

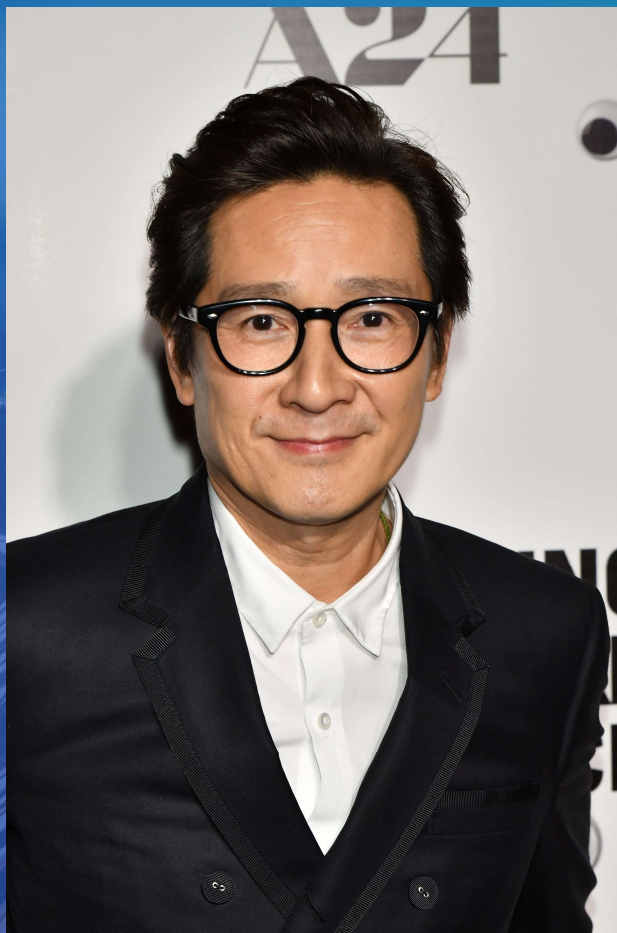


Adam Zappia

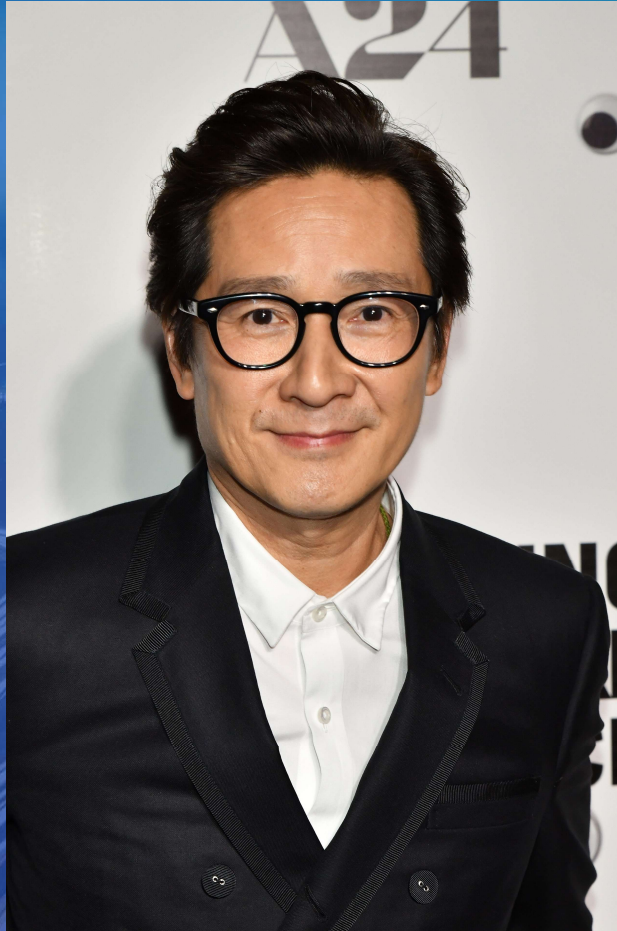
Sales Manager - Southeast



ZARTICO



Jonathan Ke Quan











10TH LARGEST INDUSTRY IN WORLD

8TH LARGEST EMPLOYER IN WORLD



**LACK CONSISTENT STANDARDS
ACROSS THE INDUSTRY**

LIMITED ABILITY TO BENCHMARK

Destination Organizations deserve

BETTER TOOLS

to manage the **10th largest** industry in the world.



**Tourism is having
its George Bailey
moment...**





**What do you
do when you've
been given a gift?**

WHO IS ZARTICO?

