

Tuesday, September 12

10:15 am – 11:00 am | Concurrent Sessions 2

Daktonics Conference Room

Turning Insights to Outcomes for the Community (Evolving Data to Quality of Life)

Unless you apply your data and insights to actual outcomes for your community, you're just looking at bar charts and pie graphs. Destinations now have the opportunity to utilize real time insights from events, movement and spend for the betterment of the community, the improved experience for the visitor and transformation of the organization. If these tools are available, which DMOs are using them the best?

This session will have destinations tell their stories about completely new insights and how they evolved the DMO and created outcomes for the residents, the visitors and their stakeholders.

Attendees will learn:

- To Identify what data streams and insights are most valuable to the DMO
- How to recognize data that does not help the destination tell its story
- Ways to better tell the entire story of the DMO's total effect on the visitor economy
- Ideas over how to communicate proactive outcomes with stakeholders, community and staff the opportunities from events, visitor flow and resident/visitor ratios
- Processes for cutting through the data clutter to simplify the narrative. Every CEO, researcher, marketer and staff member can easily craft a narrative from the data when they know where to look

Presented by: Adam Johnson, [Zartico](#)

Panelists: Tim Zunker, Shakopee, Maureen Reidy Lake County IL, Krista Orsack, Sioux Falls

Turning *Insights* into *Outcomes* for the Community



usbank
stadium

SUPER BOWL

Medtron

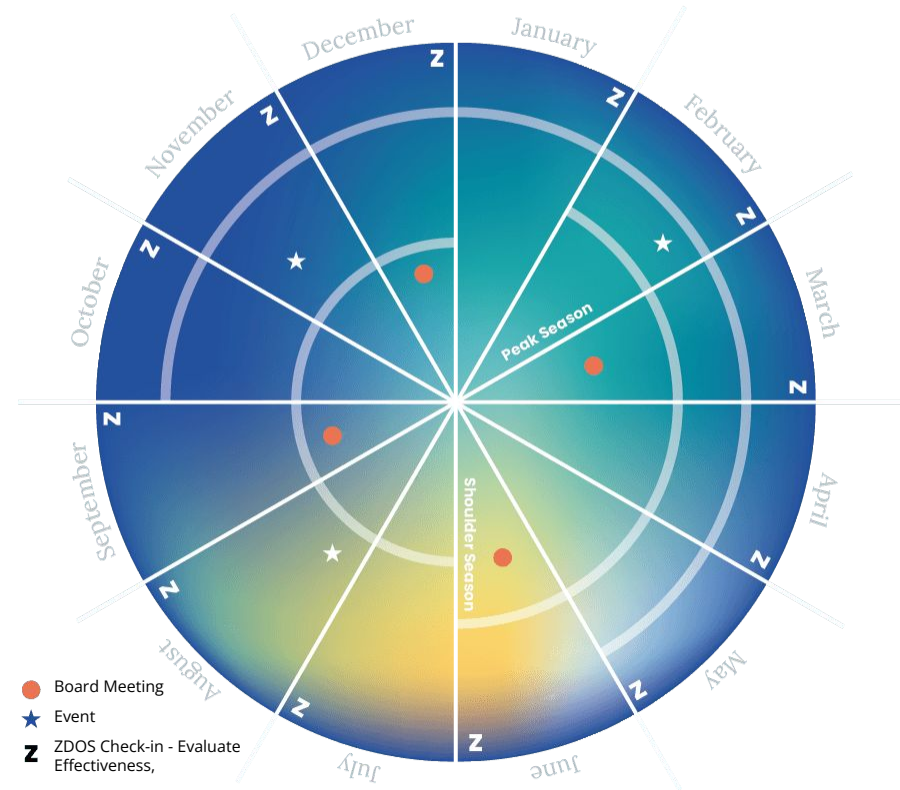
Powering the *Possibilities* of Place



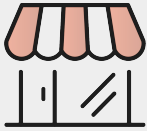
Annual Strategic Planning

January	February	March Board Meeting - Report
April	May Summer Campaign	June Board Meeting - Report
July	August Membership Drive	September Board Meeting - Report
October Planning Season & Information Gathering	November	December Board Meeting - Report

Continuous Strategic Planning



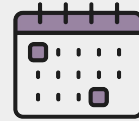
Data sets that allow you to see near *real time outcomes in your destination*



Geolocation



Visitor Spending



Website Data



Lodging (Daily/Weekly)



Tax Collections

Integrated Data Model

Public Data:

- Jobs
- Weather
- Exchange Rates

Your Data:

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

Our Data:

High-Frequency, High-Resolution Licensed Data Sets

- Geolocation
- Event
- Spend



Licensed Data Sets

Event Data

300+
Global Event
Sources

40+ Million
Events
Worldwide

12 Month
Look Into
the Future

Spend Data

90 Million
Cards

10 Billion
Transactions
Annually

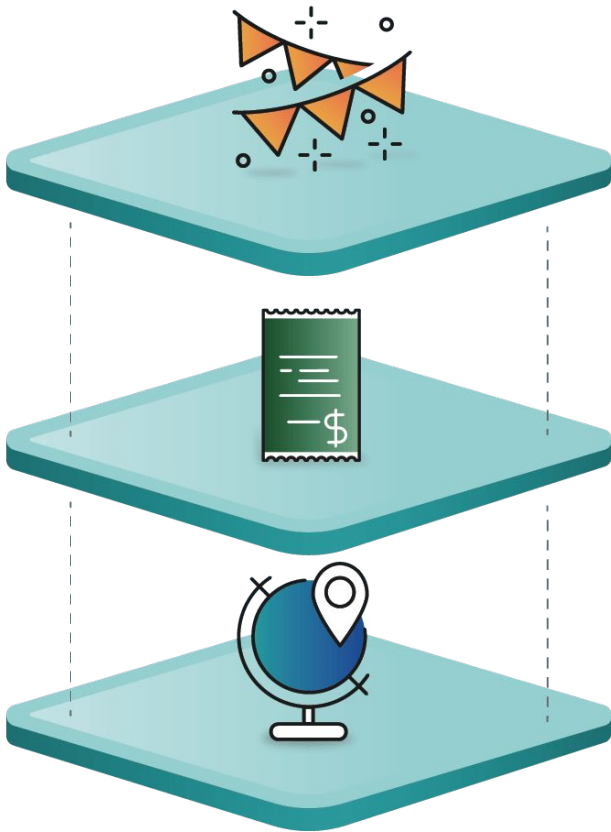
4 Brands
Credit &
Debit Cards

Geolocation Data

**19 Trillion Location
Observations:**
Largest Commercially
Available

Daily Visibility
of Visitors &
Residents

1.6 Billion
Global Devices
in 180+
Countries



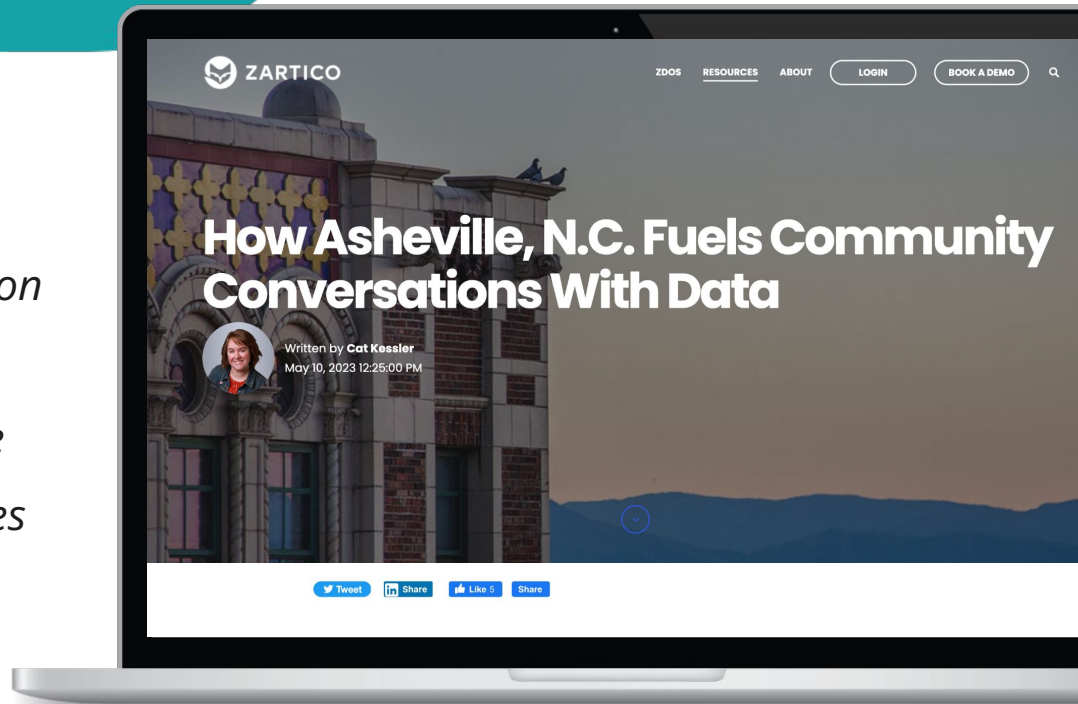
*All data sets include historical data from **January 1, 2021***

How DMOs are using
data and insights to better
their communities:

Bringing Data and Insights to the Table

ASHEVILLE

"Bringing data to the conversation changes everything." It grounds the discussion in fact, rather than relying on conjecture, or what one of Vic's board members termed "anec-data" — those anecdotal observations that sometimes get adopted as truth."



