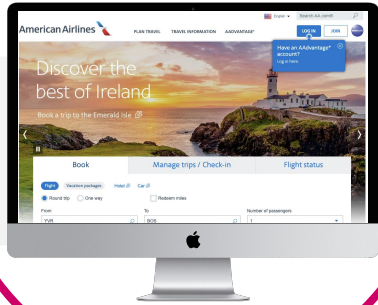


Lack of ROI

Likes, Clicks & Views don't impress my hoteliers. I need real conversion data from my ads

How it Works

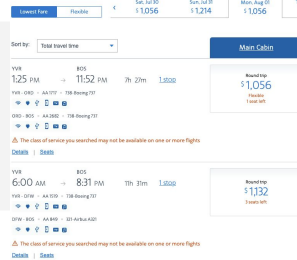
The three-step process



1

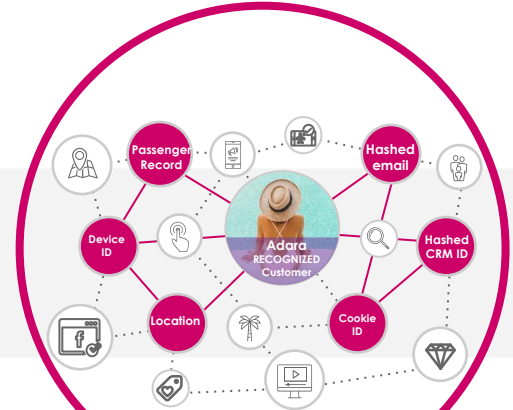
User visits the American Airlines website and **searches for a flight from Boston to Buffalo**

Depart Vancouver, Canada to Boston, MA
Monday, August 1, 2022



2

All data elements entered by user gets captured on **real time basis**



3

All this data then enters the **Adara** ecosystem & is processed to get user **intelligence**

This is how ads follow you around the web after viewing an item...



"Jane" browses winter coats on your site



"Jane" sees your retargeting ad on other sites



"Jane" returns to buy a coat on your site

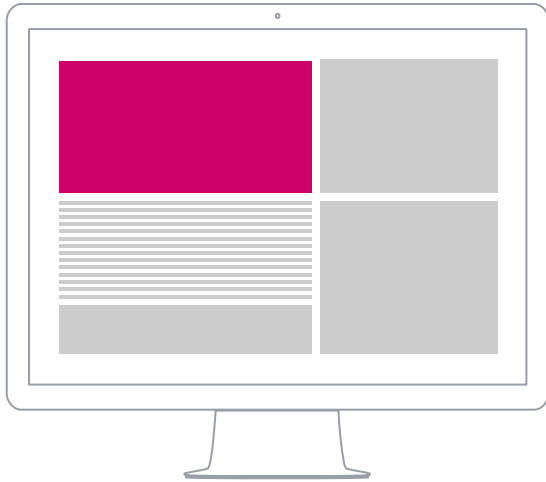
We Target People, Not Just Devices

Adara data can be activated across the most popular channels



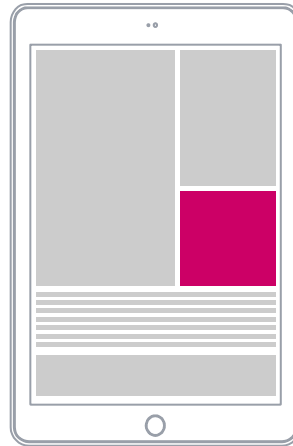
Adara Placement Formats

Desktop



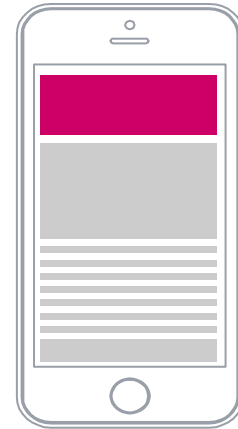
300x250, 728x90, 160x600
& OTHER STANDARD
IAB AD SIZES

