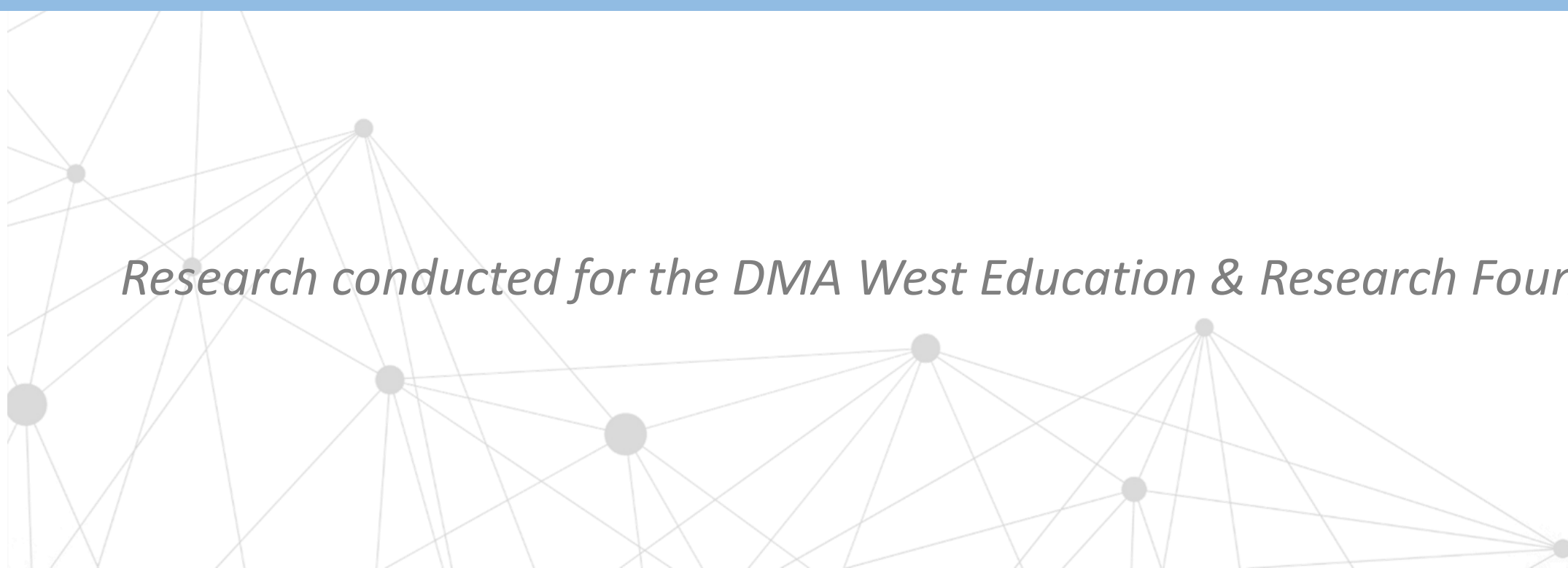




# How DMO Social Media Drives Travel Decisions

DMO Social Media Follower Profile & Conversion Study  
Executive Summary of Findings

*Research conducted for the DMA West Education & Research Foundation by Destination Analysts, Inc.*

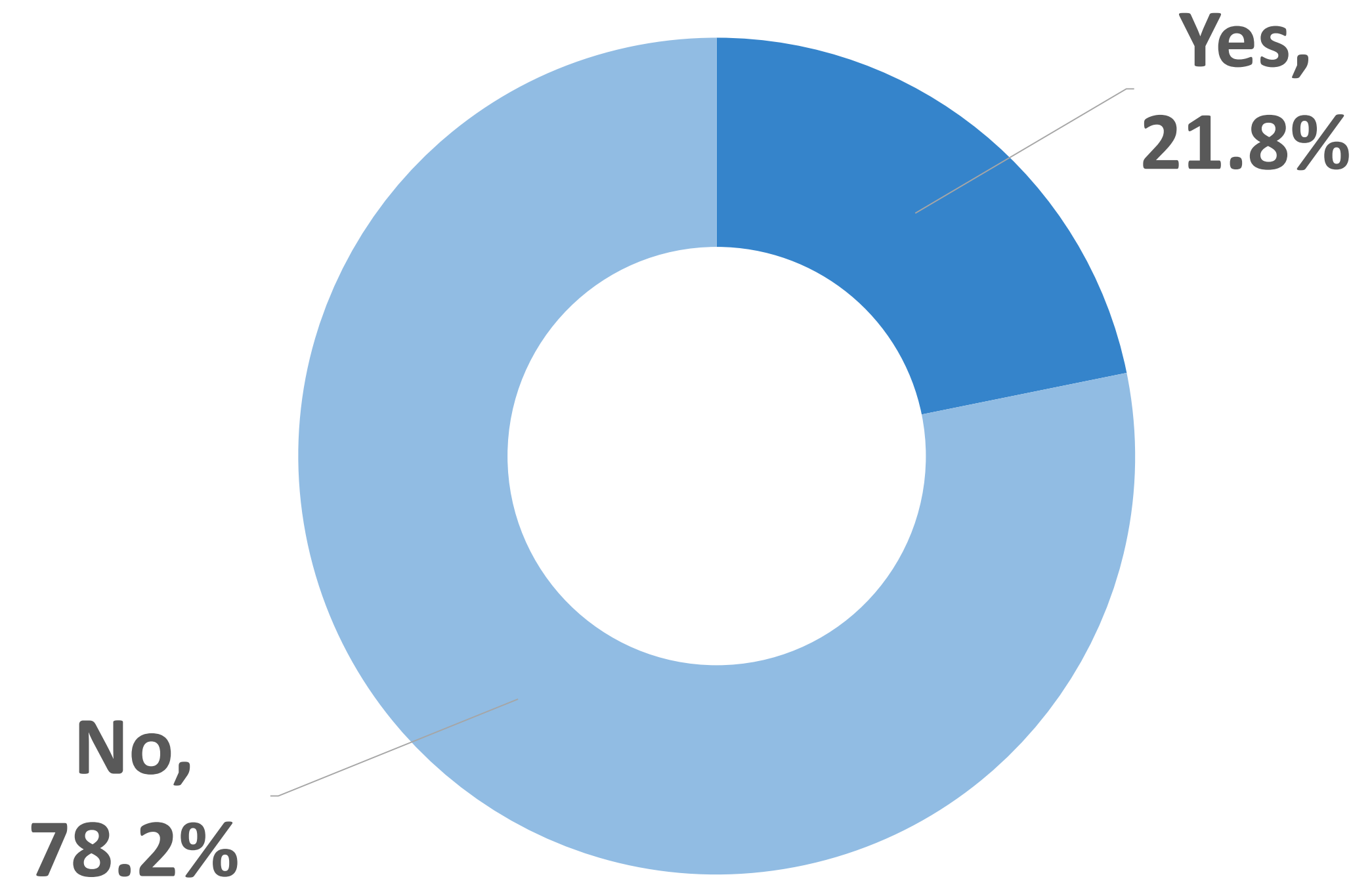


# BACKGROUND: TRAVELERS' RELATIONSHIP TO DMO SOCIAL MEDIA

# Background: Social Media Inspires Travel

## Did you select a destination you visited as a result of content you saw on social media?

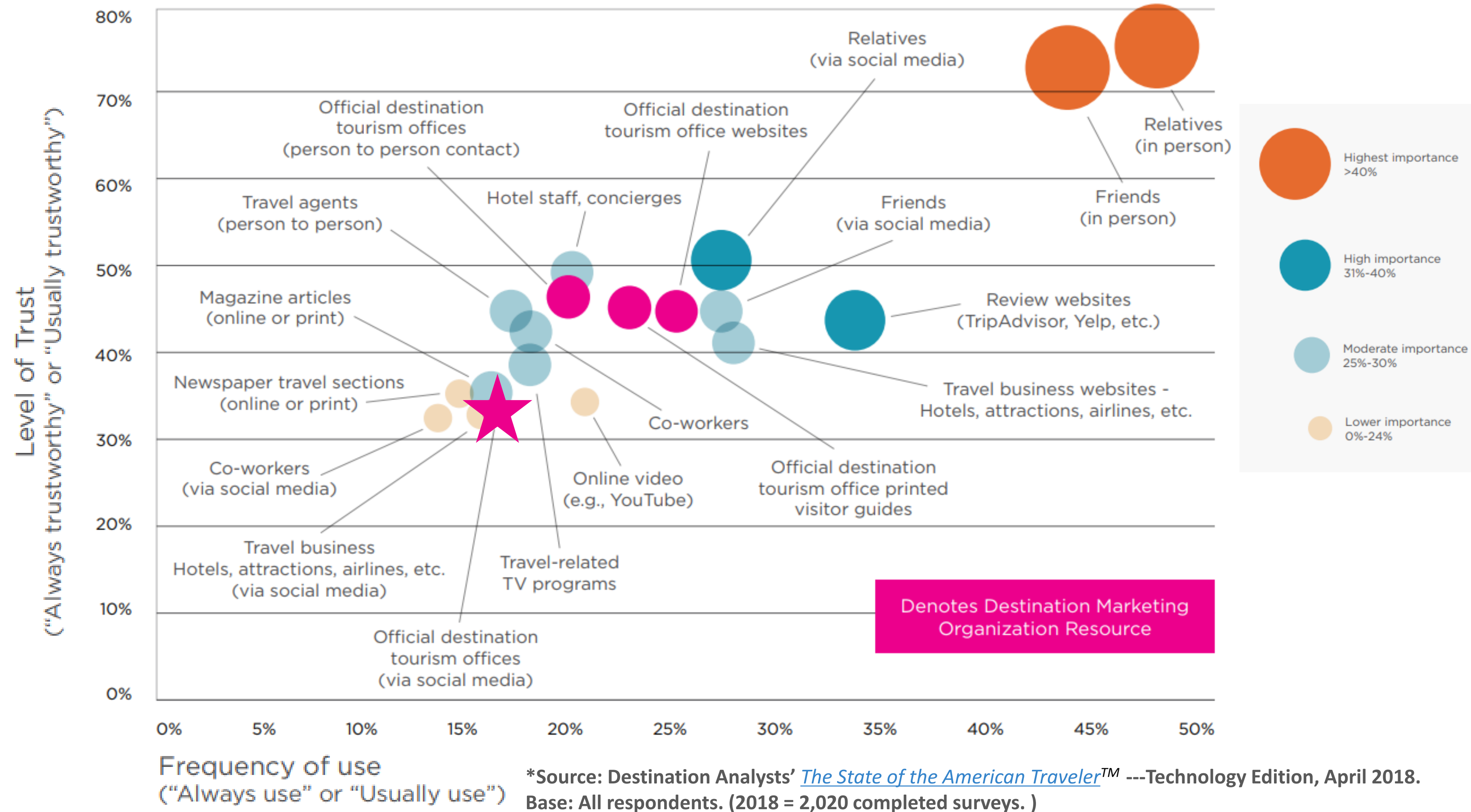
American leisure travelers consume vast amounts of travel-related content on a variety of social media platforms and this content is potentially responsible for inspiring travel. In fact, in Destination Analysts' April 2018 Technology Edition of the quarterly tracking study *The State of the American Traveler*, over one-fifth of American leisure travelers reported visiting a destination as a result of content they saw on social media\*.



\*Source: Destination Analysts' *The State of the American Traveler*<sup>TM</sup> ---Technology Edition, April 2018.  
Base: All respondents. (2018 = 2,020 completed surveys. )

# Background: DMO Social Media Use in Context

The chart at right provides a comparative view of the key resources used in travel research by mapping their frequency of use (X-axis) against the level of trust travelers place in them (Y-axis) and their weight of importance in the destination decision process (bubble size)\*. Official DMO resources occupy an important position in the landscape of travel planning. DMO websites, for example, are amongst the most trusted and valued resources after travelers' direct contact with their own friends and family. DMO Social Media, specifically, is used as often as magazine articles and is trusted the same as online videos such as YouTube. Even as the relatively weakest of the official DMO resources, DMO social media has the potential to generate substantial economic impact in their local communities.



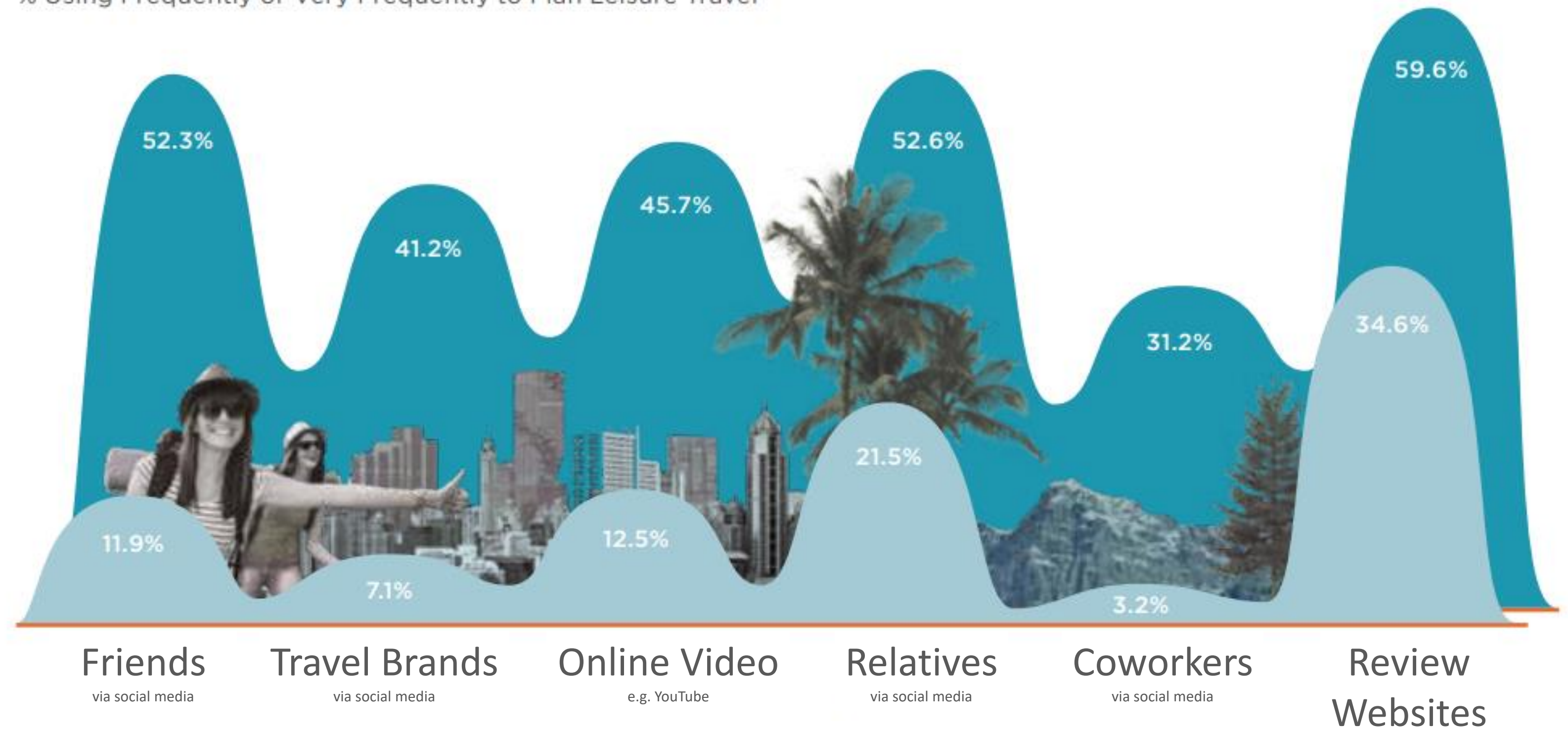
# Background: Social Media Use by Generation

Millennials are now the largest traveling generation reporting to not only travel more, but also use more travel planning resources than their Baby Boomer counterparts especially when it comes to social media. The chart as right looks more closely at how different generations of American leisure travelers use social media and user generated content to plan travel. As the Millennial trend continues to rise, official DMO social media content will become that much more important in the near future.\*

## Social & User Generated Content

THE KEY: ■ Millennials ■ Baby Boomers

% Using Frequently or Very Frequently to Plan Leisure Travel



\*Source: Destination Analysts' *The State of the American Traveler*<sup>TM</sup> ---Technology Edition, April 2018.  
Base: All respondents. (2018 = 2,020 completed surveys. )

DMO **SOCIAL MEDIA** FOLLOWER  
PROFILE & **CONVERSION** STUDY  
RESEARCH OVERVIEW & METHODOLOGY

# Research Overview

In 2018, the DMA West Education & Research Foundation partnered with Destination Analysts to conduct a DMO Social Media Follower & Conversion Study. The Foundation's overarching goal for commissioning this study was to measure visitor conversion and economic impact from social media investment and to deepen understanding of DMO social media followers and their content preferences. All DMA West member DMOs were invited to participate in this cooperative research project studying Facebook, Instagram and/or Twitter. In total, nineteen (19) DMOs studied Facebook, nine (9) studied Instagram and two (2) studied Twitter. While each participating DMO received a custom report on its own follower profile and economic impact estimates, this document presents the aggregate findings from data collected from all nineteen (19) participating DMOs.

