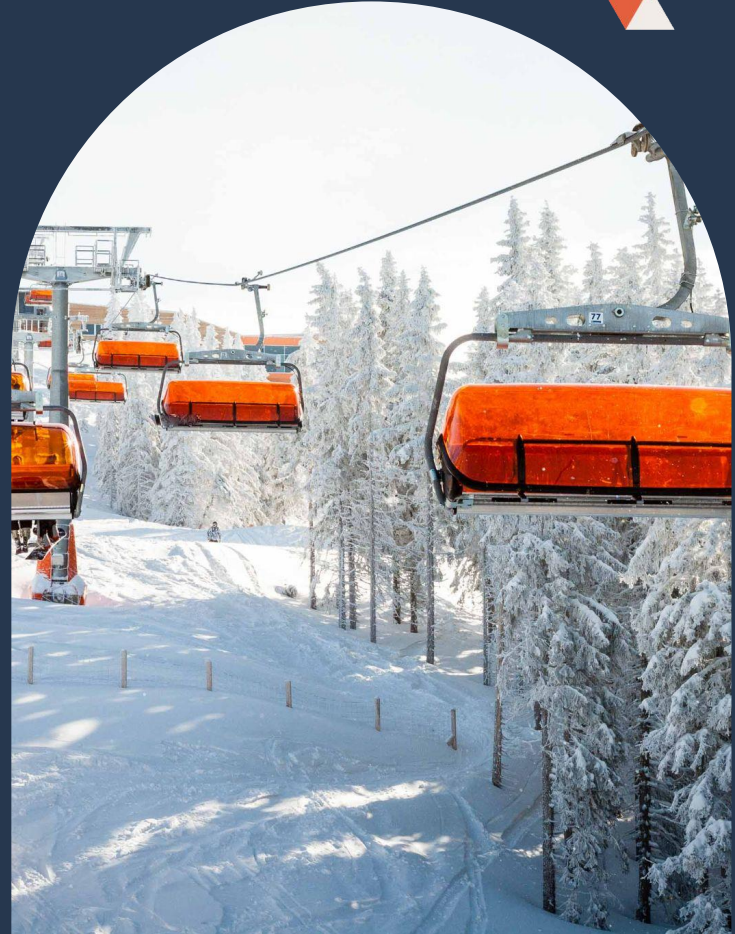# SOJERN

Idaho Conference on Recreation and Tourism

Who We **Are**

Born from travel from day one, Sojern gives destination marketers the tools to reach and inspire the right audiences, increase visitation, and drive measurable economic impact.

