

Belize

Campaign Aim:

Promote Belize as a premier adventure tourism destination through rich content delivered across print and digital channels

Wanderlust Delivered

- Sponsorship of the 'World's Best Bird Watching Experiences' supplement
- 12-page mini guide supplement to Belize
- 'Exploring Belize' reader event at the Royal Geographical Society
- Additional 7 articles of content added to a content hub
- Interactive microsite quiz and competition enabling profiling of consumers



Results

- Distributed 40,000 copies of the Belize supplement in *Wanderlust*
- Distributed 40,000 copies of the Bird Watching supplement in *Wanderlust* and at relevant consumer events
- Attracted 85 readers to the reader event, with a tour operator taking 20+ bookings on the night
- Delivered 140,600 page views and 31,650 users, who spent an average of 5 minutes on page
- Competition received 6,417 entries with 3,647 opt-ins (58% opt-in ratio)
- 7 articles were featured in 25 e-newsletters, acquiring 195,000 opens and 6,400 clicks
- Competition featured in 29 e-newsletters, acquiring 156,500 opens and 4,500 clicks



Our campaign with *Wanderlust* exceeded all expectations (212% of proposed target engagement). We were incredibly pleased with the results and will continue to work with *Wanderlust* on other campaigns.

Tanja Warwick, Brighter Group (on behalf of the Belize Tourism Board)

Costa Rica

Campaign Aim:

Campaign to showcase Costa Rica's diversity, culture and wildlife



Wanderlust Delivered

Sponsorship of Travel Photo of the Year competition, including:

- 2 full editorial features (8+ pages); one on the destination and one on the winners' trip
- 5 DPS adverts for Travel Photo of the Year competition
- Branding at Destinations Manchester and Destinations London photo galleries
- Online content hub of 6 articles, linked to Travel Photo of the Year competition
- Continuous social media and e-newsletter promotion
- Display adverts on wanderlust.co.uk

Results

- Travel Photo of the Year competition had 4,800 entries
- People's vote for Travel Photo of the Year – 3,970 votes cast
- Destinations Travel Show London had 50,093 attendees at event
- Magazine content seen by a readership of 86,000
- Online content delivered 136,505 page impressions, 96,785 unique visitors
- Social media promotion gained 55,000 impressions and 2,810 engagements
- 85,547 e-newsletter opens
- Display ads: 999,600 impressions and 5,500 click-throughs
- Total exposure: 335,505 engagements at 9p per engagement



The exposure we received from the *Wanderlust* Photo of the Year competition was far-reaching and long-lasting. It was a really exciting project to be part of and helped to shine a light on Costa Rica's incredible diversity, wildlife and 'Pura Vida' culture. *Lesley Davidson, Costa Rica Tourism Board*



Northern Territory & South Australia

Campaign Aim:

- Increase consideration of South Australia & Northern Territory as a main Australian holiday destination
- Drive greater dispersion of tourism

Wanderlust Delivered

- A 32-page recto-verso supplement distributed with *Wanderlust* magazine
- Repurposed video content into 2 documentaries, aired on Freeview, Sky and YouTube
- Created TV adverts for campaign partners Austravel and Singapore Airlines
- Content hub page on wanderlust.co.uk with 24 articles promoted to email and social-media subscribers
- Positioned SA and NT as lead sponsors of the Adventure Travel Show

Results

- Over-delivered individual engagements by 67%
- Over-delivered YouTube plays by 62%
- Campaign cost per engagement: 28p
- 14% increase in visitors to SA and NT
- Austravel increased bookings by 20% year on year
- Singapore Airlines sales revenue to Adelaide & Darwin increased by 26%



“Wanderlust made the whole process, from concept to execution, one of the smoothest we've ever had. What a simply spiffing group of people to work with!”
Janice Kurrle, Head of Marketing, South Australia

“Wanderlust has again proved to be a fantastic partner. Superb project management and a passion and dedication for the task in hand that is rare to find.”
Fleur Burrows, Regional Manager, Tourism NT



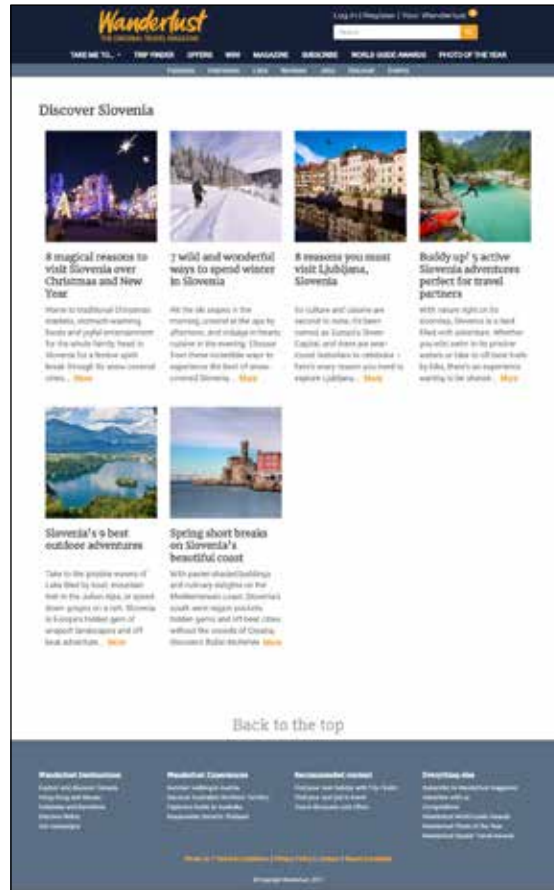
Slovenia

Campaign Aim:

- Promote Slovenia to the UK consumer
- Encourage tourism to Slovenia all year round
- Engage a new audience in order for them to discover Slovenia

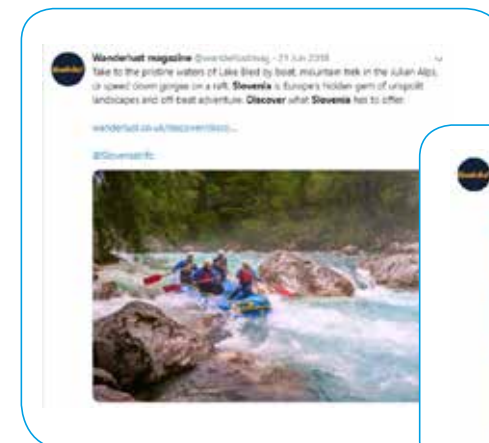
Wanderlust Delivered

- Online content hub with 6 articles
- Articles covered activities, outdoor pursuits, short breaks and Ljubljana
- Content promoted across *Wanderlust* e-newsletters and social-media broadcast



Results

- Articles generated 15,080 page views and 13,813 unique views with an average time on page of 7 minutes 45 seconds
- Content added to MSN Travel, which generated a further 13,481 page views and 12,601 unique users
- Articles featured in 69 e-newsletters, which were opened 354,805 times and generated 3,418 clicks
- Social media activity generated 214,100 impressions and 3,201 engagements



“ Against the agreed campaign KPIs, *Wanderlust* over-delivered on page impressions by 236% and also over-delivered on unique engagements considerably. Slovenia content is still live on the *Wanderlust* site and receiving regular visitors and interaction. (*Slovenian Tourist Board*) ”



Taiwan

Campaign Aim:

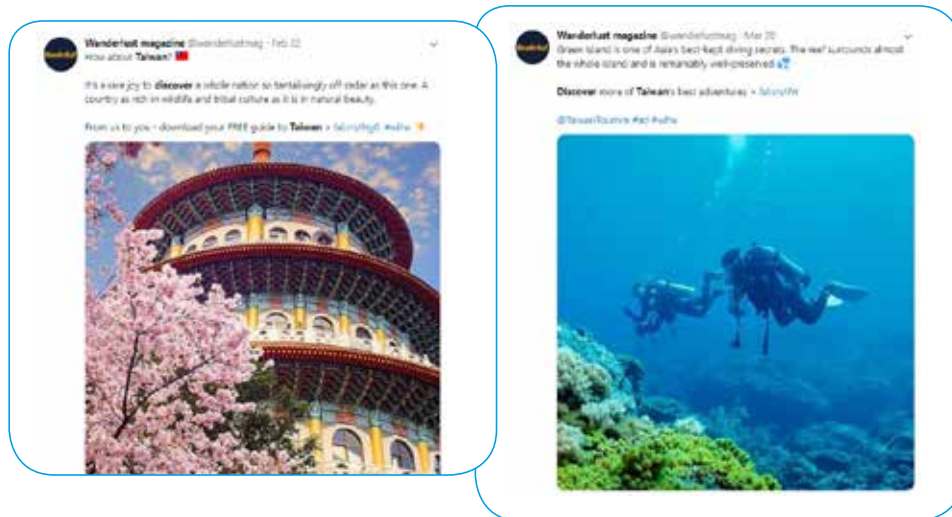
Create an e-book/PDF guide and engaging native articles about travelling in Taiwan, focused on key themes of food, outdoors and culture

Wanderlust Delivered

- 24-page downloadable PDF that sat on the Taiwan country guide section of the *Wanderlust* website
- Encouraged guide downloads though promotion via social media and also *Wanderlust* editorial e-newsletters/organic promotion
- Created HTML5 adverts to promote downloads of the guide. These ran on the *Wanderlust* website and were served against suitable SE Asia content
- Repurposed the content within the PDF to create 3 online articles that were housed within a Taiwan ‘hub’ and archived on the *Wanderlust* website

Results

- Overall campaign achieved 6,100 total engagements
- Generated 2,273 downloads of the PDF (2-month campaign)
- The repurposed content articles had an average dwell time of 8 minutes



“ We were keen to find a UK media partner that is well respected, widely known and able to deliver campaigns with maximum results. *Wanderlust* was able to exceed expectations on all these points and we look forward to working with them again in the future. (*Taiwan Tourism Bureau*) ”

Taiwan
THE HEART OF ASIA