As an added-value component of this research project, all participating DMOs had the option of integrating  ADARA Impact, ADARA's platform which allows DMOs to measure the effectiveness of digital marketing efforts by connecting media campaigns and website activity with real travel search and booking activity.

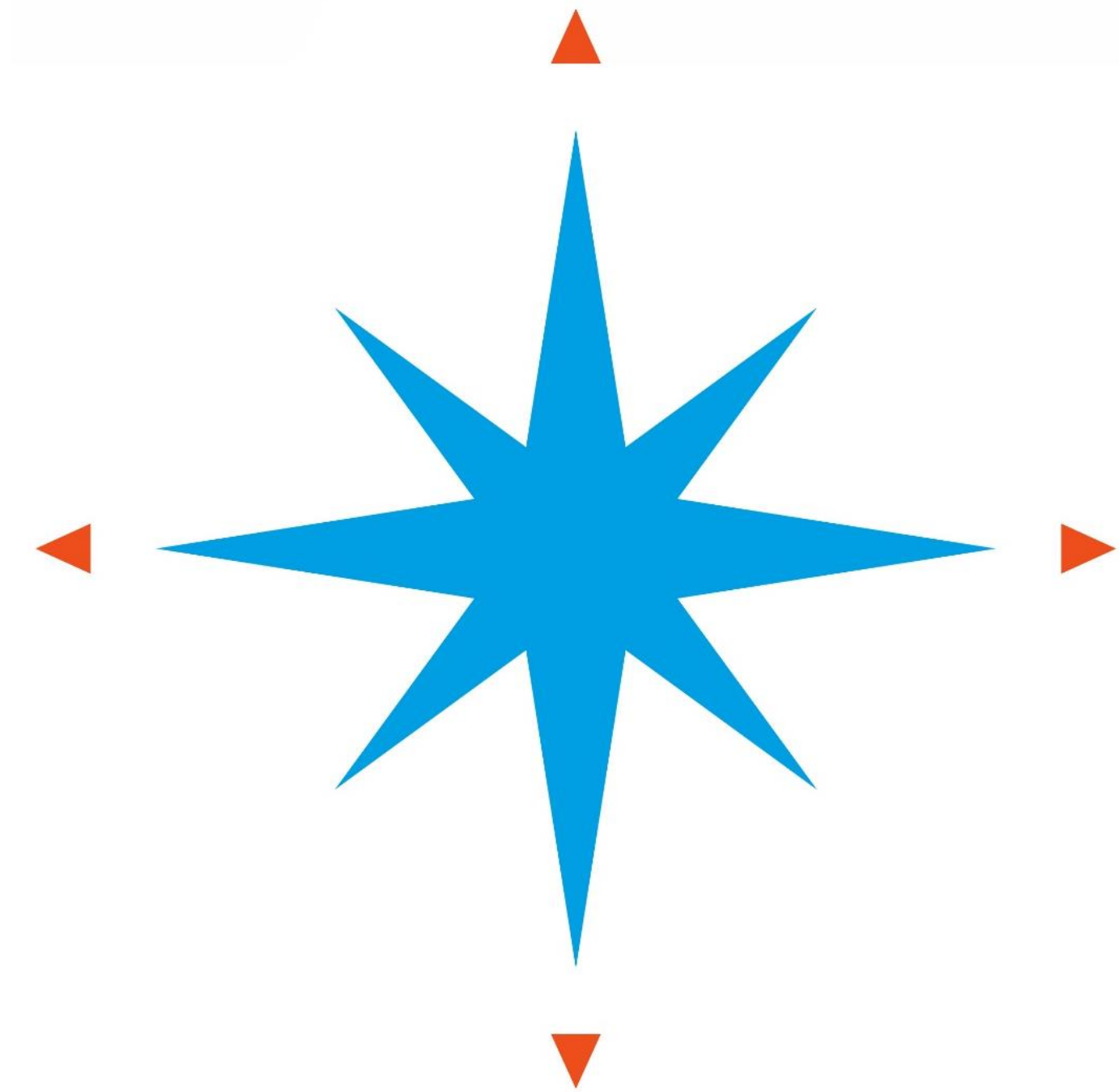


Above: Logos of participating DMA West member DMO's.

# Research Objectives

This research was designed primarily to:

- **Determine the Economic Impact that DMO Social Media Generates for their Local Communities:** The research findings sought to holistically estimate the total amount of direct visitor spending in-market that was generated by and attributable to the DMO social media content and marketing program (i.e., the amount of visitor spending in the destination that would NOT have occurred in the absence of the social media presence).
- **Develop Profiles of DMO Social Media Followers:** The study collected demographic, psychographic, attitudinal and behavioral information about social media followers in order to provide a comprehensive look at the segments of travelers who utilize these platforms and their motivations.

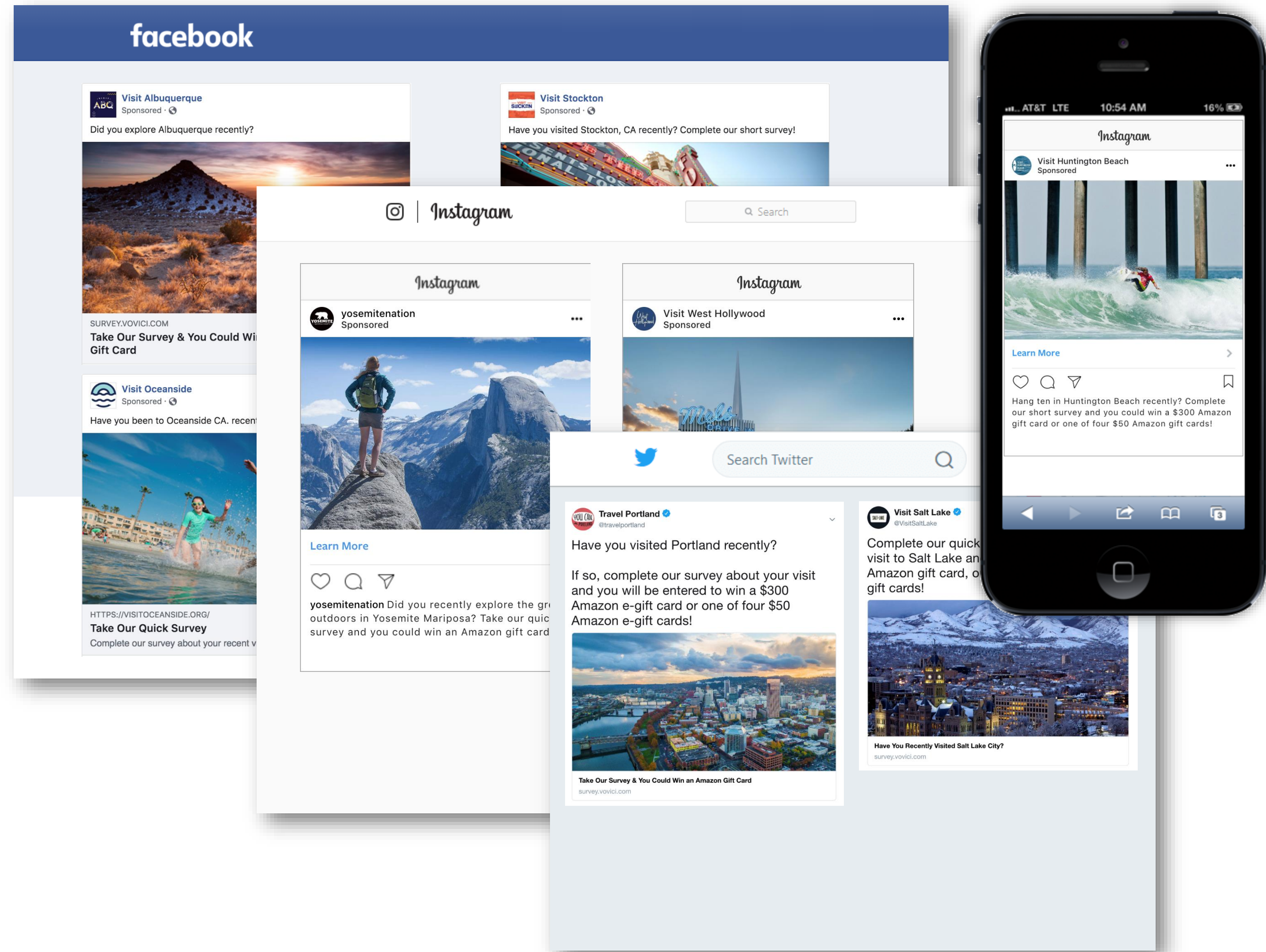




# Methodology

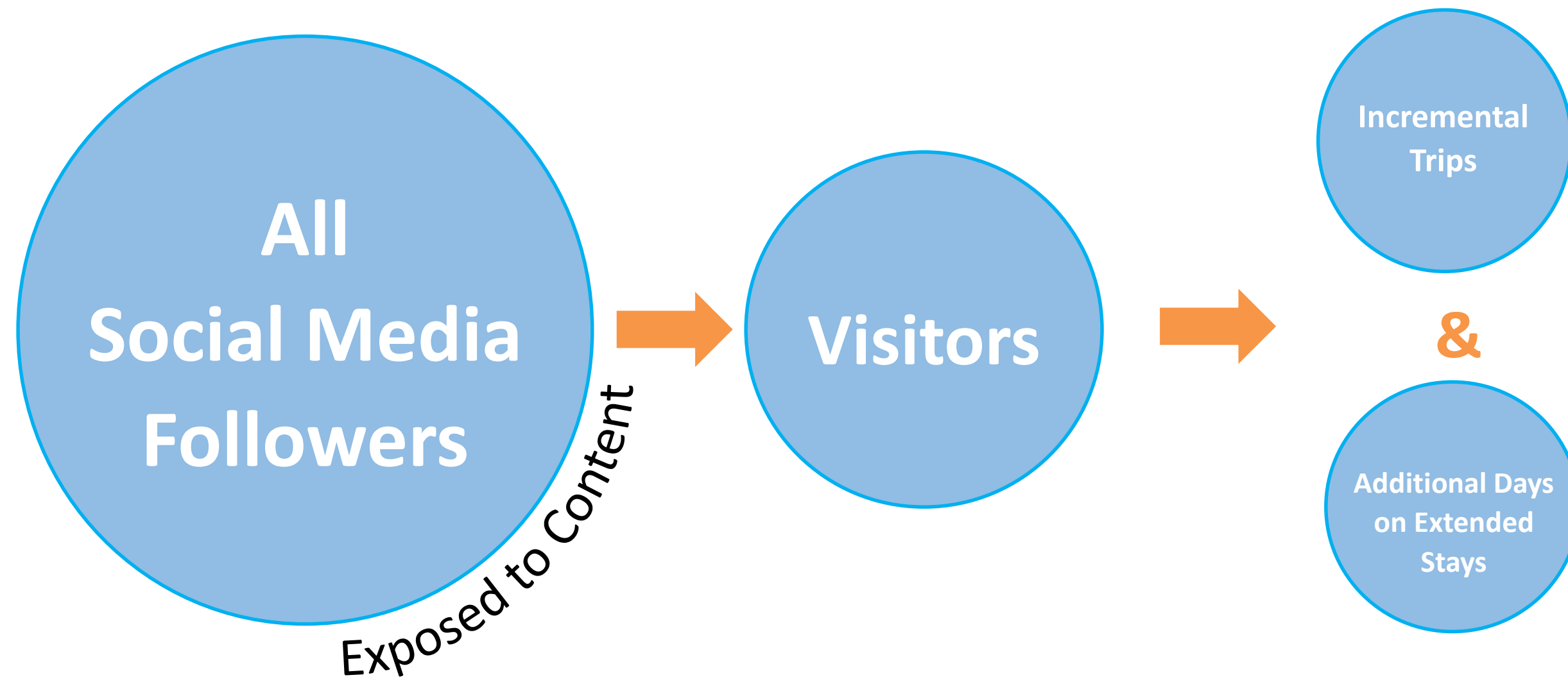
This research employed a survey methodology to collect data from DMO social media followers. Our partners at TwoSix Digital promoted the **Social Media Follower Survey** out on all participating social media channels to a representative sample of all followers on each platform of the 19 participating DMOs. For each survey, a base questionnaire that addressed the study's core objectives was adopted for each participating DMO and platform, and custom questions related to their destination or organization's informational needs were also included. Surveys were optimized for both mobile and desktop experiences. The survey is summarized below.

**Social Media Follower Survey:** The survey questionnaire included topics such as visitation since following the DMO, influence of the social media content on the destination decision and core tripographic details such as length of stay, type of lodging and in-market spending. In total, 13,761 completed surveys were collected in this effort between June 2018 and September 2018.



Above: Screenshots of the Social Media Follower Survey ad of participating DMA West member DMO's.

# Economic Impact



Economic impact for a destination marketing organization’s marketing program—such as a social media platform—can best be defined as the total amount of **direct visitor spending in the destination that is generated by the program**. Alternatively, a DMO marketing program’s economic impact can be defined as the amount of visitor spending in the destination **that would not have occurred in the absence of the program**.

The survey used in this research collected information critical to calculating economic impact, such as actual visitation to the destination after following the DMO on social media as well as detailed information on their trip purpose and in-market spending behavior. Such data allowed for differentiation between leisure and business/conference visitors and others and measured in-market spending by visitors influenced by the participating DMO social media platforms to visit or extend their stay in the destination.

# Economic Impact – Continued

The economic impact estimates derived for this report include all direct spending in the destination by two types of visitors: those who took incremental trips and those who extended the length of their trip based on being exposed to official DMO social media content. These two visitor types are distinguished following:

- Visitors on **incremental trips** visited the destination after following the DMO on social media and stated that the DMO social media content significantly influenced their decision to ultimately visit the destination. Influence on the decision to visit is based on two survey questions. To be considered an incremental visitor, respondents who visited the destination after following the DMO on one of the social media platforms must then state that the DMO social media content helped them make their decision to visit and that it was “Important” or “Very important” to that decision to visit.
- Visitors who **extended their stay** can be leisure travelers, business travelers or convention/meeting attendees in which the decision to visit was made for them. Leisure travelers who were not influenced to visit the destination and all business and convention travelers were asked a series of questions about the influence of the DMO social media content on their ultimate length of stay in the destination. Economic impact estimates for this group only include spending during reported “additional” days in-market generated by the DMO social media content.

The equation at right shows how the DMO social media’s total economic impact is calculated:



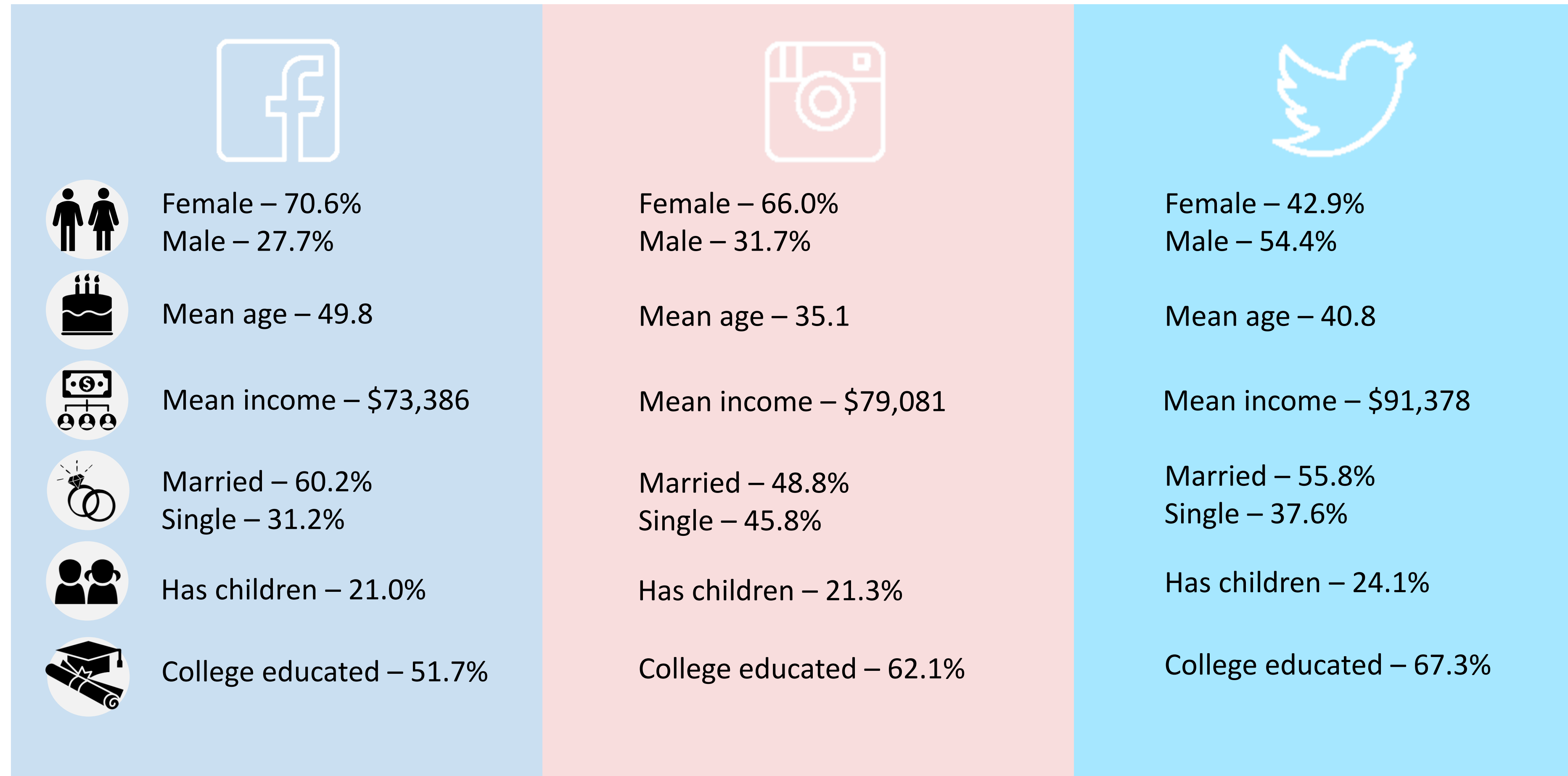
# WHO FOLLOWS DMOS ON SOCIAL MEDIA?