Using Data to Drive Product Development



Magnolia Market at the Silos is an anchor of Waco Texas' visitor economy.

Waco CVB shares insights with Magnolia ownership, which has led to a **stronger partnership.**

Objective

To understand cross visitation between Magnolia Market at The Silos and Cameron Park Zoo.

Date: January 1 - December 31, 2022
Locations: Magnolia Market at The Silos and Cameron Park Zoo



Democratizing the Data: Sharing Insights with Stakeholders

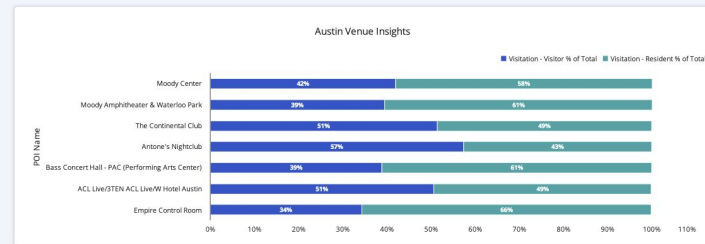


Visit Austin partnered with the Austin City Limits Live venue owner group and shares monthly insights on major music venues.

Insights include top origin markets, overnight percentages, visitor/resident breakdown and more.

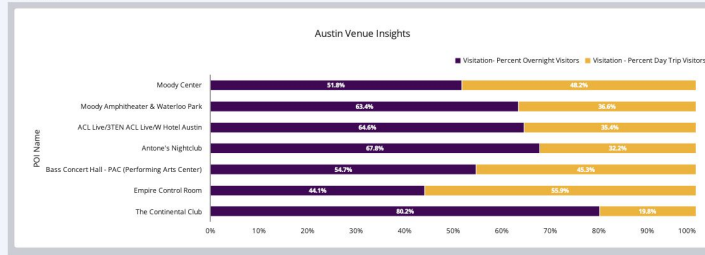
What are visitor and resident percentages at each venue?

Source: Near



Are visitors at each venue staying overnight in Austin?

Source: Near





Tim Zunker
President
Discover Shakopee



Maureen Reidy
President
Visit Lake County



Krista Orsack
Director of Marketing
Experience Sioux Falls



Visitor Definition

We define a visitor as someone who has:

- Come from over **50 miles** from where they live and/or work
- Stayed for more than **two hours** in your destination
- Visited at least **one place of impact**

There is no time minimum that a person must stay at a POI to be counted a visitor, but they must meet all three criteria to be counted.

Regarding **visitor spending**, a visitor is defined as a transaction greater than **60 miles** between the center of the cardholder zip and the center of the merchant zip.



Minnesota Renaissance Festival

August 20 - October 2, 2022

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Objective

To understand the impact of the Minnesota Renaissance Festival on the visitor economy.

Is it driving visitation and are visitors moving around and spending in the community?

Purpose: The county was looking to revoke the event license due to issues with parking/staffing. The purpose of the analysis was to provide supporting insights around the impact of the event.

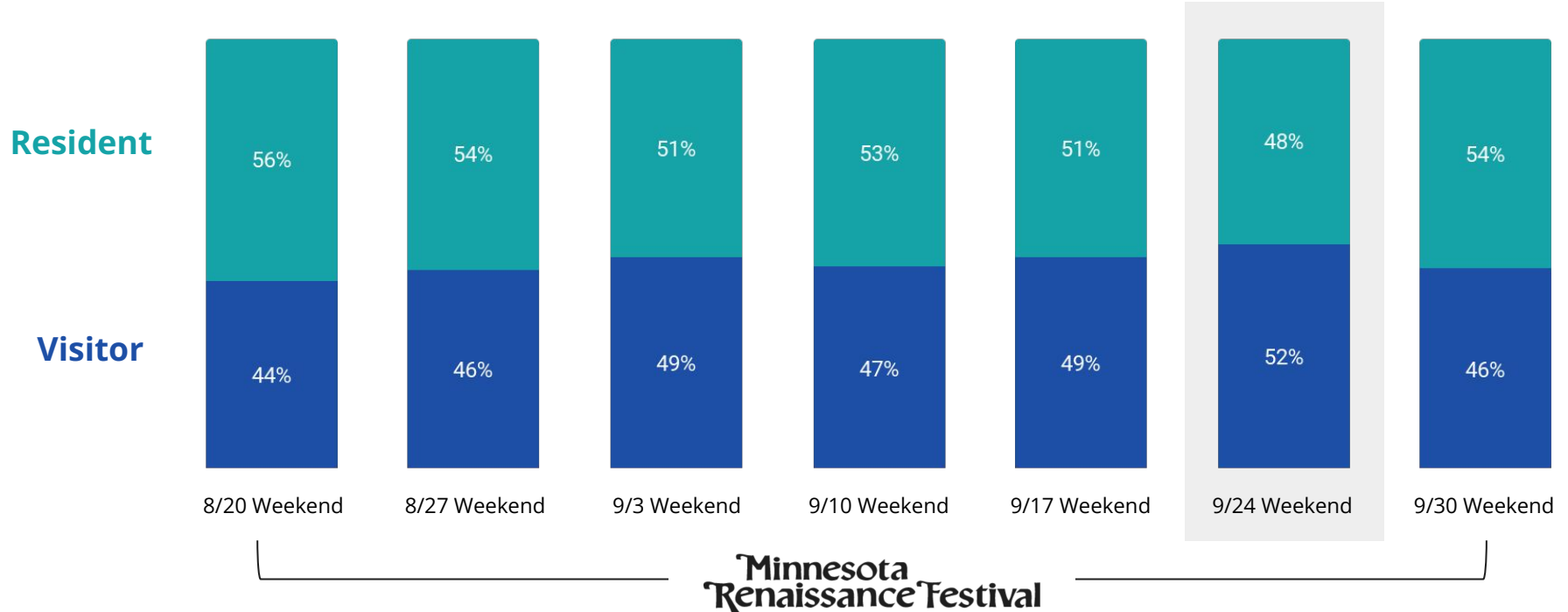
Festival Dates: Weekends (Sat. & Sun.) Aug. 20 - Oct. 2, + Labor Day, Mon. Sept. 5, & Fri. Sept. 30



Were Visitors or Residents Attending the Festival?

