



The Intersection of TV Viewership & Travel Intent

ESTO 2025, Phoenix | Solutions Hub

**Heat Advisory**

from FRI 11:00 AM EDT until FRI 7:00 PM EDT, Coastal Hernando County, Inland Citrus County, Inland Pasco County, Inland Hernando County, Polk County, Inland Hillsborough County, Coastal Citrus County, Hernando County, Inland Manatee County, Coastal Pasco, Sumter County, Pinellas County, Coastal Manatee County, Coastal Hillsborough County



The stay you've
been dreaming of
Oakbrook Terrace, IL



New Amazon Prime scripted series filmed at The Don CeSar aimed at attracting visitors

By Haley Hinds | Updated April 19, 2021 11:20pm EDT | Pinellas County



News

Weather

Sports



ADVERTISE WITH US

10 INVESTIGATES

COMMUNITY CONNECTION

CONTESTS

GREAT DAY LIVE

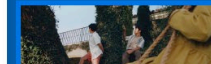
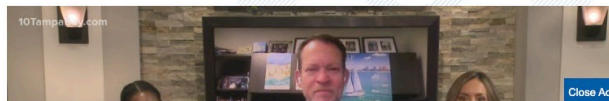
Streaming series filmed in St. Pete Beach

RE

GREAT DAY LIVE

Prime Video TV series “Life’s Rewards” puts spotlight on St. Pete

Visit St. Pete/Clearwater is the first city to announce a first-of-its-kind TV series, entirely shot and produced in the destination where the show takes place.



Be the group
trip MVP.



CATALYST

NEWS

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EVENTS

COMMUNITY VOICES

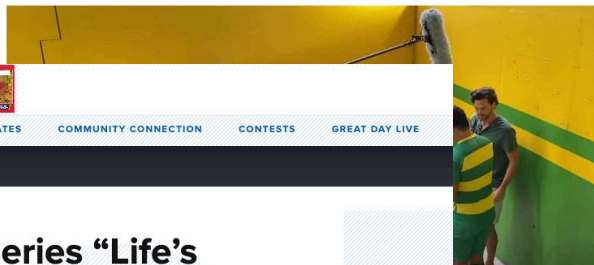


CREATE

Product placement: ‘Life’s Rewards’ gives St. Pete/Clearwater major screen time



Published 4 years ago on May 3, 2021
By Bill DeYoung



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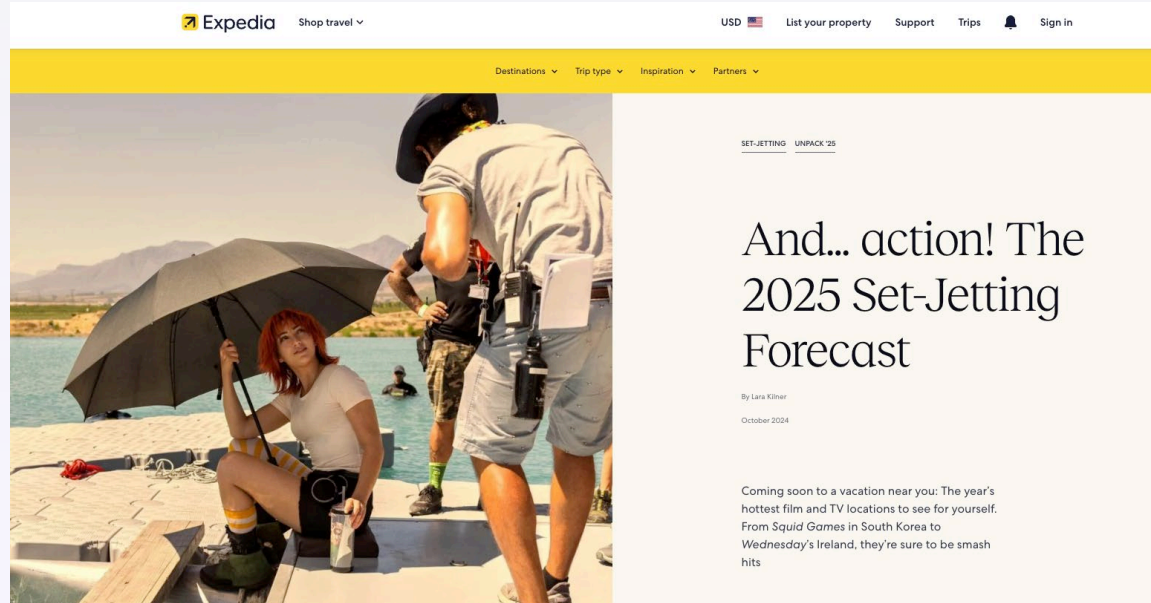
Set Jetting Trend

66%

of travelers say their trips
have been influenced by a
place they've seen in
movies or TV shows.

