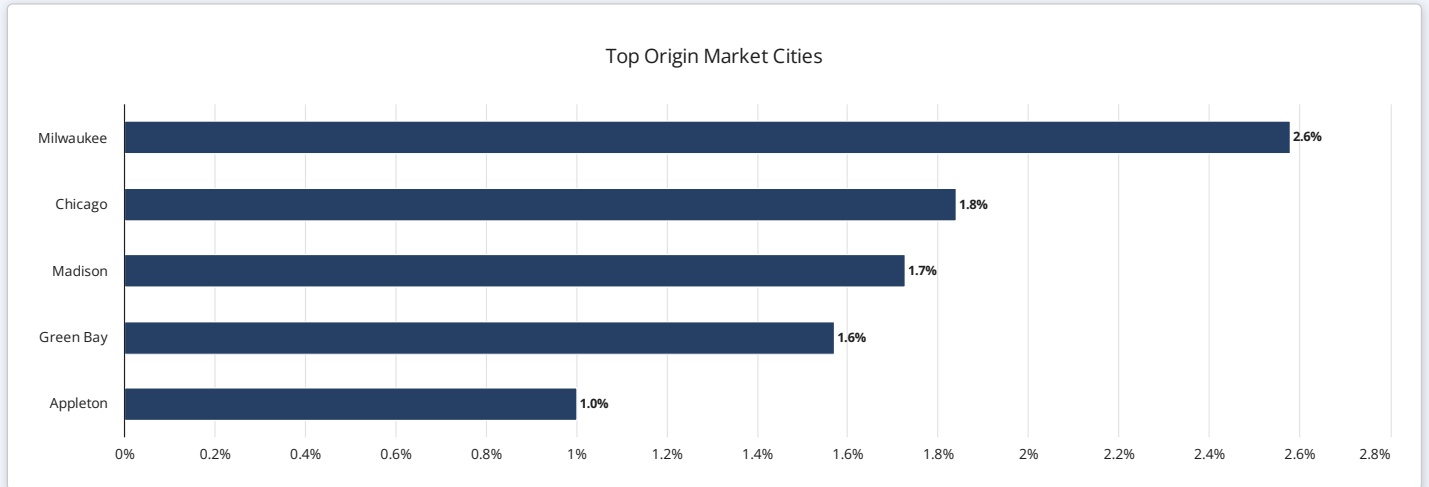


Director's Brief Summary

See a summary of your destination's key metrics, so that you can stay aware of where you are today and where you're heading. This module will give you high-level insights into your top origin markets for visitation and your regions experiencing compression. We'll also show you your hotel performance.

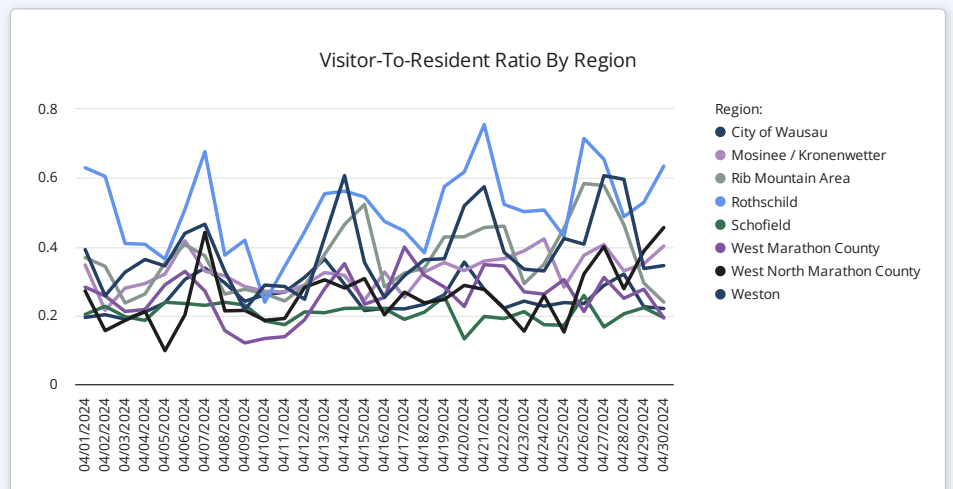
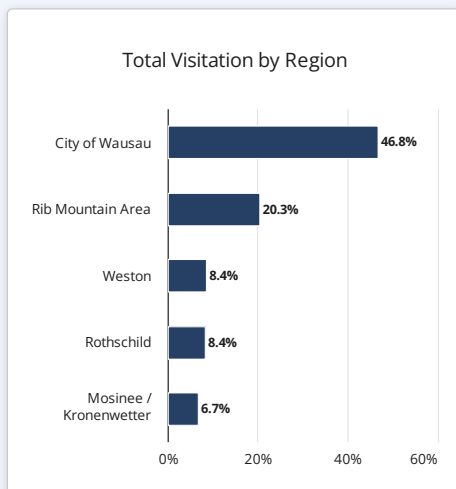
Who is visiting your destination?

