

TOURISM DAY SUMMIT



Breakout Session 1C

Knowing How Your Marketing Data Works for YOU:
Insights, AI and Tech's Next Big Thing

Presented by

Brian Bossuyt, Executive Vice President/CMO, PMVB

• Data – What is important to you?

- These are some of key areas to begin with.
 - Customer (CRM – First party) Data
 - Sales and Booking Data
 - Website Data
 - Email Data
 - Social Media Data
- What to prioritize
 - It is all important
 - What do you have time for?







- Where to Begin
 - Start with your daily, weekly and monthly sales and booking data – What trends can you learn from?
 - Look at your web (GA4) analytics data as often as you can
 - How do sales/booking and Website data compare and what story are they telling you
 - Look at your Email and Social Data as often as you can
 - What story is all your data telling you?





POCONO MOUNTAINSSM
VISITORS BUREAU

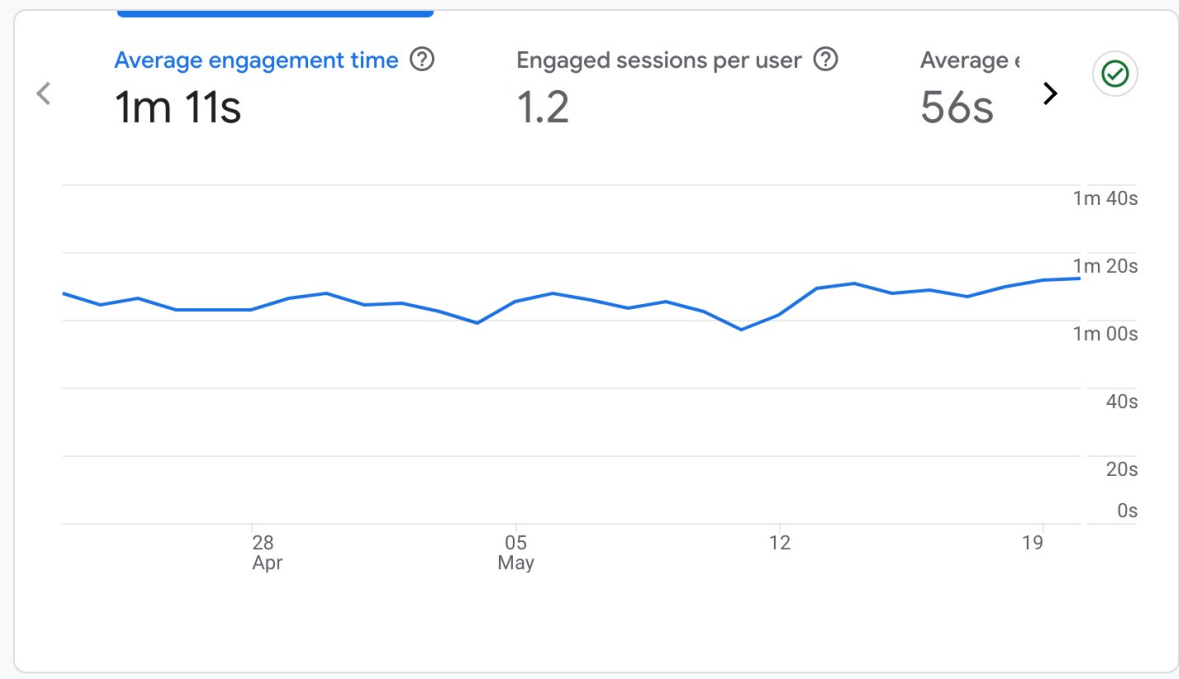
Website Analytics and Data

- 
- 
- 
- 
- Acquisition overview
- User acquisition
- Traffic acquisition: Session...
- User acquisition cohorts
- Engagement
- Overview
- Events
- Pages and screens
- Landing page: Landing page
- Monetization
- Retention
- Organic traffic
- Organic Traffic
- Search Console
- Library

