

CASE STUDY

POMPANO BEACH + McCLATCHY MEDIA

Driving Demand and Revenue Through Strategic
Tourism Advertising



CLIENT

Visit Pompano Beach

Tourism Marketing Campaign



CAMPAIGN LAUNCH

December 2023

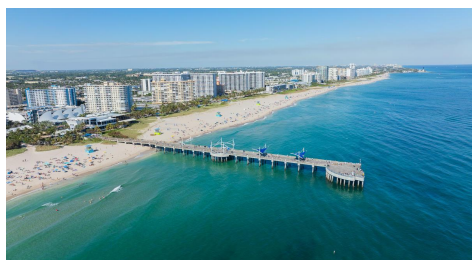


MEDIA PARTNER McClatchy Media



OBJECTIVE

Increase visitation throughout the year with focus on non-peak season visitor growth to generate positive economic impact for the businesses that serve the community of the City of Pompano Beach



RESULTS

(Year-Over-Year Performance)



+10.31% increase in rooms sold (demand) in 2024



+10.04% increase in revenue in 2024



“Q1 2025 vs Q1 2024”
+11.5% in demand
+11.3% in revenue

“Since starting our partnership with McClatchy in December 2023, we’ve seen measurable year-over-year growth.”

– Visit Pompano Beach Marketing Team

TAKEAWAY

McClatchy’s tourism advertising expertise and localized storytelling helped Pompano Beach boost visitation and revenue in the shoulder season—proving the power of strategic media to influence travel behavior.