- Expedia

16% increase YoY



With The **World's Richest** Travel & Entertainment **Data Consortium**



270+ Major Brands

including airlines, hotels, ota's, metasearch's, real estate, ticketing, dining, etc.



2.1B Global Profiles

connected to real-time digital actions




Privacy-First Identity Graph

linking identities using future-proof technology



Real-Time Behaviors

to activate and enrich your marketing



Global Scale with 24 Smart TV Brands

With 48 million addressable TV devices globally powering massive end-to-end viewership data and a household identity graph, Samba TV is transforming the viewing experience for everyone.

AOC **beko** **element** **FINLUX** **REGAL** **GRUNDIG** **HITACHI**
Designed the World

Polaroid **MAGNAVOX** **Panasonic** **PHILIPS** **SANYO** **SEIKI** **SHARP**

SONY **TCL** **TELEFUNKEN** **TOSHIBA** **VESTEL** **Westinghouse**

techwood **DIGINOME** **LUXOR** **JVC**

- Samba's tracking technology is integrated directly into 24 smart TV brands
- Opt-in owners of those TVs allow Samba to track the programs they view across their various streaming apps
- Samba is able to segment viewers of specific programs to develop advertising audiences

Adara and Samba TV have partnered to bring two first of their kind products to DMOs:

1. **TV Impact Measurement** - measure hotel bookings by viewers of specific content
2. **TV Viewer Remarketing + Measurement** - serve ads to viewers of specific programs and measure hotel bookings generated by those ads

VM x Adara 2024 Top Chef Results

\$39.71M

Est. Hotel Revenue

(\$1.6M Targeted Hotel Revenue)

11.5K

Flight Bookings

(2k targeted flight bookings)

1.9M

Hotel & Flight Searches

(104k targeted searches)

120K

Hotel Bookings

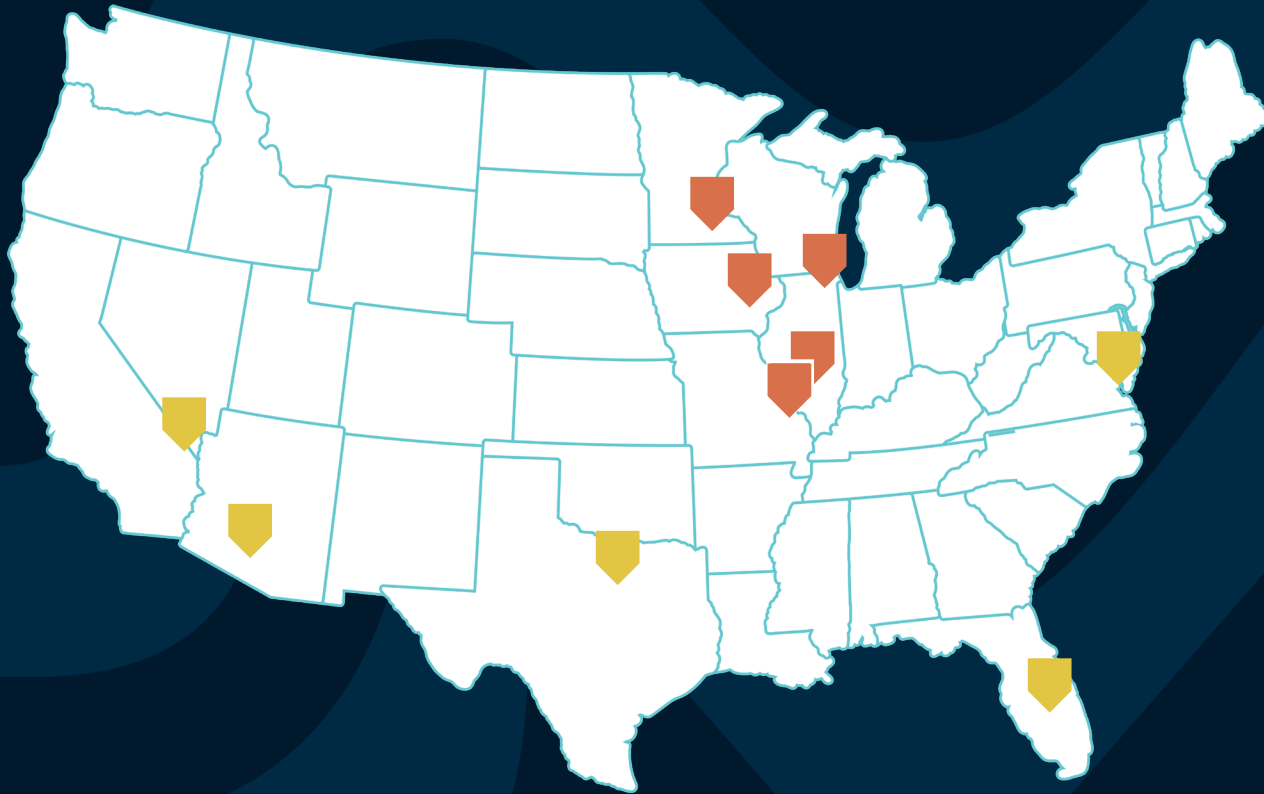
(5.2k targeted hotel bookings)