An aerial photograph of a sandy beach meeting the ocean. Several colorful beach umbrellas (blue, white, pink) are open on the sand. A few people are visible, some sitting on lounge chairs and others in the water. Two people are kayaking in the turquoise water near the shore. The text is overlaid on the left side of the image.

OUR MISSION:
**PROVIDE
THE
CLEAREST
VIEW**

**OF THE
VISITOR
ECONOMY**

ZARTICO'S LICENSED DATA SETS

Geolocation

**Largest
Commercially
Available**
Geolocation
Data Set

**Daily
Visibility**
Of Both
Visitors &
Residents

1.6 Billion
Global
Devices
in 180+
Countries

Historical
Data from
**January
1, 2019**

Spend Data

**90
Million**
Cards

10 Billion
Annually

4 Brands
Credit
& Debit
Cards

Historical
Data from
**January
1, 2019**

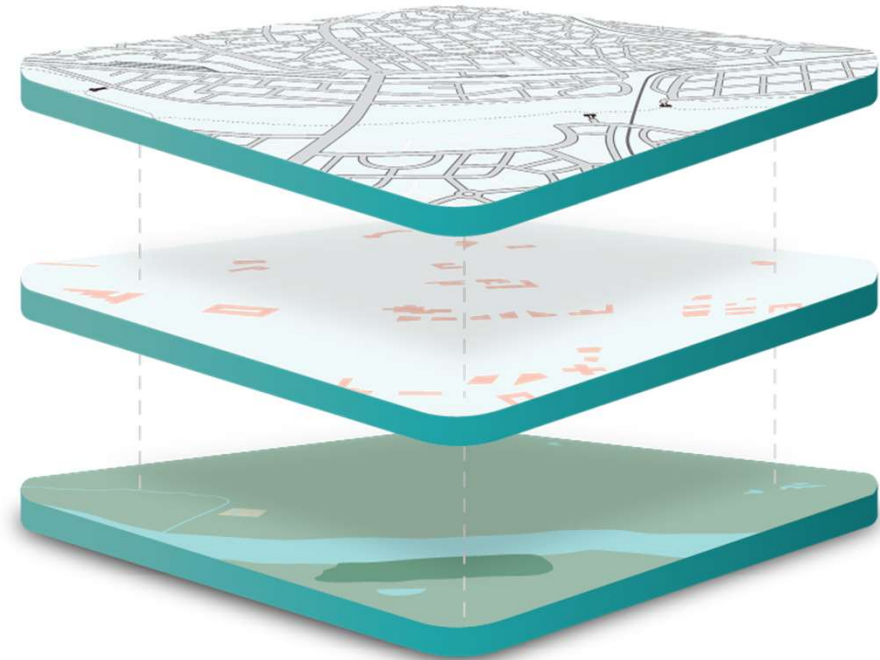
Event Data

300+
Global
Event
Sources

**40+
Million**
Events
Worldwide

12 Month
Look Into
the Future

Historical
Data from
**January
1, 2019**



INTEGRATED DATA MODEL™

Only Zartico Data:

High-Frequency, High-Resolution

Licensed Data Set

• Geolocation • Event • Spend

Your Data:

- Instagram
- Facebook
- Taxes
- Short-Term Rental Subscriptions
- CRM Platform
- Google Analytics
- STR Reports
- Visa Destination Insights

Public Data:

• Jobs • Weather • Exchange Rates





AMELIA ISLAND

COME MAKE MEMORIES®

VISITOR AND RESIDENT MOVEMENT ON AMELIA ISLAND BEACHES

AMELIA ISLAND
COME MAKE MEMORIES®





Objective

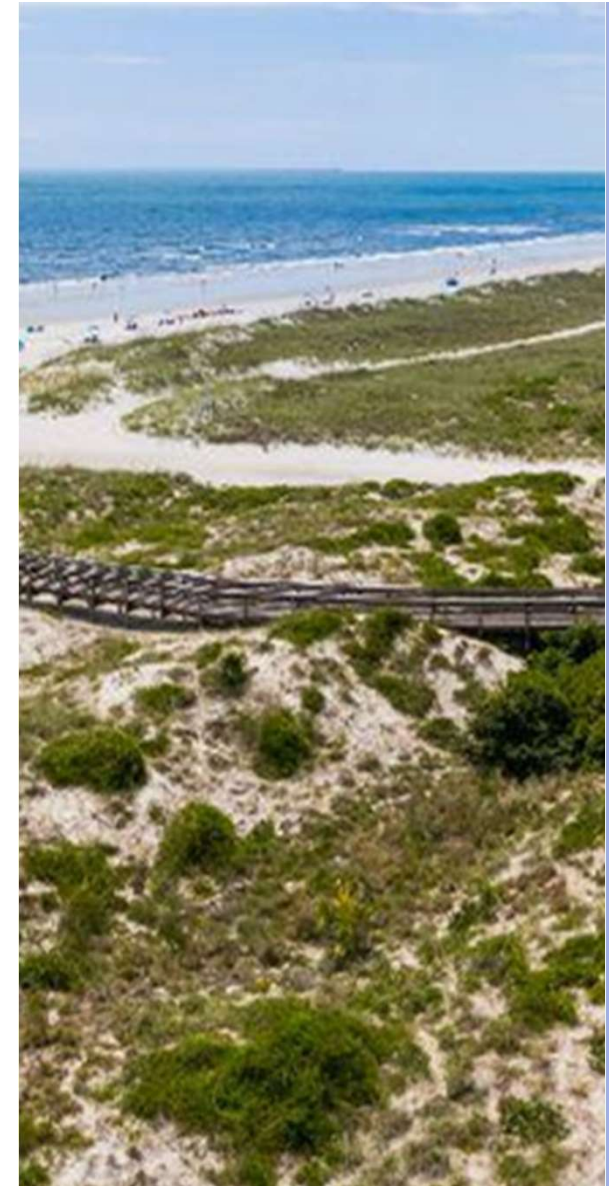
To understand the visitor and resident movement for Amelia Island beaches for beach park improvements.