All UsersAdd comparison

Last 28 daysApr 23 - May 20, 2024

Engagement overview



USERS IN LAST 30 MINUTES

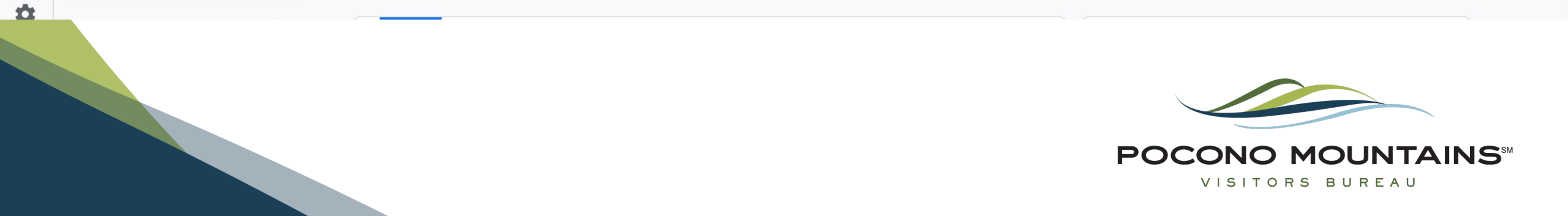
409

USERS PER MINUTE

TOP PAGES & SCREENS

	USERS
Visit the Poconos Discover Restaura...	38
Pocono Mountains Visitors Bureau	29
Jim Thorpe, PA Visitor Information ...	22
Poconos Resorts Pocono Vacations...	15
Things to Do in the Poconos Attracti...	14

View realtime



App developer

^

Firebase

Life cycle

^

Acquisition

Acquisition overview

User acquisition

Traffic acquisition: Session...

User acquisition cohorts

Engagement

Overview

Events

Pages and screens

Landing page: Landing page

Monetization

Retention

Organic traffic

Organic Traffic

Library

A

+

Traffic acquisition: Session default channel group

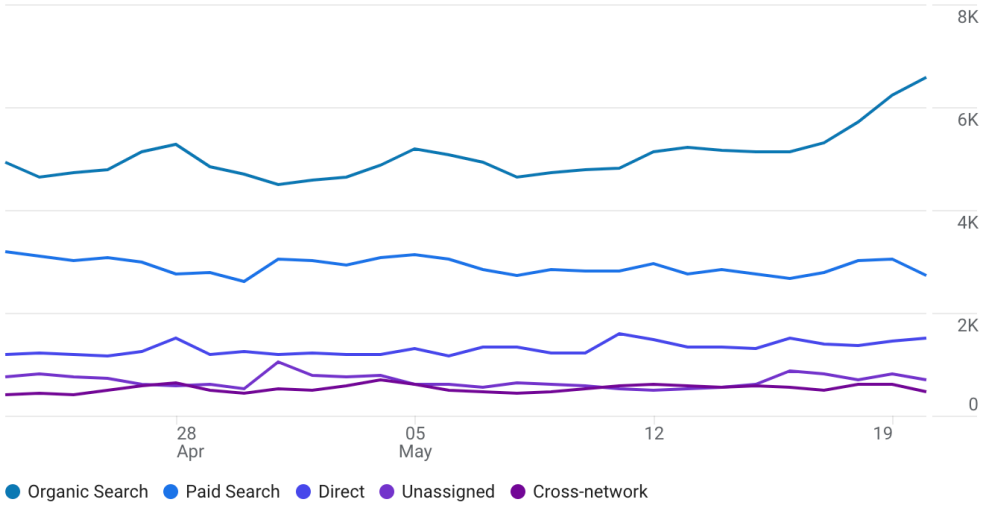
✓

+

Last 28 days

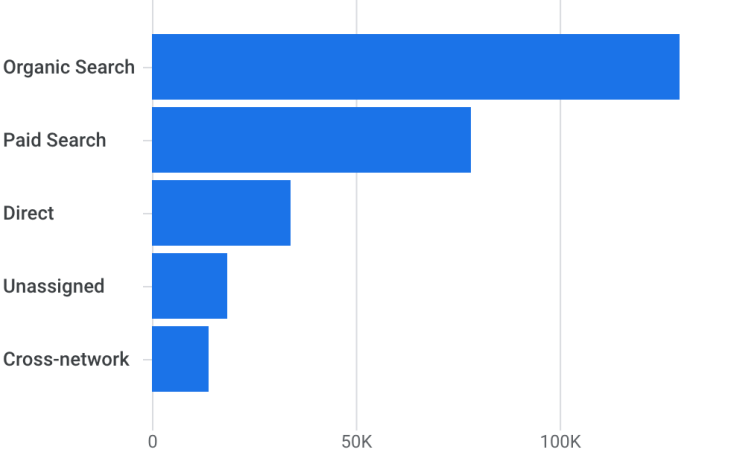
Apr 23 - May 20, 2024

Users by Session primary channel group (Default Channel Group) over time



● Organic Search ● Paid Search ● Direct ● Unassigned ● Cross-network

Users by Session primary channel group (Default Channel Group)



Search...

Rows per page: 10

Go to: 1

1-10 of 14

Session primary...Channel Group)	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event c All even
	281,634 100% of total	355,367 100% of total	342,177 100% of total	56s Avg 0%	1.21 Avg 0%	16.17 Avg 0%	96.29% Avg 0%	5,7 100%
1 Organic Search	129,397	170,238	163,532	1m 09s	1.26	16.81	96.06%	2,8
2 Paid Search	78,274	89,989	88,276	49s	1.13	18.54	98.1%	1,6



POCONO MOUNTAINSSM
VISITORS BUREAU

Social Media


Social Media Insights

All Social Media platforms have some general insights on their business pages


- Audience data
- Demographics
- Location data
- If you advertise you will get more data based on how you set up your ad.