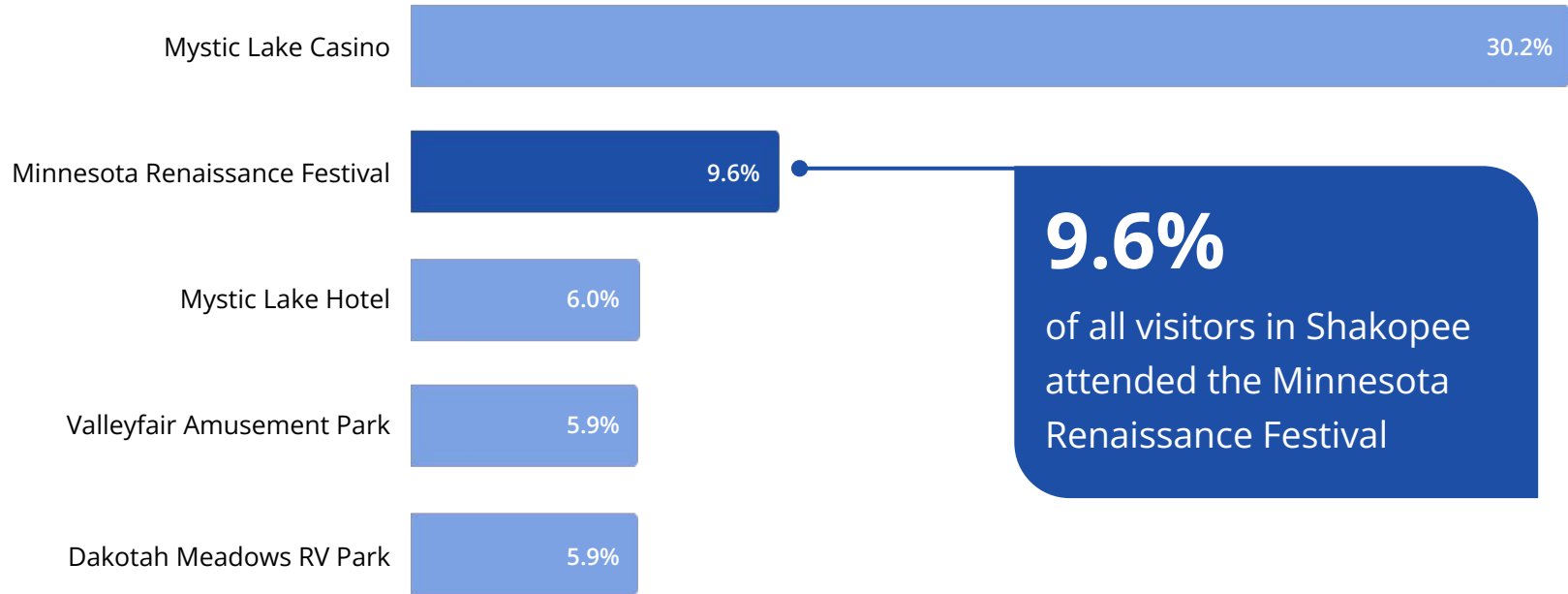
A majority of event weekends show a near perfect split of visitors & residents in attendance.

The weekend of 9/24/22, visitors outweigh residents.



Does The Festival Draw Visitors?

Top POIs - Visitors Observed in Shakopee During Event Weekends

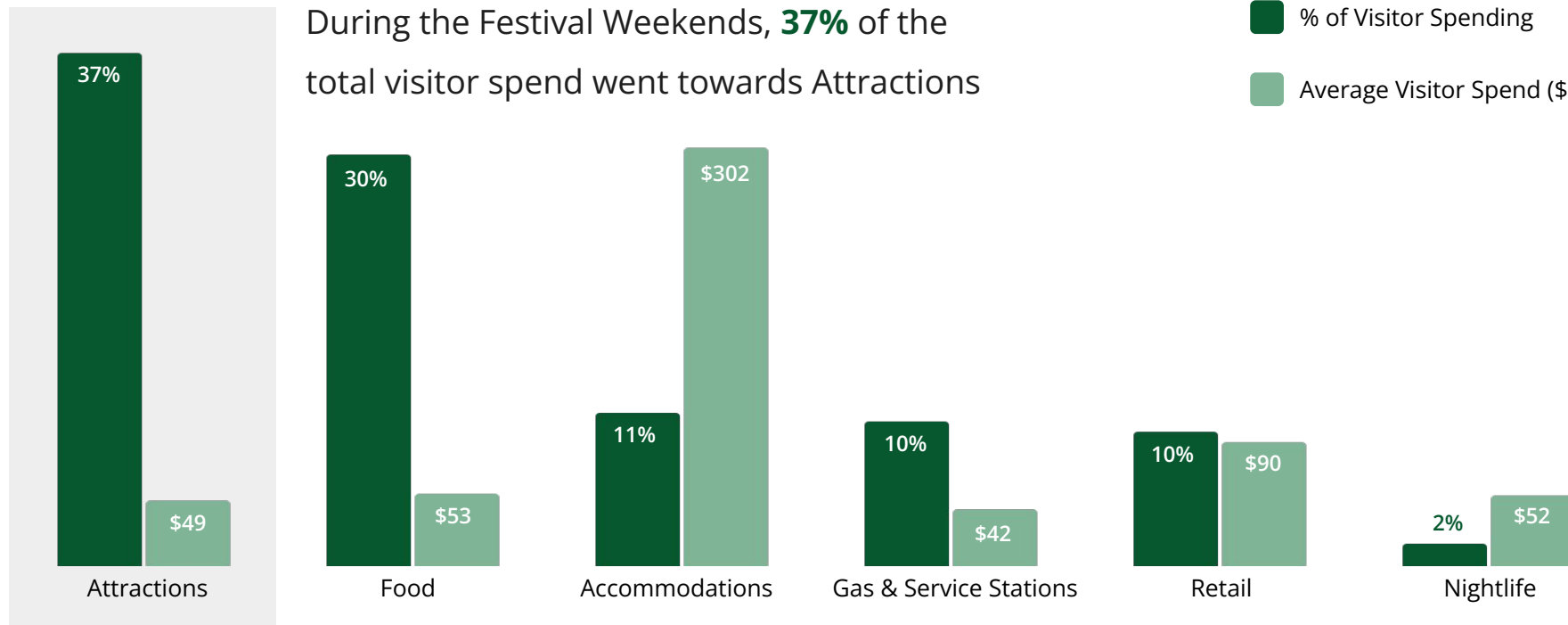


Did the Minnesota Renaissance Festival Impact Visitor Spending in Shakopee?

Where were Visitors Spending the Most?

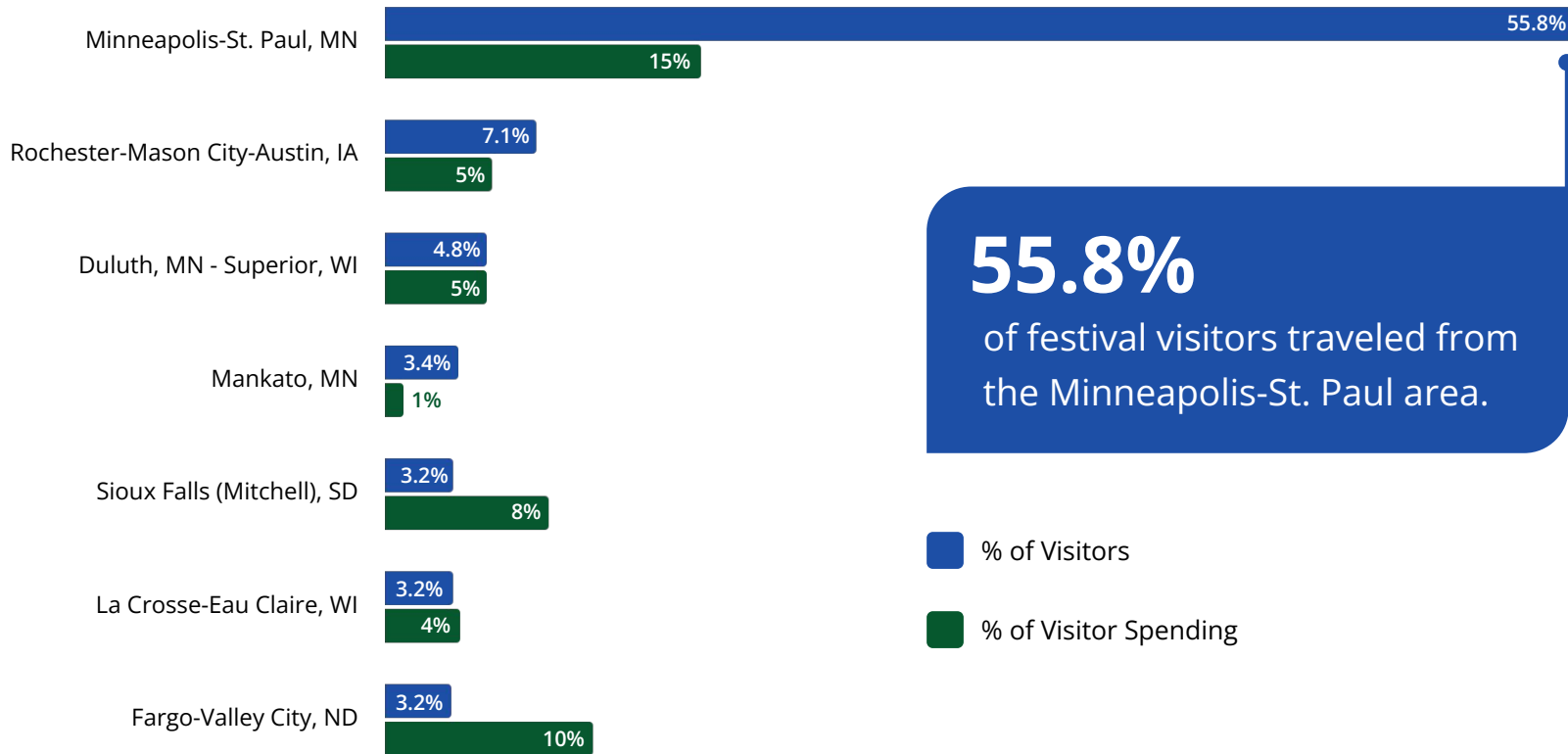
During the Festival Weekends, **37%** of the total visitor spend went towards Attractions