Source: Zartico Geolocation Data. Note: This insight shows which origin cities generate the greatest volume of visitors, which helps you understand your visitation patterns to inform your marketing and promotional efforts. Visitors are defined as devices more than 30 miles from their home and work locations. This insight displays only origin market cities, not origin market DMAs, which encompass many cities and are used in other marketing-related insights in the platform. "Unknown" in this insight refers to visitors from areas outside Census-defined cities.



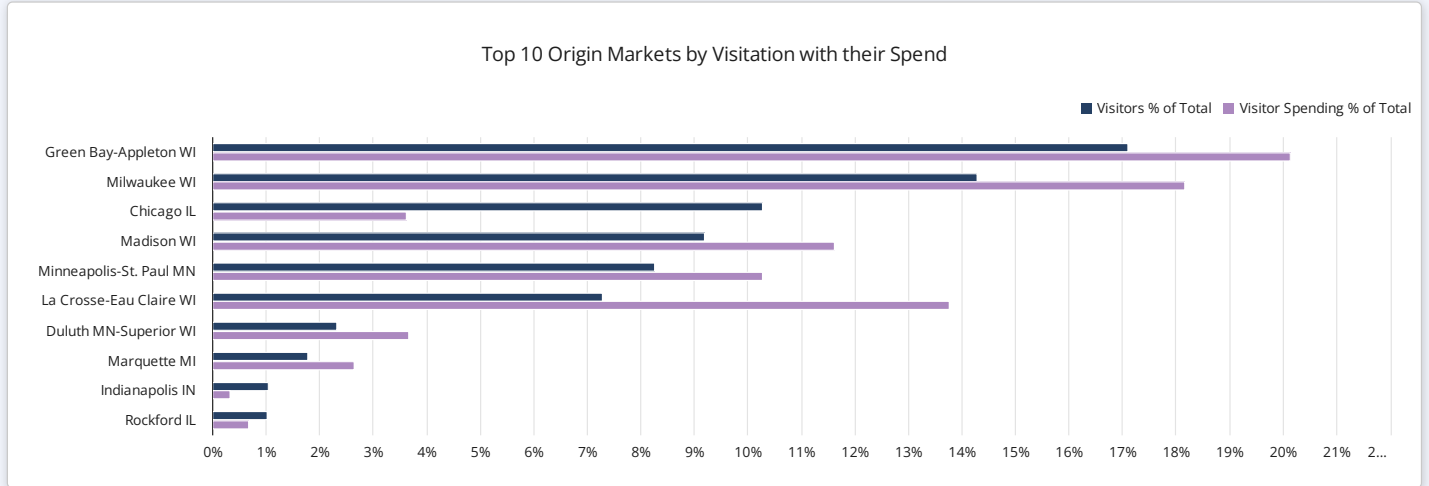
What is the ratio of visitors and residents in your destination?

