

Visit Fort Worth

Strategy

Visit Fort Worth launched 10 rideshare cars in Chicago, IL for 4 weeks, strategically targeting high-traffic areas and sending cars to major events like Lollapalooza Music Festival and producing over 3,852,684 impressions. Leveraging the mobility and ubiquity of rideshare vehicles, Visit Fort Worth effectively captured the attention of potential visitors and showcased the city as a vibrant destination worth exploring.

Results

30.15%

INCREASE IN

web visitors to the Visit Fort Worth page after exposure to Carvertise rideshare cars during the campaign.

7.4%

INCREASE IN

overnight visitors during July - August 2023 in comparison to July - August 2022 after exposure to Carvertise cars.