# Demographic Profile

While DMO social media followers are relatively similar across the three platforms studied, there were some notable demographic differences.

- Facebook and Instagram audiences both skewed female while Twitter skewed male.
- Instagram was the youngest audience while Facebook was the oldest.
- DMO followers on Twitter reported the highest income of the three platforms.



Base: DMOs social media followers. 13,761 completed surveys.

# Psychographics

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**DMO social media followers most commonly identify with wanting experiences that are unique to the destination.** The survey asked each DMO social media follower to rate their level of agreement with a set list of psychographic statements using a 10-point scale from “1 – Does not describe me at all” to “10 – Describes me completely.” Measuring agreement with these statements allows each DMO to better understand the mentality and interests of their social media audiences. The number one statement of agreement across all social media platforms was, **“When I travel I want to experience unique things I can’t get elsewhere,”** which clearly communicates the top motivator for social media followers to visit a destination. DMO Marketing 101: travelers want to experience what is unique to your destination.

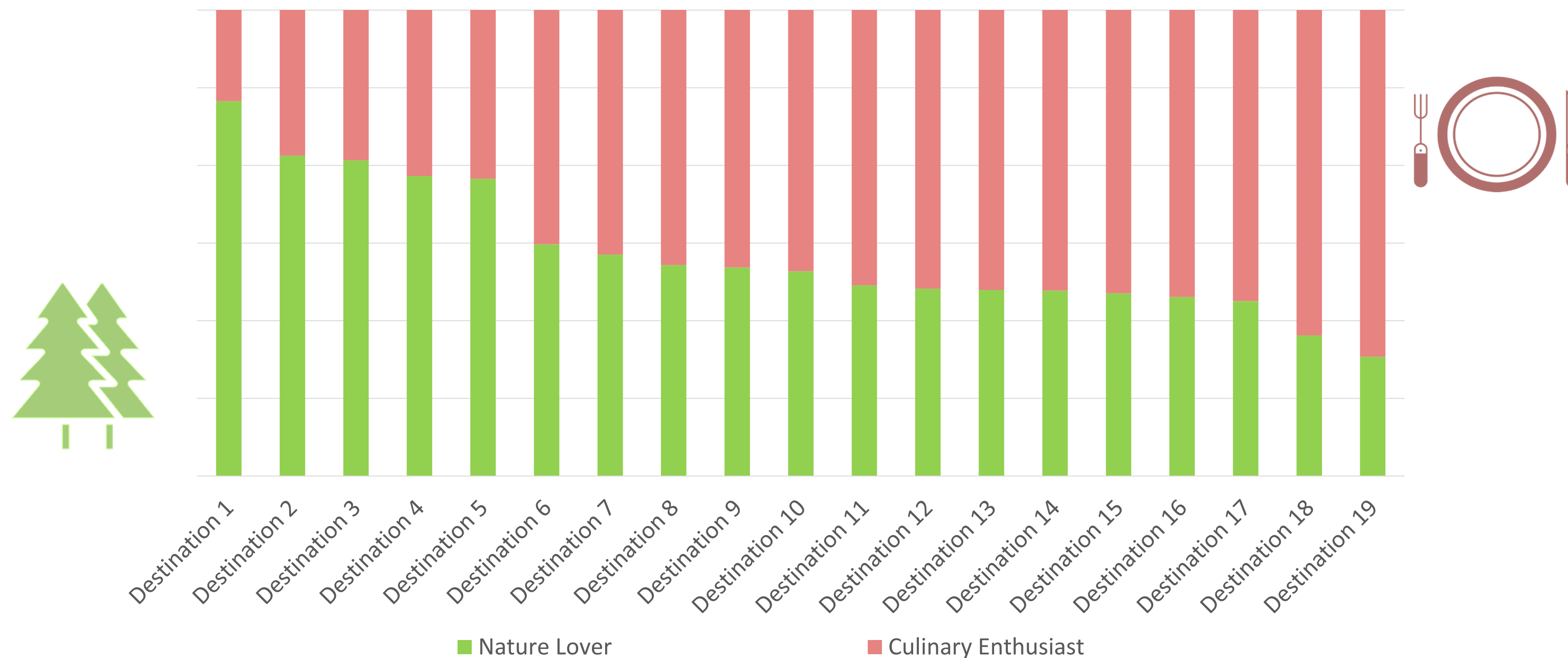
***“When I travel I want to  
experience unique things I  
can’t get elsewhere.”***

**Question:** How much do the following statements describe you? Please use the 10-point scale where “1” equals “Does not describe me at all” and “10” equals “Describes me completely” to rate how well each statement describes you.

**Base:** DMOs social media followers. 13,761 completed surveys.

# Psychographics

The dichotomy of “Nature Buff” and “Culinary Enthusiast” aligns well with a destination’s unique brand. In analyzing the other psychographic statements tested, the unique combination of interests amongst each destination’s social media audience aligned well with the destination’s overall brand image. Destination 1 in the chart below is a scenic rural destination whose social media audience strongly agreed with the statement, “I travel to connect with nature.” Destination 19 below, on the other hand, is an urban restaurant-driven destination whose social media following was more likely to agree with the statement, “I’m drawn to a destination’s unique culinary experiences.”

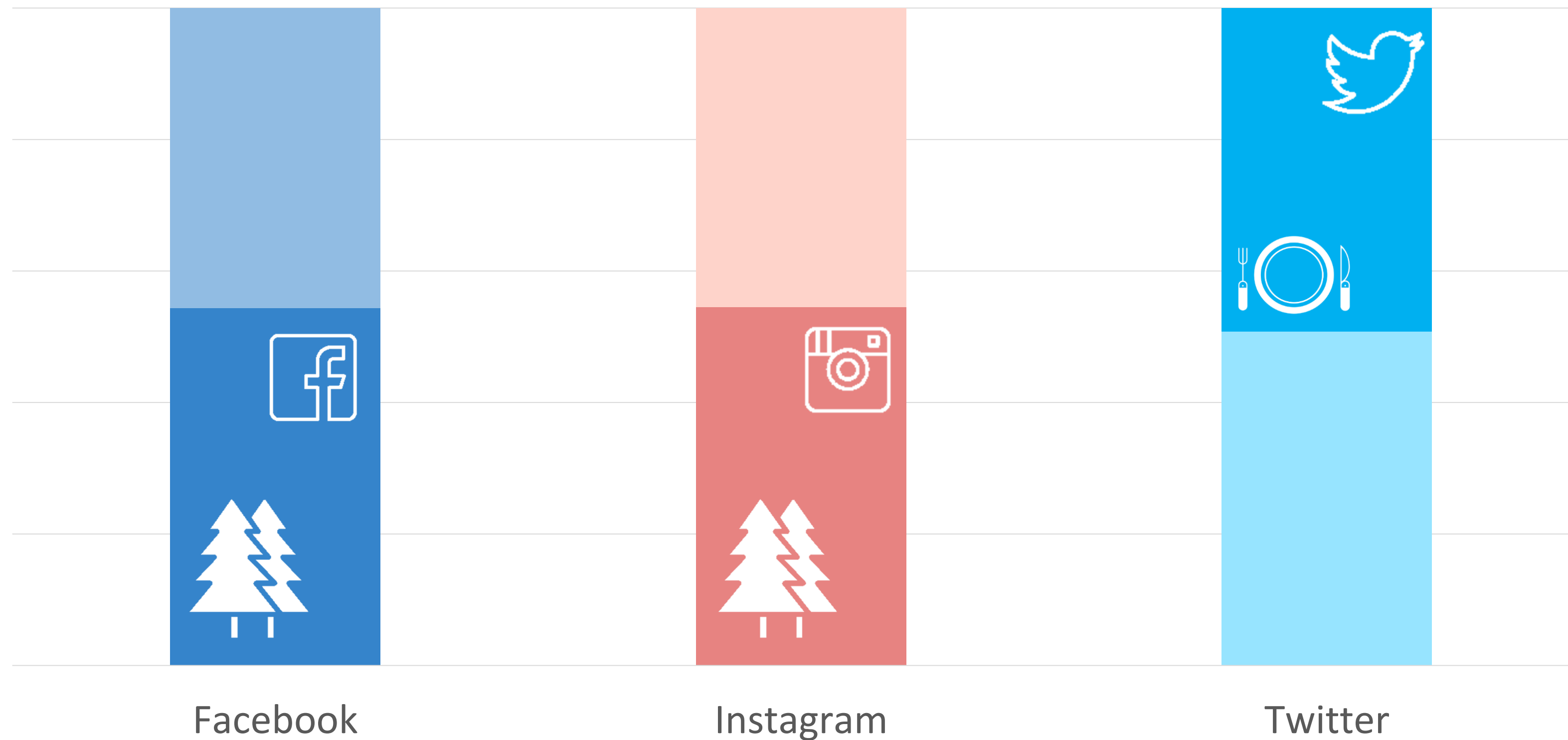


**Question:** How much do the following statements describe you? Please use the 10-point scale where “1” equals “Does not describe me at all” and “10” equals “Describes me completely” to rate how well each statement describes you.

**Base:** DMOs social media followers. 13,761 completed surveys.

# Psychographics

Comparing the three platforms side by side, Facebook and Instagram DMO social media audiences were slightly more likely to be “Nature Buffs” while Twitter audiences were slightly more likely to be “Culinary Enthusiasts.”



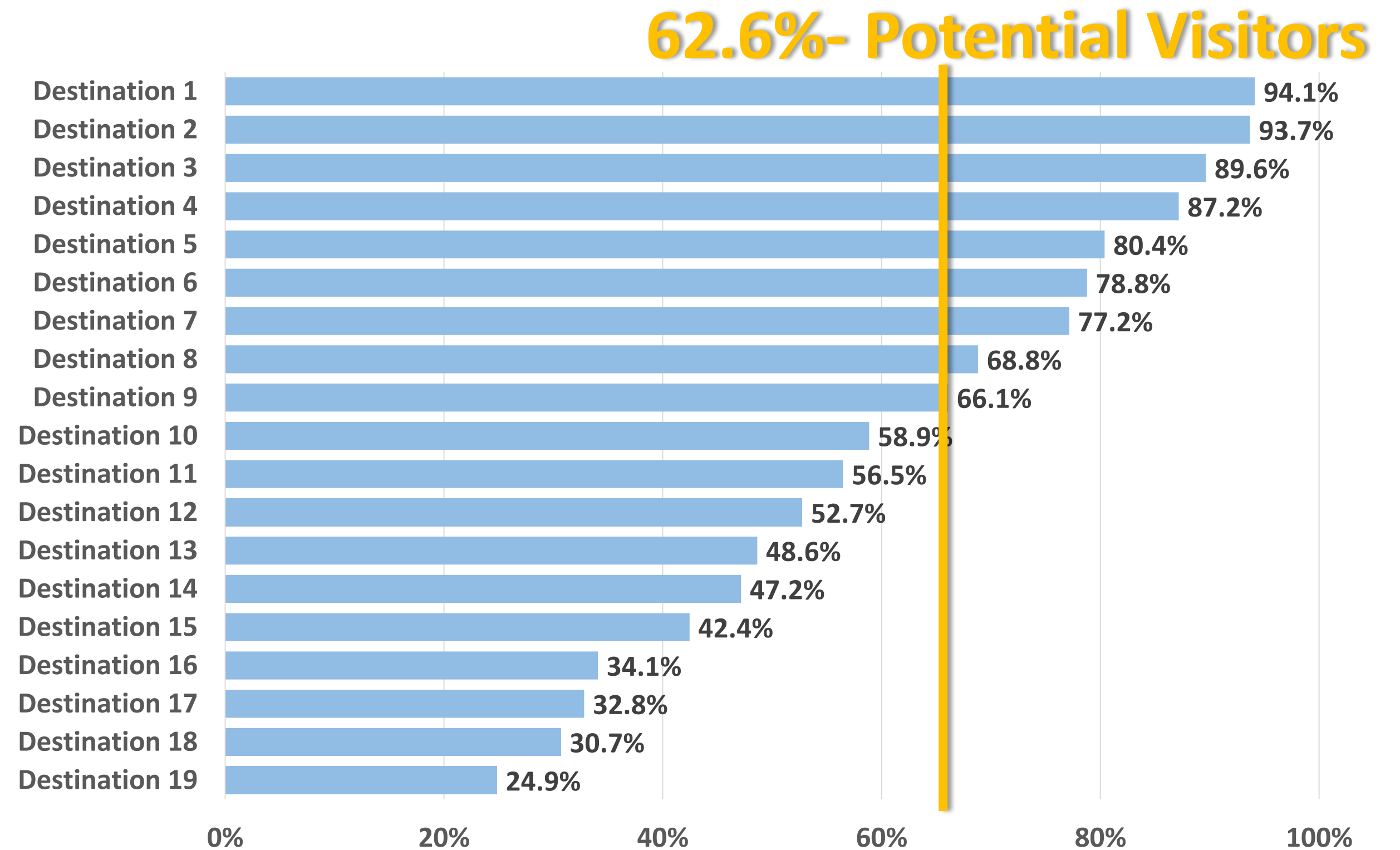
**Question:** How much do the following statements describe you? Please use the 10-point scale where “1” equals “Does not describe me at all” and “10” equals “Describes me completely” to rate how well each statement describes you.

**Base:** DMOs social media followers. 13,761 completed surveys.



# Potential Visitors

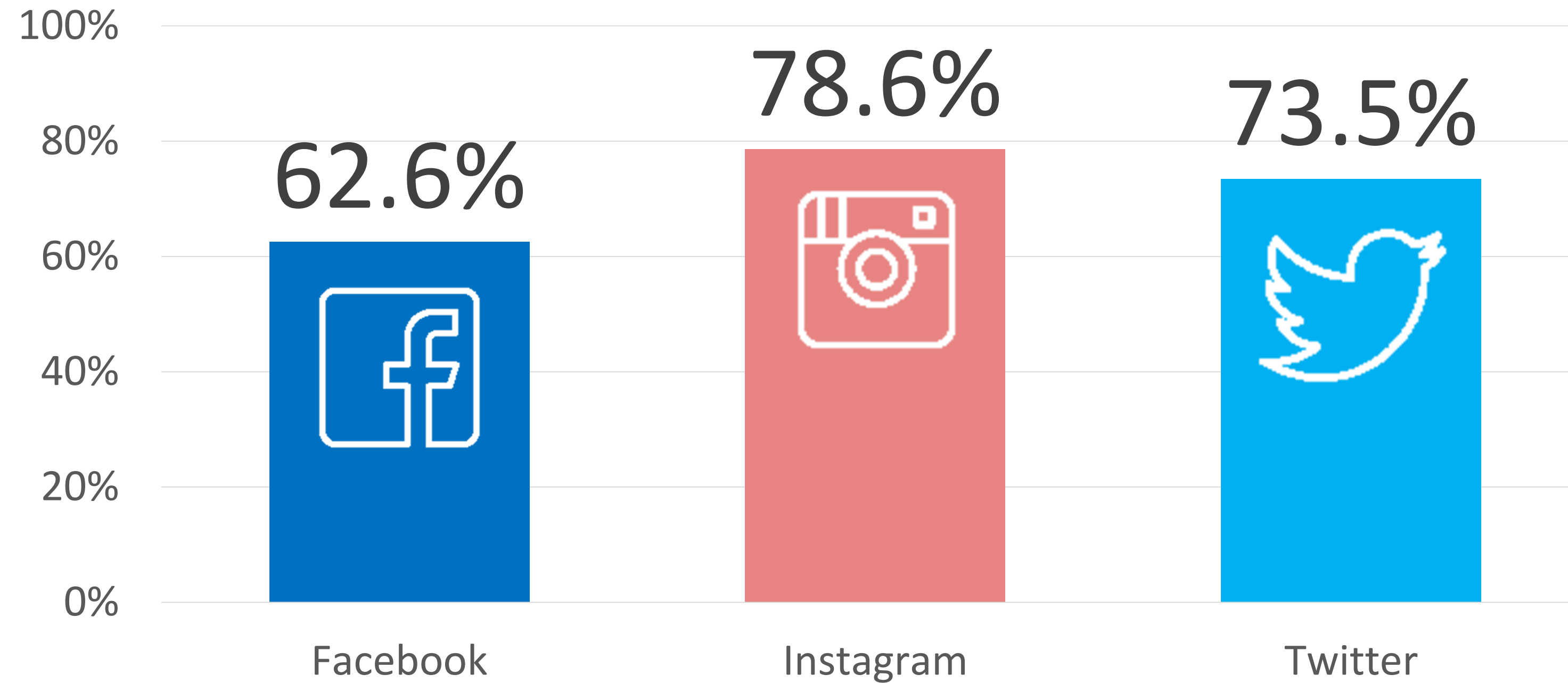
A majority of Facebook audiences are potential visitors to the respective destination they follow (62.6%). One of the first questions asked in the Social Media Follower Survey identified whether the follower was a local resident of the destination or a potential visitor. The chart at right shows the percentage of potential visitors on Facebook for each of the 19 participating DMOs. Although local residents are generally a destination's brand ambassadors and valuable in their own right, the economic impact calculation utilized in this research only takes into account in-market spending of visitors who reside outside the destination.