Tablet



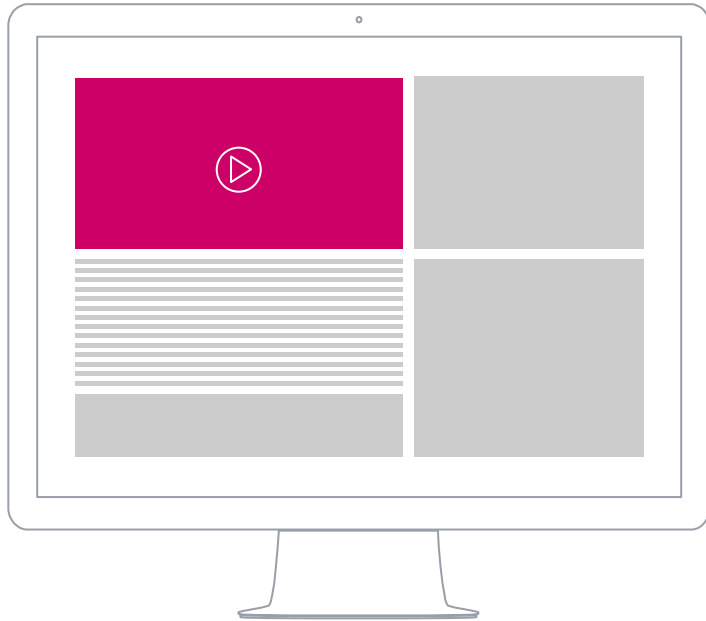
300x250, 728x90, 160x600,
& OTHER STANDARD
IAB AD SIZES

Smartphone



300x250, 320x50,
& OTHER STANDARD
IAB AD SIZES

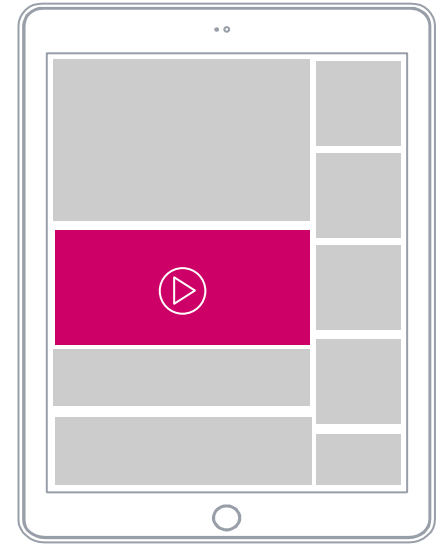
Adara Video Options



IN-STREAM VIDEO



MOBILE INTERSTITIAL



**FACEBOOK
NEWSFEED VIDEO**

We help partners drive outcomes from relevant audiences

Just a sample of the 6,000 curated pre-built audiences for partners to leverage

01.

Drive Market

People who are searching for destinations within driving distance

02.

Flight Market

People who are searching for destinations not within driving distance

03.

AI Audiences

Audience created with artificial intelligence designed to achieve your goal

04.

Past Visitors

People who traveled to your destination in the past

05.

Outdoor Enthusiasts

People who search for destinations with an abundance of outdoor activities

06.

High Yield Travelers

People who have a potential spend higher than most

07.

Business Travelers

People who are searching for a trip to take for business

08.

Weekend Bookers

People who typically book on the weekends

09.

Travel Party Sizes

People who are traveling alone, as a couple or as a family

10.

