

simpleview ®

Proving Tourism's Economic Impact with Reports and Dashboards



Paul McLeod – Director of Business Intelligence

Why It Matters

A screenshot of a tweet from Pitbull (@pitbull) dated May 30, 2016. The tweet features a video of Pitbull and a woman dancing on a beach. The text of the tweet is: "Time to make a splash @visitflorida #LoveFL #SummerStartsNow #Dale". The tweet has 272 retweets and 1,490 likes. The video shows Pitbull in a white shirt and pants, and a woman in a white dress, dancing on a sandy beach with turquoise water in the background.

Pitbull [@pitbull](#) [Follow](#)

Time to make a splash [@visitflorida](#) [#LoveFL](#)
[#SummerStartsNow](#) [#Dale](#)

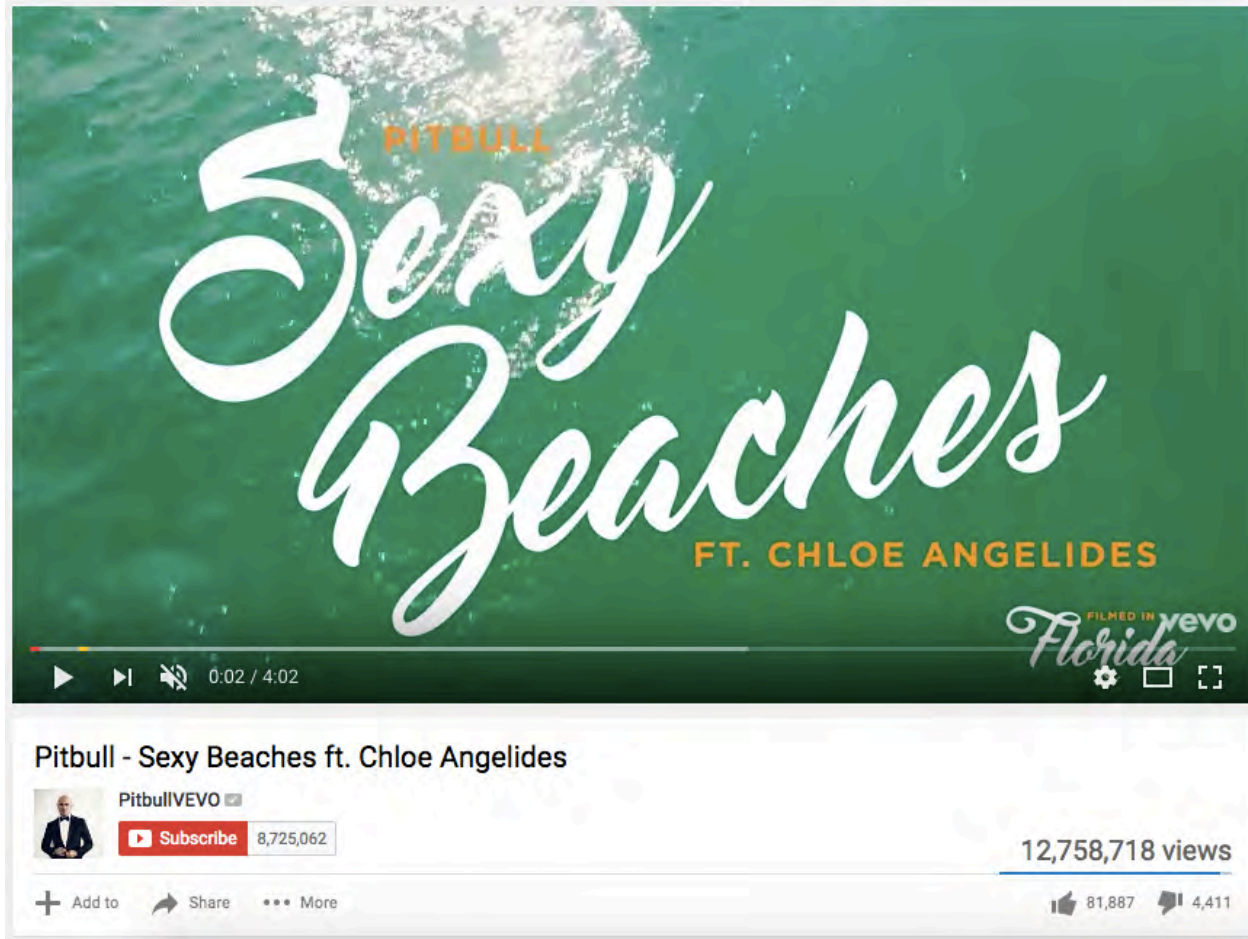
RETWEETS **272** LIKES **1,490**

6:34 PM - 30 May 2016

59 272 1.5K



Why It Matters



The image shows a YouTube video player interface. The video title is "Pitbull - Sexy Beaches ft. Chloe Angelides". The video is from the channel "PitbullVEVO", which has 8,725,062 subscribers. The video has 12,758,718 views, 81,887 likes, and 4,411 dislikes. The video player shows a progress bar at 0:02 / 4:02. The video content features the text "PITBULL Sexy Beaches FT. CHLOE ANGELIDES" over a green background with water ripples. There is also a "FILMED IN Florida" logo and a "vevo" logo in the bottom right corner of the video frame.

Pitbull - Sexy Beaches ft. Chloe Angelides

PitbullVEVO [Subscribe](#) 8,725,062

12,758,718 views

+ Add to ↪ Share ⋮ More

👍 81,887 👎 4,411

WHY IT MATTERS



Data Is Not Reality








WHAT DOES DATA DO?

Pros of Data

- › **Objective**
- › **Succinct**
- › **Transferrable**



Mismeasurement

Session Duration	Sessions
0-10 seconds	34,123 
11-30 seconds	14,062 
31-60 seconds	12,599 
61-180 seconds	19,377 
181-600 seconds	12,909 
601-1800 seconds	6,026 
1801+ seconds	1,204 

WHAT DOES DATA DO?



Incompletion

- › Consider telling someone “I watched this guy talk for 60 minutes.”