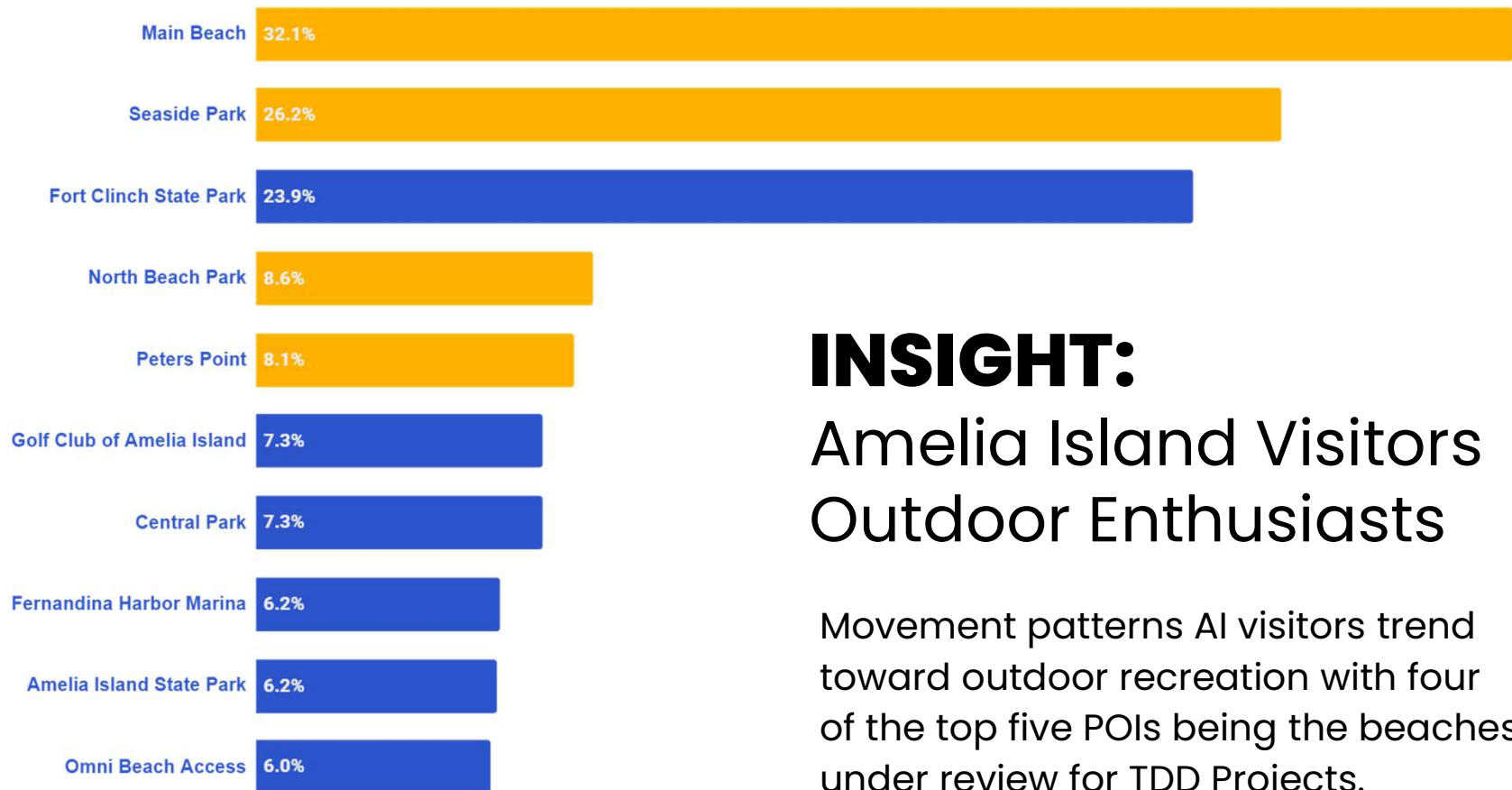
AMELIA ISLAND
FLORIDA



Key Insights

- Visitors represented the majority observed at Outdoor Recreation POIs. **4 of the top 5 visited POIs are beaches** under review
- **Main Beach Park was the #1 Beach** visited by visitors and residents alike
- More than **75%** of visitors to Main Beach were **overnight** visitors with high visitation to restaurants
- High **cross visitation among multiple beach parks** showing the need for harmonization across City and County facilities
- Improvement scheduling **ideal August – February**



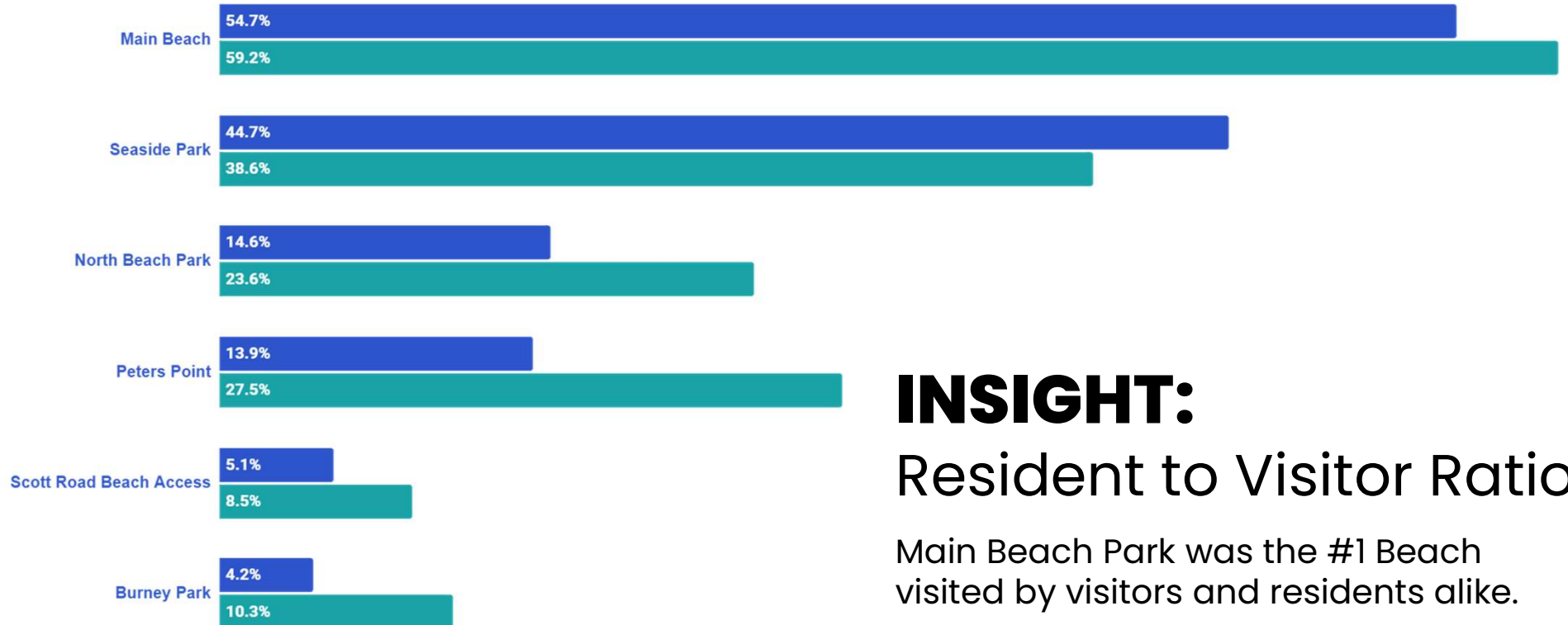


INSIGHT:

Amelia Island Visitors Outdoor Enthusiasts

Movement patterns AI visitors trend toward outdoor recreation with four of the top five POIs being the beaches under review for TDD Projects.

