



AI POWERED TOURISM CAMPAIGN

Wrap-Up Report

OVERVIEW:

The Miami Visitor Center Campaign targeted key audiences through geofencing and Meta ads, resulting in substantial engagement, website interaction, and lead generation. Notably, the campaign utilized Facebook and Instagram, employing a mix of luxury, adventure, and family-oriented content.

KEY WINS:

High-Quality Leads Generation:

- The campaign generated 75 high-quality leads, with Facebook and Instagram contributing to an impressive total of 723 link clicks.
- The highest number of leads came from Facebook, which is indicative of a well-engaged platform audience.

Effective Engagement and Cost Efficiency:

- The total spend was relatively low at \$1,278.47 with a cost per link click of \$1.77 across platforms.
- Facebook outperformed Instagram with a higher click-through rate (CTR) of 2.66% compared to Instagram's 1.83%, indicating a more engaged user base.

High Engagement in Geofencing:

- Dallas, TX, led in both impressions (1,470) and clicks (74), demonstrating strong engagement in this high-traffic area.
- Image retargeting was particularly effective, contributing 221 clicks with a high CTR of 4.35%.

Significant Video Content Engagement:

- Charlotte, NC, showed the highest video completion rate (VCR) of 65.04%, aligning with the strong performance of adventure and culture enthusiast videos, which garnered 1,634 views.
- Family and luxury-themed videos also saw high engagement in other cities, supporting the use of varied content to attract diverse audiences.

DETAILED METRICS ANALYSIS:

Overall Reach and Impressions:

- The campaign reached 28,132 people and made over 50,447 impressions across social platforms, reflecting a broad and effective reach.
- Geo-targeting efforts reached 8,043 unique users, with a total of 16,213 impressions across different video themes.

Cost-Effectiveness:

- Facebook and Instagram's higher CPC of \$2.62 reflects their utility in reaching more affluent or niche audiences, suitable for the luxury and lifestyle segments.

META AD PERFORMANCE:

Leads:

- Total leads generated: 75
- Distribution: Facebook (56), Instagram (19)
- Facebook's lead generation performance indicates a more engaged and responsive audience.

Link Clicks:

- Total link clicks: 456
- The campaign successfully drove 723 website visits, demonstrating strong engagement and interest from users. This metric highlights the effectiveness of the ads in motivating visitors to explore more about Miami-Dade County.

Impressions and Reach:

- Total impressions: 34,234
- Total reach: 20,089
- The extensive reach and high number of impressions highlight effective ad exposure and audience targeting on both platforms.

Post Engagements:

- Total: 1,830
- Higher engagements on Facebook point to more effective interaction with the ads, likely contributing to the higher lead generation numbers on this platform.

Cost Per Link Click (CPLC) and CTR:

- CPLC: Facebook - \$2.20, Instagram - \$3.74
- CTR: Facebook - 2.66%, Instagram - 1.83%
- Despite the higher CPLC on Instagram, the overall cost efficiency on Facebook with a better CTR suggests a more effective ad spend on Facebook.

Total Spend:

- \$1,196.82 with Facebook accounting for \$728.81 and Instagram for \$468.01.

Average CPC for Facebook Ads Over Three Months:

- Stable at \$1.45, indicating consistent expenditure control across different campaign focuses.

Video Engagement:

- Strong performance in 3s video views and watches at 25%, underlining the effectiveness of video content in maintaining viewer attention.

GEOFENCING AD RESULTS:

Clicks, Website Visits, and Landing Page Views:

- Total clicks: 654, leading to 267 website visits.
- Notably, landing page views from geofencing campaigns were not directly mentioned, but the overall 1,085 views indicate significant activity likely influenced by geofenced ads.

Impressions and Reach:

- Total impressions: 16,213 with a reach of 8,043.
- Effective use of geofencing helped achieve significant reach and impressions, indicating well-targeted ads.

