

DATAFY X *Visit* EMPORIA!A

# Dual Language Marketing



# Why advertise in Spanish?

The Spanish-speaking population is vast and growing.

Spanish is the second most spoken language in the U.S.

DMOs can tap into this market for sustainable growth.

# Why advertise in Spanish?

Fulfill DEI promises.

Offering information in Spanish breaks down language barriers.

Visitors feel more comfortable and welcome.

Enhanced communication leads to better experiences.

# Why advertise in Spanish?

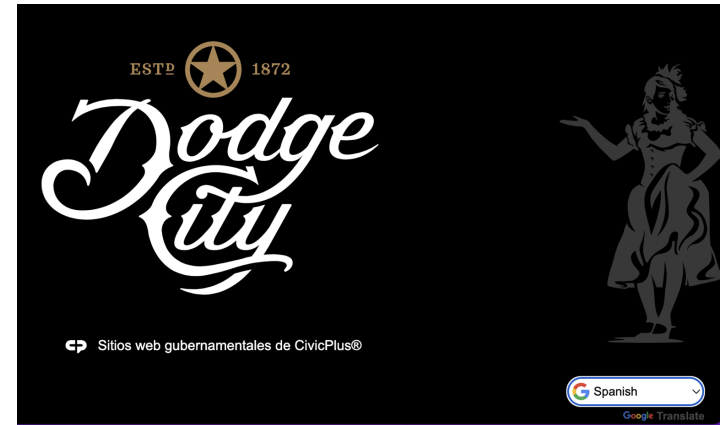
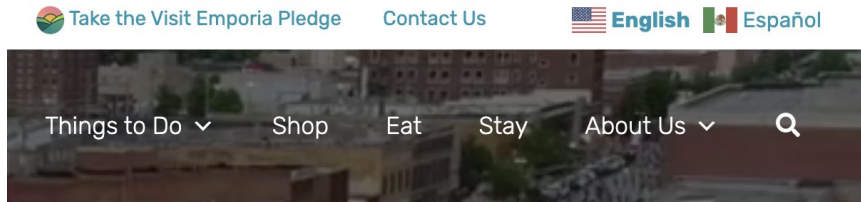
DMOs that target the Spanish-speaking market stand out.

Capturing markets early can secure long-term success.

# So, what do we do?

Start with something....anything!

Website translation



# So, what do we do?

## Translate marketing materials and visitor information

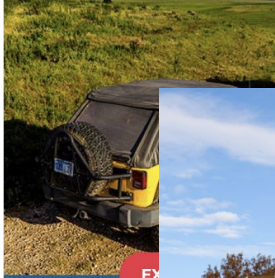


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So, what do we do?



Invest



BIEN  
A E



Visit  
EMPORIA



Visit  
EMPORIA

So, what do we do?

Collaborate!



Visit  
EMPORIA  
KS



Is it working?

## Emporia: Vive Kansas



**1,068**

Total Raw Trips spent by  
Visitors who live  
**50+ miles away**



**\$106,800**

Total Raw Destination  
Impact



**\$1.93**

Average Cost Per  
Visitor Day Spent  
in Market



**\$32 : \$1**

Return on Ad Spend  
based on  
**raw, impacted visitation**



**68**

Total Raw observed nights by  
visitors in hotels



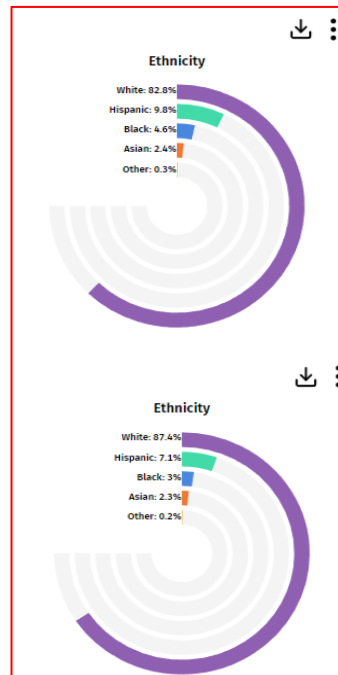
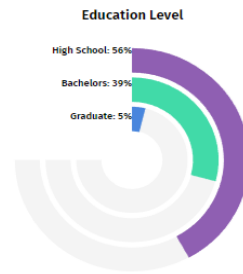
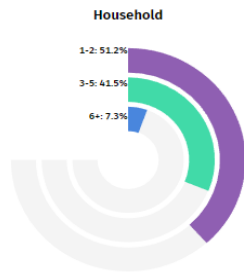
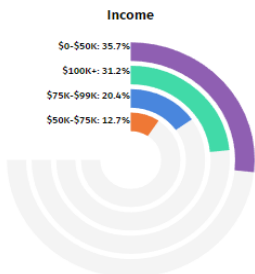
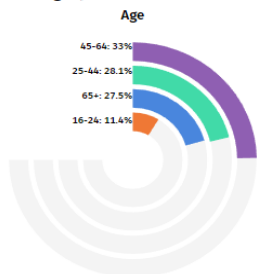
**\$6,800**

Total Raw hotel impact

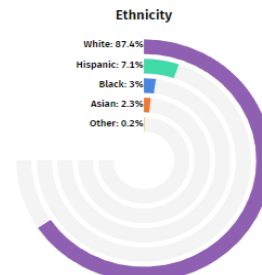
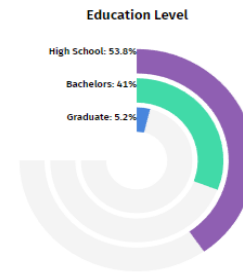
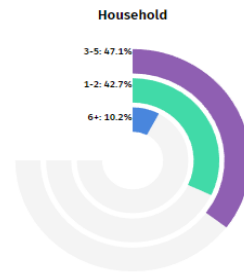
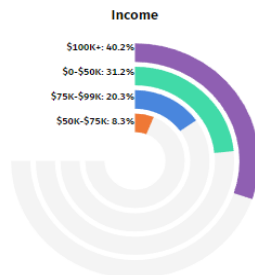
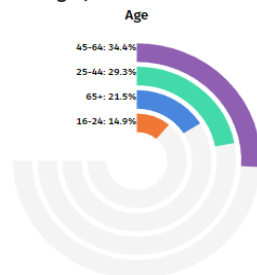
# Is it working?

## Overview - Demographics to Emporia - Pre/Post Campaign - All Markets (50+ Miles)

Top Demographics for 3/1/2023 - 6/30/2023



Top Demographics for 3/1/2022 - 6/30/2022



Demographics to Emporia -Campaign Period. 50+ Miles. 3/1-6/30 of 2023 vs. 2022. Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.



¿Preguntas?



# ¡Gracias!

 DATAFY

*Visit*  
EMPOR!A