SOJERN

Born for Travel. Built for Performance.
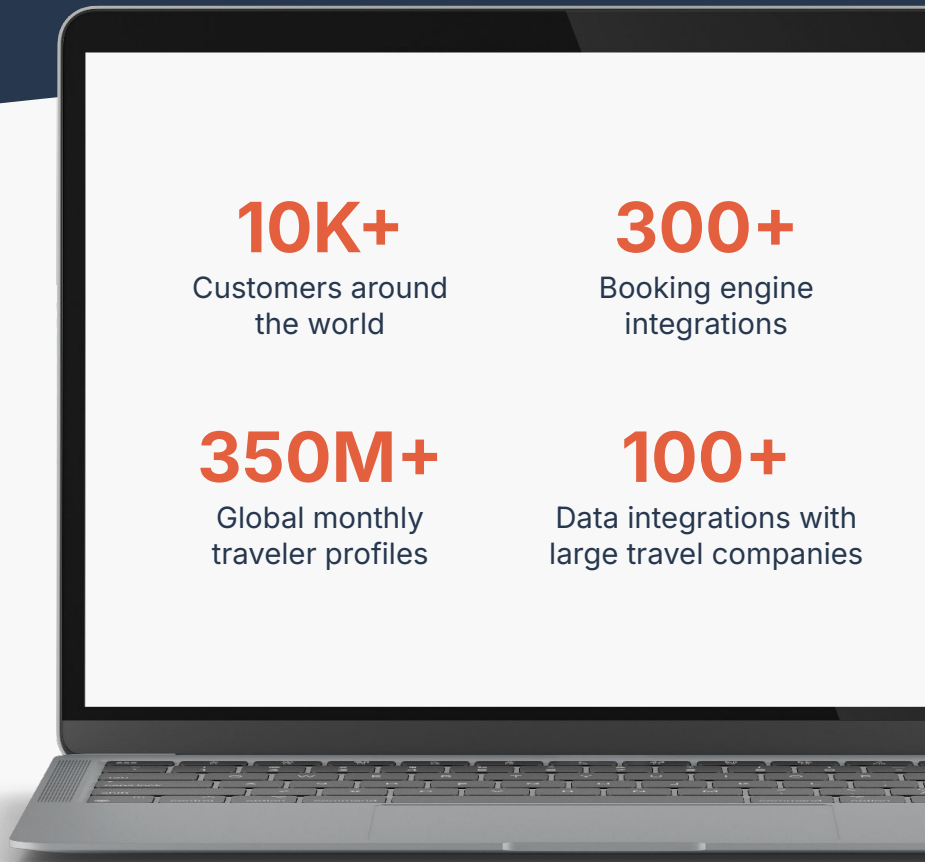
10K+
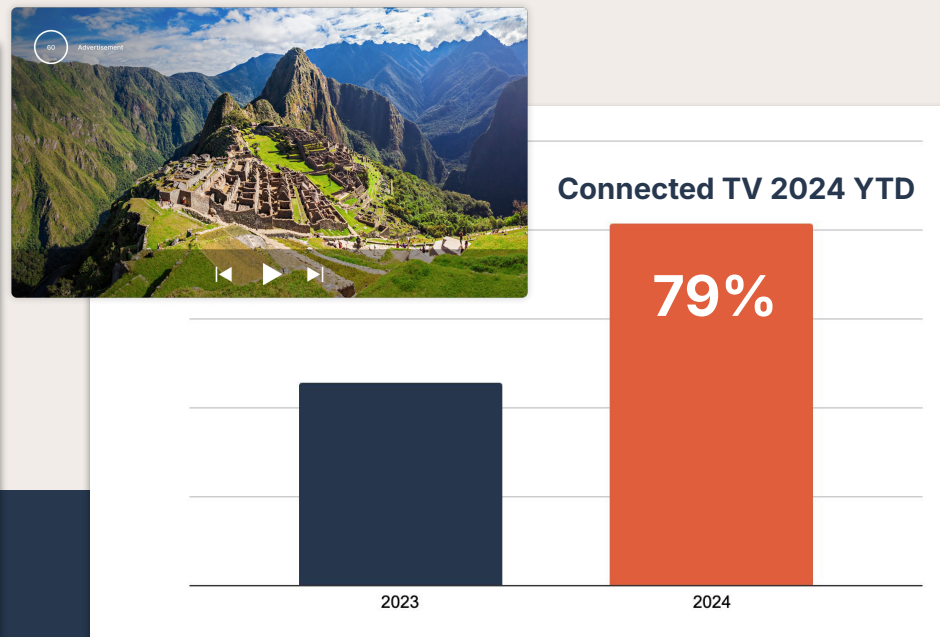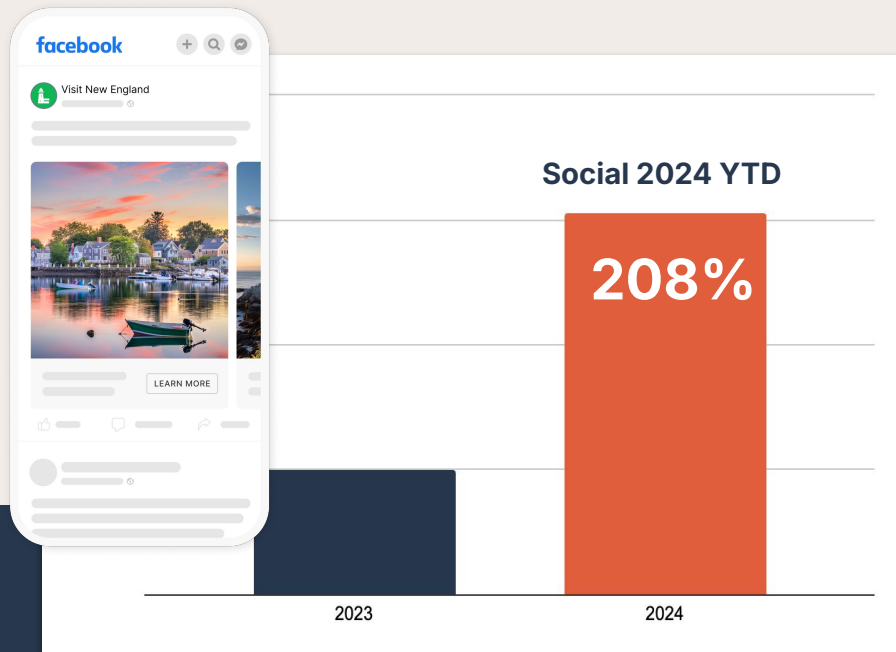Customers around the world

300+
Booking engine integrations

350M+
Global monthly traveler profiles

100+
Data integrations with large travel companies

# Significant Growth YoY: **Social & Connected TV**

Social 2024 YTD

208%

2023 — 2024

Connected TV 2024 YTD

79%

2023 — 2024

NEW! Measure CTV Post-View Destination Searches, Bookings and In-Destination Foot Traffic.