Pocono Mountains Visitors Bureau


Professional dashboard


 Overview

Insights ^


 Home


 Your Page

 Content


 Audience


Grow your audience ^


 Ad Center


 Invite friends to follow

Your tools ^

 Earn achievements for creating reels

 Inspiration hub

 Comments manager


 Events

Page overview


Create a post

 Last 28 days


Discovery

 Post reach


350,932

 Post engagement

16,784


 New Page likes

118


 New Page Followers

255


Interactions

 Reactions


2,112

 Comments


291

 Shares

426


 Photo views

3,947


 Link clicks

2,491

Other

 Hide all posts

11

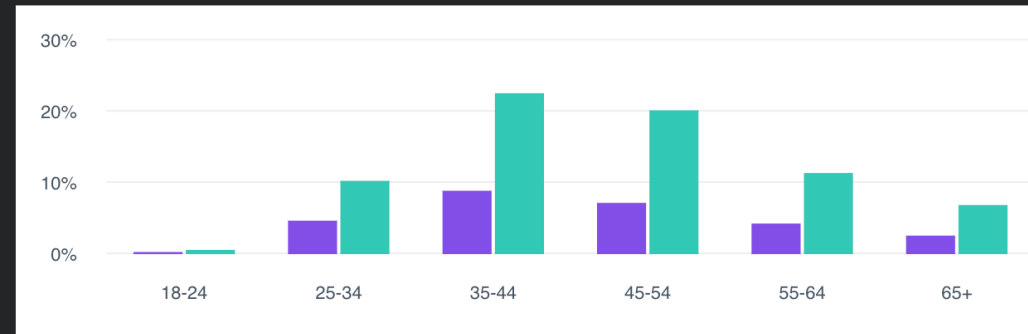
 Unfollows

0

Age and Gender

■ Men 28.00%

■ Women 72.00%



Location

Cities

Countries

New York, NY	55,520
Philadelphia, PA	23,082
Baltimore, MD	5,099
Newark, NJ	4,163
Allentown, PA	3,568
Jersey City, NJ	2,240
Reading, PA	2,221
Elizabeth, NJ	2,220
Lancaster, PA	2,071



