META ADS CASE STUDY · KAYAK TOUR OPERATOR

$1,716 in ads.
$25,594 in booked tours.

How purchase-tracked bookings, tight Key West targeting and one standout video ad delivered a **14.9x return** for Night Kayak Key West in their first two months on Facebook and Instagram, March–May 2026.



14.9x	$25,594	125	$13.72
BOOKING ROAS	BOOKING REVENUE	ONLINE BOOKINGS	AD COST PER BOOKING

THE CLIENT

Night Kayak Key West runs guided nighttime tours through the mangroves around Key West in clear kayaks lit from below with LEDs, so guests can watch marine life swim beneath them. Tours run nightly and are booked online through FareHarbor.

THE GOAL

Book more tours directly instead of through online travel agencies that take 20–30% of every ticket, on a lean budget, and know exactly which ads produced paid bookings. No pixel or conversion tracking was in place before launch.

THE RESULTS

Every month paid for itself many times over

Website purchases tracked in Meta Ads Manager, March 1 – May 1, 2026 (7-day click attribution).

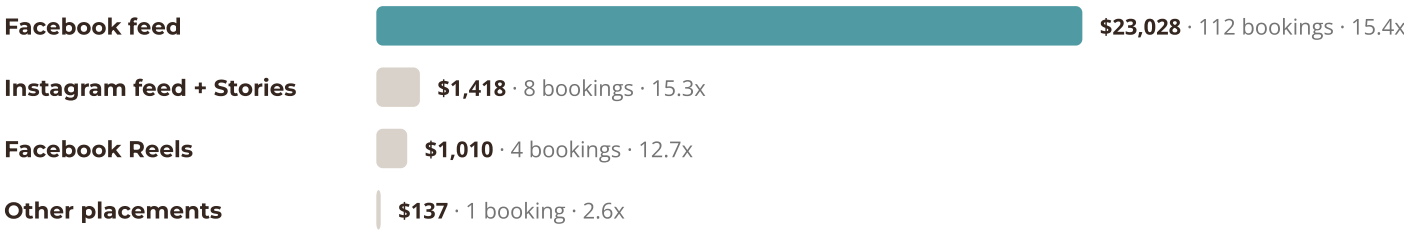
	AD SPEND	BOOKINGS	BOOKING REVENUE	ROAS
March	$721.31	64	$13,495.10	**18.7x**
April	$958.47	56	$11,089.05	**11.6x**
May 1 †	$35.82	5	$1,009.95	**28.2x**
Total	**$1,715.60**	**125**	**$25,594.10**	**14.9x**

179,900	84,338	4,709	$9.54	$0.36	2.7%
IMPRESSIONS	PEOPLE REACHED	CLICKS TO BOOKING PAGE	CPM	COST PER CLICK	CLICK-TO-BOOKING

> **Best single day: March 18, when $12 in spend booked $806 in tours, a 66.4x return. The average booking was worth $205.**

Where the bookings came from

Booking revenue by placement, all ads combined.



FACEBOOK FEED: THE ENGINE

The Facebook feed produced **112 of 125 bookings and 90% of revenue** ($23,028 at 15.4x). Meta's purchase optimization found the buyers there and put most of the budget behind them.

ONE VIDEO CARRIED IT

"Don't Leave Key West" booked **99 tours worth $19,298 at 15.3x**, 75% of all revenue. The other hooks returned 13–14x.

WHAT DROVE IT

Five things that moved the numbers

The common thread: every ad was judged on paid bookings and their dollar value, not likes or clicks.

1 Booking tracking that records real revenue

- The Meta pixel fires on every completed FareHarbor checkout **with the actual order value**, so Ads Manager shows dollars booked, not just clicks.
- The campaign is set to optimize for purchases, so Meta's delivery learns from people who actually paid for a tour.

2 Ads in front of people already on the island

Instead of broad "travel" interests, the prospecting ad set targets Key West and Stock Island, including people who are **visiting** there right now, ages 21+. A small remarketing ad set re-reaches website visitors and Facebook engagers from the last 3 days: $13.29 in spend booked 2 tours (34x).

3 One strong video, cut for every placement

The same night-tour footage runs in square for feeds, vertical for Stories and Reels, and widescreen elsewhere. The copy opens with a hook ("Don't leave Key West before doing this…"), adds urgency ("Tours run nightly, but spots are limited") and ends on a **Book now** button that goes straight to the tour's booking page.

4 Test hooks, then back the winner

Five ads launched in the first week: three hooks across two videos, plus two built on real guest reviews. The winning hook also ran to a small remarketing audience. Revenue picked the winner quickly.