Misaggregation

Historical average temperature, January

San Diego

57.5°

Tucson

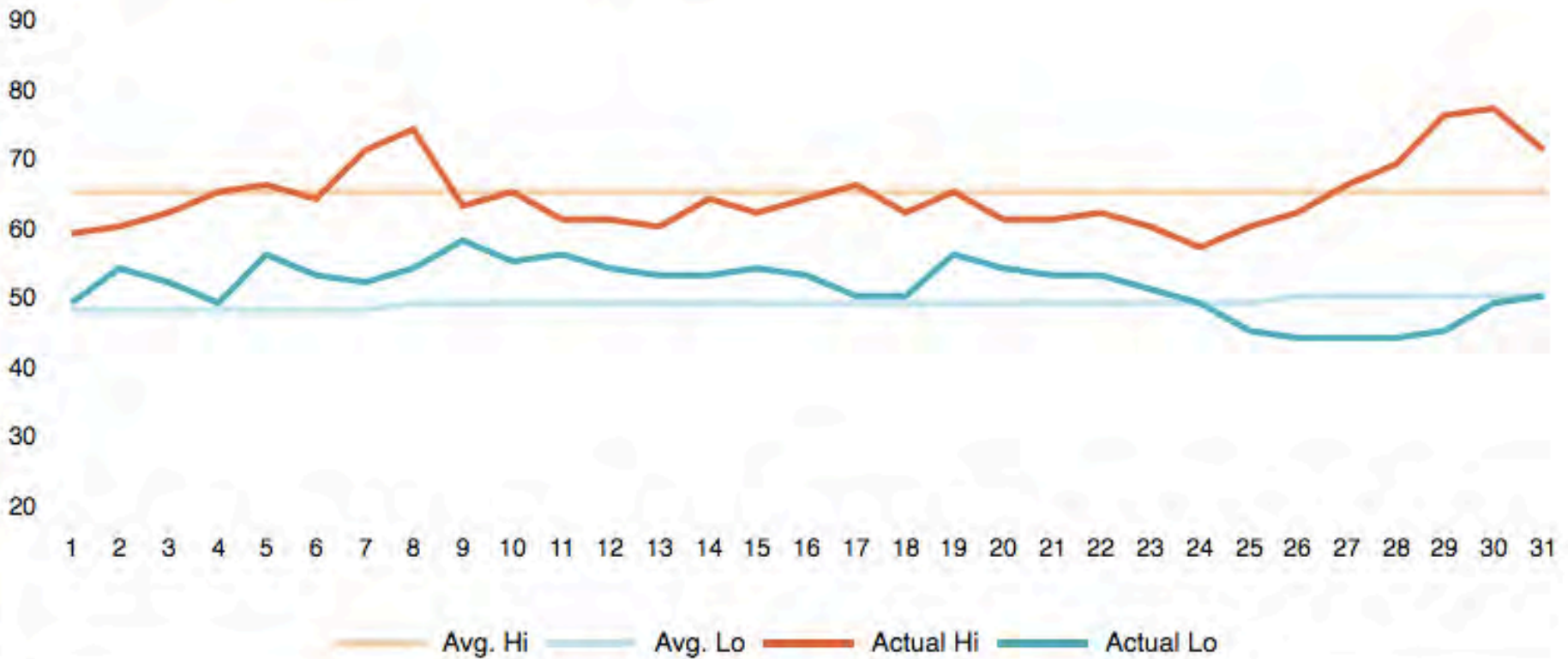
55°



Misaggregation

Temperature Graph January 2017

San Diego



Misaggregation

Temperature Graph January 2017

Tucson



WHAT DOES DATA DO?



Misattribution



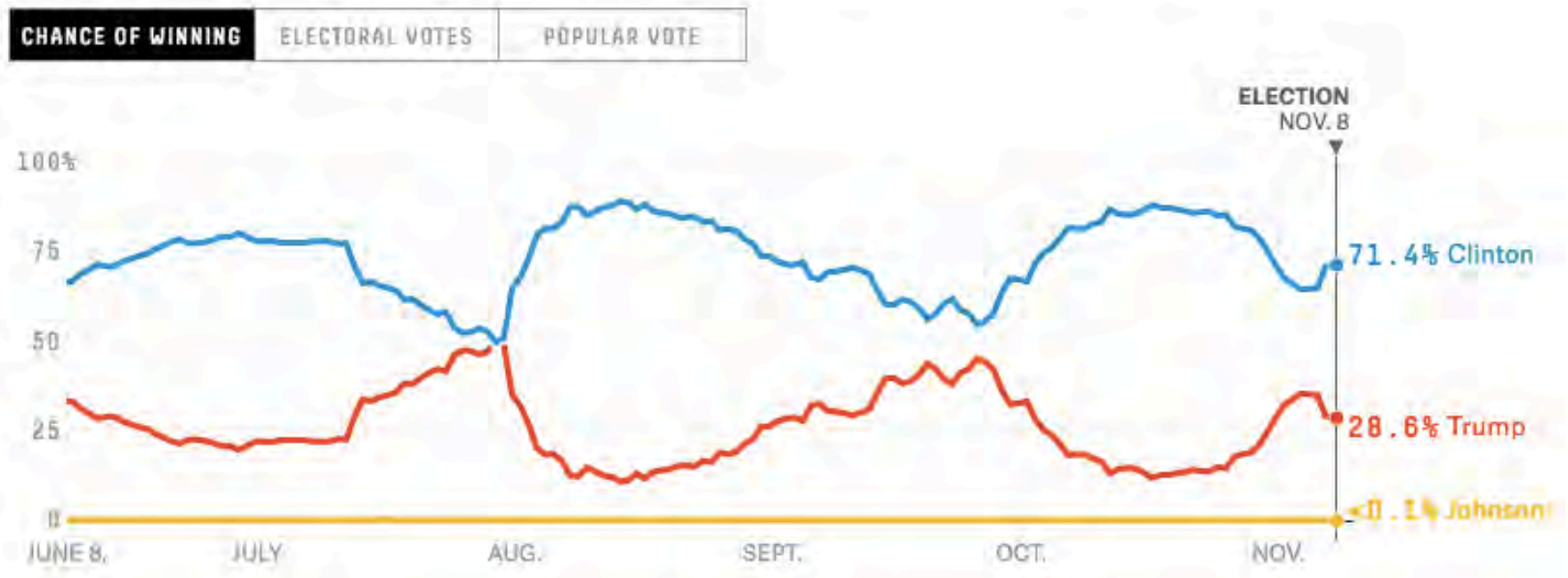
WHAT DOES DATA DO?



Mismodelling

How the forecast has changed

We'll be updating our forecasts every time new data is available, every day through Nov. 8.



WHAT DOES DATA DO?



Analyzing Metrics Well

What's a Metric?

A number that represents some real-world phenomenon



What's a Dimension?