Source: Zartico Geolocation Data. Note: The insight on the left shows the most visited regions within your destination. Note that the %'s will add up to more than 100%, since many visitors will be observed in more than one region. The best way to read this insight is "of all my visitors, X% were observed in Y region." The insight on the right shows how many visitors you have in a region compared to how many residents. Each of your regions has a certain capacity to welcome visitors without impacting or overwhelming residents. A Visitor-to-Resident ratio of less than 1, tends to have little resident friction. Between 1 & 1.5 has increasing friction and for prolonged periods above 1.5 a proactive destination management plan is recommended. Tip (empty value) or Other in the region definitions indicates that this visitation is taking place outside the regions you defined during setup.



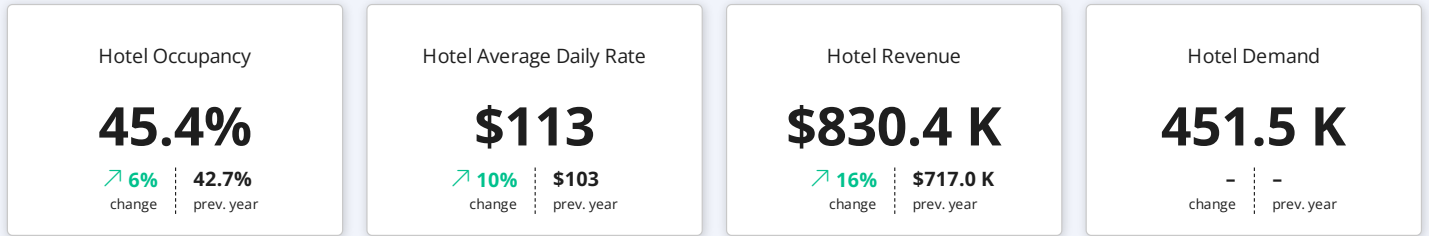
Which markets are generating the greatest economic impact?

Source: Zartico Geolocation Data and Zartico Spend Data. Note: The blue bars represent your largest origin markets. The green bars show each origin market's % of spending. Tip: Look for markets with higher spending (green) compared to their share of visitation (blue).



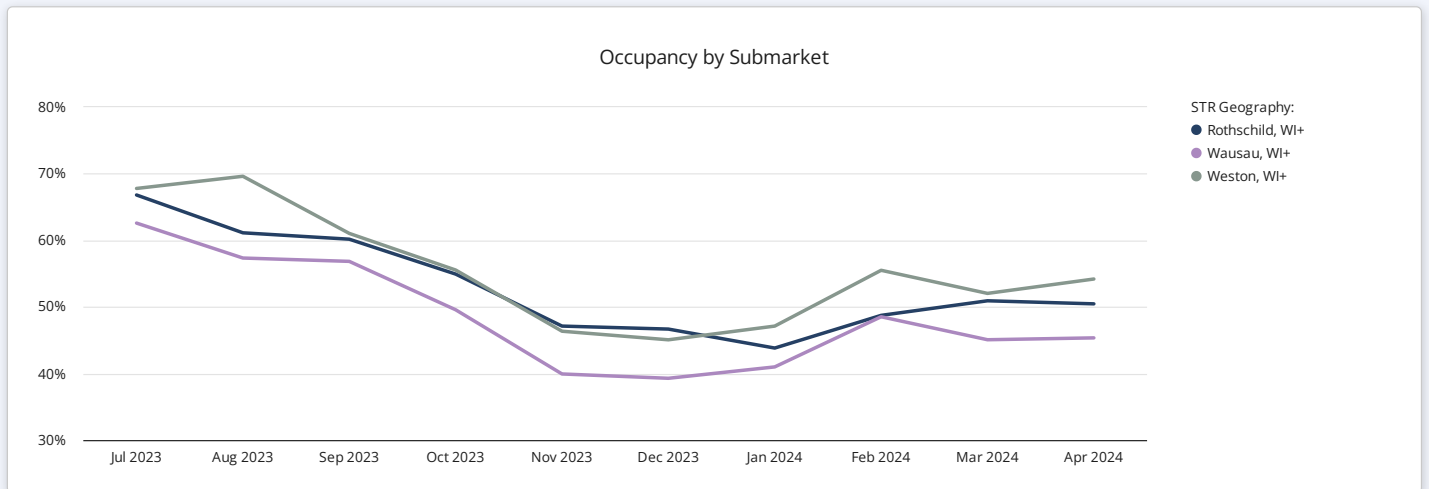
How are your hotels performing?