Attraction Goers

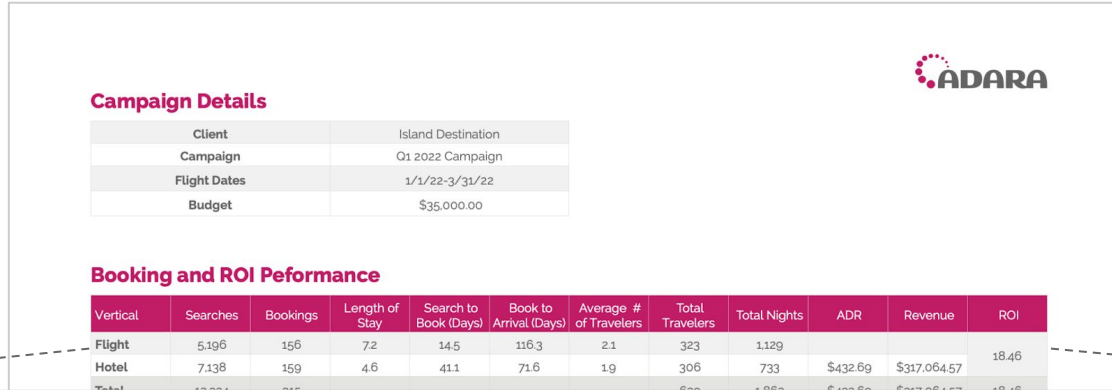
People who have been to concerts, shows and games

A person wearing a red shirt and blue shorts stands on a rocky cliff edge, looking out over a vast, green valley. The landscape is characterized by layered, reddish-brown rock formations and dense green vegetation. The scene is bathed in a warm, golden light, suggesting a sunrise or sunset. The text "The Results" is overlaid in the center of the image.

The Results

We're not showing likes, clicks & views...

We aren't providing guesstimates via census data, but actual bookings...



The screenshot shows the Adara logo in the top right corner. Below it is a 'Campaign Details' table with the following information:

Client	Island Destination
Campaign	Q1 2022 Campaign
Flight Dates	1/1/22-3/31/22
Budget	\$35,000.00

Below the campaign details is a 'Booking and ROI Performance' table:

Vertical	Searches	Bookings	Length of Stay	Search to Book (Days)	Book to Arrival (Days)	Average # of Travelers	Total Travelers	Total Nights	ADR	Revenue	ROI
Flight	5,196	156	7.2	14.5	116.3	2.1	323	1,129			18.46
Hotel	7,138	159	4.6	41.1	71.6	1.9	306	733	\$432.69	\$317,064.57	
Total	12,334	315					629	1,862	\$432.69	\$317,064.57	18.46

Booking and ROI Performance

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Discover Long Island leverages Adara to Raise Consumer Demand nearly 300%

CASE STUDY

OVERVIEW

In an effort to welcome Long Island Douglas MacArthur's newest airline carrier, Breeze Airways, Discover Long Island and Paradise Advertising partnered with Adara on a campaign to raise awareness and drive demand for Breeze Airways' departing flights from Charleston, SC to Long Island, NY.

Leveraging Adara's intent signals and attribution measurement platform Impact, Discover Long Island increased exposed users' search-to-book ratio on flights from Charleston, SC to Long Island by 282% vs unexposed audiences over the course of 6 weeks.

The campaign also measured a 2X increase in average daily rates (ADR) from audiences exposed to the campaign vs a control. Audiences exposed demonstrated an ADR of \$382/night while unexposed audiences demonstrated an ADR of \$182/night.

RESULTS

282% increase in bookings from exposed audiences

\$378 avg ADR from exposed audiences

208% or 2X increase in average ADR exposed audiences

NYSTIA Co-Op Campaign: Tier 1 Option

Sample targeting and added value demonstrated for campaigns from \$10,000 - \$29,999 in spend

PLACEMENT	IMPRESSIONS	COST
Travel endemic audiences demonstrating interest/intent in visiting Upstate New York with supplemental demographic targeting available	1,250,000	\$10,000
25% Added Value Impressions	312,500	\$0
TOTAL	1,562,500	\$10,000

NYSTIA Co-Op Campaign: Tier 2 Option

Sample targeting and added value demonstrated for campaigns from \$30,000+ in spend

PLACEMENT	IMPRESSIONS	COST
Travel endemic audiences demonstrating interest/intent in visiting Upstate New York with supplemental demographic targeting available	3,750,000	\$30,000
50% Added Value Impressions	1,875,500	\$0
TOTAL	5,625,000	\$30,000



Thank You!



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Real Time Insights



With Great Data
Comes Great
Responsibility