**Question:** Do you currently live in [Destination]?

**Base:** DMOs social media followers. 13,761 completed surveys.

# Potential Visitors



In comparing the three social media platforms studied, both Instagram and Twitter audiences were more likely to be potential visitors to their respective destinations.

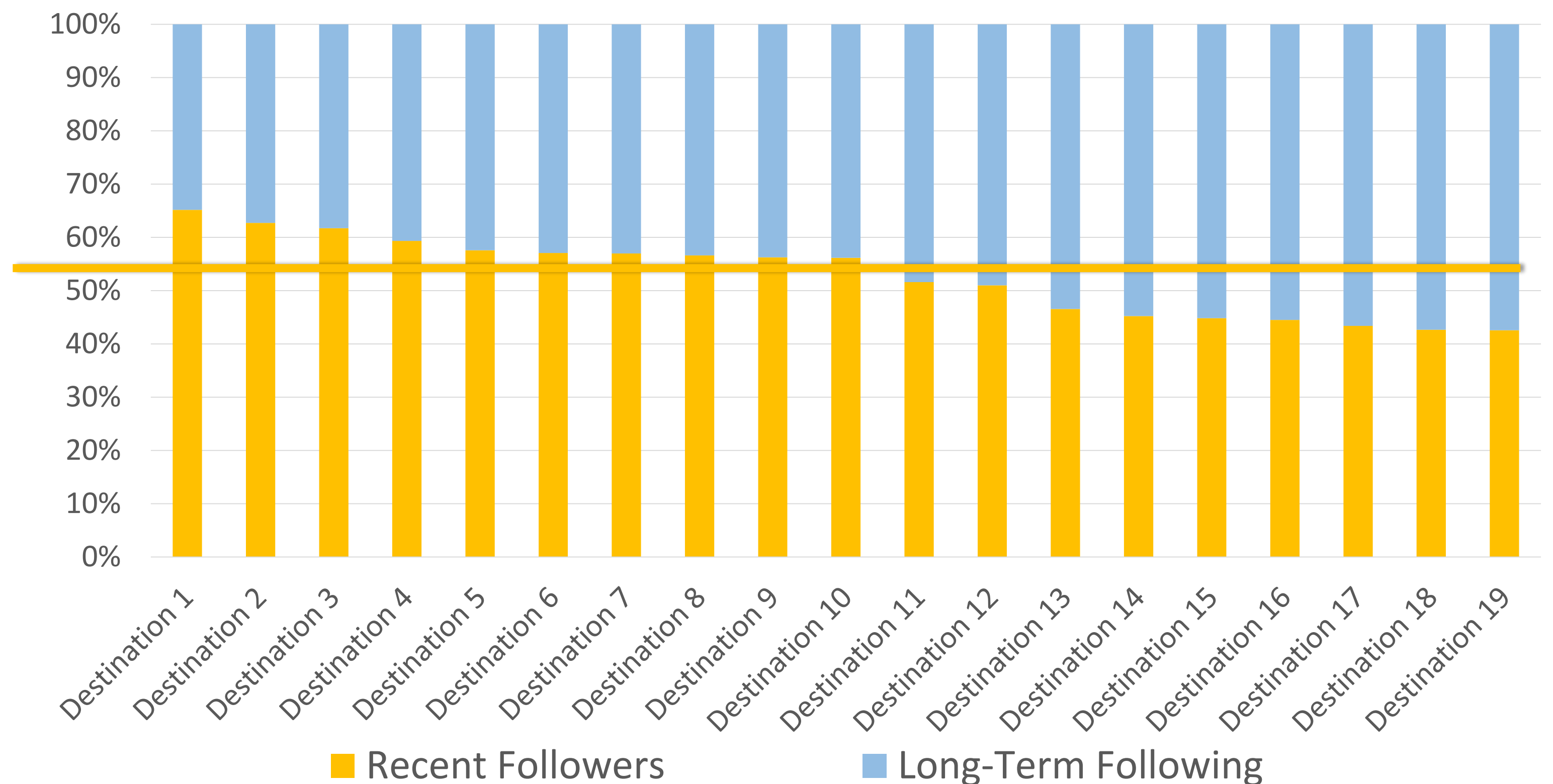
**Question:** Do you currently live in [Destination]?

**Base:** DMOs social media followers. 13,761 completed surveys.

# Recent Social Media Followers

Just over half of DMO Facebook followers started following the respective DMO on Facebook within the last year (53.0%), while the remainder reported being longer-term followers of more than 12 months. This distinction is important as all travel spending captured by the survey must have taken place after the respondent started following the DMO on social media or within the last 12 months if they reported following the DMO for more than a year.

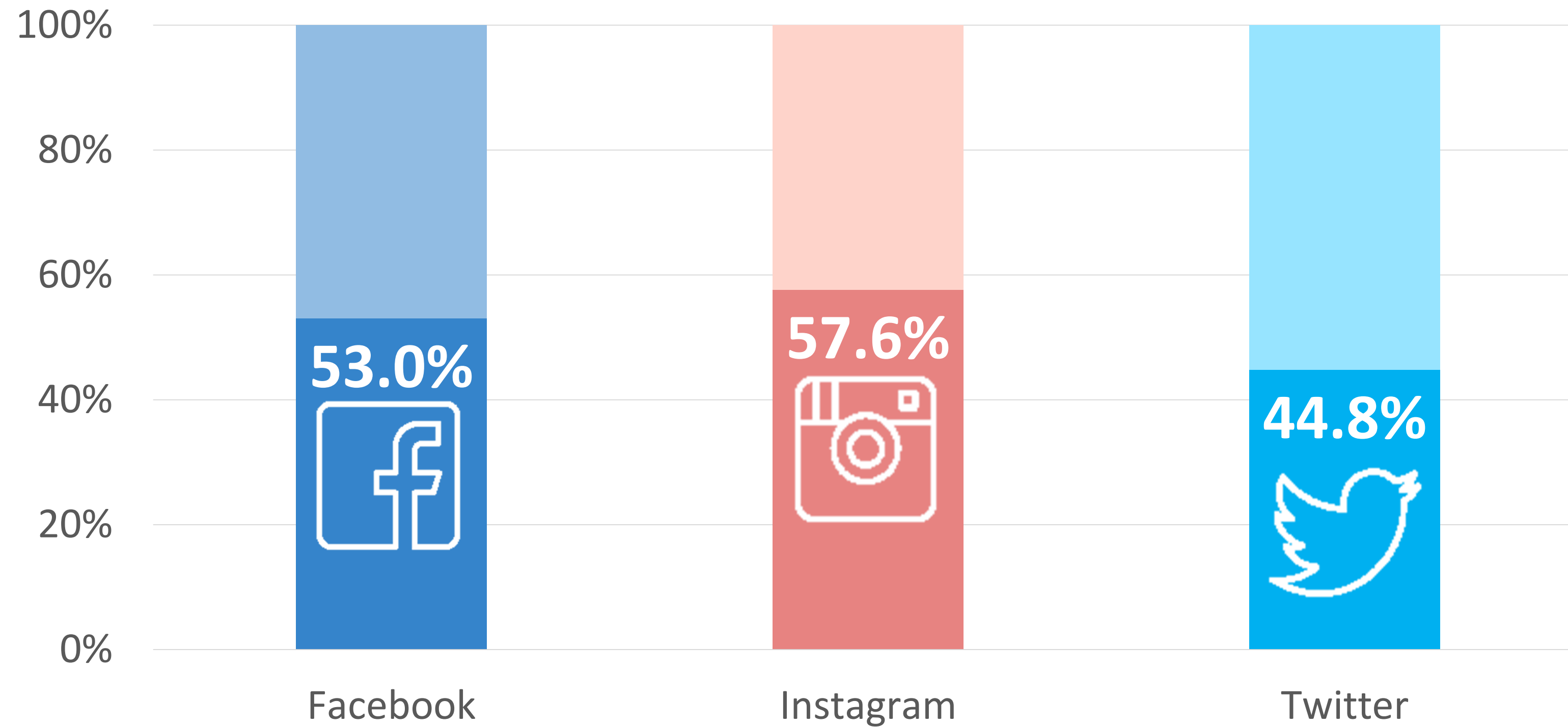
**53.0%**  
**Recent Followers**



**Question:** Did you begin following [Destination] on social media within the past 12 months?

**Base:** Potential visitors. 8,598 completed surveys.

# Recent Social Media Followers

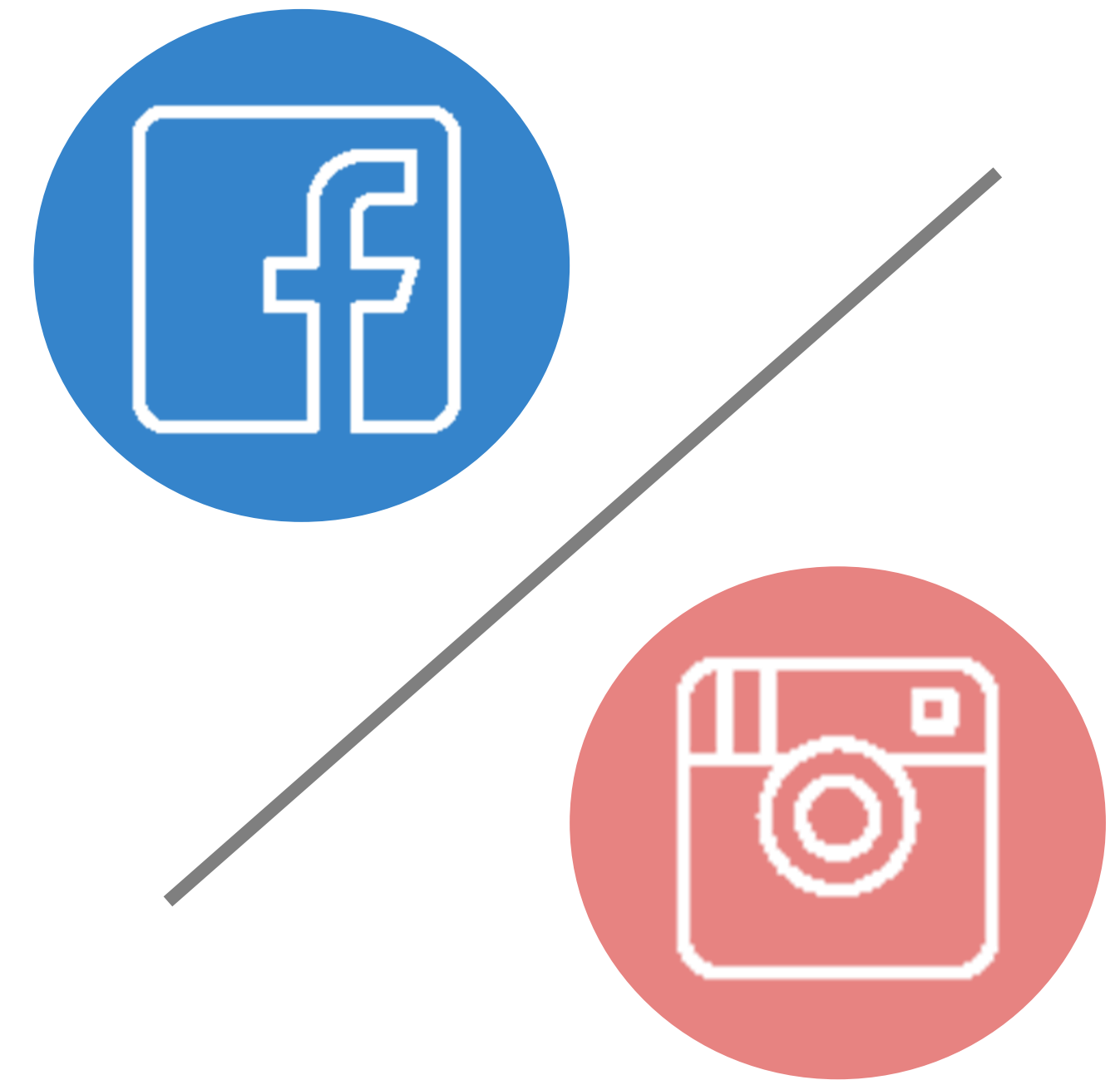


Instagram audiences were the most likely of the three platforms studied to be a more recent following while Twitter audiences were more likely to be a mature audience that started following their respective DMOs on social media more than one year ago.

**Question:** Did you begin following [Destination] on social media within the past 12 months?

**Base:** Potential visitors. 8,598 completed surveys.

FACEBOOK FOLLOWERS  
VS.  
INSTAGRAM FOLLOWERS



# Visitation

The majority of DMO social media followers who are potential visitors end up visiting the destination they follow. Approximately three-quarters of Facebook followers (72.4%) and Instagram followers (75.5%) who live outside the destination indeed visited after following the DMO on social media. In fact, these audiences took multiple trips to the destination (2.4 trips on average for Facebook followers and 2.0 trips on average for Instagram followers) within the 12-month period of study. Although the DMO cannot necessarily take credit for generating all of these trips in terms of economic impact, this highlights a substantial opportunity to convert a social media follower into an actual visitor through a DMO's official social media marketing.



## Facebook



**72.4%** of potential visitors traveled to the destination

and took **2.4 trips** on average.