Dark Green % of Visitor Spending
Light Green Average Visitor Spend (\$)



**Where Did Visitors Come From
& Did They Stay Overnight?**

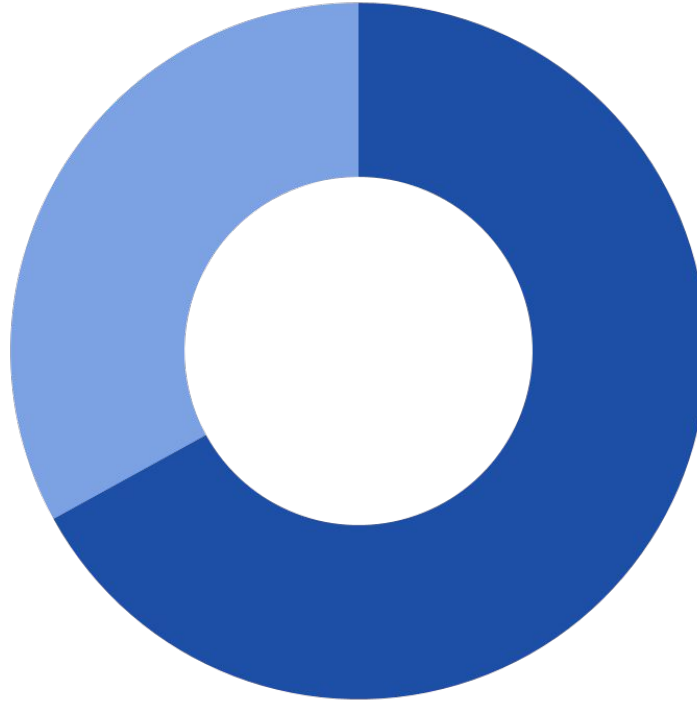
Where were Festival Visitors Coming From?



Did Festival Visitors Stay Overnight?

■ Overnight Stay

■ Day Trip

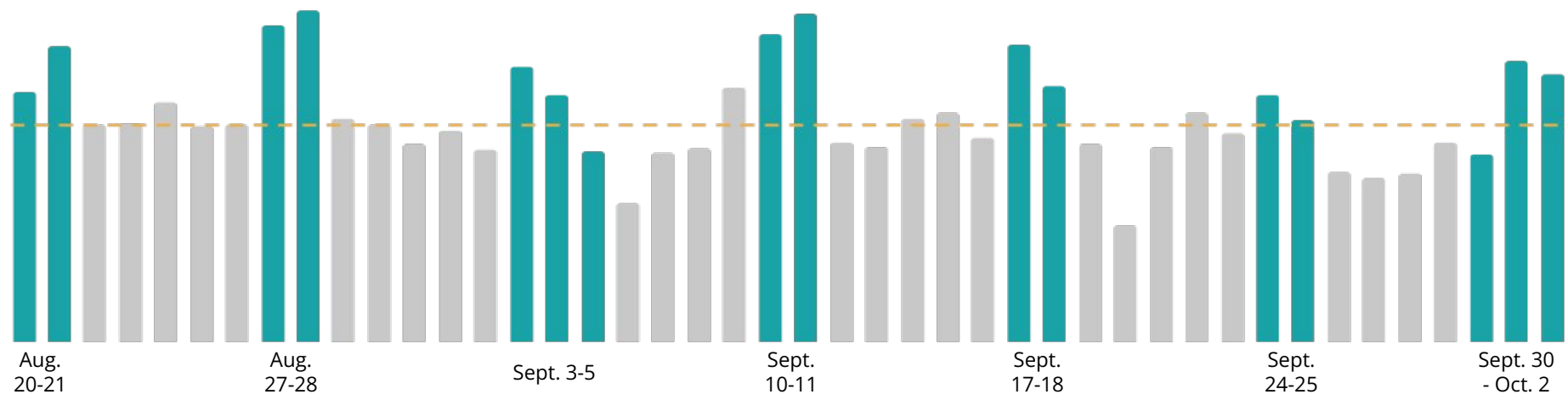


67%

of visitors observed
at the festival were
overnight visitors.

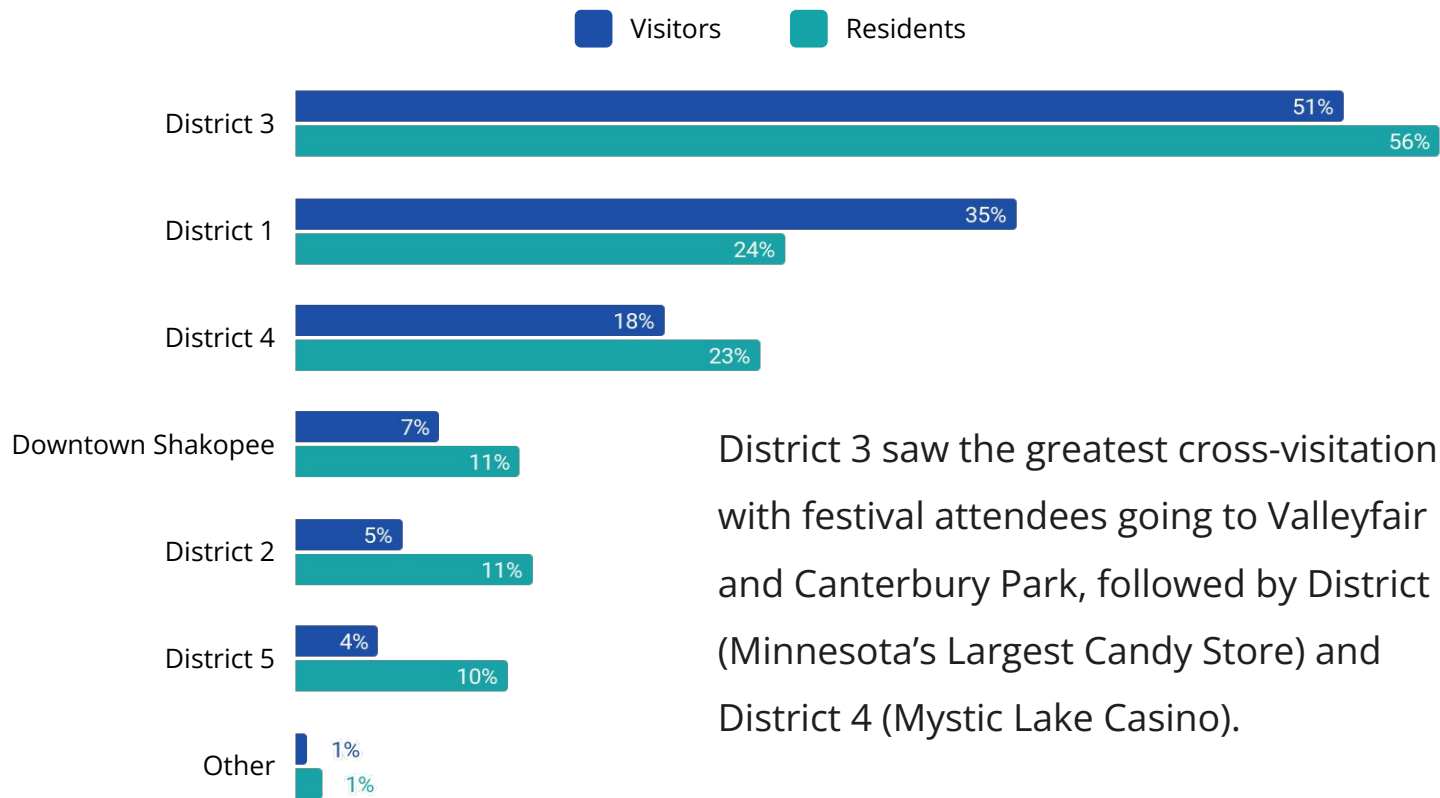
What % of Visitors were Observed at Accommodations?