SOJERN

Confidential & Proprietary

Co-Op: Sojern's All-in-One Solution

Activate online multi-channel Co-Op Marketing for your local hotels, attractions & destination

▶ Drive **visitation** to your destination

▶ Serve the budgetary needs of **multiple stakeholders**

▶ **Avoid the headaches** of traditional Co-Op marketing

▶ **Measure** results at every level

SOJERN
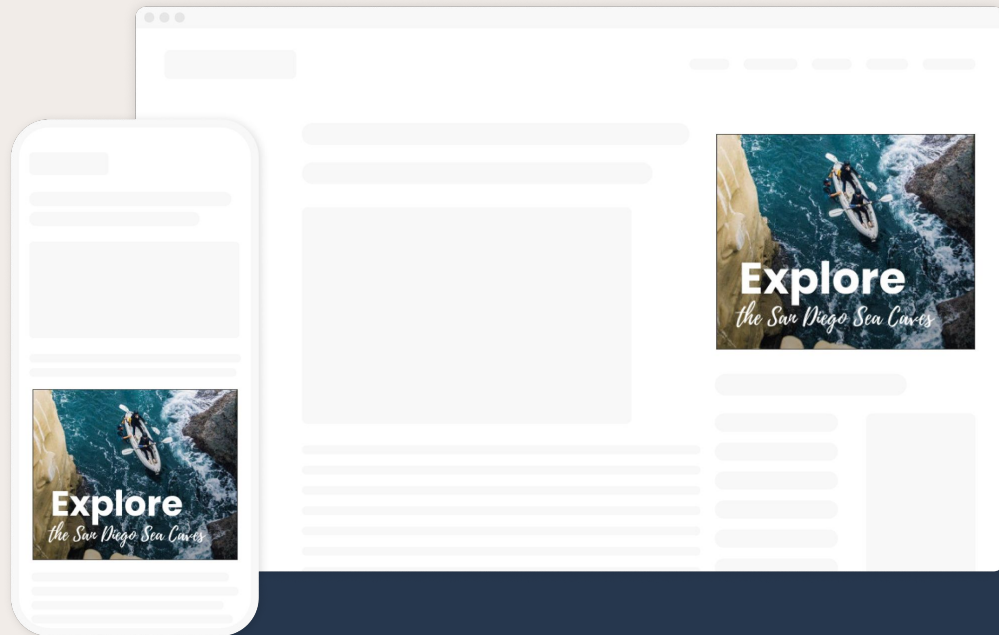
Co-Op Marketing **Built with Flexibility**

Funding
We offer several financial models to meet each DMO's unique needs.

Participants
We partner with DMOs, Hotels, and Attractions of nearly all sizes and budgets

Channels
We offer multiple channels: Display, Native, Video, Facebook & Instagram

Goals
Participants can select campaign KPIs most suitable for them.

Billing
Choose whether you would like to bill one entity or split it up across multiple.

Reporting
Track & measure performance during and after the program.