**Question:** How many trips to [Destination] have you made since becoming a follower or within the past 12 months?

**Base:** Potential visitors. 8,598 completed surveys.

## Instagram



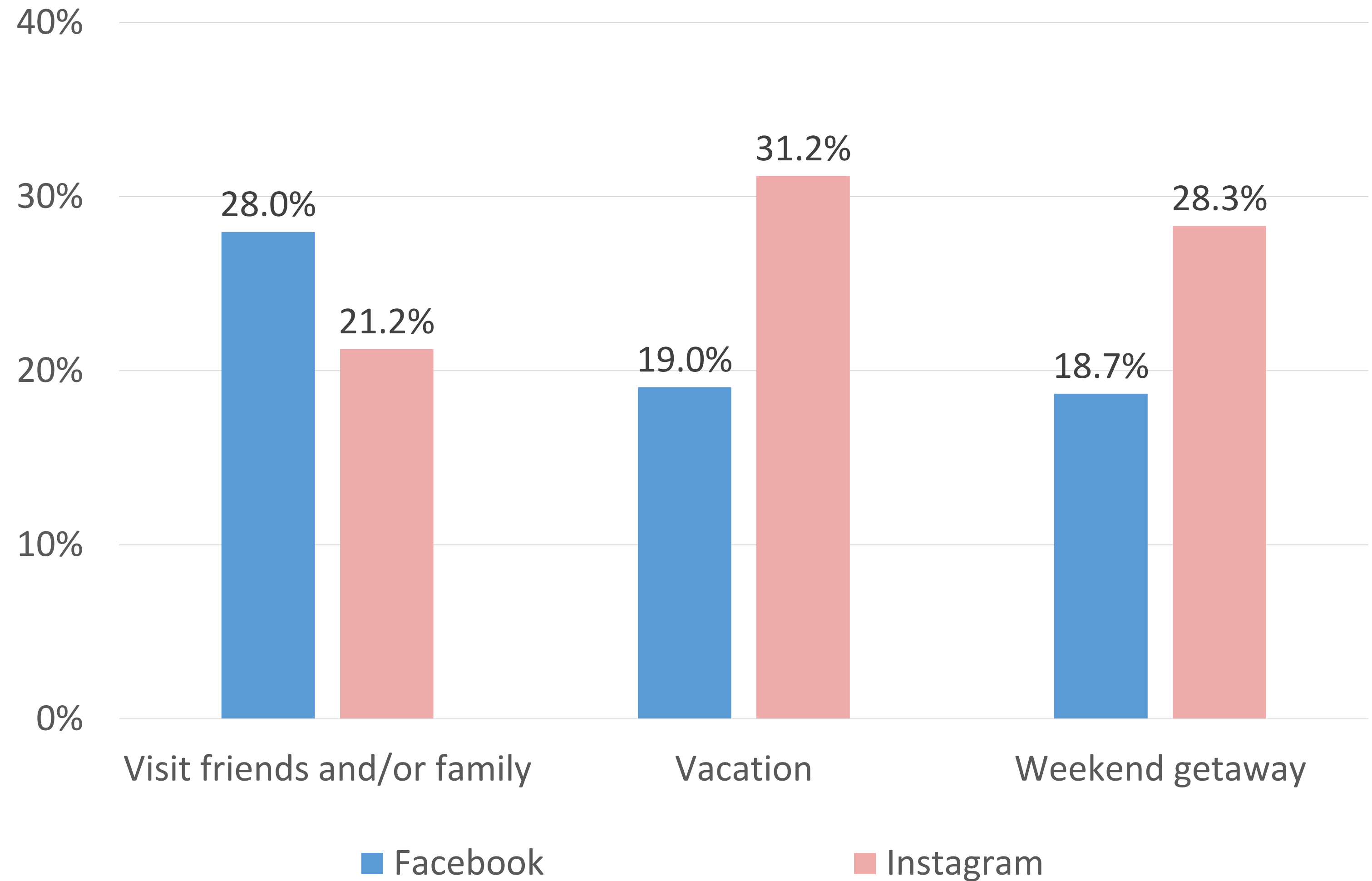
**75.5%** of potential visitors traveled to the destination

and took **2.0 trips** on average.



# Purpose of Trip

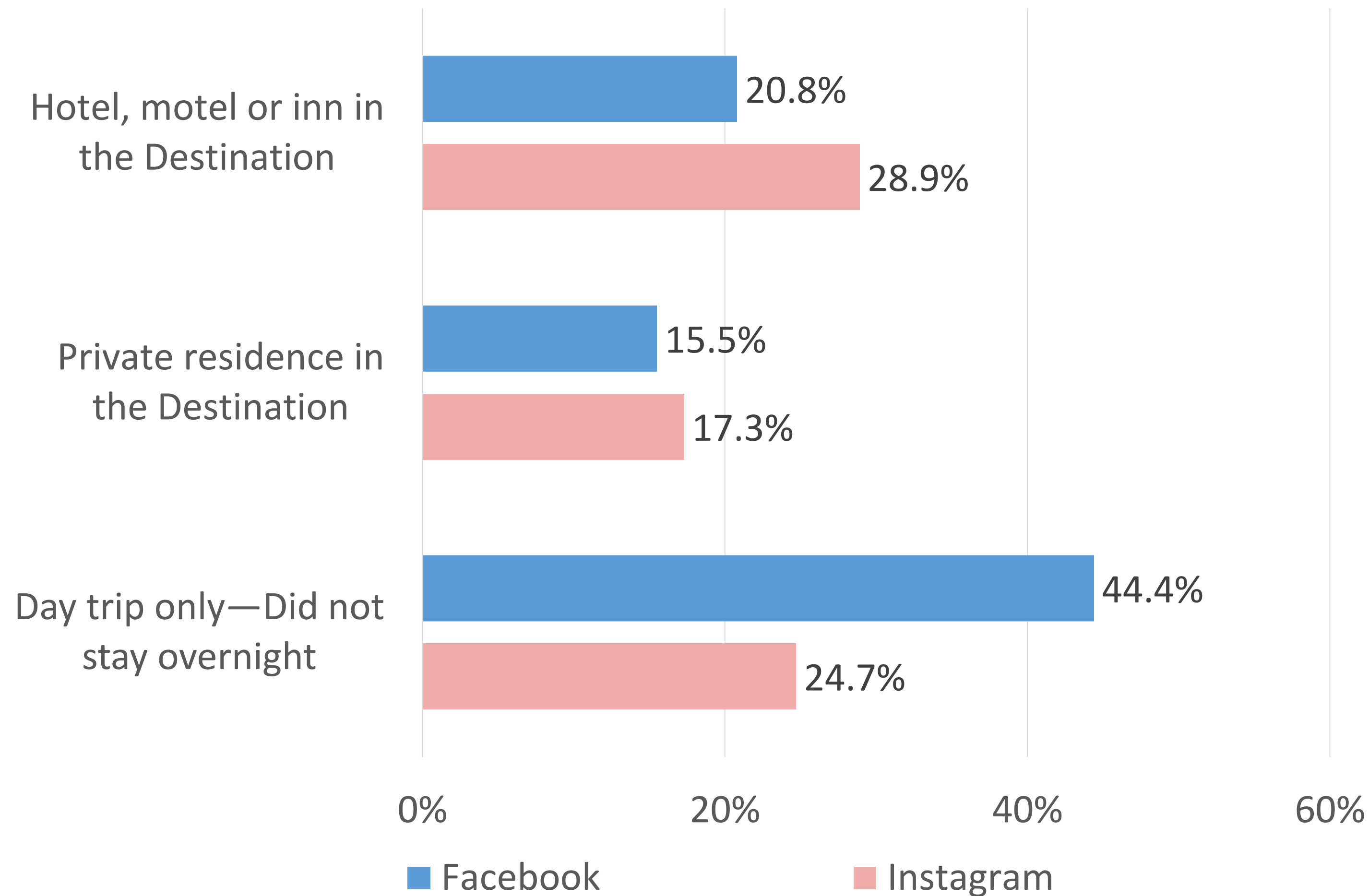
Although the majority of DMO social media followers who visited their respective destinations were traveling primarily for leisure reasons, Facebook visitors and Instagram visitors somewhat differ in the specific underlying reasons. The largest proportion of Facebook visitors reported traveling to the destination in order to “Visit friends and/or family” (28.0%) while Instagram visitors were more likely to report being on a “Vacation” (31.2%) or “Weekend Getaway” (28.3%).



**Question:** Which of the following best describes the reason for this trip to [Destination]?

**Base:** Followers who visited. 6,260 completed surveys.

# Place of Stay



Interestingly, Facebook followers generally reported living closer to the destinations they followed compared to Instagram followers who generally reported living farther away. Understanding this trend, it's not surprising that just under half of Facebook visitors reported being on a day trip and did not stay overnight in the destination (44.4%). Meanwhile, Instagram visitors were most likely to stay in a hotel or other paid accommodations in the destination (28.9%).

**Question:** While on this trip, where did you stay while in [Destination]? (Select all that apply)

**Base:** Followers who visited. 6,260 completed surveys.



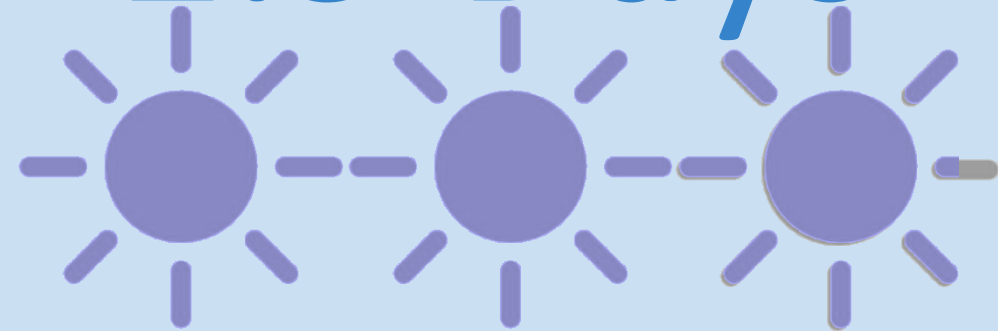
# Trip Length

**DMO Instagram followers who visited were both more likely than Facebook followers to stay in paid accommodations on their trip and stay longer in-market.** The average length of stay for Instagram visitors was an average of 3.4 days and 2.5 nights. Comparatively, Facebook visitors reported staying an average 2.9 days and 2.0 nights, unsurprisingly shorter than their Instagram counterparts given the larger proportion of day-trip visitors amongst the Facebook audience.



## Facebook

2.9 Days



2.0 Nights



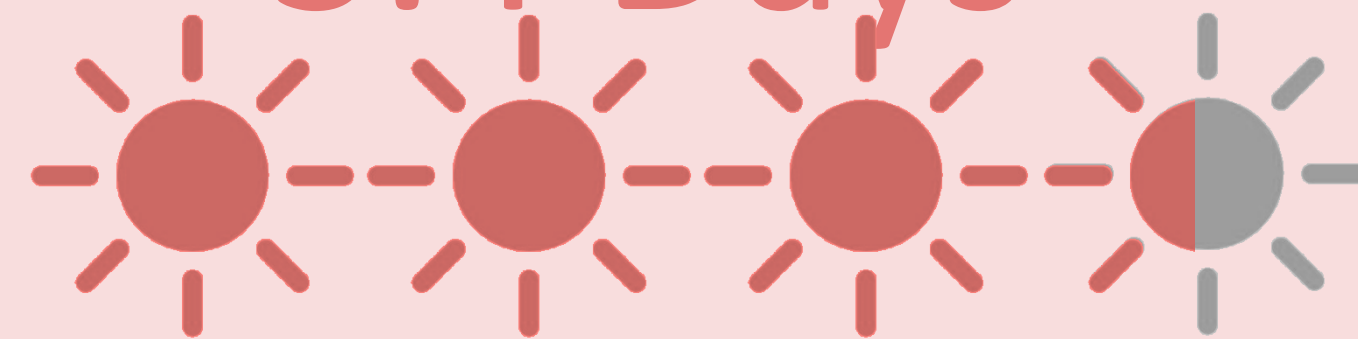
**Question:** How many total days did you spend in [Destination] on this trip?

**Base:** Followers who visited. 6,260 completed surveys.

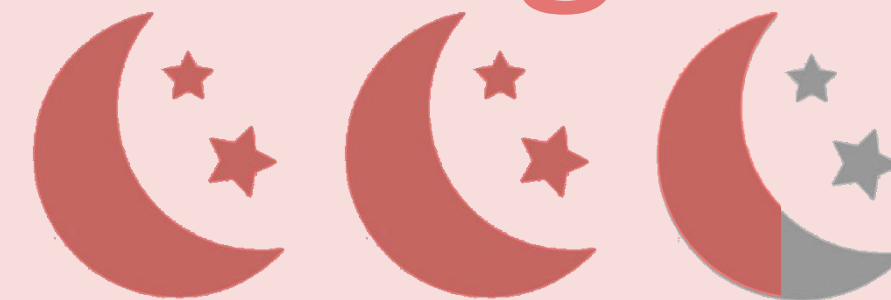


## Instagram

3.4 Days



2.5 Nights

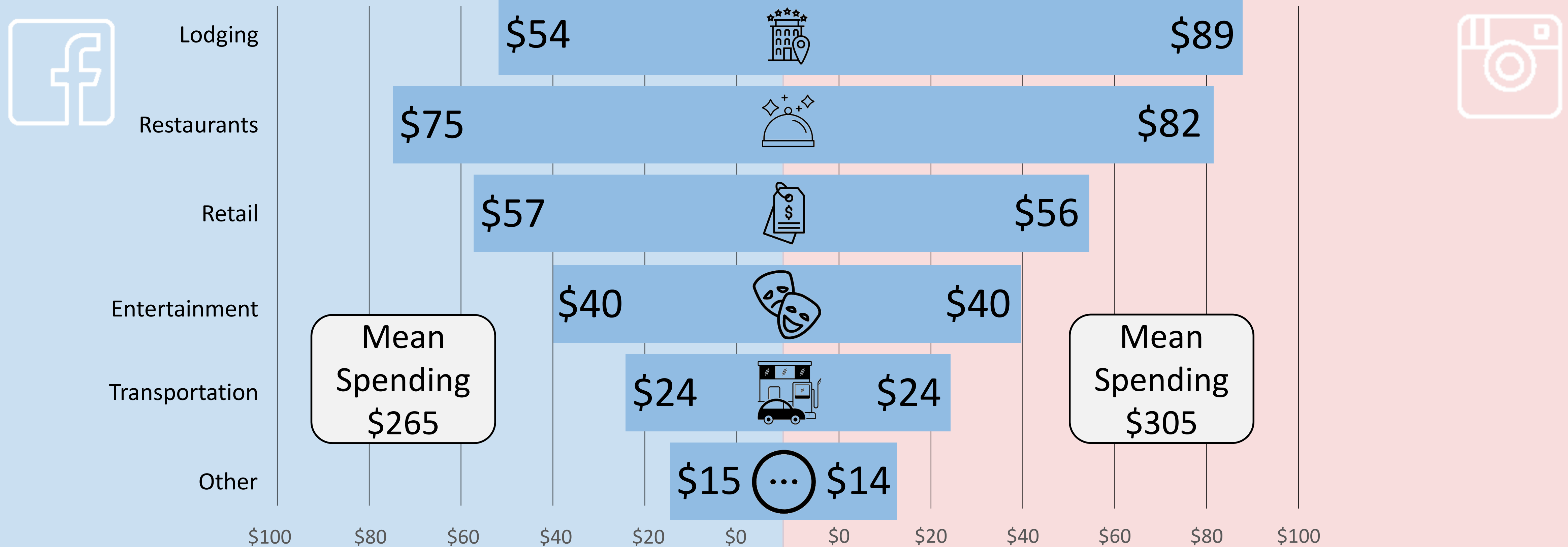


Destination  Analysts

**DMAwest**  
destination marketing association of the west  
education & research foundation

# Spending

**DMO Instagram followers who visited the destination reported average in-market daily trip spending of \$305, while Facebook visitors reported spending an average of \$265 daily.** This difference in average daily spending is largely due to reported spending on lodging, as spending in all other categories was found to be similar across both social media platforms.



**Question:** While on this trip, approximately how much IN TOTAL did you spend PER DAY while in [Destination] on each of the following? Please only include spending INSIDE [Destination] and exclude any spending made outside or before arriving.

**Base:** Followers who visited. 6,260 completed surveys.

# Likelihood to Return (Top-Three Box Score)

The strong majority of DMO social media followers who visited the destination after becoming a follower reported a high likelihood to visit the destination again in the next 12 months. Approximately nine-in-ten of these DMO social media followers both on Facebook and Instagram reported being likely, very likely or certain to visit the destination in the next 12 months.