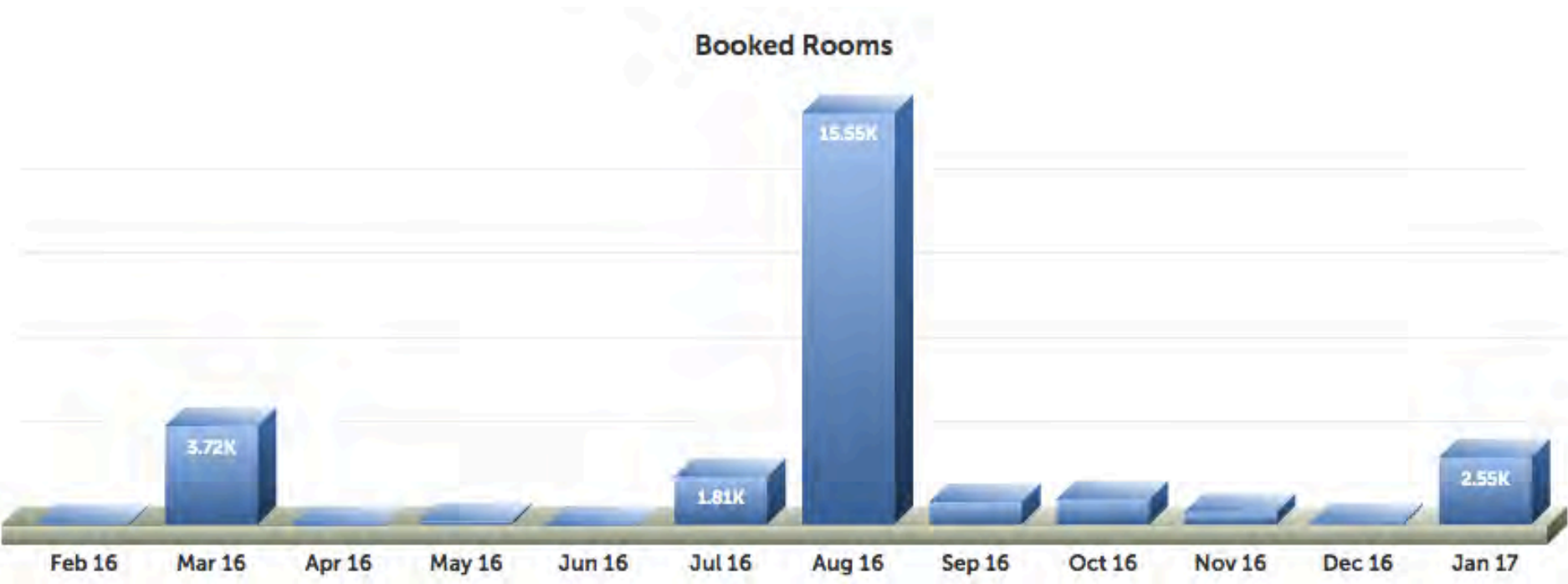
A breakdown a metric to understand why or how it is what it is