■ % of Visitors ■ % of Residents



INSIGHT:

Resident to Visitor Ratio

Main Beach Park was the #1 Beach visited by visitors and residents alike.

An aerial photograph of a coastal town, likely in Florida, showing a mix of residential and commercial buildings, palm trees, and a sandy beach in the background. The image is used as a background for a text overlay.

MORE
THAN **75%**
OF VISITORS TO MAIN BEACH WERE
OVERNIGHT VISITORS

20.0%

15.0%

10.0%

5.0%

0.0%

Apr 2021

May 2021

Jun 2021

Jul 2021

Aug 2021

Sep 2021

Oct 2021

Nov 2021

Dec 2021

Jan 2022

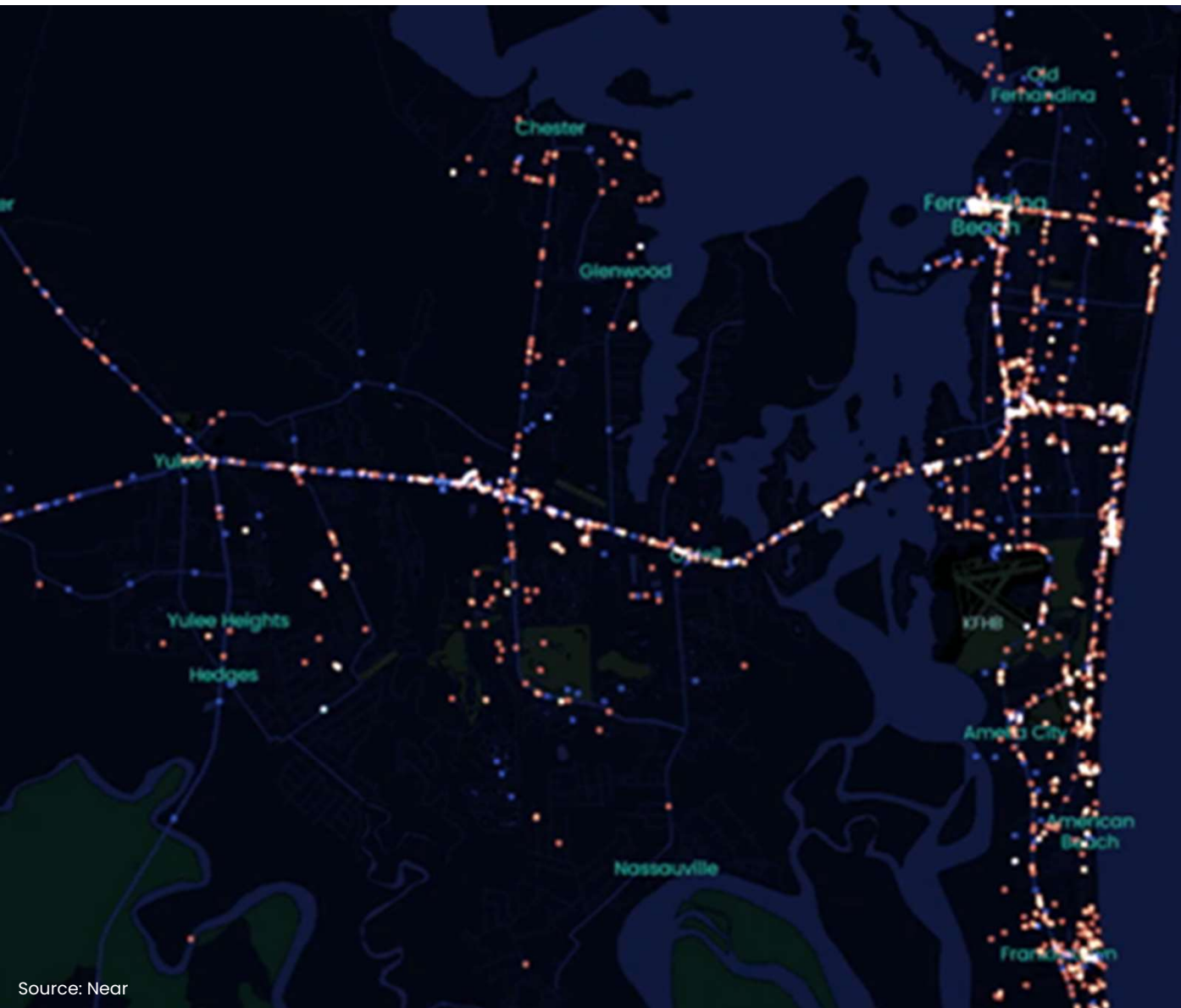
Feb 2022

Mar 2022

Apr 2022

INSIGHT: Visitor Flow

Visitation to the beaches is at its peak between March–July leaving August–February as month of opportunity for improvement projects.

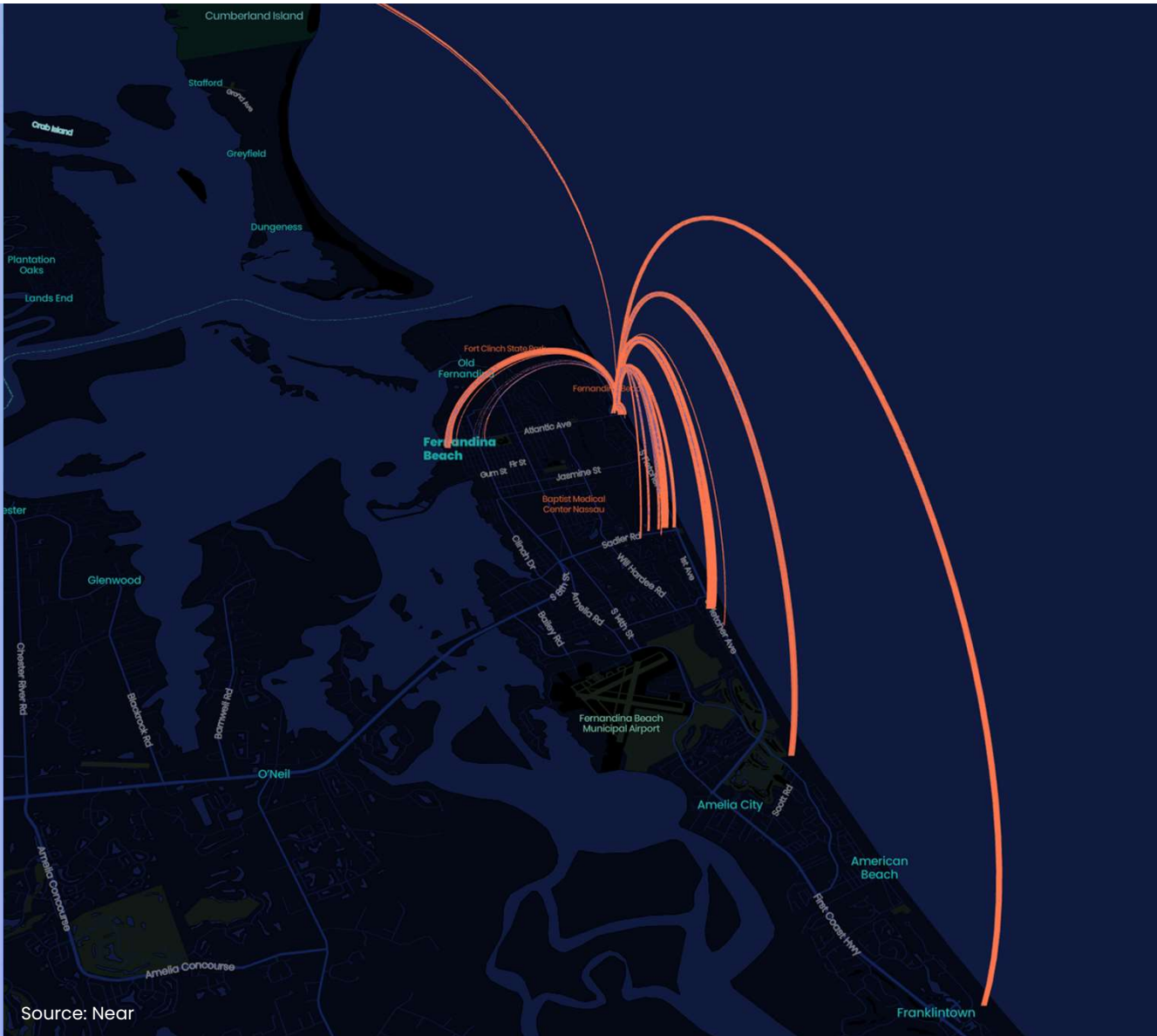


Overnight Visitor Timelapse

Overnight visitors were observed primarily on Amelia Island at accommodations and parks along the coast as well as the Fernandina Beach Main Street area

