

Tourism Recovery Solution Drives 66% Uptick in Theme Park Visits

Clear Channel Outdoor and Arrivalist Partner to Help Hospitality Brands, like VISIT PHILADELPHIA, Measure Visits to Cities, Hotels and Attractions

NEW YORK, Aug. 13, 2020 /PRNewswire/ -- Clear Channel Outdoor (CCO) (NYSE: CCO) today announced a partnership with [Arrivalist®](#), the leading geo-location intelligence provider for tourism-based measurement, giving hospitality and travel brands [measurable consumer insights and in-depth performance analyses](#) for their Out-of-Home (OOH) advertising campaigns.



This OOH "industry-first" accomplishment drove [a 66% average increase in visits](#) to one theme park among consumers exposed to its Out-of-Home (OOH) ads. Moreover, of those exposed to this OOH campaign, **36% of consumers visited the theme park for the day** while **64% made overnight stays**. Leading tourism brands, like [VISIT PHILADELPHIA](#), are poised to leverage these capabilities.

"Analytics will play a critical role in helping destinations in their COVID-19 recovery. We will be looking for innovative solutions to help us reach people who can be converted into Philadelphia visitors," said Jeff Guaracino, president & CEO, VISIT PHILADELPHIA®.

This new Clear Channel Outdoor/Arrivalist partnership is a CCO [RADARProof®](#) innovation measuring how hospitality and tourism OOH campaigns are exceeding their marketing goals. This comes as summer travel heats up with more than half of all consumers planning to get away on a summer vacation this year.* CCO solidified its Arrivalist partnership as a resource enabling travel/tourism brands to drive consumers to single site vacation destinations, post-COVID, and to help ignite an economic recovery in the category.

"By integrating Arrivalist's geo-location intelligence into our RADARProof® attribution solution, CCO is measuring OOH influence on consumer visitation to a city, state, entertainment attraction or other major travel destination," said Dan Levi, EVP & CMO, CCO. "We're helping hospitality and tourism brands recover by driving consumers to their advertised travel destinations and unique points of interest."

RADARProof® offers the most comprehensive attribution analysis for tourism and hospitality brands by providing specific consumer insights including how far consumers are traveling, where they're originally from, how long they're staying, and, what time of day they're traveling - all insights brands can leverage to measure and inform their future marketing initiatives.

"Not only are Hospitality and Tourism brands looking to measure the effectiveness of their media, but they are actively seeking out partners who can provide actionable insights that will help them navigate this rapidly changing environment," said Arlo Laitin, Chief Revenue Officer & GM, Arrivalist. "We are thrilled to partner with CCO in launching this first to market Tourism recovery solution, which will bring critical performance measurement and consumer insights to these brands."

Campaign Background: OOH Drives Visits to Theme Park Destination

Objective: Increase visitation to a major theme park among local and regional consumers during off-peak fall and winter seasons.

Solution: For Campaign Planning & Strategy, used 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. For Campaign Measurement and Attribution, Measured Tourism visitation impact with RADARProof®, comparing audiences exposed to the campaign vs. those unexposed, throughout the remainder of the year.

Additional Results:

- 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.

**[study](#) commissioned by the OAAA, and conducted by OnDevice Research, from May 22 through June 1, consisted of 1,000 online survey respondents, ages 18+, matched to national representation for age and gender.*

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc. (NYSE: CCO) is one of the world's largest outdoor advertising companies with a diverse portfolio of approximately 510,000 print and digital displays in 31 countries across North America, Europe, Latin America and Asia, reaching millions of people monthly. A growing digital platform includes more than 15,000 digital displays in international markets and more than 1,900 digital displays (excluding airports), including more than 1,400 digital billboards, in the U.S. More information is available at investor.clearchannel.com, clearchanneloutdoor.com and clearchannelinternational.com.

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