



PORT DOUGLAS HOLIDAY HOMES

Driving a

244% Increase in
Brand Visibility

While Expanding Into a New Tourism Market

Client Overview

A Tropical North Queensland holiday accommodation provider offers a premium collection of holiday homes, apartments and luxury villas, connecting Australian travellers with exceptional accommodation experiences in Tropical North Queensland.

Channels

Meta Ads

Programmatic Display

Following Ampla’s management takeover in September 2025, Meta campaigns were **strategically optimised** to **increase brand visibility** and **engagement** among premium Australian travel audiences.

Building on ongoing activity in Melbourne, **campaigns** were **expanded** into the Sydney market, **increasing reach, website traffic**, and **booking enquiries** while introducing the brand to a new **high-value audience**.

Result

244%

increase in
monthly ad
impressions

123,402

engagements

43

booking enquiries
driven

160%

increase in
booking enquiries
during peak
summer travel
season

1.3M+

impressions
delivered

164%

increase in
audience reach

19,189

website visits
generated