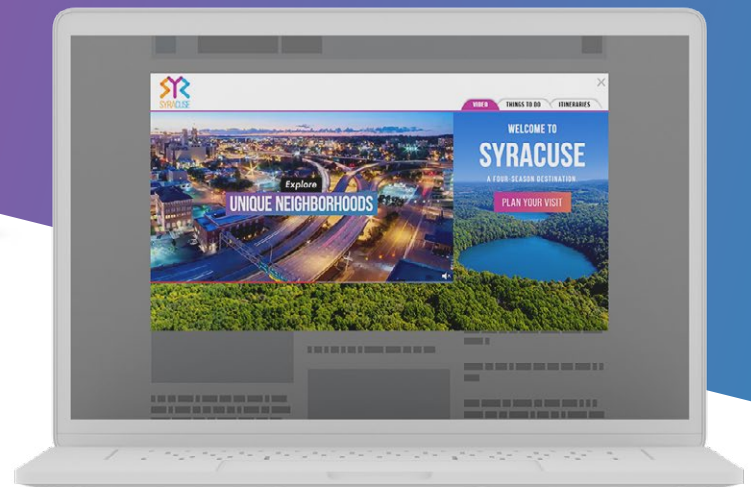
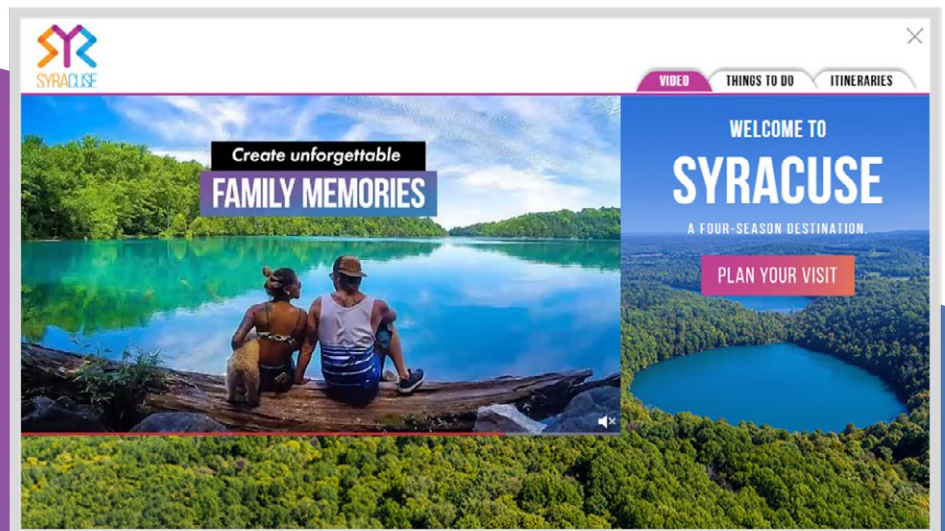


Visit Syracuse Drives Destination Awareness Among High-Intent Travelers with VDX.tv's Influence Visitation Solution



Overview

Visit Syracuse and Travel Alliance Partnerships collaborated with VDX.tv to drive awareness and visitation consideration among high-intent travelers across key Northeast and Massachusetts markets. Through VDX.tv's Influence Visitation Solution for tourism, the campaign reached target traveler segments with an immersive, cross-screen experience built to inspire trip planning. Interactive ad units brought Syracuse to life and provided audiences with a rich, in-ad opportunity to explore the destination. Strong engagement across target markets reflected real interest in the destination, with results well above benchmark pointing to an audience ready to explore.



Campaign Details

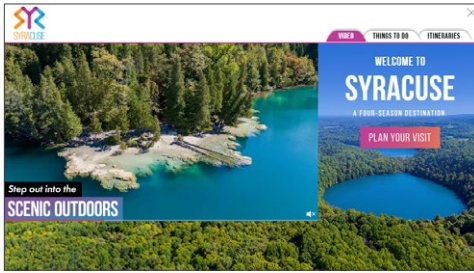
Audience: The video-powered campaign reached travel intenders with a propensity to travel by car across select Northeast and Massachusetts markets, prioritizing audiences within convenient driving distances of Syracuse. By focusing on locations where a Syracuse trip is a realistic and accessible option, the campaign ensured ad spend reached the consumers most likely to take action.

Experience: Interactive video ad units gave travelers an immersive, exploratory experience to discover Syracuse before ever leaving home. Curated interactive tabs put destination content directly in front of engaged audiences, spanning museums, outdoor activities, family-friendly experiences, and more, making it easy to move from curiosity to trip planning in a single interaction.

Environment: The campaign delivered video across premium CTV, desktop, and mobile inventory, placing Visit Syracuse in high-attention environments throughout the travel consideration period. This cross-screen approach kept Syracuse top of mind across the screens travelers use most during trip planning.

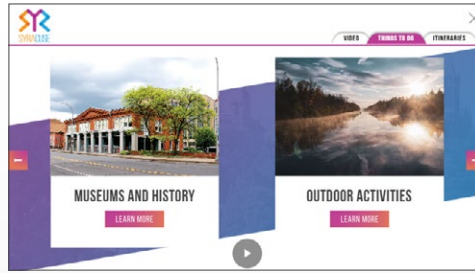
Creative Features

"VIDEO" TAB



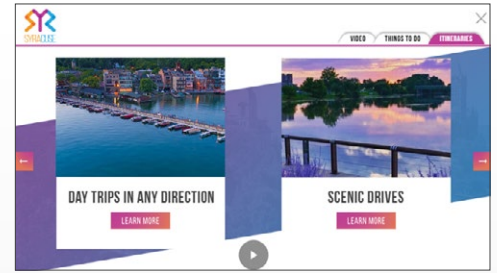
The **"Video" tab** brought Syracuse to life through vivid visuals spanning vibrant culture, scenic outdoors, local food, unique neighborhoods, and rich history.

"THINGS TO DO" TAB



The **"Things To Do" tab** offered a clickable gallery of activities across museums, outdoor adventures, and family-friendly experiences.

"ITINERARIES" TAB



The **"Itineraries" tab** gave travelers a head start on planning, with curated day trips, scenic drives, and neighborhood explorations ready to inspire the next visit.

Impact

The campaign delivered strong results across every key metric, with engagement rates far exceeding benchmark and reflecting genuine, sustained interest in the destination. Audiences spent meaningful time with the Visit Syracuse creative throughout the flight, with video completion rates and average time spent both pointing to a highly receptive audience. Nearly 4,000 clicks to the Visit Syracuse website further signaled a traveler base that moved from awareness to active consideration.



“ VDX.tv helped us bring the Syracuse experience to life for travelers across our priority markets. The interactive video ad formats drove strong engagement well above industry benchmarks while encouraging audiences to explore activities and itineraries, helping them discover what makes Syracuse a great destination. ”

– Elizabeth Judge, Chief Marketing Officer, Visit Syracuse

For more information, please contact us at hello@vdx.tv

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