Fresh. Flavor.
Forward.

**Attribution Period: Feb. 1 – Sept. 17, 2024*

visitmilwaukee.org |
#visitmke



TOP FLIGHT ORIGIN DMAS

1. Orlando, FL
2. Las Vegas, NV
3. Dallas-Fort Worth, TX
4. Phoenix, AZ
5. New York, NY

TOP HOTEL ORIGIN DMAS

1. Milwaukee, WI
2. Minneapolis-St. Paul, MN
3. Cedar Rapids- Waterloo, IA
4. St. Louis, MO
5. Champaign-Springfield-
Decatur, IL



Fresh. Flavor.
Forward.

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Top Destination City by Hotel Bookings



Fresh. Flavor.
Forward.

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Marketing with Travel Intent + TV Viewership



+





U.S.' Mega Decade of Sports

2026

FIFA World Cup (US,
Canada and Mexico)



2028

Summer Olympic
Games (Los
Angeles)



2031

Men's Rugby World
Cup (US: cities
tbd)



2033

Women's Rugby
World Cup (US:
cities tbd)

2034

Winter Olympic
Games (Salt Lake
City)

ARE YOU PREPARED FOR FIFA 2026?

Capitalizing on Tourism & Travel Trends Around the World's Biggest Sporting Event

\$14B+

Economic impact from FIFA 2022
in Qatar

25M+

Fans expected in the U.S. for FIFA
2026

147%

YOY booking spike in GCC
countries (2022)

70%

Travelers extend trips for sports
events

7.8 days

Average international fan trip
length

60%+

Plan to visit other cities between
matches

WHY ADARA?

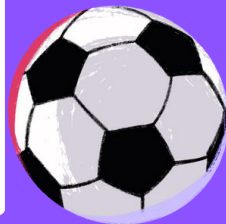
Full Funnel Media Targeting Across Unique Audiences

TRAVEL INTENT: Travelers actively searching for June 11–July 19, 2026, in and around World Cup host cities (Adara)

PREVIOUS TRAVEL BEHAVIOR: Travelers who went to 2022 World Cup, other signature soccer events (Adara)

PURCHASE HABITS: Ticket purchasers for 2025 FIFA Club World Cup and searchers/buyers of 2026 World Cup tickets (Ticketmaster)

TV CONSUMPTION: Viewers of 2022 World Cup, other signature soccer events and 2026 World Cup (Samba TV)



Campaign Metrics that Stakeholders Understand



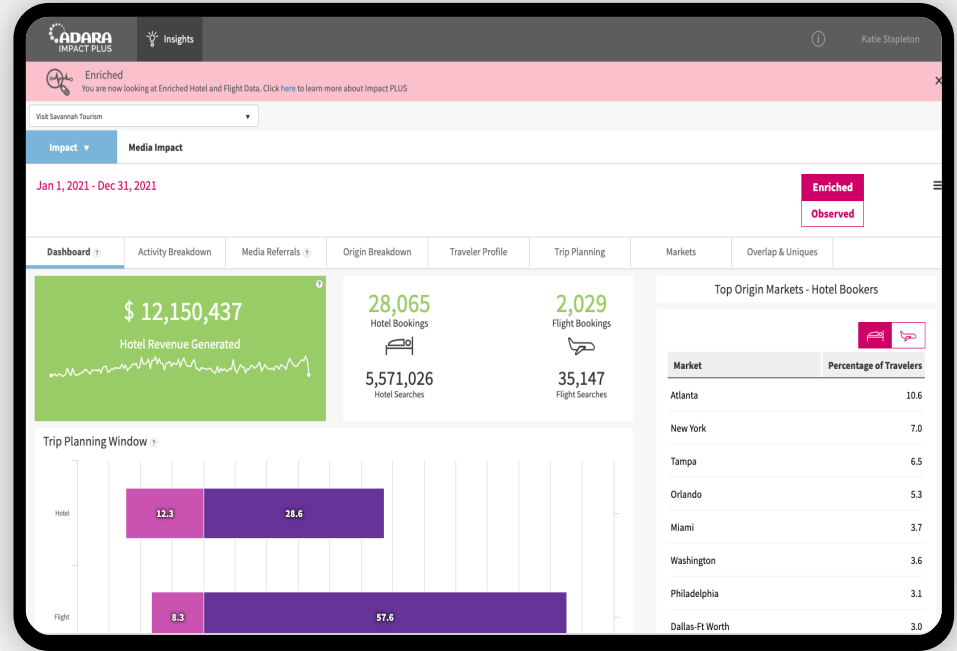
Associate your campaign with data hoteliers care about