AD	SPEND	BOOKINGS	REVENUE	ROAS
Don't Leave Key West Video 1 · hook	$1,264	99	$19,298	15.3x
If You're Visiting Video 1 · hook	$190	10	$2,579	13.6x
Something Unique Video 2 · hook	$182	12	$2,450	13.5x
Samuel's review Video 2 · review	$59	2	$817	13.8x
Remarketing (3-day) Video 1 · hook	$13	2	$451	34.0x
Todd's review Video 2 · review	$7	0	$0	–

Why one ad beat six: running a single post means the social proof stacks up. "Don't Leave Key West" collected **1.5K reactions and 167 comments**, and every new viewer sees them.

5 Always on, at a steady budget

Launched March 5 at about $10/day, then held near **$30/day** from mid-March onward with no stops. Steady spend gave Meta's algorithm time to learn, and kept the tour in front of visitors every day they were planning their evenings.

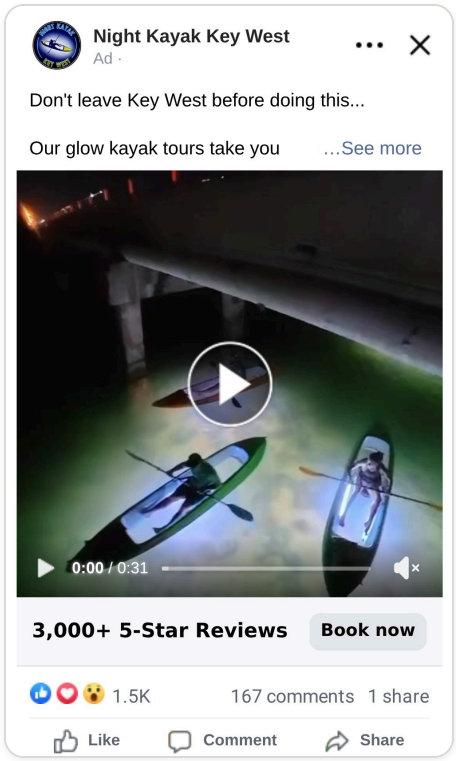
THE ADS

What Key West visitors saw

Meta's own previews of the live ads, captured from the account, with the real reaction and comment counts the posts built up.

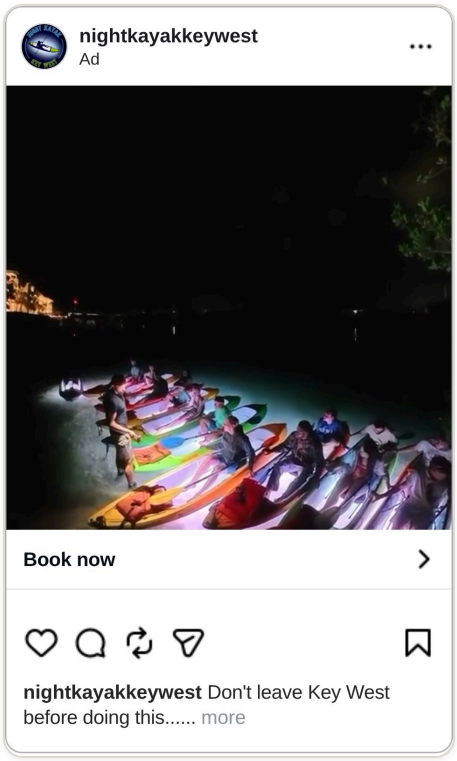
THE WINNER · "DON'T LEAVE KEY WEST" IN THREE PLACEMENTS

FACEBOOK FEED



112 bookings · $23,028 in this placement (all ads), at 15.4x

INSTAGRAM FEED



Square crop of the same video, same copy and button

INSTAGRAM REELS



Vertical 9:16 cut, so it fills the screen. Stories use the same cut.

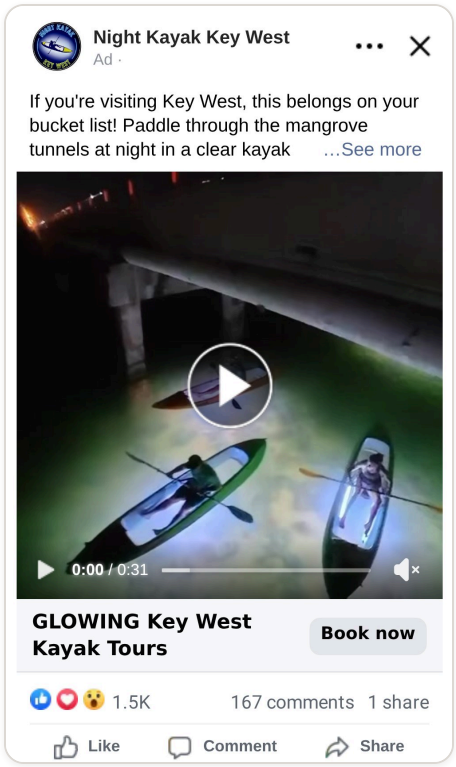
The copy that sold 99 tours: "Don't leave Key West before doing this... Our glow kayak tours take you through peaceful mangrove tunnels in clear kayaks lit with LED lights so you can see marine life swimming beneath you. Many visitors say this ends up being the highlight of their Key West trip! Tours run nightly, but spots are limited." Headline: **3,000+ 5-Star Reviews**.