Meeting Sales



Meeting Sales, Over Time



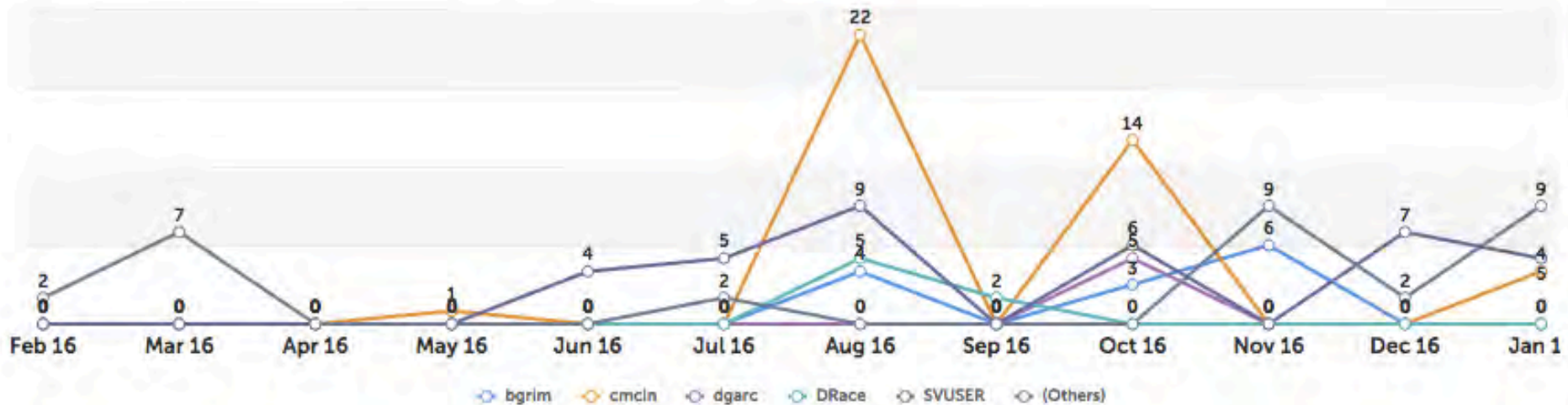
Meeting Sales, By Channel



Meeting Sales, By Manager

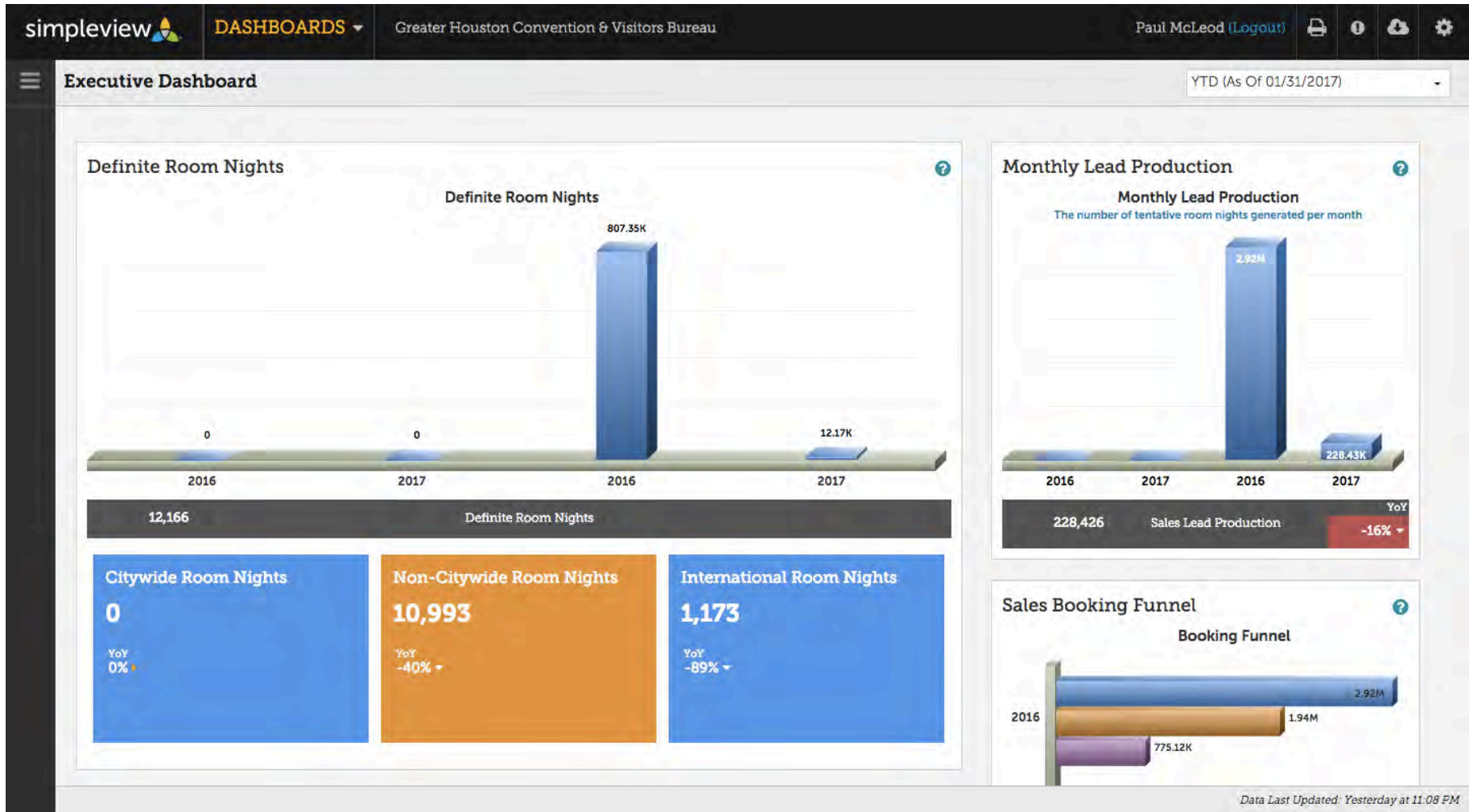
Personal Productivity Metrics

Number of Booked Room Nights Per Sales Manager



Communicating Data

Dashboards



Dashboards

- › **Succinct**
- › **High-level**
- › **Repeated observations**
- › **Decision-driving**



