



# little, state LOTTA WOW

With so many leisure travelers turning to social media for vacation inspiration, the NJ Division of Travel and Tourism leverages both organic and paid campaigns across all of the major platforms to reach these travelers and feed their wanderlust.

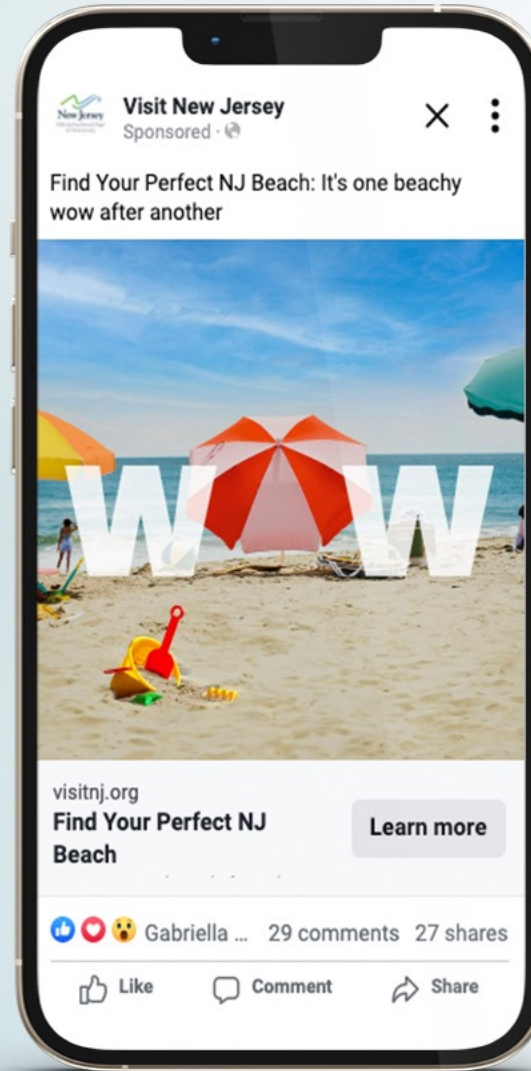






With the objective of driving traffic to VisitNJ.org for excitement generation and trip planning, our paid social media campaign promotes motivational seasonal content to local targets in the Philadelphia and New York City DMAs as well as the outer markets of Baltimore, DC, Pittsburgh, Cleveland, Albany, Harrisburg and Wilkes-Barre, PA. Utilizing lookalike audiences of those who visited the website and signed up for our email newsletter allowed us to greatly increase our reach.

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# RESULTS

September 2023—July 2024

Overall paid social media advertising results from September 2023 to July 2024 include: Over 86M impressions, more than 18M accounts reached, 1M+ clicks to the website, over 17M video plays and 4.5 times the average ad views.

## PAID SOCIAL MEDIA

**86M+**

Impressions

**18M+**

Accounts Reached

**1M+**

Clicks to the Website

**17M+**

Video Plays

**4.5x**

Average Ad Views

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