

DESTINATION PERTH

DESTINATION PERTH INSIGHTS HUB

Overview

The **Destination Perth Insights Hub**, entry level is included in Gold and Platinum membership. We have teamed up with Localis to provide affordable detailed insights about our region, conveniently organised into 4 categories: Accommodation, Mobility, Flight and Spend.

Gold and Platinum members have access to the basic level data and can select more granular data by selecting a higher level of data access at a greatly reduced fee. Payment is made directly to Localis and you may cancel the additional level at any time. See below for FAQs.

FREQUENTLY ASKED QUESTIONS

Who is Localis?

Localis is an innovative organisation dedicated to transforming the data landscape for government authorities, DMOs (Destination Marketing Organisations), and operators. With a strong focus on advanced technologies and cutting-edge data solutions, Localis aims to reshape the way these entities operate.

Where does the data come from?

By using a combination of 1st, 2nd and 3rd party data, Localis is able to reveal incredibly deep and granular insights into your target audience, your destination, and your competitors quickly and cost effectively.

- Mobility data

For mobility insights, we gather information from millions of voluntarily shared and anonymised device locations throughout Australia, collected through various applications.

- Accommodation data

Our accommodation data is sourced from leading online booking platforms, including [booking.com](https://www.booking.com), Air BNB, TripAdvisor, and Stayz.

- Flight data

We obtain flight data directly from Skyscanner and their affiliated partners.



DESTINATION PERTH

- Transaction data

Transaction data is obtained through Visa and is aggregated to provide total domestic expenditure.

What data is available to me?

The data that is available varies depending on the Level of your Membership with Destination Perth.

Basic Membership - Free

Basic Membership is available for free to Gold and Platinum members of Destination Perth. The Basic Membership groups all 42 Local Government Areas to provide statistics based on the combined average for:

- Occupancy
- Average Daily Rate
- Length of Stay
- Reservation Window
- Future Occupancy
- Mobility Data

Intermediate Membership \$49 for Operators or \$149 for LGA's

Intermediate Membership includes the ability to segment individual or grouped Local Government Areas together. For Example, you can see the individual analytics for the City of Rockingham.

- Perth Flight Data
- LGA level insights for:
 - Occupancy
 - Average Daily Rate
 - Length of Stay
 - Reservation Window
 - Future Occupancy
 - Mobility Data



DESTINATION PERTH

Advanced Membership \$99 for Operators or \$249 for LGA's

Advanced Membership includes insights at a local government level in Perth and expenditure data for Perth.

- Perth Expenditure Data
- Perth Flight Search Data
- LGA level insights for:
 - Occupancy
 - Average Daily Rate
 - Length of Stay
 - Reservation Window
 - Future Occupancy
 - Mobility Data

Professional Membership

If you are Interested in this package please reach out to our team stating you are a member of Destination Perth, at team@localis.co.

How often is the data updated?

Data updates vary from providers, the core datasets are updated as follows:

- Accommodation demand: Weekly
- Accommodation supply: 16-18 days after most recent complete month
- Mobility data: Fortnightly
- Flight data: Weekly
- Spend: 3-4 weeks after most recent complete month

Are the prices different for operators and LGAs? What's the difference?

We offer different prices for LGAs and Operators based on their specific needs. LGAs have a higher entry cost due to their larger quantity requirements and broader service needs. For Operators, we provide pricing that aligns with their smaller-scale operations. It's all about ensuring fairness and value for each customer segment!



DESTINATION PERTH

- Intermediate Membership \$49 Operators or \$149 for LGA's
- Advanced Membership \$99 Operators or \$249 for LGA's

Who can I share the data with?

Localis was initially established due to the absence of informative and exchangeable data accessible to local councils and destination marketing organizations. With this in mind, developing a platform that enables users to share all insights with any third party was essential. The appropriate referencing of sharing data can be found at the bottom of every dashboard.

How do I pay?

To pay, simply select the Membership that you are wanting to subscribe to. Fill out your payment details and away you go!

What if I want to cancel?

No problem! You can cancel the membership from the "My Subscriptions" page.

What if I don't have a Credit Card?

No problem, if you don't have a credit card we are able to invoice for the full 12 months up front. To organise this payment method, reach out to our team at team@localis.co to enquire.

Does the spend/purchase data have an "origination" of spend?

Yes, the Transaction Data that Localis provides breaks down to an SA3 which is roughly 30,000 and 100,00 people.

Does that include international origination of spend?

International Data is not currently included in the Insights Hub, however if there is a demand for the data we can add the data in the coming months.

