Results

Consumers exposed to OOH were 66% more likely to visit the theme park than those unexposed to the campaign

36% of consumers visited for the day while 64% made overnight trips

Majority of arrivals occurred within 15-60 days after first exposure

Exposure to OOH campaign drove more incremental visits over the weekend, from Friday-Sunday

Campaign Objective:
Increase visitation to a major west coast theme park amongst local and regional consumers though the off-peak fall and winter season.

Solution:
Utilized RADARView to select OOH displays that were more likely to reach theme park goers in two target DMAs and promoted key seasonal events for a 6-week period in the fall. Measured visitation impact, comparing audiences exposed to the campaign vs. those unexposed, throughout the remainder of the year.

Source: CCO RADAR / Arrivalist; December, 2019