

Travel & Tourism Case Study

Partner marketing helps Travel & Tourism brands reach consumers throughout the travel planning and booking journey. Perhaps helped a travel and tourism portfolio across our strategic partner network connect timely offers with high-intent travel publishers, turning destination research and trip planning into measurable bookings and revenue.



Challenges

Travel brands compete for consumers across accommodations, transportation, experiences, and booking services. Seasonal demand, booking windows, and changing travel behavior can influence when and where consumers convert. The portfolio needed to stay visible during high-intent travel research and booking periods while giving publishers relevant offers and destination-specific reasons to prioritize its brands.

Key Metrics

Over six months, the Travel & Tourism category delivered:

\$605.9K
Average Monthly
Revenue

+61.21%
Revenue Growth

\$443.79
Average Order
Value

10.11:1
ROAS

Solutions

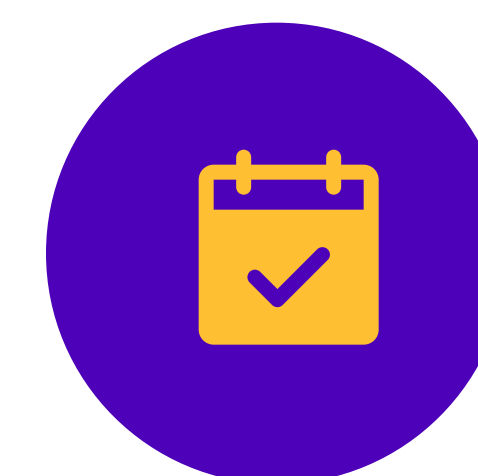
The Perhaps team aligned publisher strategy with how and when consumers plan travel, combining seasonal demand, destination interest, and promotional opportunities with lifestyle, loyalty, and comparison publishers across our strategic partner network.



Travel & Destination
Publisher Expansion



Seasonal Booking &
Destination Campaigns



Booking Window
Publisher Engagement

Benefits

1

Reach Travelers During Active Trip Planning

Generated \$605.9K in total average monthly revenue by reaching travelers during active booking periods. High-intent publisher partnerships positioned travel offers across the research and planning experiences consumers use before booking.

2

Drive Higher-Value Bookings

Achieved a \$443.79 average order value, connecting travel brands with audiences ready to make higher-value purchase decisions.

3

Maximize Return on Spend

Delivered a 10.11:1 ROAS, demonstrating efficient performance across travel-focused publisher channels.



Perhaps.com
Info@Perhaps.com - Talk With Us