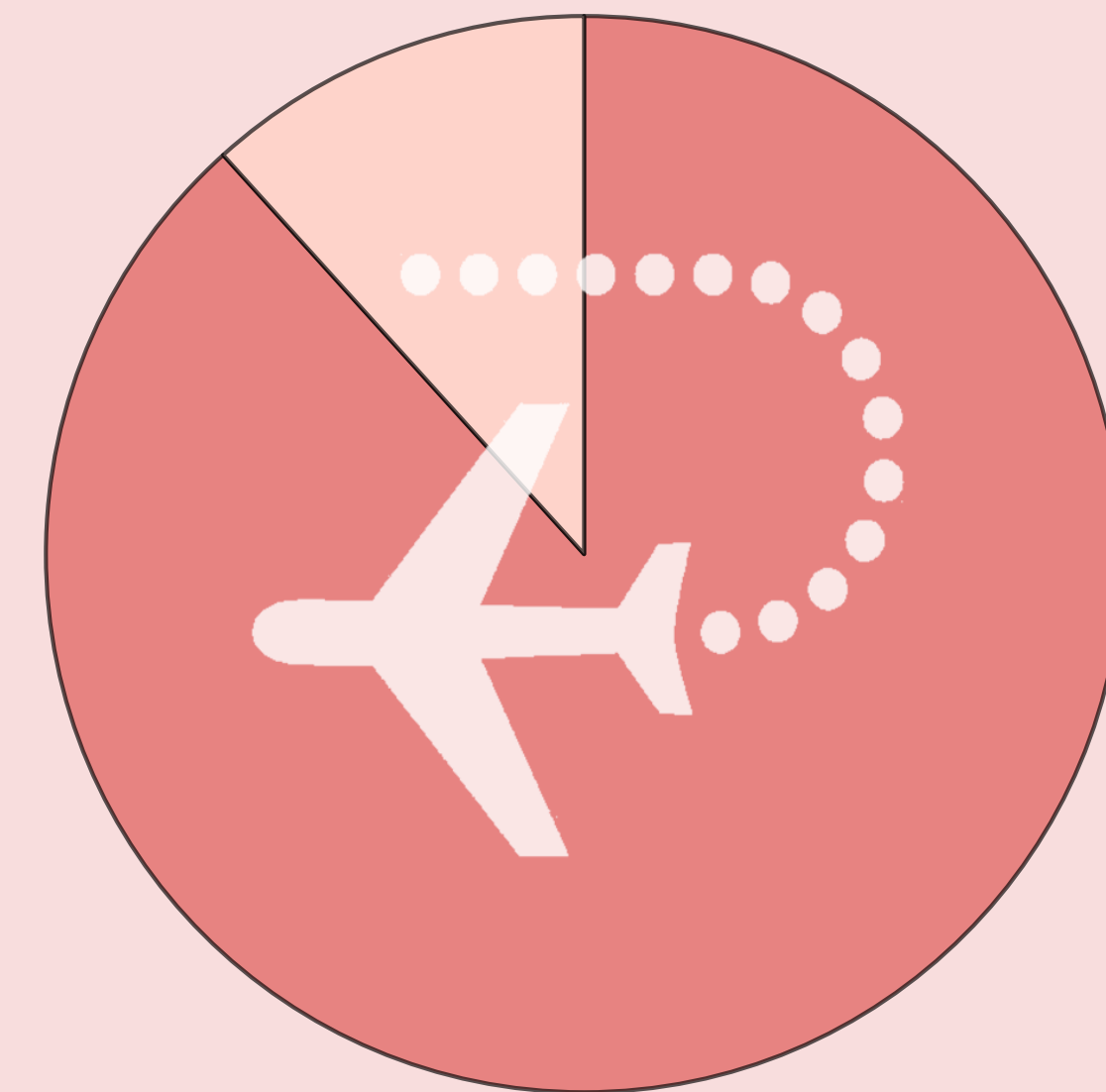
Facebook – 90.5%



**Question:** How likely are you to visit [Destination] in the next twelve (12) months? (Select one)

**Base:** Followers who visited. 6,260 completed surveys.

Instagram – 88.3%



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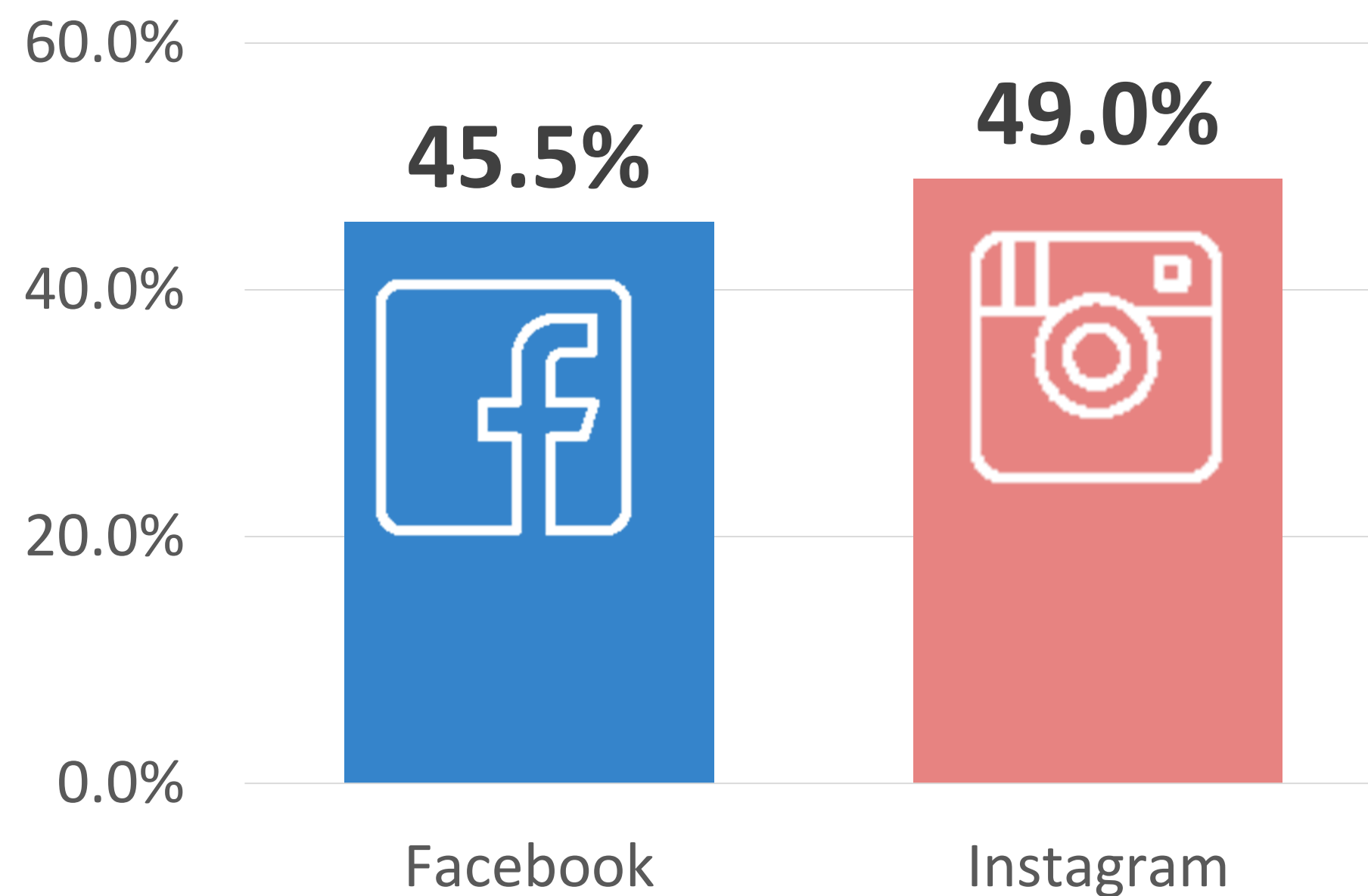
# HOW SOCIAL MEDIA IMPACTS TRAVEL DECISIONS



# Impact on Destination Decision

**DMO Facebook and Instagram content was influential in the ultimate decisions to visit the destination.** In total, 45.5 percent of Facebook visitors and 49.0 percent of Instagram visitors reported that DMO social media content they were exposed to inspired them to visit the destination. These followers who reported being influenced were asked two follow-up questions. The first being how many of the total number of trips they took to the destination were influenced. Facebook visitors reported 2.5 of their total trips were influenced, while the average for Instagram visitors was 2.2.

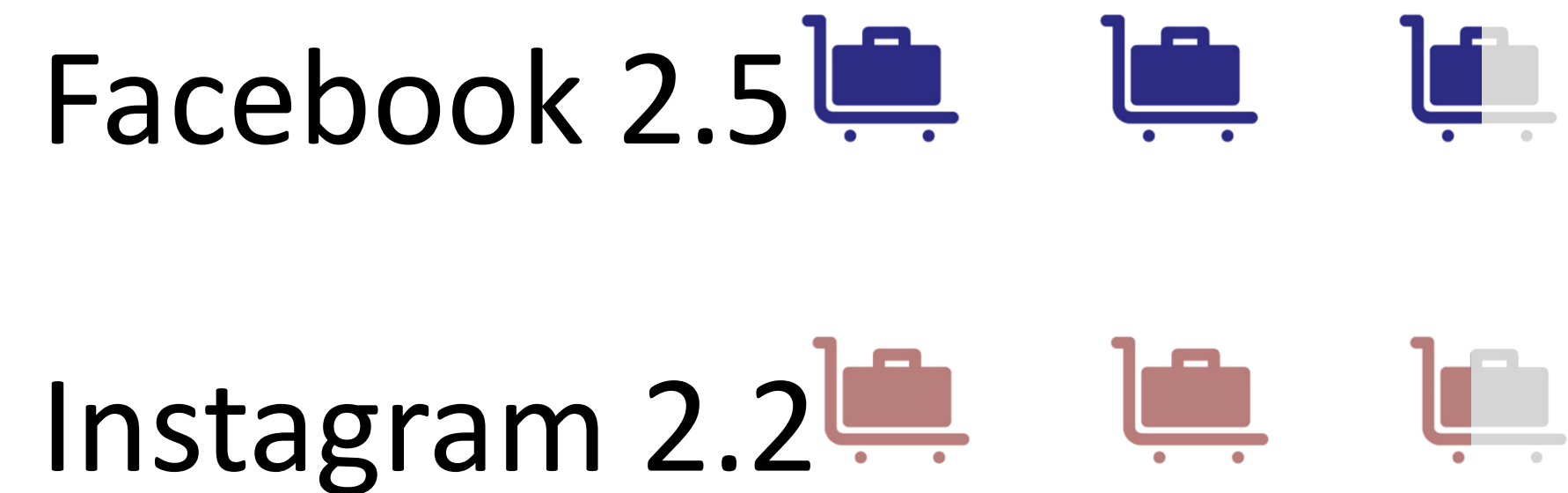
## Influence of Social Media



**Question:** Do you feel that posts by [Destination] on social media sites in any way inspired you to make your decision to take any of these trips to [Destination]?

**Base:** Followers who visited. 6,260 completed surveys.

## Number of Trips Influenced

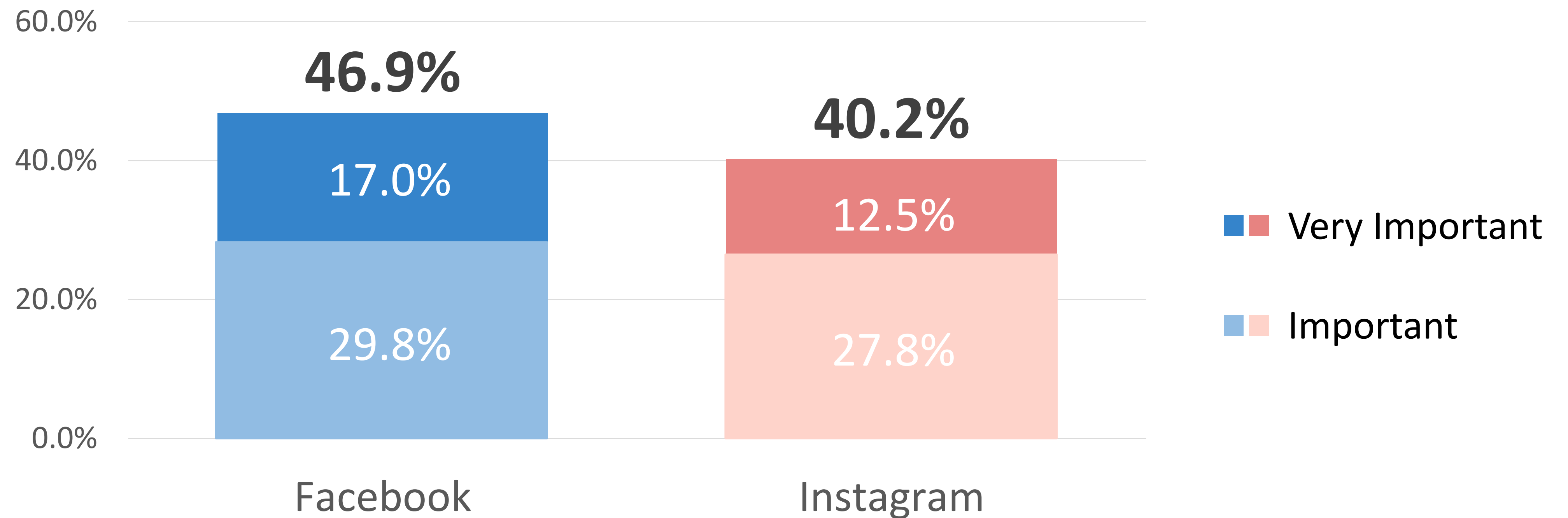


**Question:** How many of your trips to [Destination] were influenced by [Destination]'s posts on social media sites?

**Base:** Followers who reported that social media content influenced their destination decision. 2,817 completed surveys.

# Importance of Social Media on Destination Decision

In the universe of resources that can impact travelers' decisions, DMO social media makes a substantial impact. No travel planning resource exists in a silo and despite its relatively small impact compared to other travel-planning resources, DMO social media marketing is nevertheless an important resource. DMO social media followers who reported being influenced were asked the second follow-up question about how important the DMOs social media content was to their ultimate decision to visit. Followers who reported the DMO social media content to be "Important" or "Very important" to their decision to visit are then identified as incremental visitors to the destination. In other words, their trip would not likely have happened without the substantial influence of the DMO social media content. As an incremental visitor, all spending in-market can be counted toward the total economic impact calculations. In total, 46.9 percent of these Facebook followers and 40.2 percent of Instagram followers reported the DMO social media content had this level of importance.

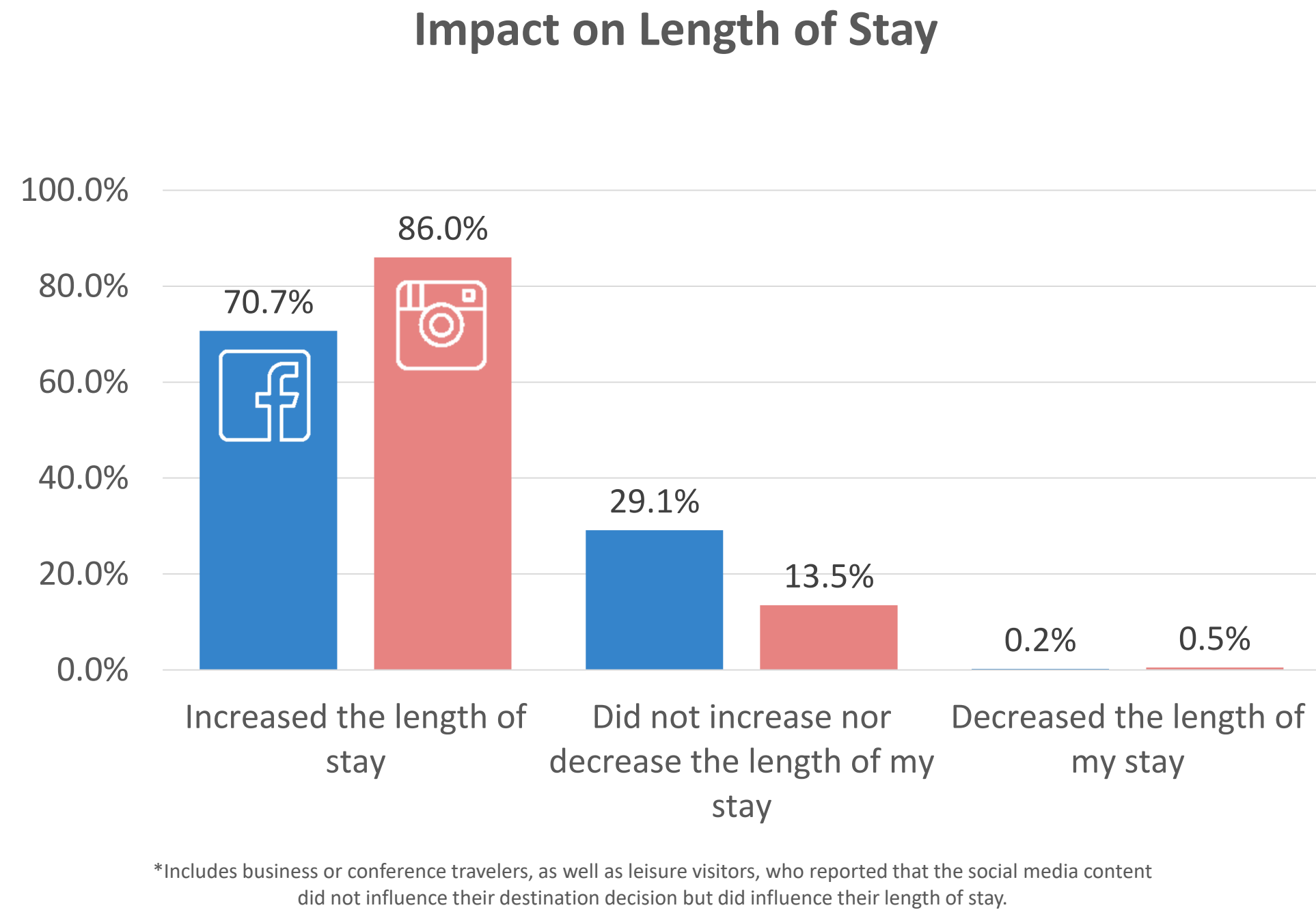


**Question:** How important were posts by [Destination] on social media sites to you in making the decision to take this trip to [Destination]?

**Base:** Followers who reported that social media content influenced their destination decision. 2,817 completed surveys.