POCONO MOUNTAINSSM
VISITORS BUREAU

PMVB Data Examples



Monthly Summary Report

April 2024



Website Performance Summary



424.52K

Total Sessions
-10.7% YOY



2.40 page

Pages per Session
+0.03 pages YOY



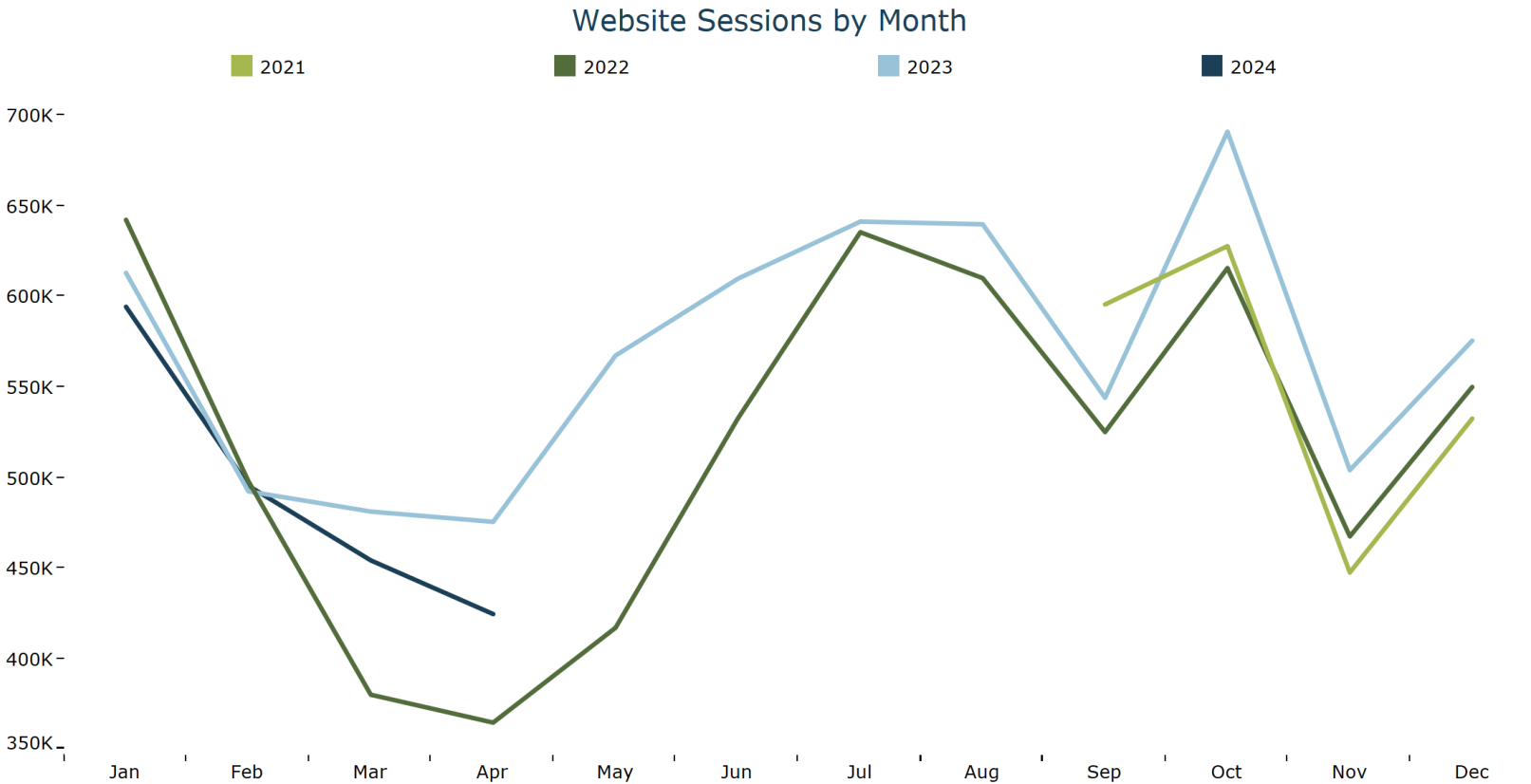
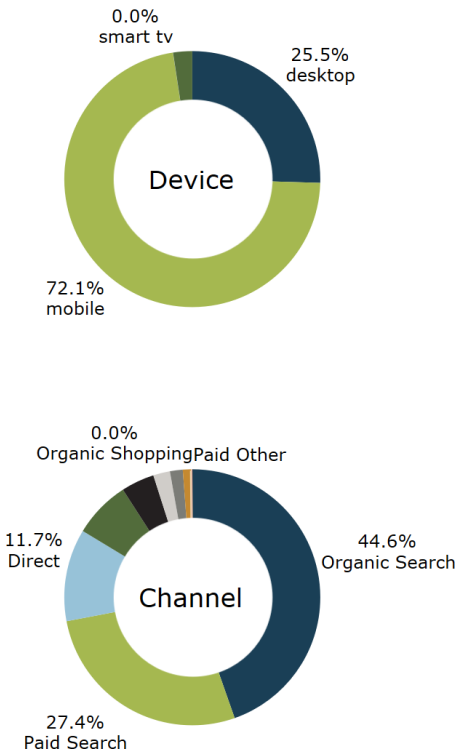
2.9%