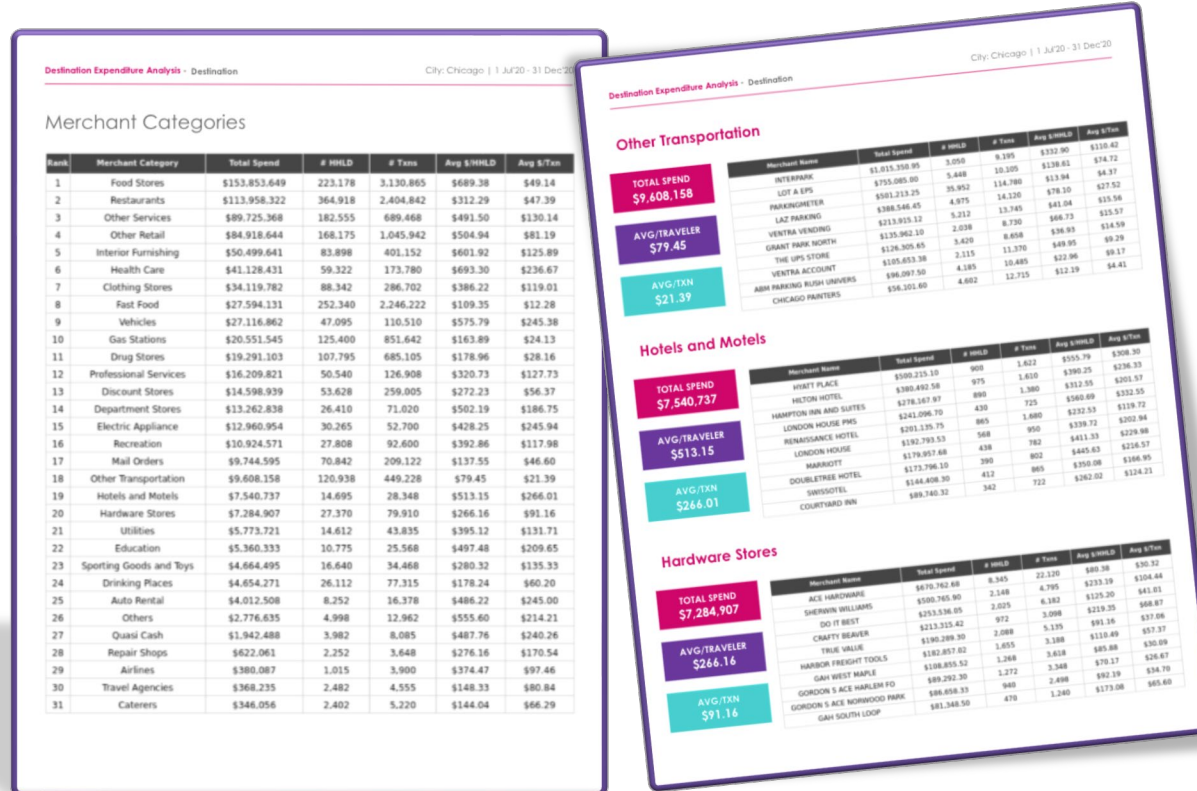
Provide hard metrics to gain the confidence of elected officials



Satisfy board members that aren't impressed with clicks, likes, and views



In-Market Visitor Spending from Marketing Exposure





3 KEY TAKEAWAYS

- ❖ Don't let lack of measurement hold you back from creative content creation or partnerships
- ❖ Buy marketing targeting TV consumption vs. buying an ad on a particular channel
- ❖ TV consumption + travel data = next level!



Questions?!



Thank you!

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