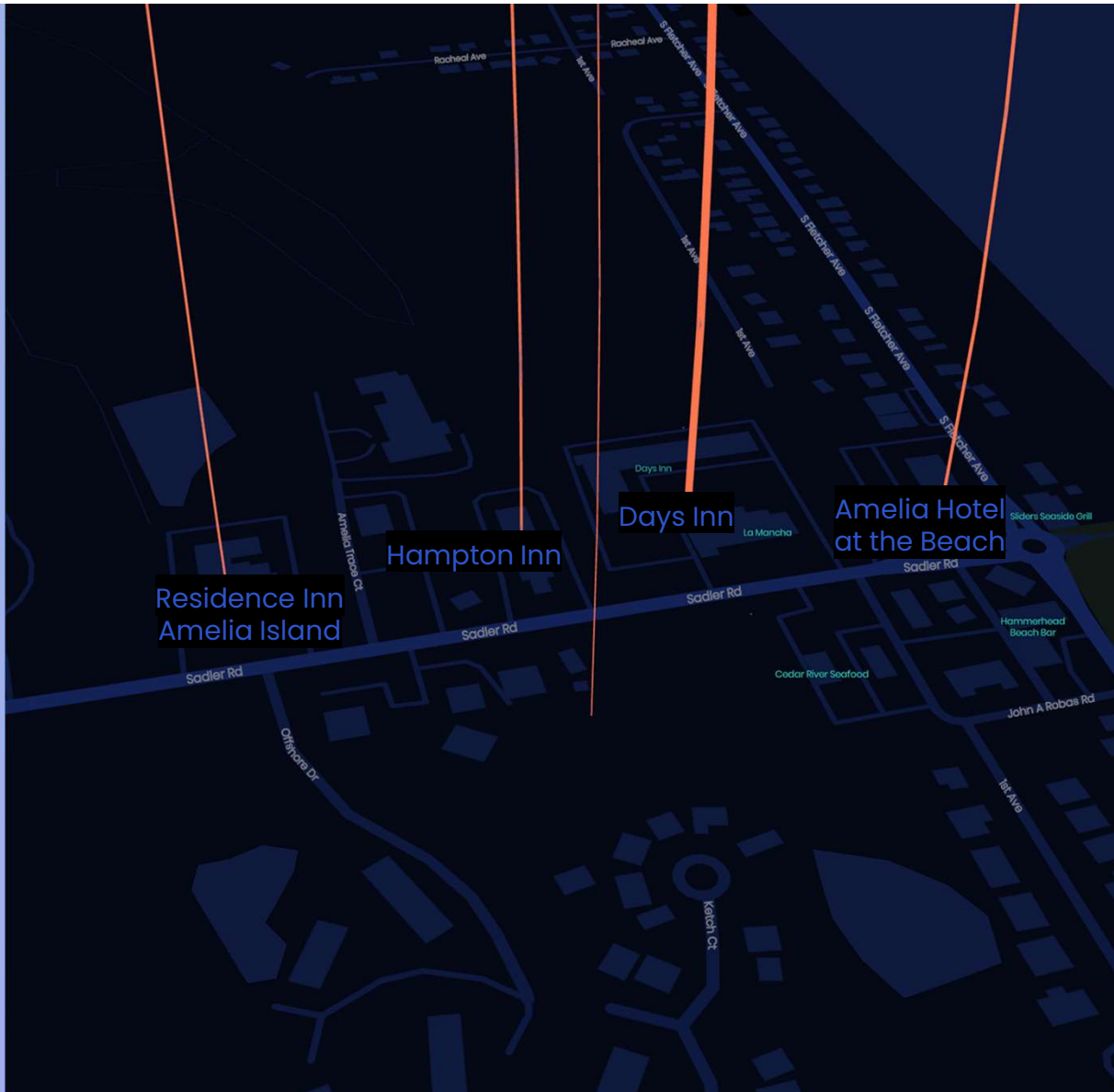
Beach Park Goers Showed Significant Cross-Visitation

Beach goers visited multiple beach parks under investigation as well as other POIs throughout the destination



Main Beach Overnight Visitors Accommodations Cross-Visitation

Overnight Visitors at Main Beach Park were observed primarily cross-visiting accommodations more than 2-miles away from the park.