Bounce Rate
-76.2% YOY



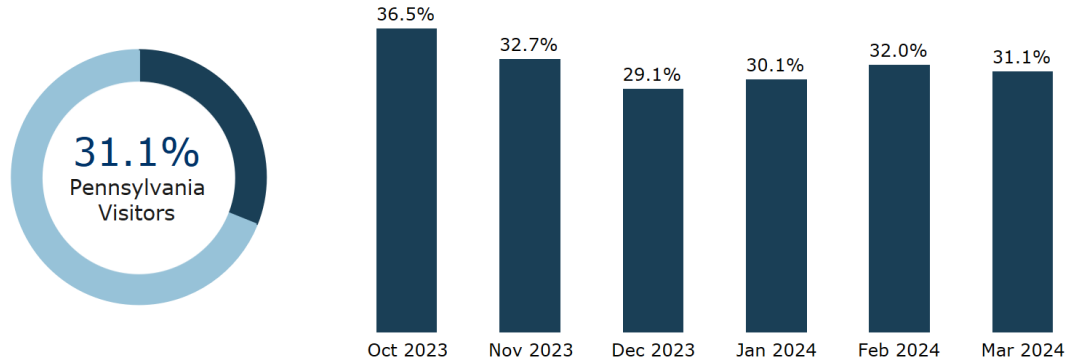
00:02:41

Avg. Session Duration
+2.6% YOY



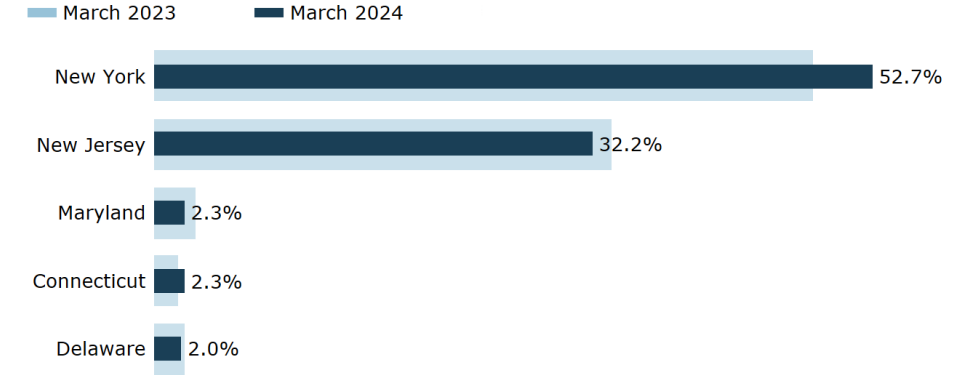
March 2024 Overall Visits

In-State Visitors

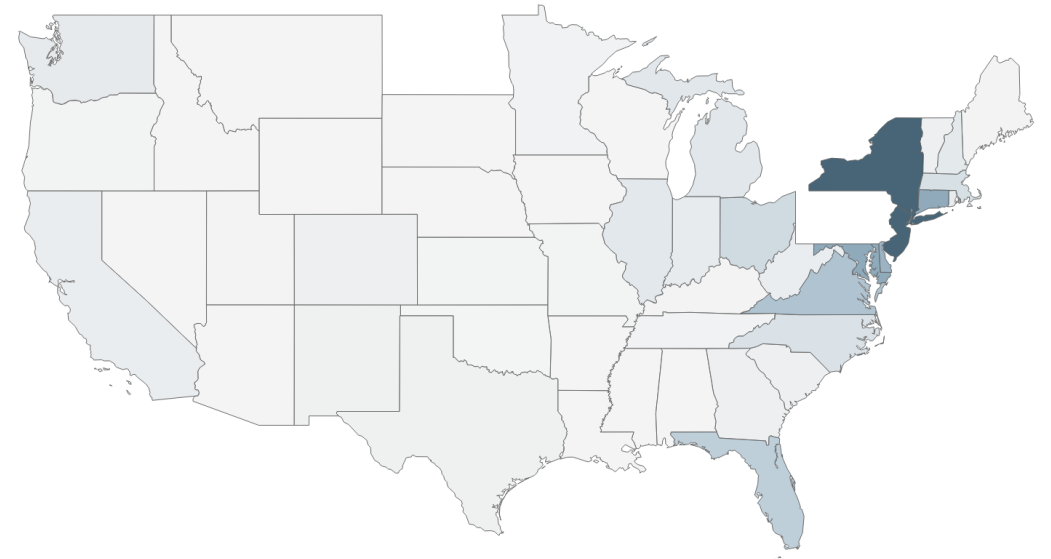
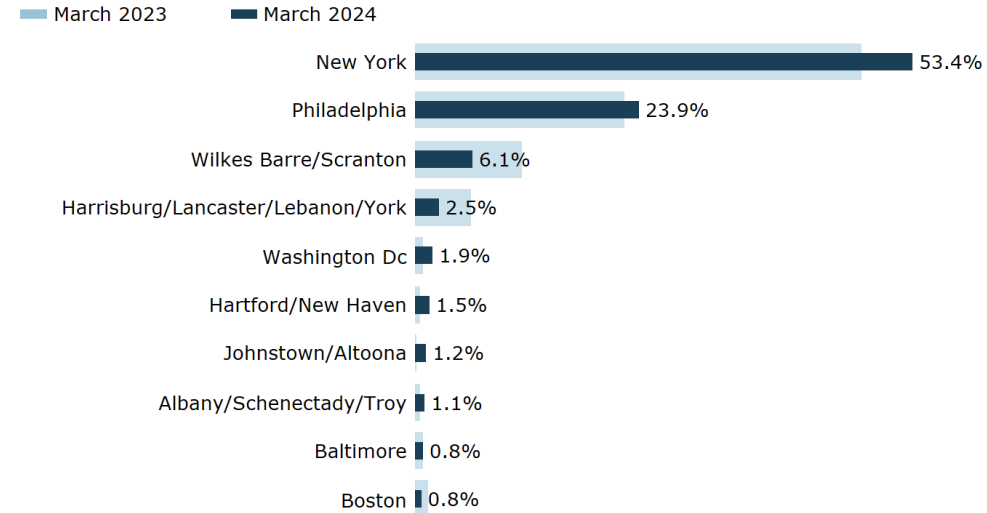


