



Arizona Office of Tourism

Arizona, a popular destination for Spring Training, attracts baseball fans from all over the U.S. The Arizona Office of Tourism partnered with Sojern to implement a two-tiered campaign focusing on the Spring Training months. The first goal was to reach travelers currently planning their trips and influence them to stay longer. The second goal was to engage fans who have already booked their travel and direct them to a microsite to learn more about activities and points of interest in the state.

Objectives

- Drive interest and bookings to Arizona for Spring Training
- Increase traffic to discoverazspringtraining.com
- Extend length of stay of travelers visiting during Spring Training

Results



9,000 flights and 4,000 hotel reservations were made within the Phoenix metro area by those who were exposed to Spring Training ads served by Sojern.



Sojern drove over 52,000 unique visitors to the site. These travelers had a 25% higher than average session duration and 84% were first time visitors.



On average, travelers who were served Spring Training ads by Sojern stayed for 5.4 nights, compared to a 4.4 night Phoenix average.



After being exposed to Spring Training ads, travel searches increased 23% and bookings increased 26% vs. travelers not exposed to ads.



Karen Cahn

**Director of Advertising at Arizona,
Office of Tourism**

“We engaged Sojern to help reach those searching and booking travel into Arizona for Spring Training games to get them to stay longer and explore more of what Arizona has to offer. Their unique audience targeting and analytics allowed us to reach the right audience and track post-impression behaviors. The in-depth reporting Sojern provides allows us to continuously improve our strategies and more accurately track our return on investment.”