Video Views and CTR:

- Total video views: 4,936
- High CTRs, especially Miami Retargeting at 4.35%, show effective engagement and interest generation through video content.

Spending Efficiency:

- Total spend: \$81.65 for geofencing
- The low spend relative to the engagement and clicks demonstrates high cost-efficiency.

SUMMARY:

The Miami Beach Visitor Center campaign, powered by AI-driven insights and geofencing technology, successfully met its objectives of promoting Miami-Dade County as a premier destination. Through targeted Meta ads, geofencing around key locations, and data-driven strategies, the campaign engaged diverse audiences, driving significant reach and conversions.

GOALS & OBJECTIVES

- Increase awareness of Miami-Dade County as a top travel destination.
- Target specific audiences (Luxury Travelers, Adventure Seekers, Families) using AI-driven buyer personas.
- Drive engagement and conversions through targeted digital ads and geofencing.



AI POWERED STRATEGIES

AI-DRIVEN PERSONA DEVELOPMENT

- Data Integration: Visitor data reports were integrated into the AI, allowing for in-depth analysis of demographic, behavioral, and travel patterns.
- Detailed Personas: AI created three personas—Luxury Leisure Traveler, Adventure and Culture Enthusiast, and Family Vacation Planner—based on preferences and behaviors from the data.
- Personalized Targeting: The personas were used to deliver more personalized and relevant content.

CREATIVE & COPY DEVELOPMENT

- Tailored Content: AI insights informed the development of creative and copy, ensuring that messaging, tone, and visuals aligned with each persona's unique preferences.
- Luxury Traveler: High-end shopping, luxury dining experiences.
- Adventure Enthusiast: Cultural festivals, outdoor adventures.
- Family Planner: Family-friendly attractions, educational activities.

GEOTARGETING & LOCATION SELECTION

- Popular Tourist Locations: AI used integrated visitor data to identify high-traffic tourist locations (e.g., airports in New York) for geofencing.
- Lookalike Audiences: AI further refined targeting by building lookalike audiences, reaching users with similar behaviors to those already engaging with our ads.

CAMPAIGN OVERVIEW

The primary goal was to enhance visibility for Miami-Dade County and increase engagement with targeted tourist personas.

Leveraging AI tools for persona development and geofencing strategies around major travel hubs and competitor cities, the campaign used personalized ads across Meta and mobile devices to capture attention and drive engagement.



LUXURY LEISURE TRAVELER

Sophisticated Samantha, aged 35-54, is a high-income traveler from major cities like New York, London, and Paris. She seeks premium experiences, luxury accommodations, and relaxation, with interests in high-end shopping, dining, and exclusive events. Ads targeted her with upscale experiences in South Beach and Mid Beach.



ADVENTURE & CULTURE ENTHUSIAST

Explorer Ethan, a young male traveler aged 18-34 from cities like San Francisco and Chicago, values adventure and cultural immersion. His interests include outdoor activities, cultural festivals, and nightlife, with preferences for staying in areas like Downtown and South Miami. The campaign focused on Miami's cultural events and vibrant outdoor activities to engage this persona.



FAMILY VACATION PLANNER

Family-focused Fiona, aged 35-54, is a parent planning educational and enjoyable vacations for her family, often traveling from places like Miami and Toronto. She seeks spacious, family-friendly accommodations in areas like North Beach, with a focus on child-friendly attractions. Ads highlighted safety, family discounts, and engaging activities for the whole family.

LUXURY LEISURE TRAVELER

CREATIVE ASSETS



The video content for this persona was crafted to evoke a sense of luxury and exclusivity. Using AI insights and travel data, it highlighted top-tier Miami destinations—South Beach, luxury resorts, and premier shopping districts—showcasing experiences that align with the traveler's desires for refinement and relaxation. Each scene was tailored to capture Miami's upscale ambiance, with a focus on personalized luxury.