SOJERN

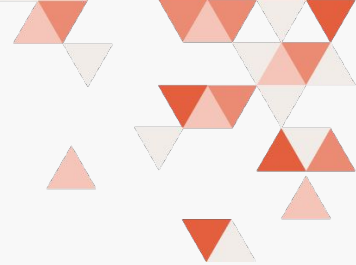# Testing Now: Digital OOH & Audio

SOJERN

Thank You

Ingrid Miller
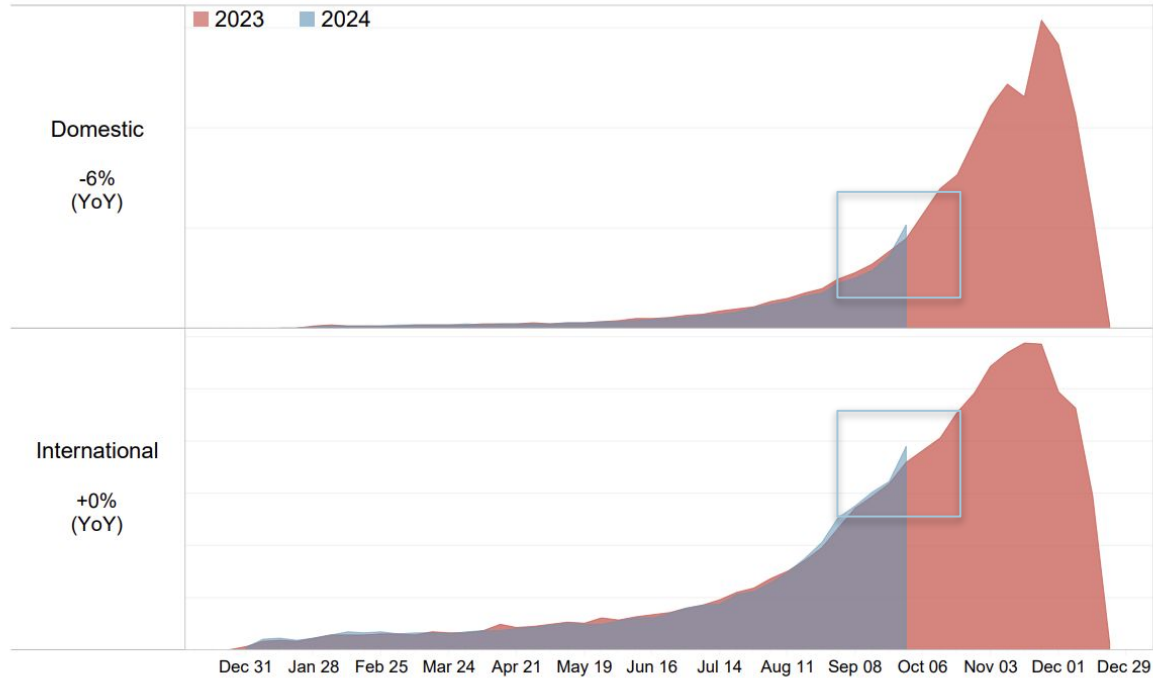
Director, Product Marketing

ingrid.miller@sojern.com

Appendix:
2024 Idaho Travel Trends

Winter Holiday Travel: Flight Bookings by Origin Markets
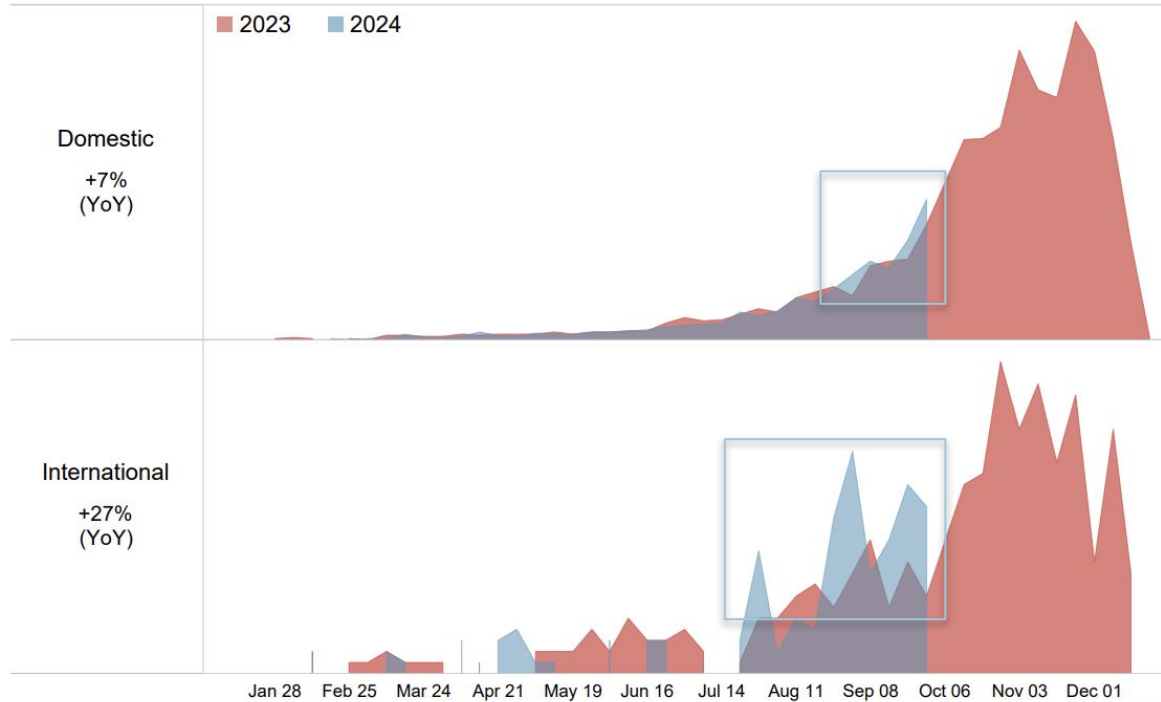Destination: **United States** (Data through Oct 12, 2024)