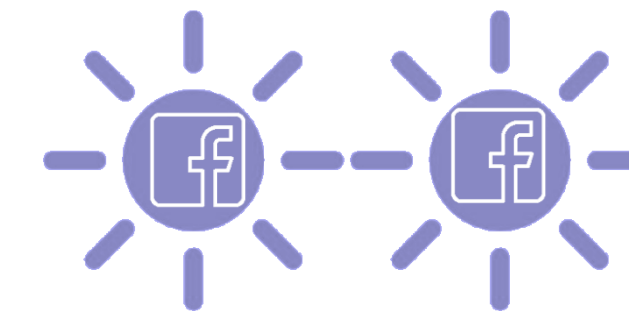
# Impact on Length of Stay

A majority of DMO Facebook followers who stated that the DMO social media content did not have an impact on their trip decision, but did influence the number of days they ultimately spent in the destination, reported that the social media content increased their intended length of stay by an average of 2.0 days (70.7%). A slightly larger proportion (86.0%) of comparable Instagram followers reported a slightly shorter increase of 1.8 days.

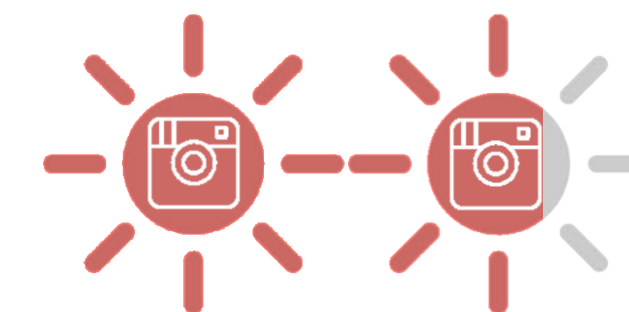


### Average Increase on Length of Stay

2.0 days



1.8 days



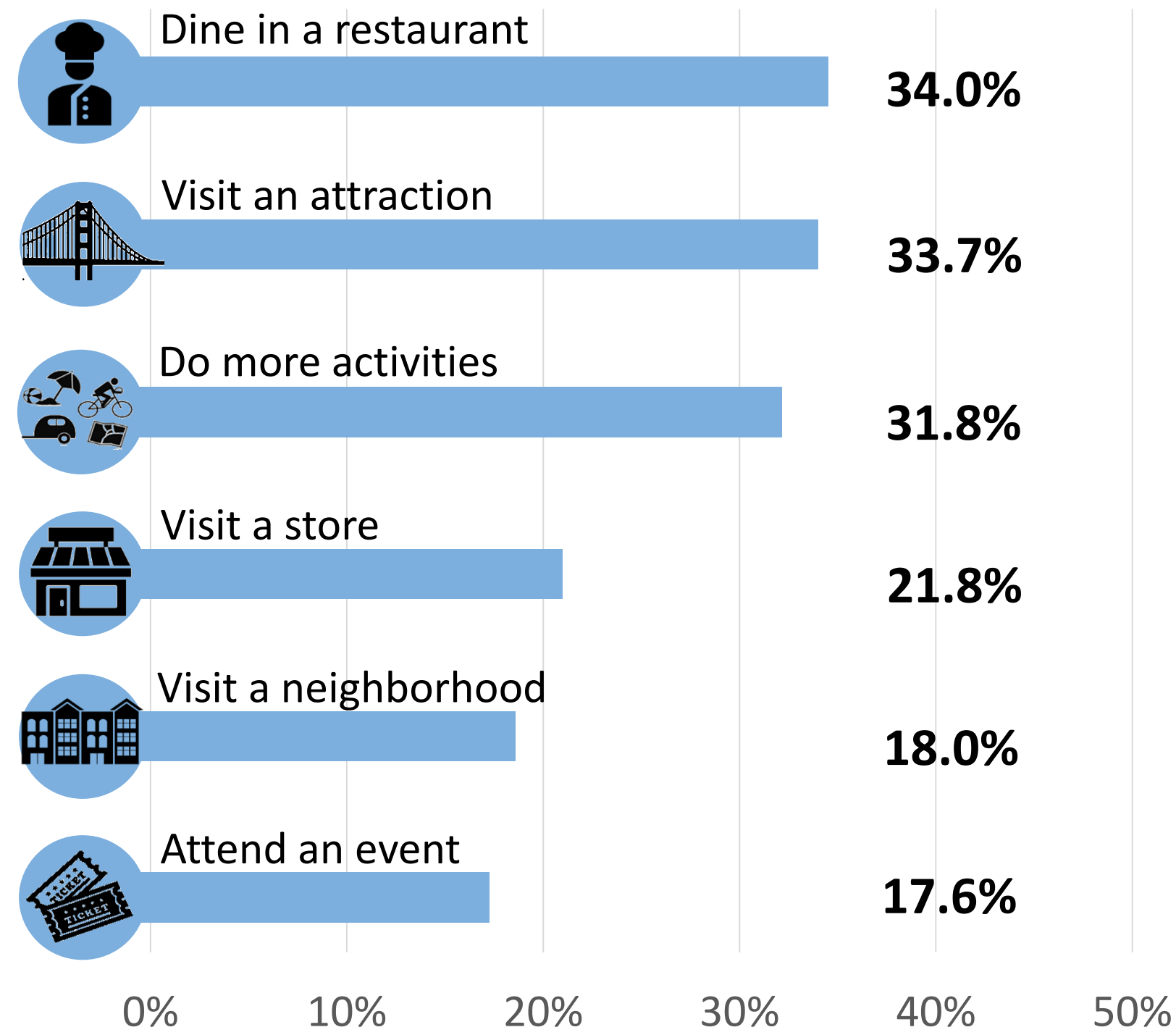
**Question:** Do you feel that posts on [Destination]’s social media sites in any way influenced the number of days you ultimately spent within [Destination] on this trip(s)?

**Base:** Followers who the social media content did not influence their destination decision. 3,458 completed surveys.

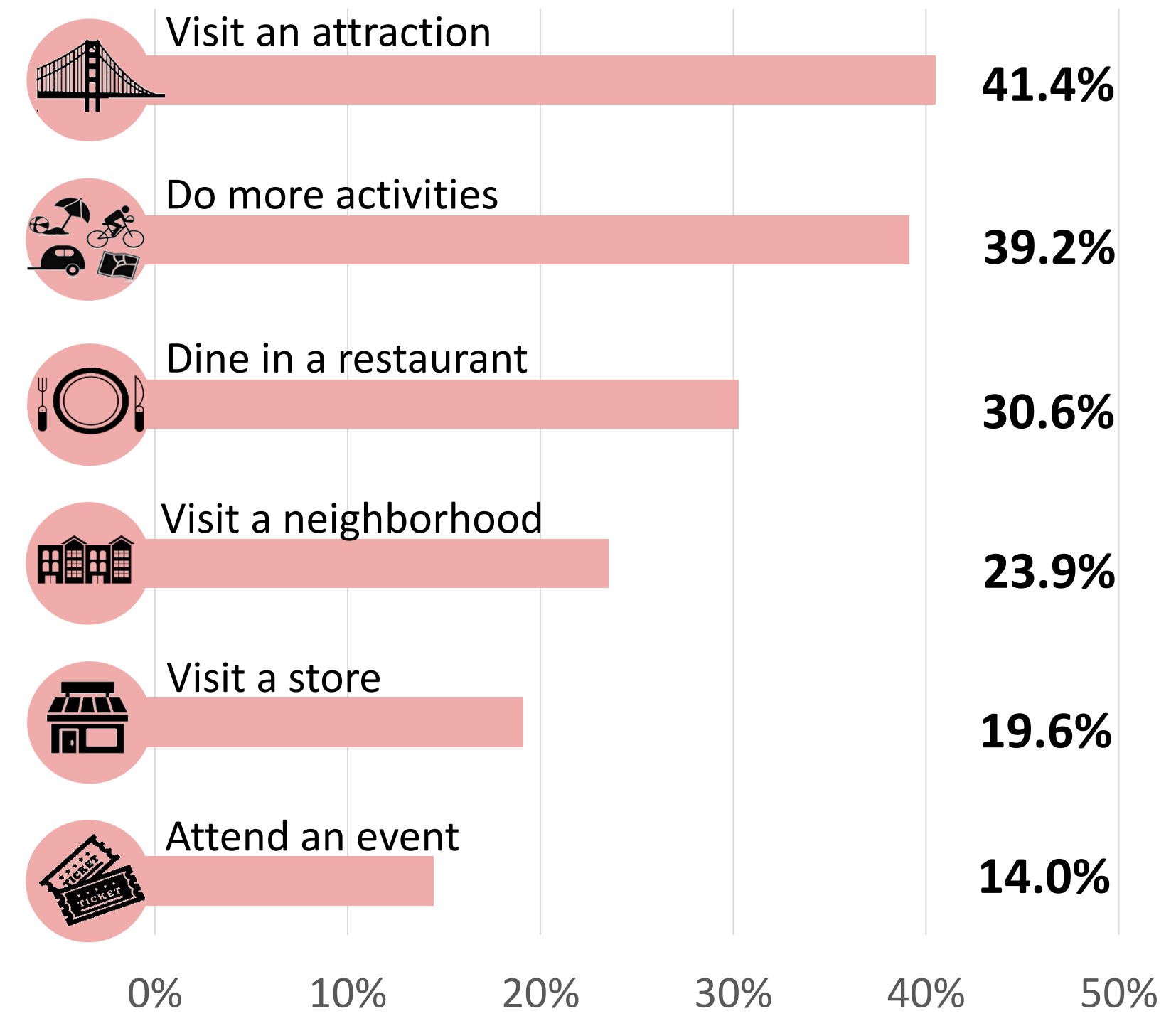
# Other Trip Decisions Influenced

In addition to being an overall driver of incremental visitation to their respective destinations, DMO social media content influences trip decisions made by followers and are generators of increased economic activity by visitors. When DMO social media followers who visited the destination were asked about their trip decisions that may have been influenced, 41.4 percent from Instagram and 33.7 from Facebook said they were motivated to visit a specific attraction featured on the social media platform. Facebook followers were more likely than Instagram followers to be influenced to dine in a specific restaurant featured on the platform (34.0% vs. 30.6%).

## Facebook



## Instagram



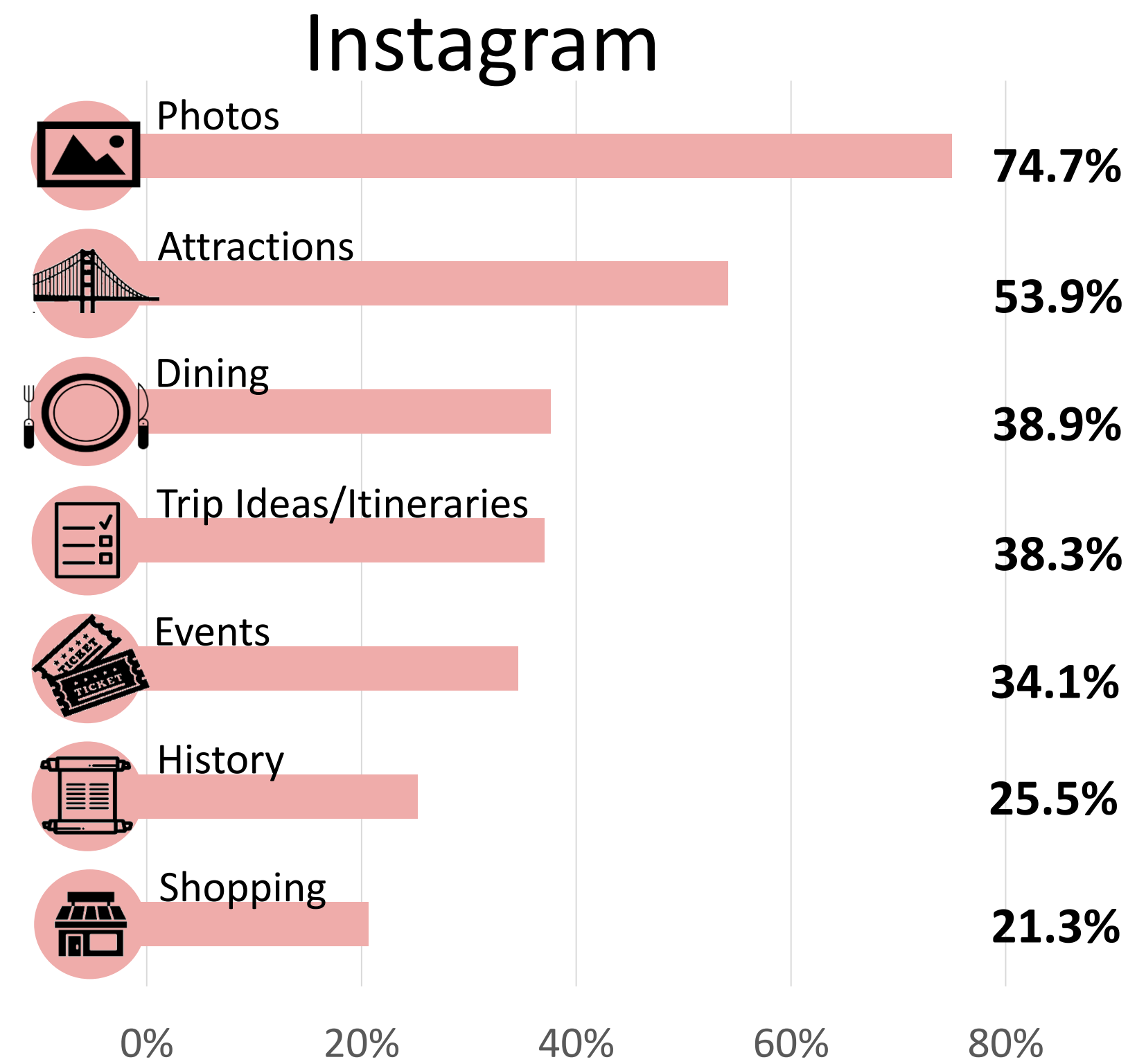
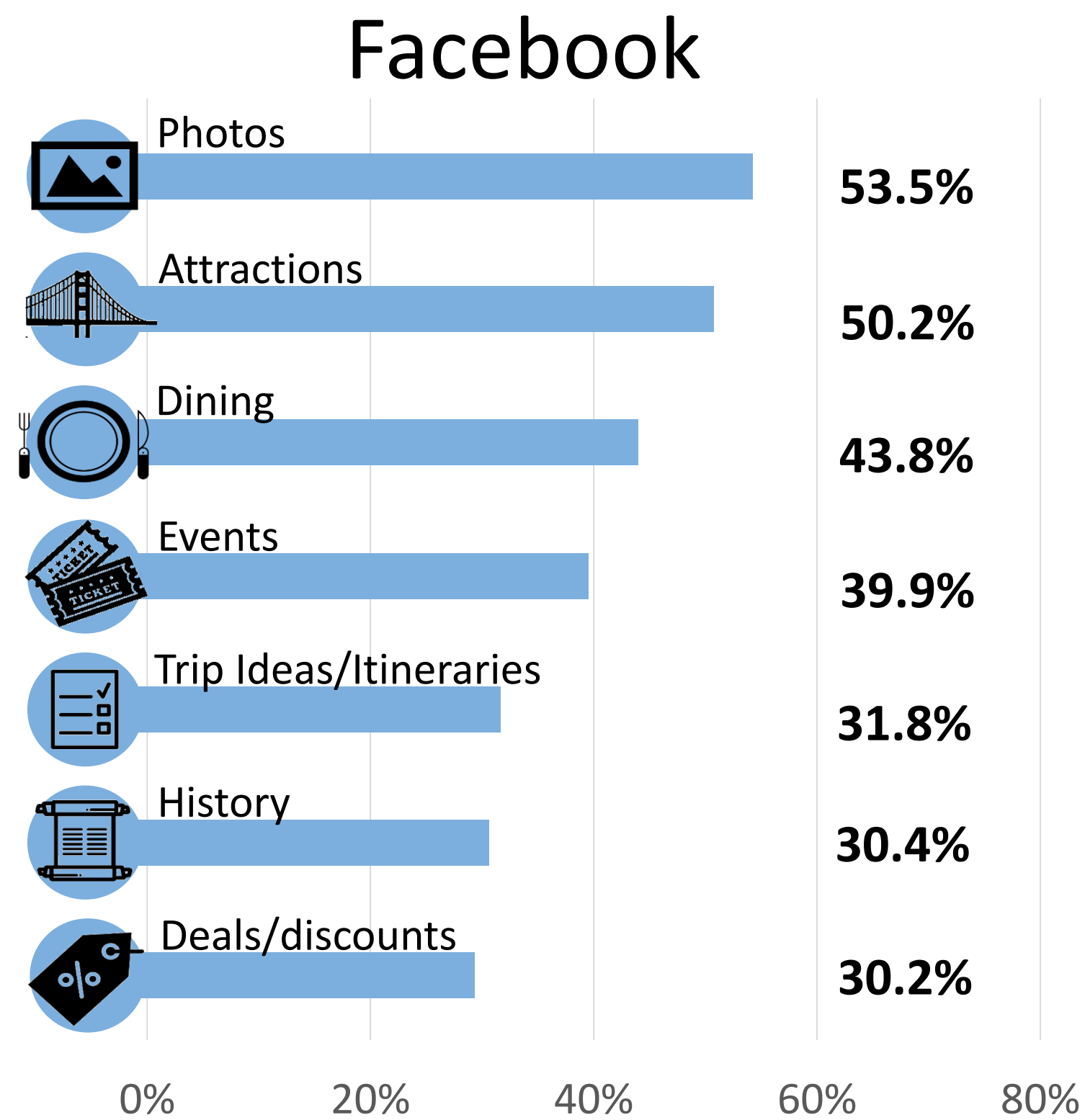
**Question:** Did [Destination]'s posts on social media sites influence you to do any of the following on your trip(s) to [Destination]?