LUXURY LEISURE TRAVELER

CREATIVE ASSETS



The static imagery for the Luxury Leisure Traveler was designed to visually convey Miami's high-end lifestyle. AI-guided creative choices emphasized elegant visuals of luxury hotels, spa treatments and high-end shopping, providing a compelling snapshot of the city's most exclusive offerings. The images were produced in a variety of sizes to optimize performance across platforms, ensuring seamless integration on social media, geofencing, and display ads.

ADVENTURE & CULTURE ENTHUSIAST

CREATIVE ASSETS



The video showcases Miami's vibrant culture and adventurous side, highlighting diversity, outdoor excursions, and nightlife hotspots. AI insights and travel data were used to pinpoint experiences and visuals that would appeal to thrill-seeking, culture-immersed travelers.

ADVENTURE & CULTURE ENTHUSIAST

CREATIVE ASSETS



Imagery created for the Adventure & Culture Enthusiast focused on the more vibrant and lively aspects of Miami. From colorful murals to wildlife and outdoor adventure, the visuals were crafted to attract adventure-seekers and culture enthusiasts. Images were produced in various sizes to be effective across multiple ad placements, ensuring the campaign maintained its visual appeal and messaging consistency across social media, display ads, and geofencing.

FAMILY VACATION PLANNER

CREATIVE ASSETS



The video content for this persona showcases Miami's family-friendly attractions, including the Miami Children's Museum, Zoo Miami, South Beach and botanical gardens. Using AI-driven insights, the video highlights the appeal of these destinations, featuring visuals of families enjoying interactive exhibits, exploring wildlife, playing on safe beaches, and strolling through scenic gardens. The content aims to evoke a sense of family fun, safety, and connection, making Miami an ideal vacation spot for parents and kids alike.

FAMILY VACATION PLANNER

CREATIVE ASSETS



Imagery tailored to this persona reflects themes of family fun, exploration, and excitement. AI insights were used to create visuals that resonate with parents planning trips centered around bonding and discovery, conveying the energetic and welcoming spirit of Miami. The images were produced in various sizes to be effectively distributed across social media, display ads, and geofencing placements.

PLAN-IT LANDING PAGE OVERVIEW

The landing page, miamibeachvisitorcenter.com/plan-it/, was designed to be a one-stop resource for visitors planning their trip to Miami-Dade County, focusing on lead capture through engaging content and a user-friendly design.

Persona-Specific Content:

- Sections tailored to luxury travelers, adventure enthusiasts, and family planners, with vibrant visuals showcasing Miami's lifestyle and attractions based on their preferences.

Engaging and Informative Content:

- Customized messaging inspires visitors to explore Miami's offerings, with a clean layout for quick navigation to trip-planning and booking information.

Lead Capture & CTAs:

- An easy-to-use form collects visitor details, and prominent CTAs like "Book Your Escape" and "Plan Your Miami Vacation" were added to encourage lead submissions.

EXPLORE Miami-Dade
Start planning your perfect getaway!

Name

Email

Phone

How may we assist you?

☒ I agree to receive commercial information from Miami Beach Chamber of Commerce*

☐ I'm not a robot

PLAN MY ADVENTURE

Discover Miami's Wonders

Step into the vibrant life of Miami, where every day brings new adventures in exquisite dining, high-end shopping and cultural exploration. Miami offers a seamless blend of leisure and excitement, ideal for those looking to indulge in a world-class travel experience.

Diverse Attractions
Explore Miami's rich tapestry of cultural, recreational and luxurious experiences tailored for every visitor.

Ultimate Comfort
Relax in style with access to top-tier accommodations and serene beachfronts for the perfect getaway.

Adventure Ready
Dive into adventure with Miami's endless outdoor activities, from water sports to eco-tours.

Family Fun
Create lasting memories with family-friendly activities that entertain and educate, all in one place.

