

# TARGET MARKETING & AUDIENCE RESEARCH

# Destination Analysts

## CASE STUDY

DO YOUR RESEARCH



### THE CHALLENGE

With a short timeline to execute a marketing campaign, Visit Oakland needed to identify the California markets that represented the highest likelihood to convert to Oakland visitors in 2020. The DMO specifically wanted to identify likely hotel visitors who would generate greater economic impact to the city to aid in recovery.

### THE SOLUTION

To deliver these critical and time-sensitive insights Destination Analysts custom designed and conducted an online survey of California travelers to measure current perceptions and opinions of the Oakland destination brand, awareness of, aspiration levels, and openness to visit Oakland for leisure specifically in the remainder of the 2020 calendar year, and identified the top motivational factors for visiting and staying overnight in an Oakland hotel.

### THE DMO'S SUCCESS

With this valuable data, Destination Analysts created a market prioritization calculation to aid Visit Oakland in determining their advertising budget priorities. Additionally, the DMO was able to utilize this research to craft and customize their messaging by market to more effectively and efficiently inspire visitation and overnight hotel stays in the city.



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