

Visit Fort Worth GuestSights

1.0 THE FIRE STARTER

- Top Points of Interest
- Arrival Spikes
- In-State vs Out-of-State Arrivals
- Length of Stay Facts
- Annual Visitor Stats
- Visitor Spending
- Visitor Perceptions

Sources: Oxford, Destination Analysts, Arrivalist

2.0 THE CONNECTOR

- Year-Over-Year Data Analysis
- Seasonal Comparison of Points of Interest
- Points of Interest Sequencing
- In-State vs Out-of-State Metrics and Perceptions
- Top of Mind Descriptions

Sources: Oxford, Arrivalist, Destination Analysts

3.0 THE INFLUENCER

- Age Demographics
- Household Income
- Business vs Leisure
- Top Hotel Destinations
- Top Hotel Origin Markets
- Top Revenue-Generating States
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Sources: ADARA Impact