Luxury Awaits Miami

DISCOVER MIAM

Experience the Best of Miami

Enter a world of refined relaxation and vibrant exploration. Miami's diverse offerings ensure every visitor finds their ideal vacation, whether it's in serene resorts or bustling city tours. In Miami, every day is an opportunity to explore, relax and indulge. From luxury shopping on Lincoln Road and gourmet dining in exclusive restaurants to family excursions in interactive museums and cultural discoveries in historic neighborhoods, create memories in a city that offers it all.

BOOK YOUR ESCAPE

Miami Adventures Await

Embark on a journey to Miami and experience a city bursting with life and luxury. From exclusive shopping avenues to lively cultural festivals and serene beach days, Miami offers a dynamic vacation experience that caters to all tastes. Book your trip now and see why Miami is a world-renowned destination.

DISCOVER MIAMI

MIAMI BEACH
VISITOR AND CONVENTION AUTHORITY

MIAMI BEACH CHAMBER OF COMMERCE

MIAMI-DADE COUNTY

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS

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Enjoy a Trip of a Lifetime.

PLAN YOUR MIAMI VACATION



KEY PERFORMANCE HIGHLIGHTS

**75
LEADS**

The campaign generated 75 qualified leads, effectively converting engaged users into potential customers, showcasing the success of targeting and retargeting strategies.

**28,132
PEOPLE
REACHED**

With a total reach of 28,132, the campaign successfully extended its visibility to a broad and relevant audience, increasing awareness of Miami-Dade County as a travel destination.

**723
WEBSITE
VISITS**


The campaign successfully drove 723 website visits, demonstrating strong engagement and interest from users. This metric highlights the effectiveness of the ads in motivating visitors to explore more about Miami-Dade County.

META AD RESULTS

	Facebook	Instagram	Total
Leads	56	19	75
Link Clicks	331	125	456
Impressions	24,189	10,045	34,234
Post Engagements	1,285	545	1,830
Reach	13,914	6,175	20,089
Cost Per Link Click (Benchmark: \$1.72)	1,865	2,167	4,032
CTR (Benchmark: FB 0.72% IG: 0.22%)	\$2.20	\$3.74	\$2.62
Total Spend	\$728.81	\$468.01	\$1196.82




TOP PERFORMING ADS



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SCAN ME



LUXURY
Awaits in **MIAMI**

 **CONTACT US**

Start planning your unforgettable trip today!

miamibeachvisitorcenter.com/plan-it



Visit Miami Beach

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Redefine elegance in Miami, a destination that rivals New York, London and Paris. From chic boutiques and unique artistic

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SCAN ME



LUXURY

Awaits in

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<https://www.miamibeachvisitorscenter.com/plan-it>

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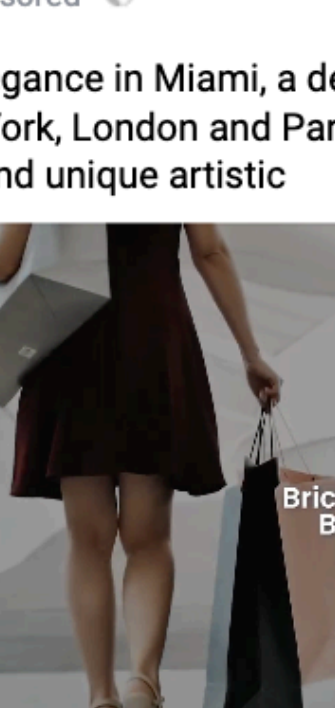
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Bal Harbour Shops


<https://www.miamibeachvisito...>
**Experience Ultimate Luxury
in Miami**


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KEY TAKEAWAYS

Luxury Image Ads Excel:

Ads targeting the luxury persona performed best, with the Facebook luxury image achieving the highest reach (10,603) and most conversions (46), and the Instagram luxury image delivering a strong CTR (2.87%) and 19 conversions. These ads drove significant engagement at an efficient cost per result.