Source: Smith Travel Research (STR). Note: All KPIs are set for to display data for the STR Geography that most closely matches your destination boundary. STR Monthly files are delivered on the 18th of each month, resulting in comparisons between partial periods of data this year and complete periods of data from last year. Tip: To see the date or your most recent data loaded from STR, see the Data Check section at the bottom of this module.



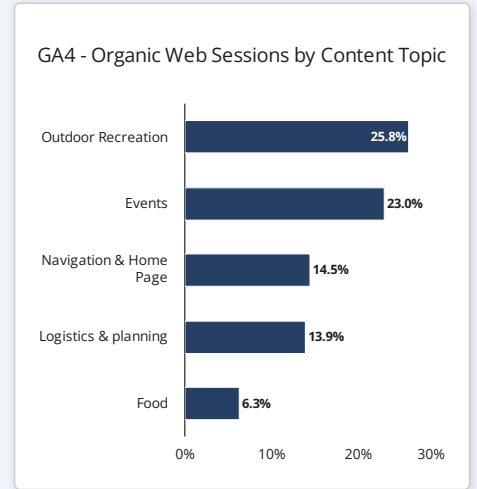
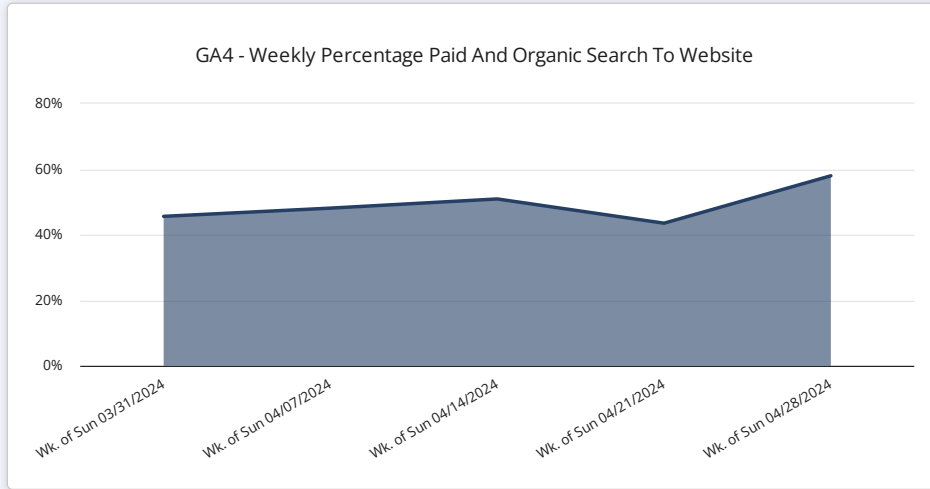
How are each of your submarkets performing?

Source: Smith Travel Research (STR). Note: This insight is not configured to the date range and will instead show the last 12 months. This insight allows you to compare hotel occupancy across all of the submarkets included in your STR report. If you are distributing this report externally, please consult your STR Contract to understand STR's data sharing and reporting restrictions and how this relates to your intended distribution uses. Tip: Click on any of the submarkets in the right column to deselect it in the insight.