**Base:** Followers who visited. 6,260 completed surveys.



# Most Influential DMO Content

Content featured on DMO social media platforms with beautiful photos and imagery, followed by content related to attractions and dining in the destination were rated the most influential types of content in converting users to visitors and/or in extending a visit to the destination. Social media followers who visited the destination were asked about the specific types of content featured on the platform that were influential. Nearly three quarters from Instagram said photos (74.7%), which is not surprising given the visual nature of the platform. Dining content was more influential on Facebook (43.8%) compared to Instagram (38.9%), aligning with the travel decisions influenced by social media (page 32).

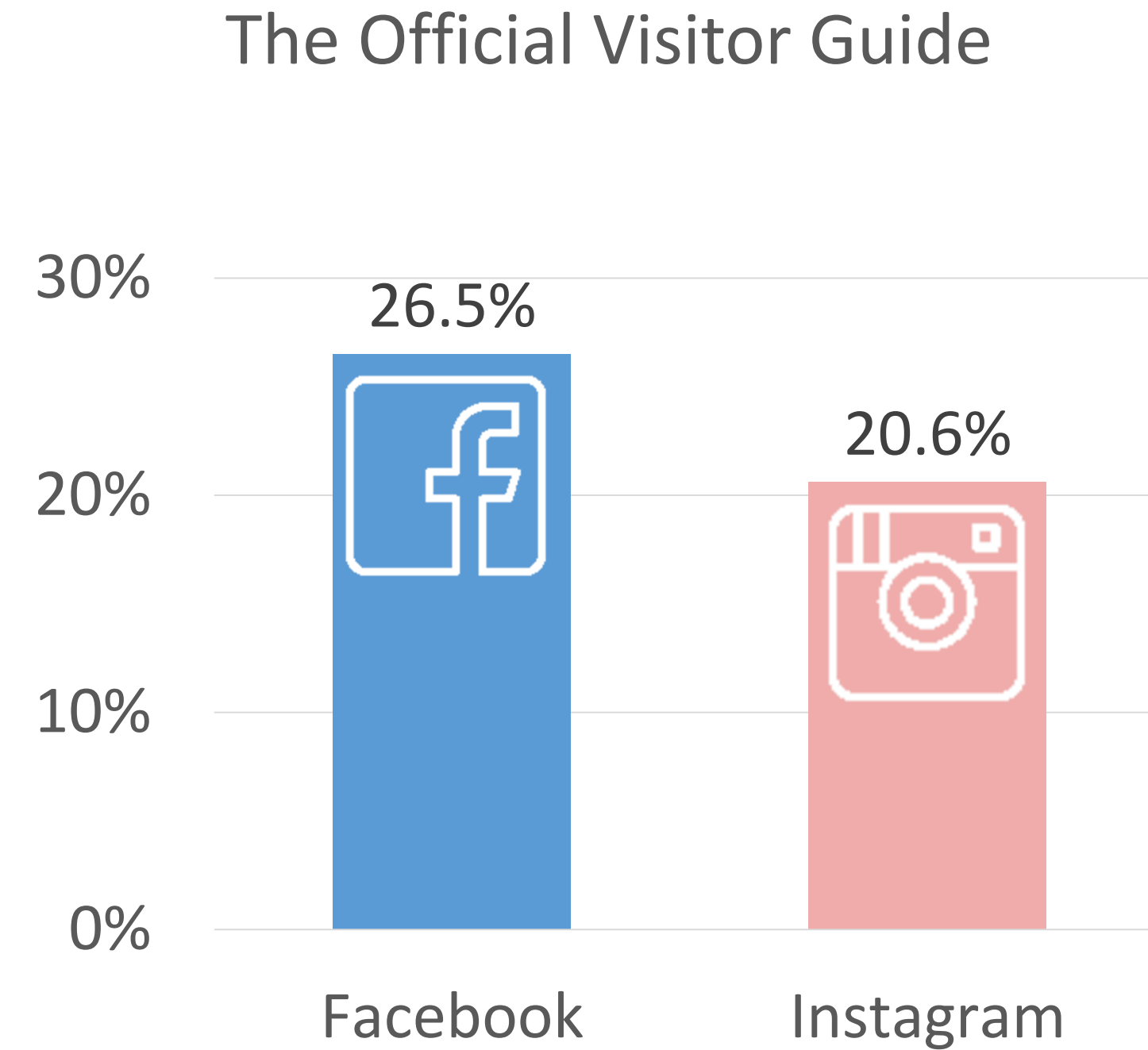
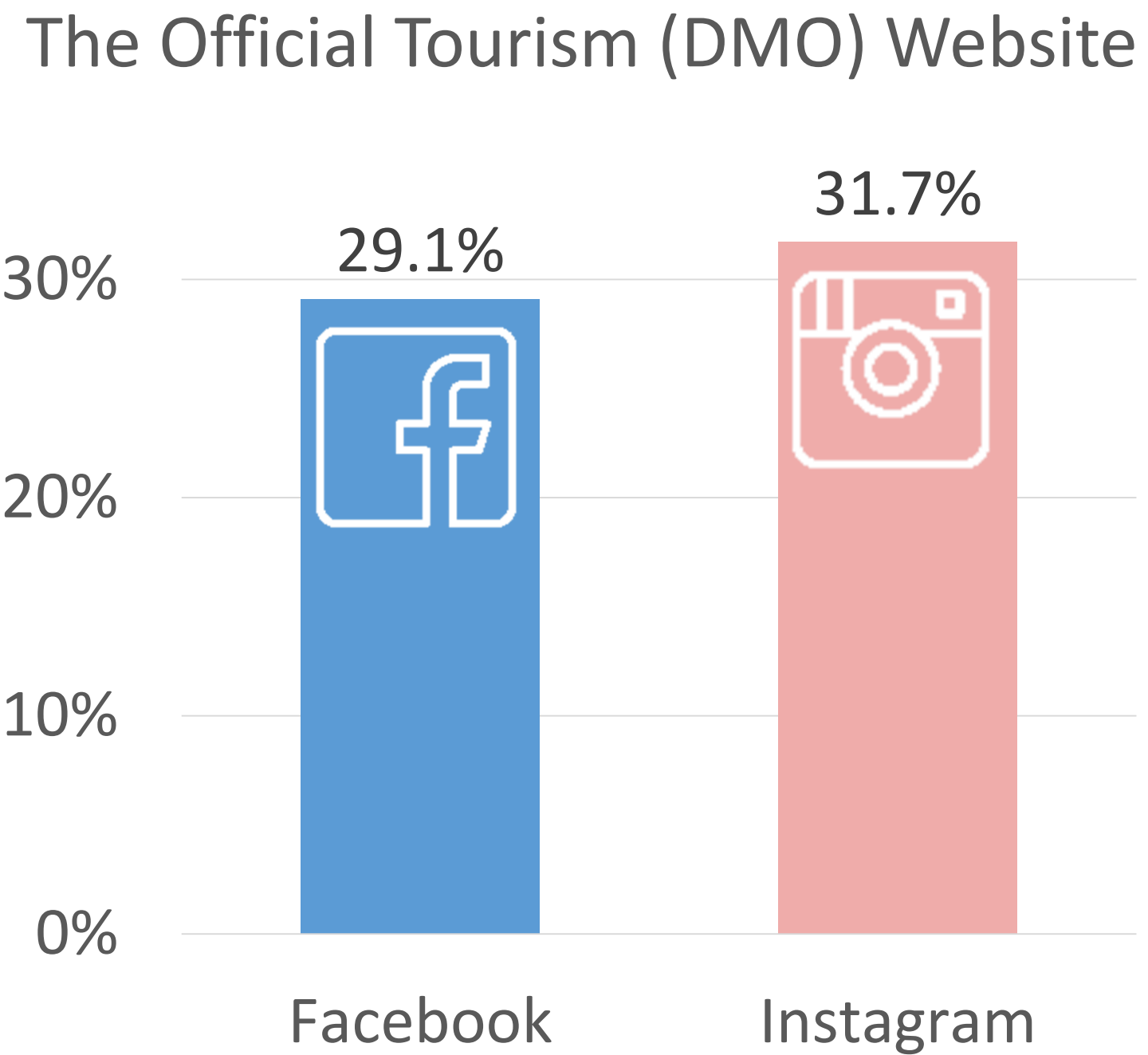


**Question:** Which types of content posted by [Destination] were influential in motivating you to take a trip to [Destination] and/or extending your stay?

**Base:** Followers who visited. 6,260 completed surveys.

# Other Official Resources Used

**DMO social media followers who visited the destination commonly use other marketing assets and resources provided by the DMO in their trip planning process, including the official DMO website and visitor guide.** Instagram followers were more likely than their Facebook counterparts to report using the DMO website (31.7% vs 29.1%) while they were less likely to also use the visitor guide (20.6% vs. 26.5%).



**Question:** Did you use any of the following resources while planning your trip to [Destination]? (Select all that apply)

**Base:** Followers who visited. 6,260 completed surveys.

# ECONOMIC IMPACT MEASURED



# Economic Impact

The profile at right shows a summary of fundamental economic impact findings and descriptive statistics that emerged from this research. These findings are based on a total of 2.1 million DMO social media followers of all 19 participating DMOs between the Summer of 2017 and Summer of 2018.

The calculation of economic impact takes into account a reasonable estimation of the proportion of social media followers that (from no fault of their own) will never be exposed to official DMO social media content. This is one of several measures used to ensure conservatism in the economic impact estimates.

	Facebook	Instagram
Incremental Trips Generated by DMO Social Media Marketing	108,841 Trips	25,747 Trips
Total Visitor Spending on these Incremental Trips	\$65,737,691	\$20,770,900
Additional Trip Days from Trips Extended by all DMO Social Media Marketing	23,786 Days	7,349 Days
Total Visitor Spending on Additional Trip Days	\$5,948,597	\$2,093,549
Total Visitor Spending Economic Impact	\$71,686,196	\$22,864,865
Average Visitor Spending Economic Impact Per DMO Social Media Follower	\$47.85	\$61.39

# Economic Impact

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The key Economic Impact findings of the study are summarized following.

- **Incremental trips generated by the 19 participating DMOs' social media platforms studied:** For all 19 DMOs on Facebook studied, an estimated 108,841 incremental trips were generated for the respective destinations compared to 25,747 incremental trips from Instagram. An incremental trip is one in which the DMO social media follower decided to visit the destination after becoming a follower and was significantly influenced to visit by official DMO content on the social media platform. These are trips to the destination that would not have happened if the destination did not maintain a presence on the social media platform, and thus any visitor spending in the destination on these trips can be counted as part of the marketing program's economic impact. These incremental trips are estimated to have generated \$65,737,691 in new visitor spending in these destinations from Facebook and \$20,770,900 from Instagram.
- **Additional days on trips extended generated by the 19 participating DMOs' social media platforms studied:** A second way DMOs' social media efforts can generate economic value is by inspiring visitors to extend their stays. The research conducted shows that 23,786 new visitor days were generated for the respective destinations from Facebook and 7,349 additional days from Instagram. This is estimated to have resulted in an additional \$5,948,597 in incremental visitor spending in these destinations on those additional visitor days from Facebook and \$2,093,549 from Instagram.
- **Total estimated economic impact of the 19 participating DMOs' social media platforms studied:** The two components discussed above (spending on incremental trips and additional days in-market) comprise the program's economic impact as defined in this study. It is estimated that \$71,686,288 in economic impact was generated for the respective destinations from Facebook and \$22,864,449 from Instagram. Alternatively, every DMO Facebook follower represents an average of \$47.85 in incremental visitor spending in the destination and an average of \$61.39 per Instagram follower.

# Facebook ROI Comparison Matrix

The table below shows how each destination's key Facebook ROI metrics compare to the other DMOs who participated in the DMA West Measuring Visitor Conversion from Social Media Investment cooperative study sponsored by the DMA West Education & Research Foundation. To make these comparisons, the results shown are based on a hypothetical 1,000 Facebook followers.

Destination	Incremental trips	Average length of stay in destination area	Average reported spending per day	Economic impact of incremental trips	Total number of incremental visitor days	Economic impact of trips lengthened	TOTAL ECONOMIC IMPACT	ROI per Facebook follower
Destination A	45	1.8	\$187.33	\$15,547	5	\$1,022	\$16,569	\$16.57
Destination B	31	2.7	\$274.16	\$22,897	31	\$8,524	\$31,420	\$31.42
Destination C	89	3.0	\$266.56	\$70,776	9	\$2,301	\$73,077	\$73.08
Destination D	52	3.1	\$288.21	\$46,679	13	\$3,746	\$50,425	\$50.42
Destination E	59	3.3	\$264.83	\$51,548	32	\$8,376	\$59,924	\$59.92
Destination F	109	2.5	\$272.45	\$75,275	8	\$2,195	\$77,470	\$77.47
Destination G	24	3.0	\$258.86	\$18,721	15	\$3,779	\$22,500	\$22.50
Destination H	63	2.6	\$229.74	\$37,138	19	\$4,419	\$41,557	\$41.56
Destination I	102	2.5	\$236.50	\$61,097	22	\$5,193	\$66,290	\$66.29
Destination J	95	2.8	\$312.14	\$83,990	16	\$4,872	\$88,862	\$88.86
Destination K	42	2.3	\$232.93	\$22,317	26	\$6,032	\$28,349	\$28.35
Destination L	102	2.4	\$277.81	\$68,282	13	\$3,556	\$71,839	\$71.84
Destination M	52	3.2	\$311.49	\$52,463	24	\$7,415	\$59,878	\$59.88
Destination N	32	2.0	\$212.12	\$13,490	11	\$2,361	\$15,851	\$15.85
Destination O	109	2.1	\$285.14	\$64,409	25	\$7,164	\$71,574	\$71.57
Destination P	34	1.8	\$255.11	\$15,752	19	\$4,797	\$20,549	\$20.55
Destination Q	56	1.6	\$175.51	\$15,474	42	\$7,377	\$22,851	\$22.85
Destination R	79	1.7	\$237.11	\$32,318	4	\$1,020	\$33,338	\$33.34
Destination S	118	2.3	\$207.47	\$54,955	9	\$1,844	\$56,799	\$56.80
<b>Average</b>	<b>68</b>	<b>2.5</b>	<b>\$251.87</b>	<b>\$43,323</b>	<b>18</b>	<b>\$4,526</b>	<b>\$47,849</b>	<b>\$47.85</b>

# Instagram ROI Comparison Matrix

The table below shows how each destination's key Instagram ROI metrics compare to the other DMOs who participated in the DMA West Measuring Visitor Conversion from Social Media Investment cooperative study sponsored by the DMA West Education & Research Foundation. To make these comparisons, the results shown are based on a hypothetical 1,000 Instagram followers.

Destination	Incremental trips	Average length of stay in destination area	Average reported spending per day	Economic impact of incremental trips	Total number of incremental visitor days	Economic impact of trips lengthened	TOTAL ECONOMIC IMPACT	ROI per Instagram follower
Destination A	49	3.3	\$228.54	\$37,272	16	\$3,732	\$41,005	\$41.00
Destination B	88	2.6	\$305.36	\$70,472	20	\$6,236	\$76,709	\$76.71
Destination C	45	2.0	\$174.84	\$15,928	12	\$2,109	\$18,037	\$18.04
Destination D	86	2.3	\$329.15	\$64,462	12	\$3,840	\$68,302	\$68.30
Destination E	48	3.2	\$280.80	\$43,224	22	\$6,304	\$49,527	\$49.53
Destination F	106	2.6	\$309.32	\$84,938	15	\$4,729	\$89,667	\$89.67
Destination G	62	2.9	\$327.68	\$57,979	24	\$7,863	\$65,842	\$65.84
Destination H	71	2.6	\$406.66	\$74,647	18	\$7,287	\$81,934	\$81.93
Destination I	86	3.0	\$227.67	\$58,432	13	\$3,035	\$61,467	\$61.47
<b>Average</b>	<b>71</b>	<b>2.7</b>	<b>\$287.78</b>	<b>\$56,373</b>	<b>17</b>	<b>\$5,015</b>	<b>\$61,388</b>	<b>\$61.39</b>

# For More Information



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