March 2024 Out-of-State Visits

Top Origin States



Top Origin Markets





Visitor Spending

Visitor Credit Card Spending

March 2024 Card Spend
\$38.0M
-36.9% YOY

Jan - Mar 2024 Card Spend
\$107.0M
-38.6% YOY

March 2024 Visitor Credit Card Spending

35.7%
Food & Beverage

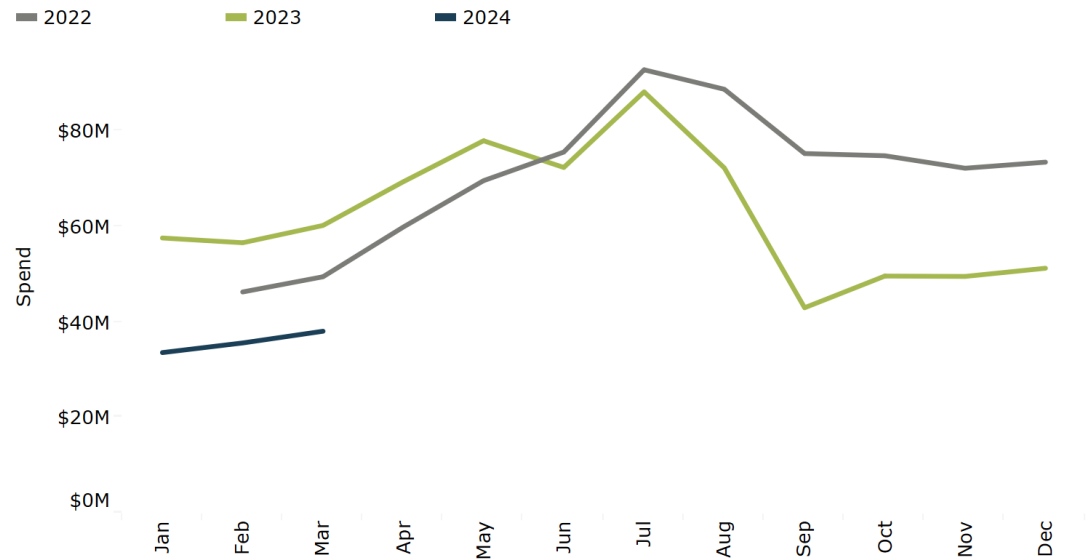
31.8%
Retail

16.9%
Transportation

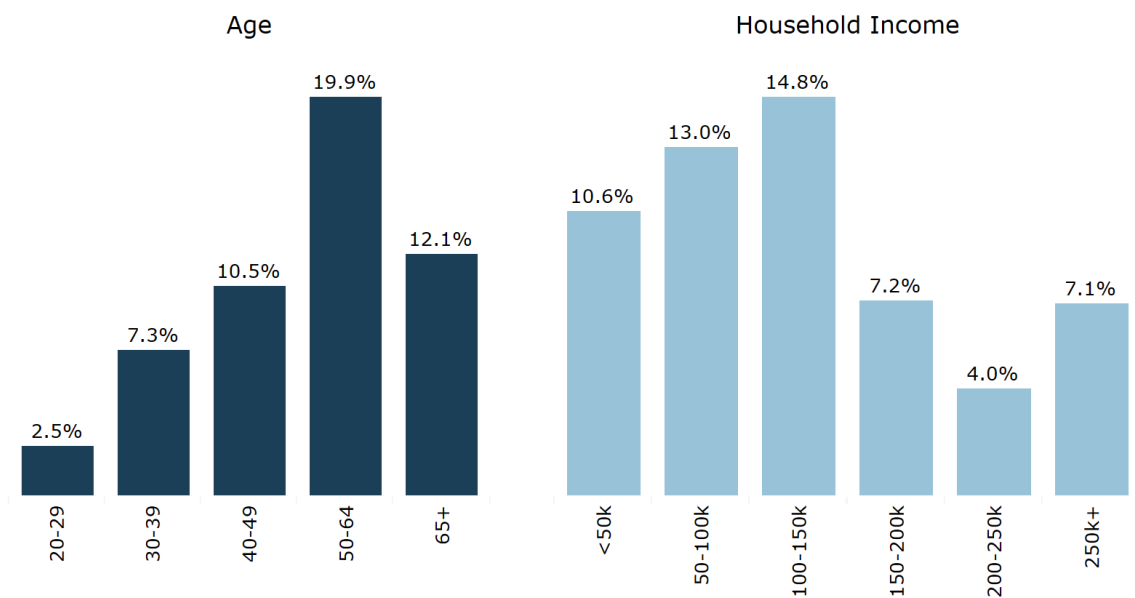
9.0%
Other Categories

6.6%
Lodging

Visitor Spending Trend



Spending by Demographic





Lodging Summary

Aggregate Lodging Performance

Sources: STR & AirDNA

	Occupancy	ADR	RevPAR	Revenue
Apr 2024	52.0%	\$243.50	\$126.55	\$47.5M
YOY % Change	+2.2% YOY	-12.7% YOY	-10.8% YOY	-9.9% YOY
Calendar Year-to-Date	48.6%	\$274.37	\$133.39	\$212.6M
YTD YOY % Change	+1.7% YOY	-4.1% YOY	-2.5% YOY	+9.6% YOY