Visitors observed at accommodations saw a **29% average lift** during event weekends.



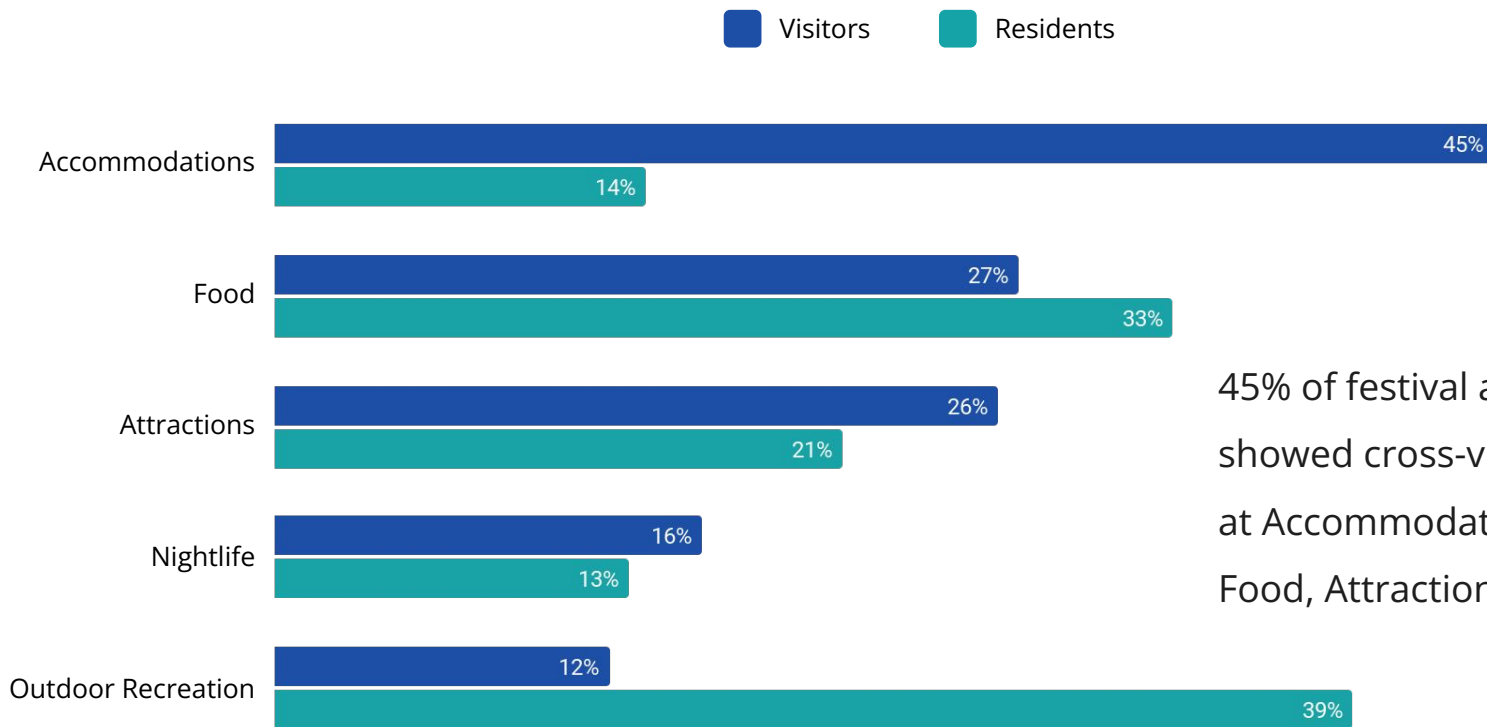
Cross-Visitation: Where Else Did Attendees Go?

What Other Districts did Attendees Visit?



District 3 saw the greatest cross-visitation with festival attendees going to Valleyfair and Canterbury Park, followed by District 1 (Minnesota's Largest Candy Store) and District 4 (Mystic Lake Casino).

What Types of Places Did Attendees Visit?



45% of festival attendees who showed cross-visitation were seen at Accommodations, followed by Food, Attractions, and Nightlife.

Top Cross-Visited POIs

Accommodations & Other Points of Interest visited by Festival Attendees

Top Accommodations:

- Baymont By Wyndham
- My Place Hotel Minneapolis/Shakopee
- Country Inn & Suites
- Super 8 Shakopee
- Fairfield Inn & Suites Minneapolis Shakopee

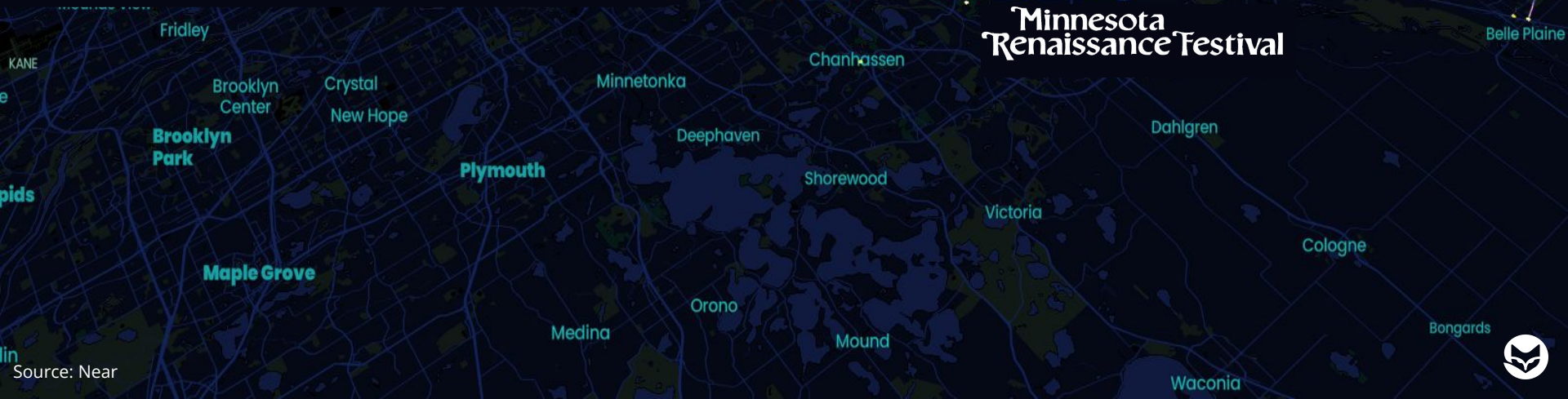
Top Points of Interest:

- Minnesota's Largest Candy Store
- Mystic Lake Casino
- Valleyfair Amusement Park
- Muddy Cow Shakopee
- Minneapolis Sw Koa

Cross-Visitation Dynamic Visualization

Event attendee cross-visitation from
Minnesota Renaissance Festival to all
other points of interest.

(Weekends, Aug 20-Oct 2, 2022)



Key Insights

Over half of the visitors observed at the festival stayed overnight.

Devices observed at accommodation POIs saw a 29% average lift during event weekends.

~50% of the devices observed at the festival were visitors.

Shakopee saw an average lift of 37% in observed visitor devices over non-event weekends.

Visitors & residents alike are spending during the event and cross-visiting several other areas of Shakopee.

Festival weekends saw a 48% lift in visitor spending and resident spending saw a lift of 20% above the average.