Reports

Date: October 17, 2016
Client: Client
Date Range: April 1 - September 30, 2016



Executive Overview

SEO Overview

SEO Activities completed last month:

- * 1,000 Crawl errors reviewed; no action needed.
- * Quarterly site speed check; no action needed.
- * Scroll tracking implemented.
- * Updated event tracking for Meetings & Sports guides.
- * Optimized 2 pages.
- * Google Analytics review; no action needed.

Organic Traffic Overview:

Organic traffic increased by 10% over this time last year and the organic increase trend is continuing into July. Top pages experiencing increases over last year include the Things to do With Kids page by 15%, the Weddings page by 59%, the Summer Camps Events page by 22%, the Family Entertainment Centers page by 42% and the Amusement Park listing by 827%. In June, organic traffic from Google increased by 10%, by 4% from Bing and 11% from Yahoo.

Since Scroll Tracking has been implemented, the site wide bounce rate is now averaging around 20%. Pages with the most dramatic time increases include event detail pages (86%) and blog posts (108%). Regular content pages are also seeing time increases, but as those pages are more conducive to user click-through to other pages, the impact is not as dramatic.

Industry Averages

Engagement Metrics	Industry Average	ClientSite.com		% Difference
Total Pages Per Visit:	2.47	3.92	●	37.00%
Total Average Visit Duration:	0:02:11	0:04:09	●	47.39%
Total Bounce Rate:	56.06%	40.93%	●	-36.96%
Organic Pages Per Visit:	2.57	2.68	●	4.02%
Organic Average Visit Duration:	0:02:07	0:02:23	●	11.00%
Organic Bounce Rate:	48.23%	54.23%	●	11.07%



Reports

- › **Possibly lengthy**
- › **Deep**
- › **Can handle special cases**
- › **Decision-driving**



Metrics for DMOs

Standard Metrics

Meeting Sales	Leisure	Media	Travel Trade	Membership
Room night	Website sessions	Site visits	Room nights	Member count
Lead conversion	Social media followers	Articles published	Lead conversion	Engaged members
Site visits	Visitor center contacts	Estimated readers	Arrivals / departures	
	Visitor guide requests			



DMAI Economic Impact

What is it?

The Event Impact Calculator measures the economic value of an event and calculates its return on investment to local taxes. Armed with this information, DMOs are better prepared to make the case to policymakers for the ongoing development and growth of the meetings sector.

Updated annually, the calculator draws on ten different data sources to provide an industry-wide standard that is also:

Credible: With minimal user inputs, DMOs can produce impact analysis based on the latest survey and economic data available.

Localized: Each DMO receives access to a model that is uniquely developed for their destination.

Comprehensive: The calculator measures the direct impacts of events on businesses, employment, income, and taxes.



ADARA

Measuring Real Time Results

By analyzing nearly 44,000 travel searches and 1,200 bookings for flights and hotel rooms in Bloomington in May and June 2016, ADARA Site Impact identified key insights and outcomes for the city, including:

- Quantifying revenue generated by visitors to the Bloomington website in order to guide future marketing strategies and content development
- Determining how the Bloomington website influenced flight and hotel bookings
- Exploring the types of travelers that visit Bloomington, and providing an in-depth look into their specific travel behaviors

ADARA analyzed:

44,000
travel searches

1,200
flight & hotel bookings



Arrivalist



Location Based

Our patent pending-technology measures the way network-enabled devices change locations after being exposed to a sequence of media exposures. This gives our clients bold new insights into how media impacts arrivals.



Attribution

Measurability has revolutionized marketing for e-commerce. But which digital content--or sequence of media exposures--influence consumers to visit a physical location? Arrivalist technology gives the complete picture, not just the last click.



Analytics

Arrivalist provides an up-to-date, observation-based alternative to traditional surveys. Clients observe their media exposure and the resulting visitation with hourly updates through a rich, intuitive reporting interface.



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