THE TEST

The other hooks we put up against it

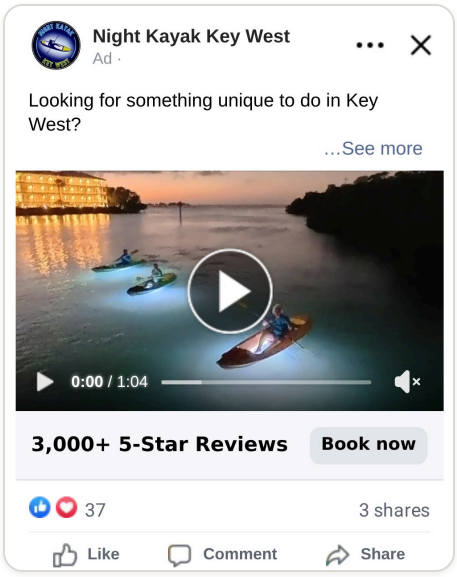
Each one booked tours profitably. None matched the winner, so the budget followed the revenue.

HOOK · "IF YOU'RE VISITING"



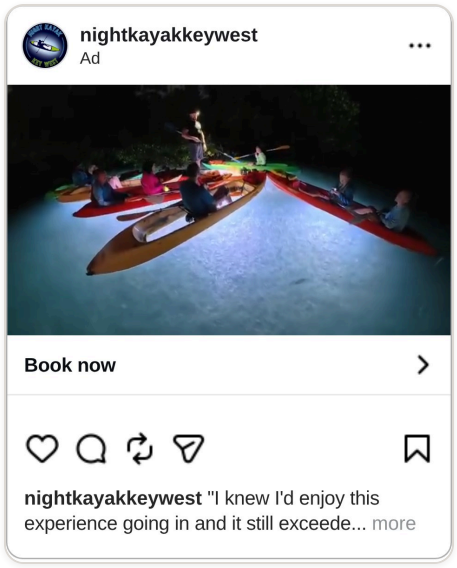
10 bookings · $2,579 from $190 (13.6x)

HOOK · "SOMETHING UNIQUE"



12 bookings · $2,450 from $182 (13.5x)

GUEST REVIEW · SAMUEL



2 bookings · $817 from $59 (13.8x)

THE REAL COST OF A BOOKING

Direct bookings at a fraction of OTA commission

BOOKING CHANNEL	COST PER BOOKING	COST OF THESE 125 BOOKINGS
Facebook & Instagram ads (this campaign)	**$13.72**	**$1,716**
OTA listing at 20% commission e.g. TripAdvisor / Viator	$40.95	$5,119
OTA listing at 30% commission	$61.43	$7,678

> **Booked through OTAs at 20–30% commission, the same 125 tours would have cost $5,119–$7,678 in fees. The ads cost $1,716, a saving of $3,403–$5,963 in two months.**

Commission costs use this campaign's actual average booking value of $204.75.



THE TAKEAWAY

Track what sells. Show it to people who are there.

What carries over to any tour, charter or guide that takes bookings online.

Count bookings, not likes

Almost every booking platform can send purchases and their value to Meta. Once it does, every ad is judged on the tours it actually sold.

Reach visitors on the island

Tourists decide what to do once they arrive. Location targeting that includes people visiting the area puts the ad in front of them at that moment.

Let the winner build proof

Test a few hooks, then put the budget behind the one that books. Its reactions and comments keep growing, and that social proof keeps selling.

WHAT A COMPARABLE CAMPAIGN COULD LOOK LIKE FOR YOUR TOURS

SCENARIO	MONTHLY BUDGET	EST. BOOKINGS	EST. REVENUE	EST. ROAS
Conservative	$500	15–25	$3,000–$5,000	6–10x
Moderate **about Night Kayak's budget**	**$960**	**35–55**	**$7,000–$12,000**	**10–15x**
Aggressive	$2,000	75–120	$15,000–$25,000	8–12x

Want results like this for a business like yours?

We'll run a free audit of your website and booking funnel and build a custom game plan. Flat-rate monthly fee, no contracts, no percentage of the trips you book.

Book a free 30-min call
theclickhatch@gmail.com

About the numbers. All figures come directly from the Night Kayak Key West Meta Ads account for March 1 – May 1, 2026 (ads launched March 5). Bookings and booking revenue are website purchases tracked by the Meta pixel from FareHarbor checkouts, with their order values, on a 7-day click attribution window. † May covers May 1 only. Ad previews are Meta's own renders of the live ads. Scenario estimates are based on this campaign's results and will vary by market, season and tour price.