Outcomes

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Sioux Falls Visitation Trends

2022 Analysis





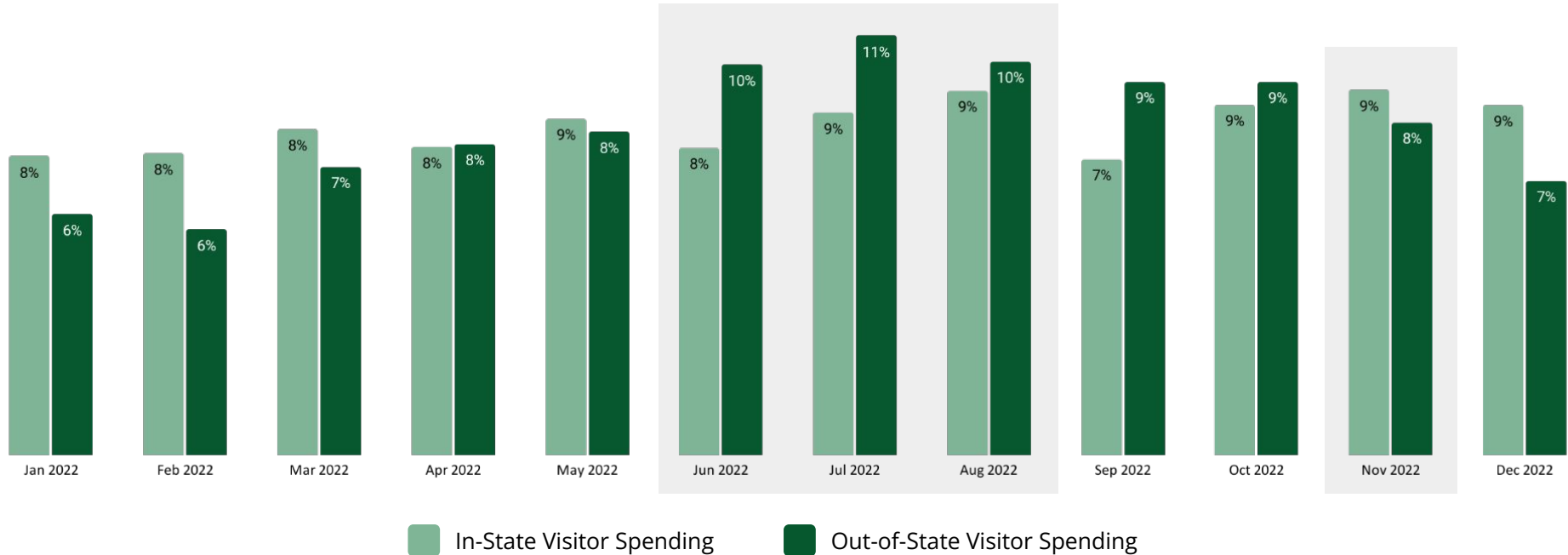
Objective

To understand the state of tourism in Sioux Falls in 2022.

Goal: Identify baseline visitation trends from 2022 to help guide 2023 initiatives/planning

In-State vs Out-of-State Visitor Spending

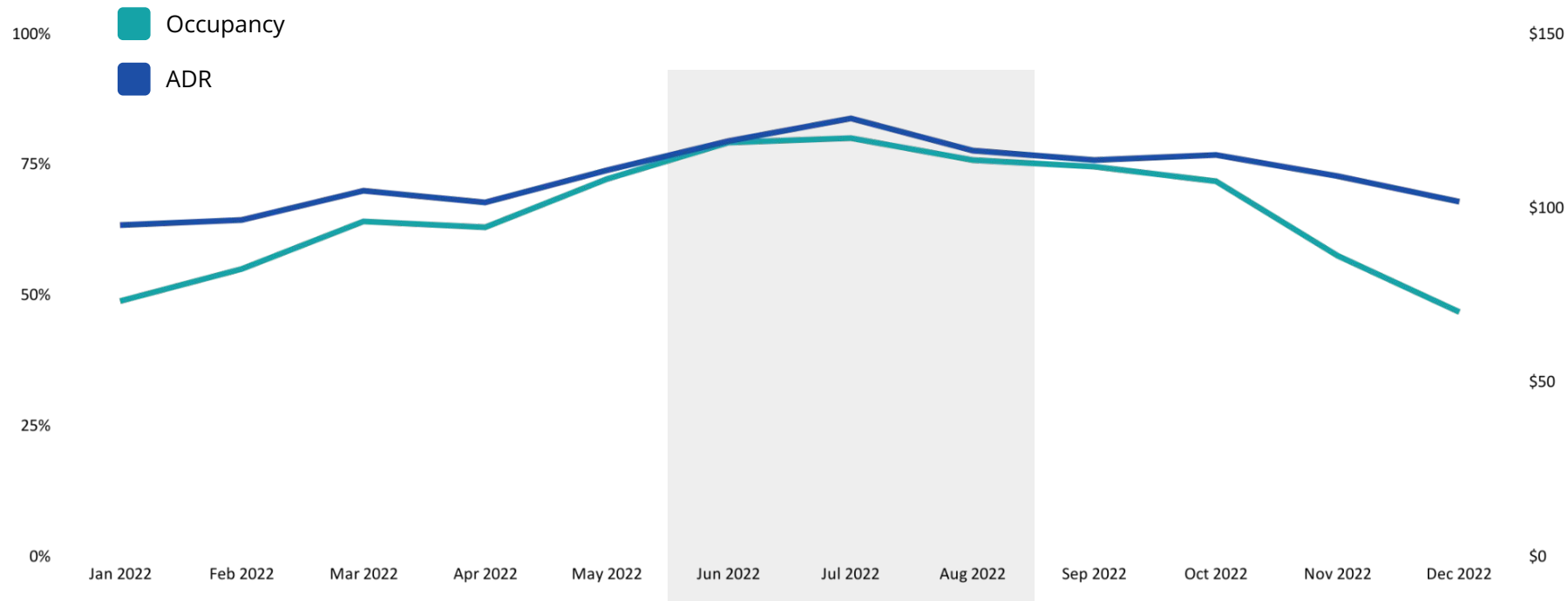
Out-of-state visitor spending peaks June - Aug.
In-state visitor spending is more steady, peaking in November.



Occupancy and ADR peak June–August

2022 Trip Types:

65% Overnight | 55% Day Trips



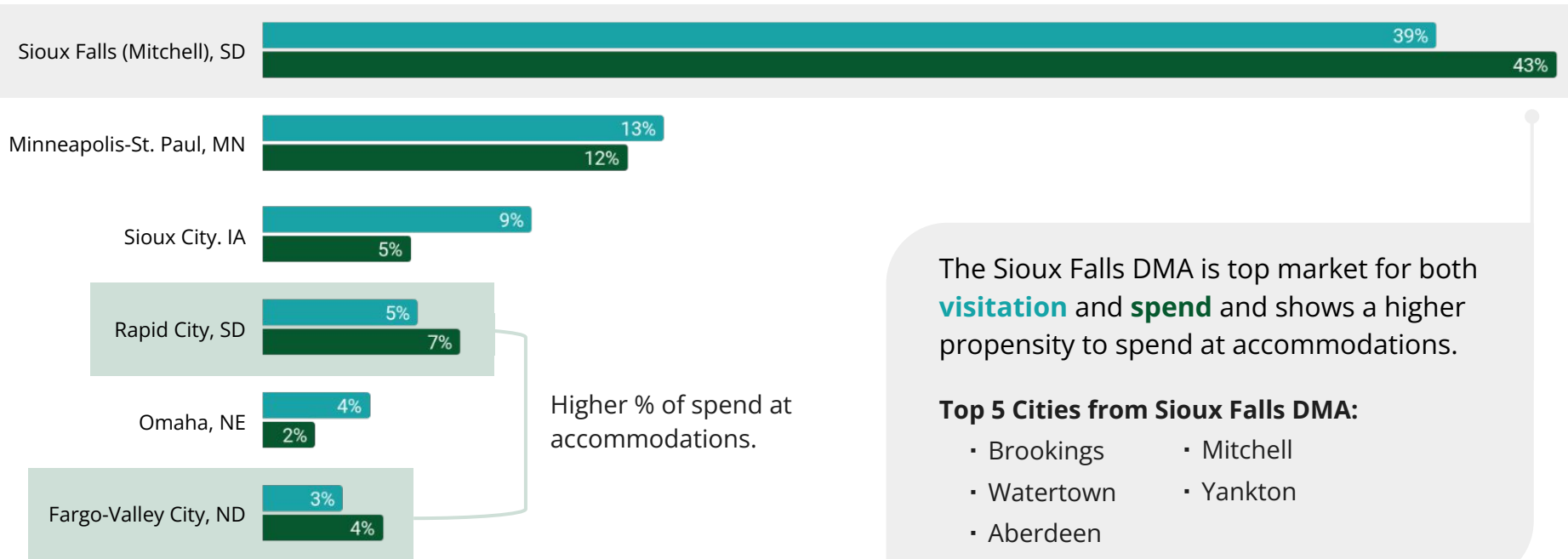
Top Origin Markets



% Visitation



% of Visitor Spending



The Sioux Falls DMA is top market for both **visitation** and **spend** and shows a higher propensity to spend at accommodations.

