



# Co-Op Marketing for DMOs:

*Maximize Your Reach, Magnify Your Budget*



# Sojern **Introduction**



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## Who We **Are**

Born for **travel**. Built for **performance**.

Born from travel from day one, Sojern is an easy-to-use marketing platform that gives travel marketers the tools to cost effectively drive demand, convert customers, and build loyalty.

**\$15B**

In Bookings

**10,000+**

Global  
Customers

**350M**

In-Market  
Travelers



# Agenda



1

What is Co-Op?

2

Why DMOs use It?

3

Keys to a strong partnership

4

Investment structure

5

Real Impact + reporting

6

Q&A

# What is Co-Op Marketing?



# What is Co-Op Marketing?

Coming together to pool resources and share costs to achieve common marketing goals



DMOs



Hotels &  
Attractions



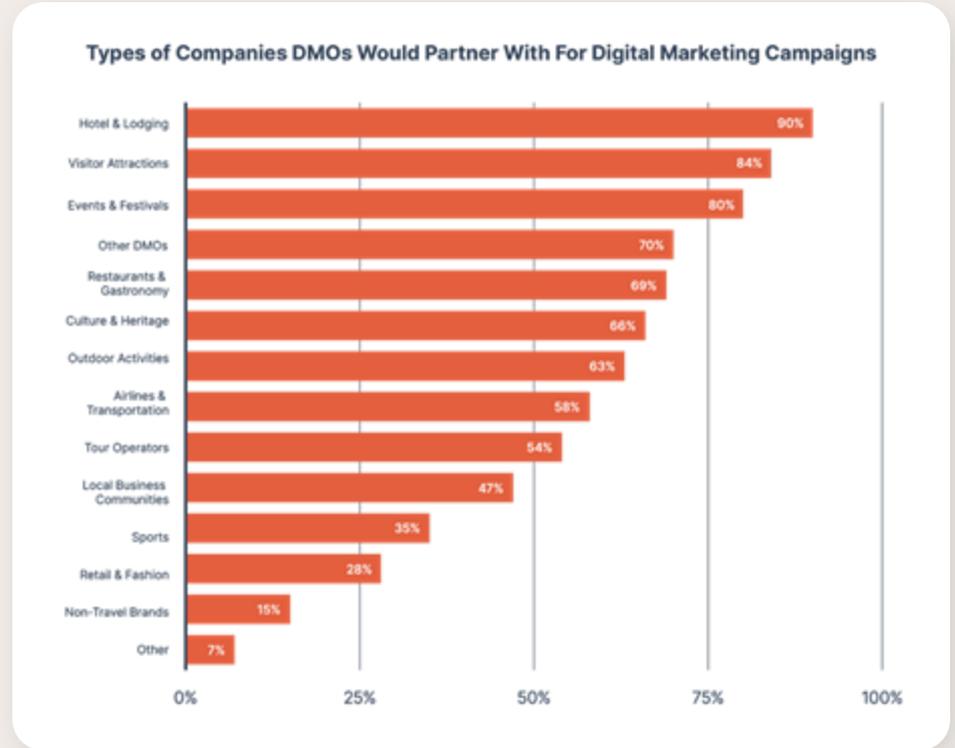
Airlines &  
Airports



Other

# Ideal Partners for Co-Op Campaigns

- ▶ DMOs most commonly partner with companies in hotel and lodging (90%), visitor attractions (84%), events and festivals (80%), and other DMOs (70%)
- ▶ Also includes non-travel brands (15%), airlines and transportation providers (50%), and others



Source: [State of Destination Marketing 2024, Sojern and Digital Tourism Think Tank, 2024](#)

# Value of Co-Op for DMOs

- ▶ Destinations heavily rely on their relationships with their partners
  - ▷ Partners can be community advocates or adversaries for the DMO, which is driven by their relationship with the DMO
  - ▷ DMO boards are filled with partners, whether they are hoteliers, sports teams, attractions, or other local businesses; These boards have an impact on everything from employment, salaries, funding allocation among the DMO departments and more
  - ▷ Partner problems, issues or concerns can quickly derail a DMO marketer's day (or week) and become priority #1

# Value of Co-Op for DMOs

- ▶ Shows real results including ROI and estimated economic impact for the region as a result of the co-op program
- ▶ Solves a need for destinations as co-ops are implemented to help DMOs support their partners in attracting visitors and driving visitor revenue
- ▶ Co-Ops answer the partner question, “What are you doing to drive visitation and revenue to my business?”

