Tourism Delivered: 
An Economic Impact 
Case Study 

How a machine-powered trip planner converted interested travelers into visitors on the ground
The Problem

NTOs and DMOs struggle to determine if their digital campaigns result in tourist conversions. When unable to measure conversion, they also cannot measure the value of their campaigns.

The Solution

Inspirock was able to help Brand USA determine—through user actions such as accessing their plan from one of the plan's destinations during the plan dates—which trip planner users converted into tourists. Combining conversion with statistics on the average value of a trip, Brand USA was able to measure the value of tourism its trip planner delivered.
$13.5 Million of Tourism Delivered via Trip Planner

18,129
Trips planned during 2018 on the Brand USA trip planner

16.7 days
Average length of trip

$13,480,750
Value of tourism delivered

112
Number of countries where travelers came from
Contact Us

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partners@inspirock.com

partners.inspirock.com