Top 5 Cities from Sioux Falls DMA:

- Brookings
- Watertown
- Aberdeen
- Mitchell
- Yankton

Visitation by POI Category

Accommodations (34.6%)

Retail (33.5%)

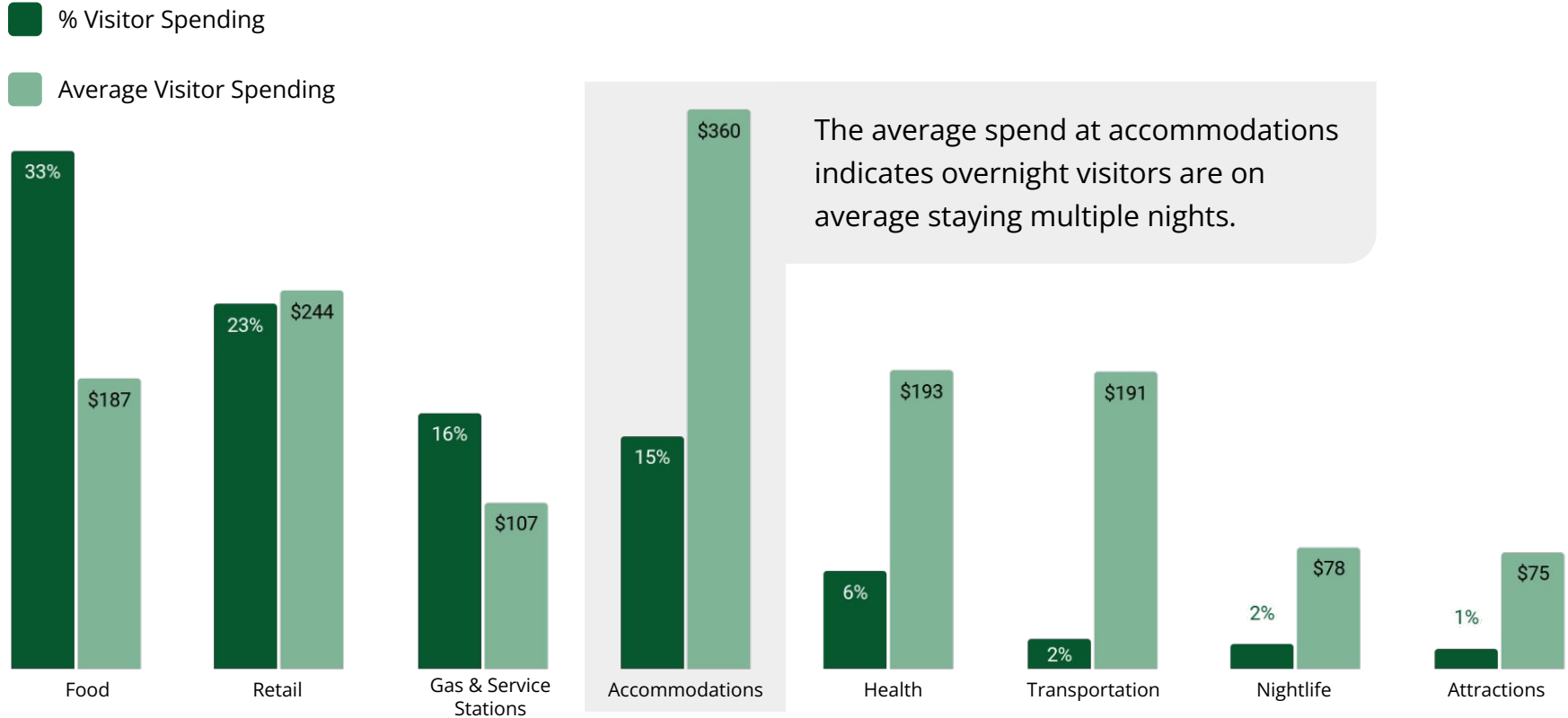
Outdoor Recreation (25%)

Food (22.5%)

Colleges & Universities (16.4%)

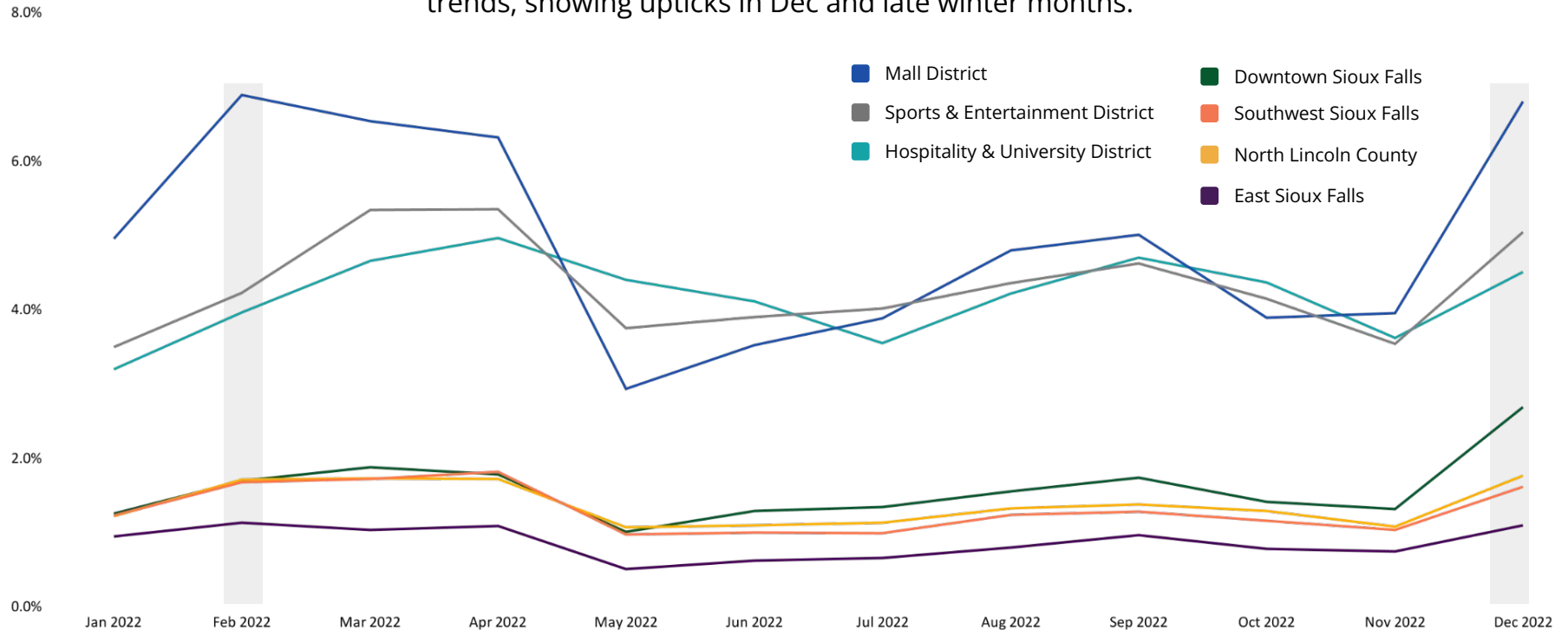
Sports (13.3%)

Visitor Spending



Regional Visitation

District visitation trends align with overall monthly visitation trends, showing upticks in Dec and late winter months.