Hotel Performance (Poconos Mtn Counties)

Source: STR

	Occupancy	ADR	RevPAR	Revenue
Apr 2024	62.8%	\$208.56	\$130.96	\$31.3M
YOY % Change	+4.6% YOY	-18.1% YOY	-14.3% YOY	-14.4% YOY
Calendar Year-to-Date	57.2%	\$224.51	\$128.39	\$122.3M
YTD YOY % Change	+4.1% YOY	-9.9% YOY	-6.2% YOY	-6.6% YOY

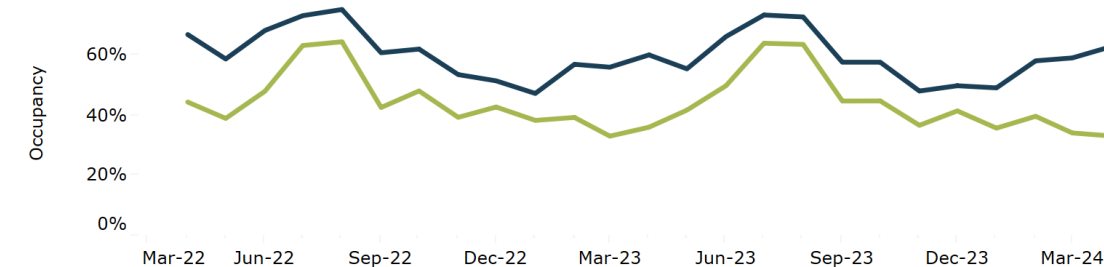
Short Term Vacation Rental Performance (Combined Counties)

Source: AirDNA

	Occupancy	ADR	RevPAR	Revenue
Apr 2024	33.1%	\$359.00	\$118.86	\$16.3M
YOY % Change	-8.1% YOY	+4.1% YOY	-4.3% YOY	-11.5% YOY
Calendar Year-to-Date	35.9%	\$392.34	\$140.84	\$90.3M
YTD YOY % Change	-2.4% YOY	+5.6% YOY	+3.0% YOY	6.7% YOY

