

SEPTEMBER 2025

SOUTHERN OREGON COAST AWARENESS REPORT

DENVER MARKET



TRAVEL SOUTHERN OREGON COAST



OVERVIEW

SYNOPSIS

TSOC launched a targeted Meta Leads campaign designed to expand awareness of the Southern Oregon Coast in the Denver market, following the introduction of daily direct flights from Denver International Airport. By boosting high-performing organic posts and directing them to audiences in the Denver area and airport drive market, the campaign successfully generated new leads for TSOC's bi-monthly e-newsletter.

The dual objectives were to grow the qualified subscriber base and to position the Southern Oregon Coast as a top-of-mind destination for Denver travelers seeking coastal escapes.

KEY OUTCOME

The campaign demonstrated strong efficiency in building brand awareness while directly increasing e-newsletter subscriptions, strengthening TSOC's ability to nurture Denver travelers and convert interest into future visitation.



CAMPAIGN TOTALS

These results reflect TSOC’s ongoing practice of amplifying high-performing organic content to targeted Denver audiences, maximizing impact with minimal creative lift.

REACH	75,475
LEADS	341
ENGAGEMENT	2,526
AD SPEND	\$1,400
CPL	\$4.10 (Industry standard \$17.28)





Every new subscriber represents a Denver-area traveler now connected to Southern Oregon Coast inspiration and trip planning resources.





Future boosts will continue to focus on content proven to resonate with Denver audiences, building awareness and leads to support visitation.