Winter Holiday Travel: Flight Bookings by Origin Markets
Destination: **Idaho** (Data through Oct 12, 2024)

2023 2024

Domestic
+7%
(YoY)

International
+27%
(YoY)

Jan 28 Feb 25 Mar 24 Apr 21 May 19 Jun 16 Jul 14 Aug 11 Sep 08 Oct 06 Nov 03 Dec 01

76 Days until End of Year

SOJERN

Confidential & Proprietary

Hotel Forecast for December 2024 from CoStar
Destination: Idaho (Forecasted as of Aug 31, 2024)

Market Name	Hotel Class	Average Daily Rate (ADR)			# Room Nights Occupied			Occupancy Rate		
		Dec 2024	% change vs Dec 2023	% change vs Dec 2022	Dec 2024	% change vs Dec 2023	% change vs Dec 2022	Dec 2024	% change vs Dec 2023	% change vs Dec 2022
Idaho	All	$130.20	+8%	+7%	373,386	+4%	+2%	44%	+2%	-2%

Market Name
◼ Idaho

© 2024 Mapbox © OpenStreetMap
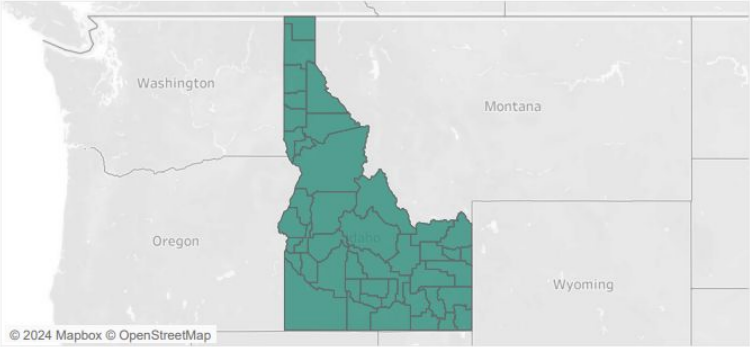
76 Days until End of Year

Top Feeder Markets for Winter Holiday Travel 2024
Destination: **Idaho** (Data through Oct 12, 2024)

Origin Countries - Flight

1	United States	94.1%
2	United Kingdom	0.9%
3	Canada	0.8%
4	Germany	0.7%
5	Mexico	0.6%
6	Japan	0.3%
7	Netherlands	0.2%
8	Spain	0.2%
9	France	0.2%
10	Australia	0.2%

Origin Countries - Hotel

1	United States	94.1%
2	Canada	1.4%
3	Switzerland	0.8%
4	Singapore	0.3%
5	Mexico	0.3%
6	Australia	0.2%
7	Dominican Republic	0.2%
8	United Arab Emirates	0.2%
9	Saudi Arabia	0.2%
10	Japan	0.1%

Origin Metros - Flight

1	Denver, CO	8.9%
2	Los Angeles, CA	8.3%
3	San Francisco-Oakland-San Jose, CA	8.0%
4	Dallas-Ft. Worth, TX	6.2%
5	Phoenix, AZ	3.9%
6	New York, NY	3.3%
7	Washington, DC (Hagerstown, MD)	3.2%
8	Chicago, IL	3.2%
9	Seattle-Tacoma, WA	2.7%
10	Houston, TX	1.8%

Origin Metros - Hotel

1	Seattle-Tacoma, WA	10.0%
2	Los Angeles, CA	9.0%
3	Boise, ID	7.9%
4	Salt Lake City, UT	7.5%
5	San Francisco-Oakland-San Jose, CA	6.8%
6	Portland, OR	4.3%
7	Spokane, WA	3.2%
8	Washington, DC (Hagerstown, MD)	2.9%
9	Phoenix, AZ	2.8%
10	Denver, CO	2.5%

SOJERN

76 Days until End of Year