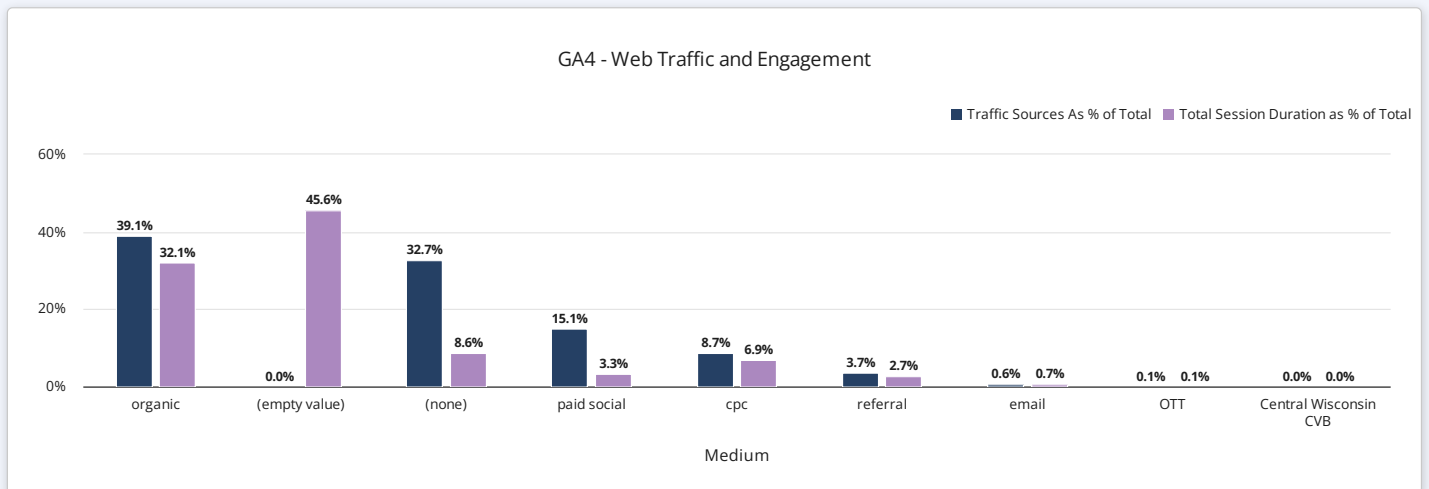
How are you generating awareness and influencing future travel?

Source: Google Analytics. Note: Your website is the front door to your destination. Paid and Organic Search Traffic is an indicator of how prominently your site appears in Search Engine ranking, like Google, and how much of your total website traffic results from search engines. The graphic on the right shows the content topics users are searching for. This provides you guidance on what types of content are likely to perform best in social posts and email newsletters and guides new content creation on your website.



What activities generate the most engagement with your website?

Source: Google Analytics. Note: This insight allows you to see the volume of traffic each medium provides to your website (blue bar) along with the amount of engagement, as measured by time on your website (green bar). High volume and low engagement can be a sign that a given traffic driver to your website isn't providing visitors what they are looking for or can indicate content issues with your landing page. Tip: Explore the Website Performance module for more detail.



Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above. These values are controlled by the combination of filters selected at the top of the module. Typically, an annual visitor survey conducted for a destination includes between 600 - 2,000 survey responses. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directionally, but less precise owing to a smaller sample size. In these cases, eliminating filter criteria at the top of the module or widening the date range will increase the sample size and increase both accuracy and confidence in the data.

Visitor Device Count
Sample Size

13,044

Visitor Cardholder
Count Sample Size

6,511

STR Monthly - Data Check

Displays the most recent data loaded into ZDOS. Monthly data is typically delivered on the 18th of the month for with data for the trailing month. As an example, the data for May would be delivered on June 18th. STR data is loaded into the platform within 48 hours of delivery to data@zartico.com.

STR Monthly - Max
Date

2024-04-01

STR Weekly - Max
Date

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