

OOH DRIVES VISITS TO THEME PARK DESTINATION



Campaign Objective:

Increase visitation to a major west coast theme park amongst local and regional consumers through 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.

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