# Co-op Marketing **Gains Momentum**

Maximizing impact with co-op marketing

**83%**

(up from 78% in 2024) of DMOs globally actively invest in co-op campaigns

- ▶ Work together to invest bigger campaign budgets to scale, reach larger audiences, and pool marketing budgets and messaging
- ▶ Helps resource-constrained businesses tap into larger marketing efforts and reduces challenges with campaign reporting

# Why Participants **Do & Don't Activate Co-ops**

## Top Reasons for Running a Co-Op Marketing Campaign

- 59%** Sharing costs
- 53%** Increasing overall marketing investment
- 53%** Reaching wider audiences

## Top Reasons for Never Having Run a Co-Op Marketing Campaign

- 32%** Partner investment limitation concerns (budget)
- 18%** Lack of interest from partners
- 14%** Difficulty in coordinating and managing programs with partners

# Building a **Successful Partnership**

- ▶ Maximize benefits for all partners
- ▶ Define clear roles
- ▶ Prioritize your goals
- ▶ Monitor, evaluate, and show value



# Sojern Co-Op Program

## 1:1:1 Matching Investment Plan

Partner Investment

+

Host Match

+

Sojern Match

**= 3x Value on Partner Investment**

For example, a \$5,000 investment will generate \$15,000 in media value for the participant.

# Co-Op Host **Economic Impact Report**

## Post-Impression Travel Summary

How did the campaign perform in terms of engaging travelers for your destination?  
**Sojern analyzed travel events for your destination and airports in your destination.**



**\$XXX,XXX**  
flight searches to  
destination



**\$XX,XXX**  
confirmed travelers



**\$XX,XXX**  
flight confirms to  
destination



**\$X,XXX**  
per person expenditure



**XX,XXX**  
hotel room night  
searches



**\$X,XXX,XXX**  
total estimated  
traveler spend



**XX,XXX**  
hotel room  
nights booked



**\$XX.xx : \$1**  
Return on ad spend



## CO-OP CAMPAIGN

# Virginia Tourism Corporation & Sojern's Co-Op Program Drives \$2.96M in Economic Impact

VTC partnered with Sojern to launch a co-op marketing program, allowing their local partners to access targeted digital advertising solutions with matched funding. The matching 1:1:1 structure (every dollar invested by participants is matched by VTC and Sojern) enables partners of all sizes to reach high-intent travelers and make the most of budgets.

**\$2.96 Million**

Estimated Economic  
Impact

**17:1**

ROAS

**96,417**

Confirmed Travelers



"Sojern's co-op program is an easy sell for us because it provides exceptional value for our partners, no matter their budget size. The 1:1:1 match is a game-changer, and Sojern's ability to target travelers actively planning their trips has helped us maximize every marketing dollar. We've seen incredible results at the state level, and our partners continue to find strong value in the co-op program. The ease of execution and the support from Sojern's team make this partnership invaluable."

**Lindsey Norment**

Brand Director

Virginia Tourism Corporation

**VIRGINIA IS FOR LOVERS<sup>®</sup>**



"Partnering with Sojern has been a game-changer for our brand. As Director of Marketing and Communications for the Virginia Arts Festival, I have worked with many agencies and digital partners, but few bring the level of strategic insight, innovation, and executional excellence that Sojern consistently delivers. Their team doesn't just understand digital trends—they anticipate them, helping us stay ahead of the curve in an increasingly competitive performing arts marketplace. From day one, Sojern took the time to truly understand the Festival's brand, our goals, and our challenges. They brought creative solutions grounded in data and driven by performance. Thanks to their partnership with Virginia Tourism Corporation, we have seen measurable growth in our customer engagement, lead generation, and brand awareness. Their commitment to results, collaboration, and pushing boundaries has made them an indispensable part of our marketing success story. I will continue to recommend Sojern to any organization looking not just for a vendor, but for a true strategic partner who is as invested in your success as you are."

**Dianna Starkey**

Director of Marketing and Communications

Virginia Arts Festival





# ▶ Questions?



# Thank You