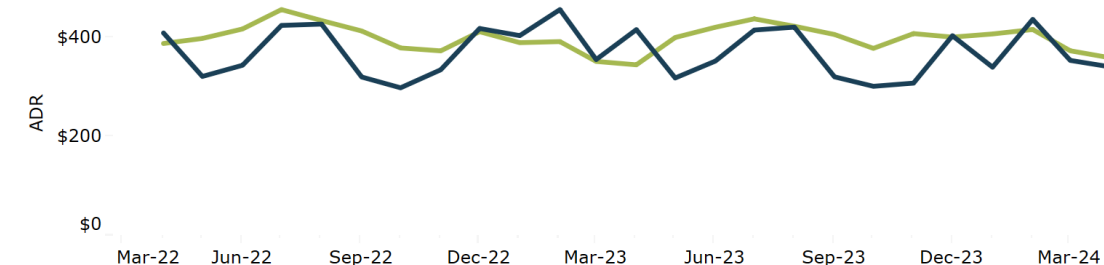
Occupancy by Month

■ Hotels ■ Short Term Vacation Rentals



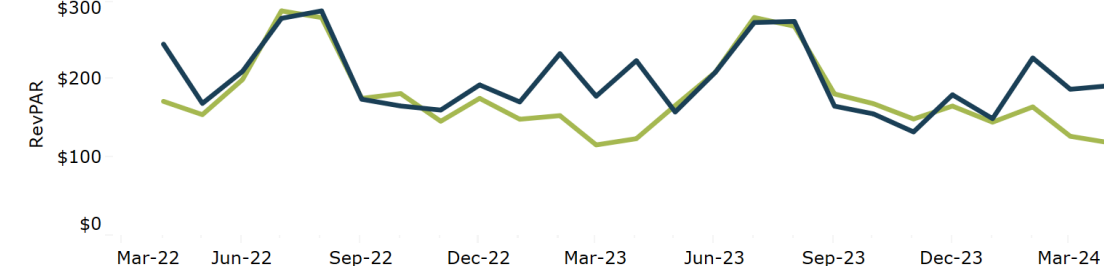
ADR by Month

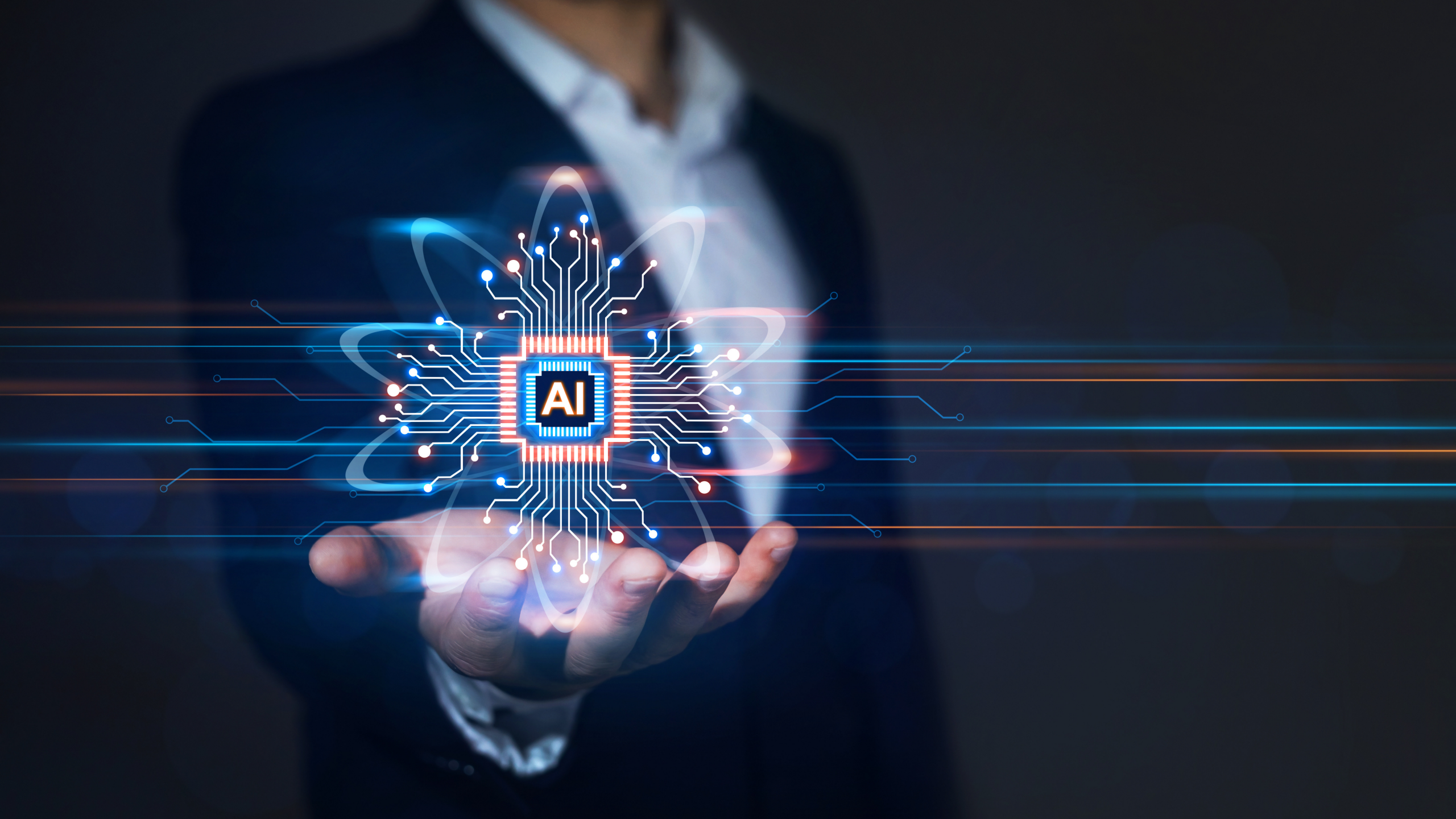
■ Hotels ■ Short Term Vacation Rentals



RevPAR by Month

■ Hotels ■ Short Term Vacation Rentals





AI – Next Steps

- AI is readily available
- You can use it now with ChatGPT, Gemini, Copilot, Adobe AI, and more
- How can you use it to your advantage
- The more you look at embracing this technology the more it may help your business
- This technology is going to expand on the has and has nots

Generative AI is reinventing core business processes →

DIGITAL LABOR

Empower individuals to deliver faster outcomes.

IT AUTOMATION

Achieve new levels of efficiency and resiliency.

SECURITY

Expand visibility and accelerate response times.

SUSTAINABILITY

Capture new efficiencies with embedded sustainability.

APPLICATION MODERNIZATION

Build composable, API-based, and event-driven apps.

Click here for Tarun Chopra from IBM, [Link](#) to Presentation from the ESU Economic Outlook Summit.

How AI can assist you and your business

- We've all been using AI for the past few years in some way or another
- Examples are Google Analytics, Social Media and Search Engines, Voice Assistants (Alexa, Siri, Google Home).
- When ordering with Amazon or purchasing products for your business through online portals – All have been employing some version of AI and Machine Learning.
- Generative AI – is the game changer now. This technology is moving faster and learning faster
- The more you learn about it and find ways for it to assist you over the next 12-18 months – potentially the more productive you can become