Luxury Video Engagement:

The luxury video had a high CTR (4.52%), showing strong engagement, though with fewer conversions (3), demonstrating the appeal of video content to luxury audiences.

Family Video Success:

The family video delivered 4 conversions with a solid CTR (3.71%) and cost per result (\$12.47), making it one of the top-performing video ads.



GEOFENCING AD RESULTS

	Miami Images All	Adventure and Culture Enthusiast Video	Family Vacation Planner Video	Luxury Leisure Traveler Video	Miami Retargeting	Total
Clicks	317	40	33	43	221	654
Website Visits	132	10	8	7	110	267
Impressions	5,593	1,853	1,837	1,844	5,086	16,213
Reach	3,813	1,023	1,019	1,010	1,178	8,043
Video Views	N/A	1,634	1,653	1,649	N/A	4,936
CTR	5.67%	2.16%	1.80%	2.33%	4.35%	4.04%
Total Spend	\$19.58	\$14.82	\$14.70	\$14.75	\$17.80	\$81.65





TOP PERFORMING LOCATIONS

01

Dallas, Texas

- Impressions: 1,470
- Clicks: 74
- VCR: 43.7%

02

Charlotte, North Carolina

- Impressions: 1,395
- Clicks: 35
- VCR: 65.04%

03

Denver, Colorado

- Impressions: 1,169
- Clicks: 51
- VCR: 42.95%

04

Jacksonville, Florida

- Impressions: 646
- Clicks: 26
- VCR: 45.81%

05

Philadelphia, Pennsylvania

- Impressions: 365
- Clicks: 15
- VCR: 43.66%

TOP PERFORMING ADS



Start planning your unforgettable trip today!

miamibeachvisitorcenter.com/plan-it



Start planning your unforgettable trip today!

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Start planning your unforgettable trip today!

miamibeachvisitorcenter.com/plan-it

KEY TAKEAWAYS

- Dallas, TX led in both impressions (1,470) and clicks (74), showing strong engagement. When combined with Miami Retargeting, which garnered 221 clicks and a CTR of 4.35%, it's clear that targeted geofencing effectively captured user attention in high-traffic areas like Dallas.
- Charlotte, NC stood out with the highest VCR (65.04%), indicating that users in this location were more likely to engage with and complete video ads. This complements the strong video engagement seen in the Adventure and Culture Enthusiast campaign, which had 1,634 video views.
- Denver, CO balanced strong click numbers (51) with a solid VCR of 42.95%, closely aligning with the Family Vacation Planner Video performance, which had 1,653 video views and demonstrated consistent audience engagement across video formats.
- Jacksonville, FL delivered both a high VCR of 45.81% and steady click performance (26), complementing the broader campaign's 4.04% CTR. This indicates that locations like Jacksonville benefited from well-placed, high-engagement content.
- Philadelphia, PA saw lower overall impressions (365) but maintained strong engagement with a VCR of 43.66%, aligning with the Luxury Leisure Traveler Video performance, which had 1,649 video views and strong interaction from high-end travelers.

These results demonstrate that combining geofencing with targeted personas—such as luxury and adventure seekers—delivered strong engagement and click-through rates, particularly in high-traffic cities like Dallas and Charlotte.



CONCLUSION

The AI-powered Miami Beach Visitor Center campaign successfully achieved its primary objectives, leveraging AI insights, targeted Meta ads, and geofencing strategies to promote Miami-Dade County as a premier travel destination. The Luxury Persona emerged as the top-performing segment, with both image and video ads driving high engagement and conversions. Geofencing in high-traffic locations such as Dallas and Charlotte also contributed significantly to the campaign's overall success, particularly through high video completion rates and click-through engagement. The combination of AI, Meta ads, and geofencing allowed for precise targeting and personalization, leading to a total reach of 28,132 people, 75 leads, and 723 website visits. The campaign demonstrated that AI can optimize both creative development and audience targeting, maximizing the effectiveness of each ad placement.

