



KAKADU TOURISM

Driving a

61% Increase in
Booking Intent

Through Strategic Search Marketing

Client Overview

Kakadu Tourism promotes one of Australia's most iconic travel destinations, connecting visitors with unforgettable cultural experiences, world-renowned natural attractions, accommodation, tours and wildlife encounters throughout Kakadu National Park.

Channels

Google Ads (Search & Performance Max)

Programmatic Display

Following Ampla's management of the account, **Google Ads activity was strategically optimised to capture high-intent travellers** actively researching **accommodation, tours** and **experiences** within Kakadu National Park.

Through a combination of **Search and Performance Max campaigns**, Ampla successfully **increased booking intent, drove qualified traffic** and **expanded visibility** amongst interstate travellers, helping connect more visitors with one of Australia's most significant cultural and tourism destinations.

Result

244%

increase in monthly
ad impressions

26,711

booking and enquiry
actions generated

289,921

search impressions
delivered

\$0.48

average cost per
click

16.6%

average click-through
rate

48,119

website visits
driven