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Orange 142 Partners with Tourism Economics to Deliver Advanced Attribution and Economic Impact Data for Destination Marketing Organizations

The partnership provides DMOs with tools to measure the real economic impact of digital marketing investments

AUSTIN, Texas, March 26, 2025 /PRNewswire/ -- [Orange 142](#), a division of Direct Digital Holdings (NASDAQ: DRCT) and a leader in digital marketing solutions for destination marketing organizations, today announced a strategic partnership with Tourism Economics, an Oxford Economics company and global leader in tourism industry analysis. This collaboration brings destination marketing organizations' (DMOs) sophisticated attribution capabilities and economic impact dashboards, allowing them to directly connect their paid marketing efforts to visitor metrics and economic outcomes.

"Destination marketers are under increasing pressure to demonstrate the ROI of every marketing dollar spent," said Lindsey Wilkes, SVP of Business Development at Orange 142. "Our partnership with Tourism Economics transforms how DMOs can measure success, moving far beyond traditional metrics. This gives our clients the data they need to optimize campaigns, justify budgets, and secure stakeholder support for their tourism initiatives."

The partnership enables Orange 142's DMO clients to access powerful metrics that directly tie advertising efforts and digital strategies to tangible outcomes, including:

- **Total Visitors from Media:** Track visitors who arrive at destinations as a direct result of media campaigns
- **Total Visitors from Website:** Measure real people who visited after engaging with the destination's website
- **Cost Per 1000 Visitors:** Assess the efficiency of marketing spend in driving actual visitation
- **Average Length of Stay:** Identify which campaigns drive longer visits and higher spending
- **Economic Impact Data:** Validate tourism's contribution to local economies through job creation and tax revenue
- **Point of Interest Visitation:** Track the attractions visitors frequent most to inform promotional strategies

Tourism Economics' Media Impact Calculator (MIC) serves as the foundation for much of this analysis, allowing DMOs to quantify the economic impact of their paid media, optimize based on performance, identify new opportunities, and shape ROI strategy.

"Destinations must demonstrate returns on their paid marketing investments with increasing precision," said Tourism Economics' Chuck Davison, Vice President, Attribution Solutions. "The MIC unlocks a powerful solution that helps DMOs connect the dots between campaign touchpoints and real-world economic impact. We're proud that this partnership with Orange 142 equips destination marketers with more actionable intelligence to make tailored, informed decisions."

This partnership is particularly valuable for tourism boards dependent on tax revenue and local business support. The detailed economic impact data helps secure funding by demonstrating tourism's actual economic footprint, from visitor spending to business expansion, tax revenue generation, and employment growth.

"When starting our journey with Tourism Economics, it was exciting to know that Orange 142 was a partner so that we could get the full benefit of their robust offerings," shared Michael Snyder, Director of Operations Visit South Jersey. "As a smaller DMO, it's nice to have a media partner that can help us walk through the attribution and will go over learnings and how we can best apply them to future campaigns."

For more information about Orange 142's partnership with Tourism Economics or to learn how your destination can benefit from these advanced attribution capabilities, [click here](#).

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holding, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts has a deep understanding of the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest level of service and transparency. We believe that open communication and collaboration are essential to the success of every advertising and marketing initiative.

About Direct Digital Holdings

Direct Digital Holdings ([Nasdaq: DRCT](#)) combines cutting-edge sell-side and buy-side advertising solutions, providing data-driven digital media strategies that enhance reach and performance for brands, agencies, and publishers of all sizes. Our sell-side platform, Colossus SSP, offers curated access to premium, growth-oriented media properties throughout the digital ecosystem. On the buy-side, Orange 142 delivers customized, audience-focused digital marketing and advertising solutions that enable mid-market and enterprise companies to achieve measurable results across a range of platforms, including programmatic, search, social, CTV, and influencer marketing. With extensive expertise in high-growth sectors such as Travel & Tourism, Energy, Healthcare, and Financial Services, our teams deliver performance strategies that connect brands with their ideal audiences.

At Direct Digital Holdings, we prioritize personal relationships by humanizing technology, ensuring each client receives dedicated support and tailored digital marketing solutions regardless of company size. This empowers everyone to thrive by generating billions of monthly impressions across display, CTV, in-app, and emerging media channels through advanced targeting, comprehensive data insights, and cross-platform activation. DDH is "Digital advertising built for everyone."

For more information, visit www.directdigitalholdings.com.

About Tourism Economics

[Tourism Economics](#), an Oxford Economics company, combines deep knowledge of tourism dynamics with rigorous economics to answer the most important questions facing global destinations and corporations. More than 500 companies, associations, and destinations work with Tourism Economics annually as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions.



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