Using Insights for Action & Outcomes

- **Share with consultants & government officials**
 - Help understand park usage and inform potential opportunities
 - Help prioritize parks
- **Look for marketing opportunities to help with beach goer disbursement strategies**
 - Pre-arrival education
 - In-market communications
- **Investigate insights for future projects**
 - Environmental branding
 - Sports facilities
 - Nature parks



kepler.gl2.5.1Share

Base map

Map Style

Decimal - Zartico

Map Layers

Label

Road

Border

Building

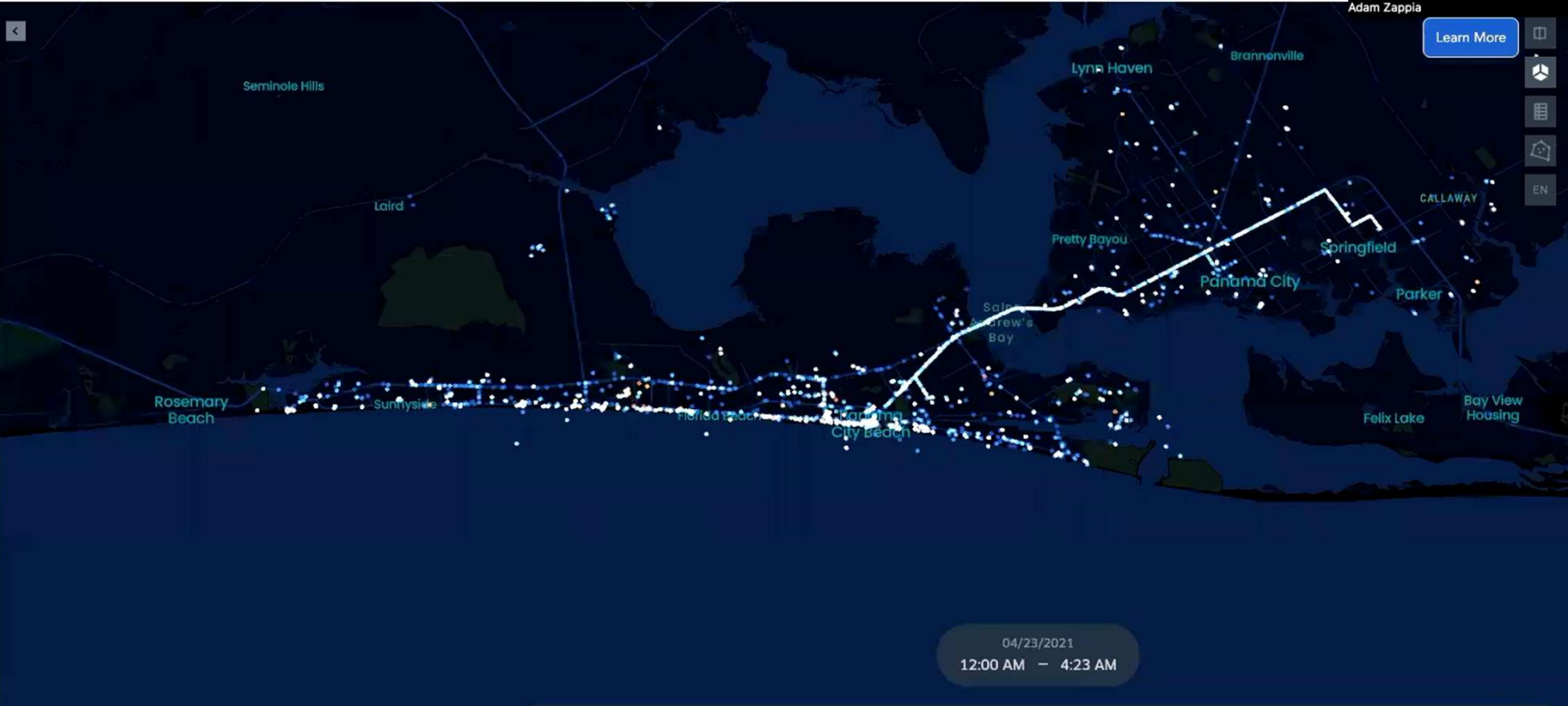
Water

Land

3d Building

3D Building Color

+ Add Map Style



04/23/2021
12:00 AM - 4:23 AM



THINGS TO DO RIGHT AWAY

Embrace something new to measure this year – Make it hard

Tell better stories with your insights– Make them more visual

Add a new stream of data and take one away.

Embrace more accountability NOW