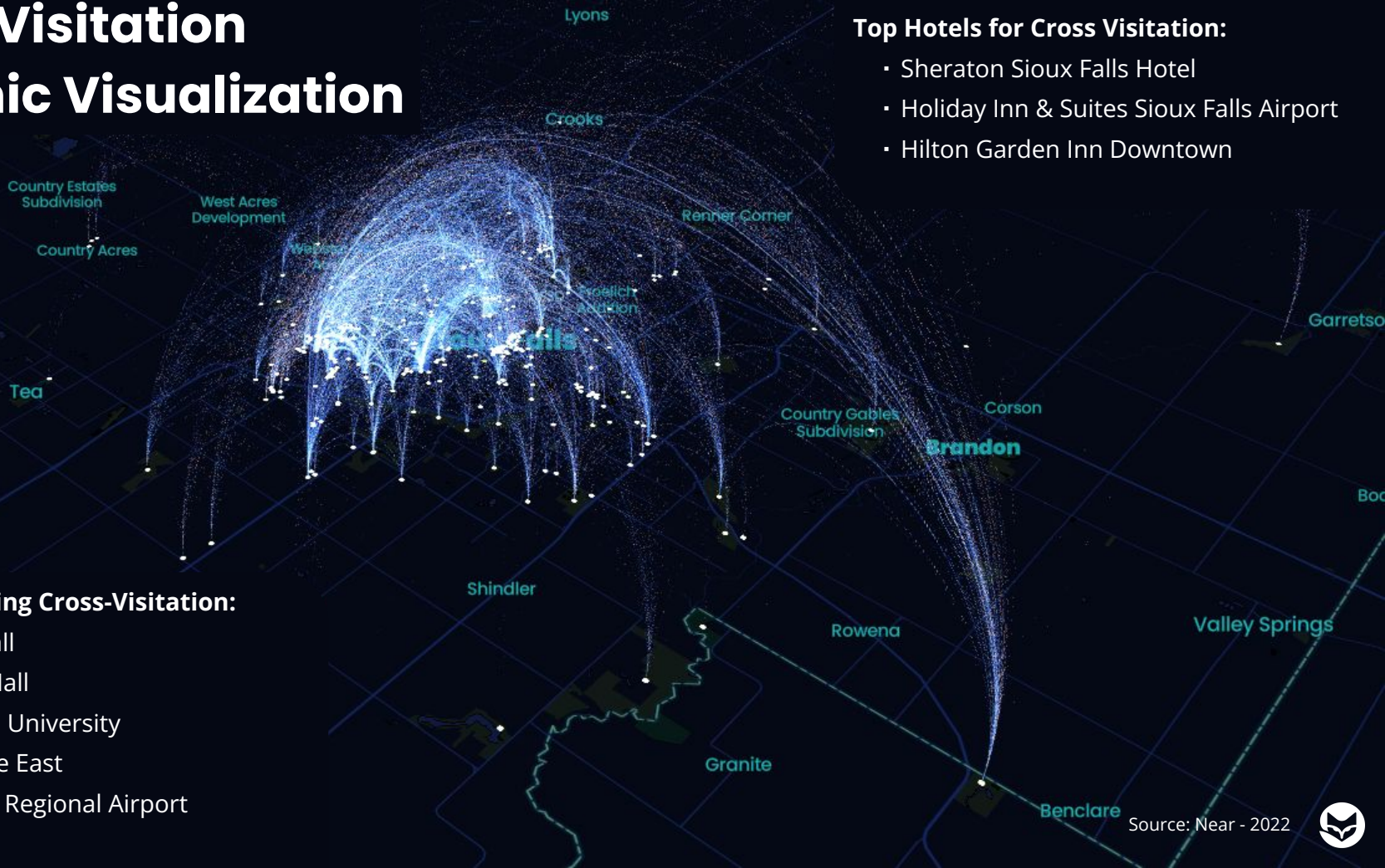
Cross-Visitation Dynamic Visualization

Top Hotels for Cross Visitation:

- Sheraton Sioux Falls Hotel
- Holiday Inn & Suites Sioux Falls Airport
- Hilton Garden Inn Downtown

Top POIs Driving Cross-Visitation:

- Empire Mall
- Western Mall
- Augustana University
- The Empire East
- Sioux Falls Regional Airport



Visitor % of Total Spend

What percentage of revenue at key businesses is being supplied by visitors?

19% of the total spend came from visitors

23% of Restaurant Spend

25% of Retail Spend

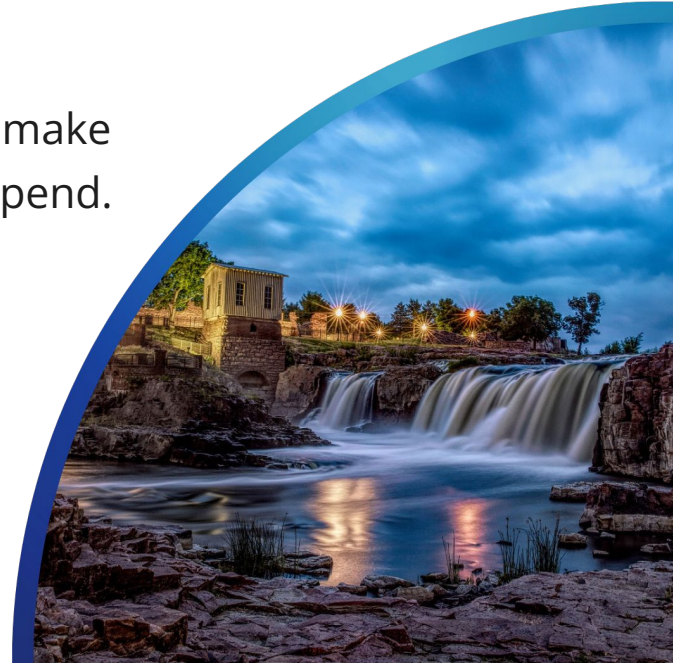
24% of Attractions Spend

Key Insights

Out-of-state visitor spending peaks in summer months while **in-state spending is more consistent** throughout the year, peaking in November.

Nearby drive markets from the Sioux Falls home DMA make up roughly 40% of the overall visitor and 43% of visitor spend.

Retail points of interest are prominent in the top 10 for overall visitation as well as the most impactful for cross-visitation.



Outcomes

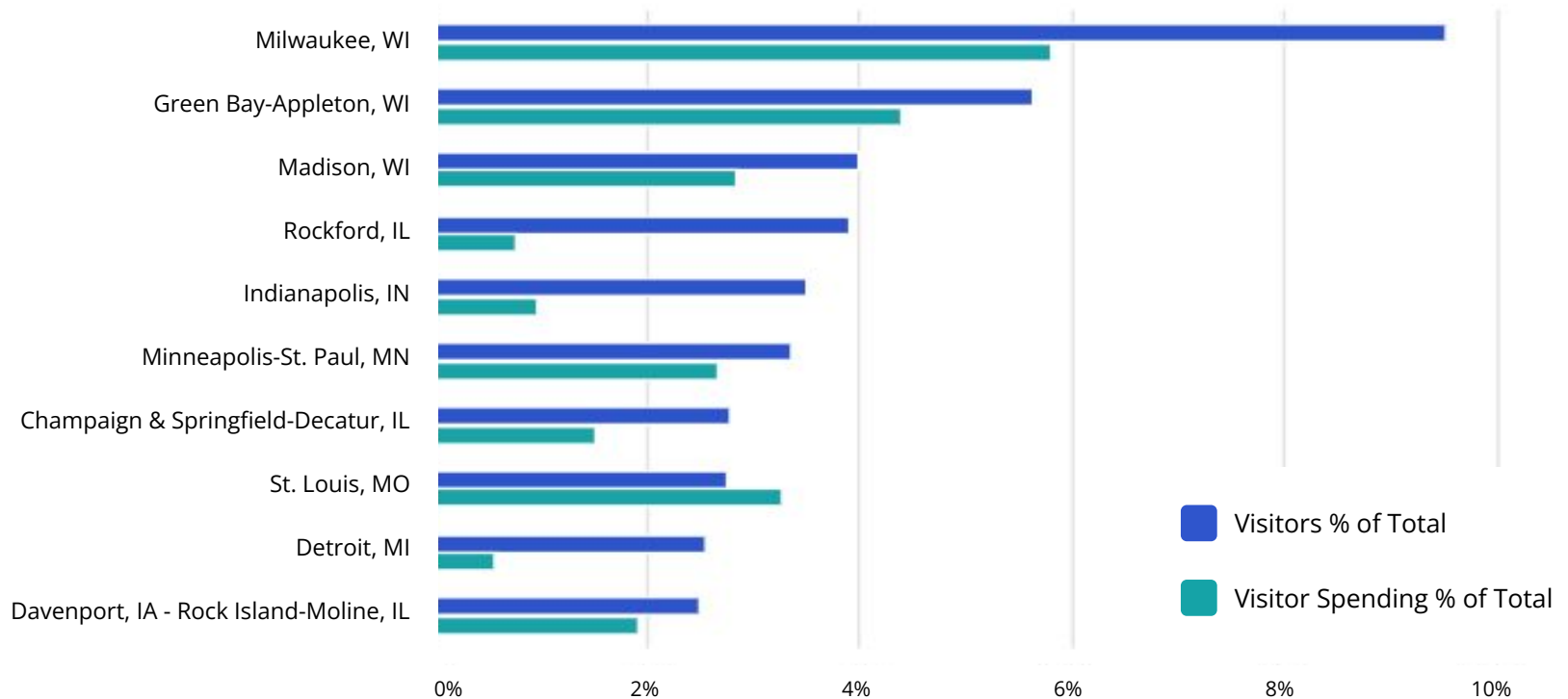


Connecting Your Communities

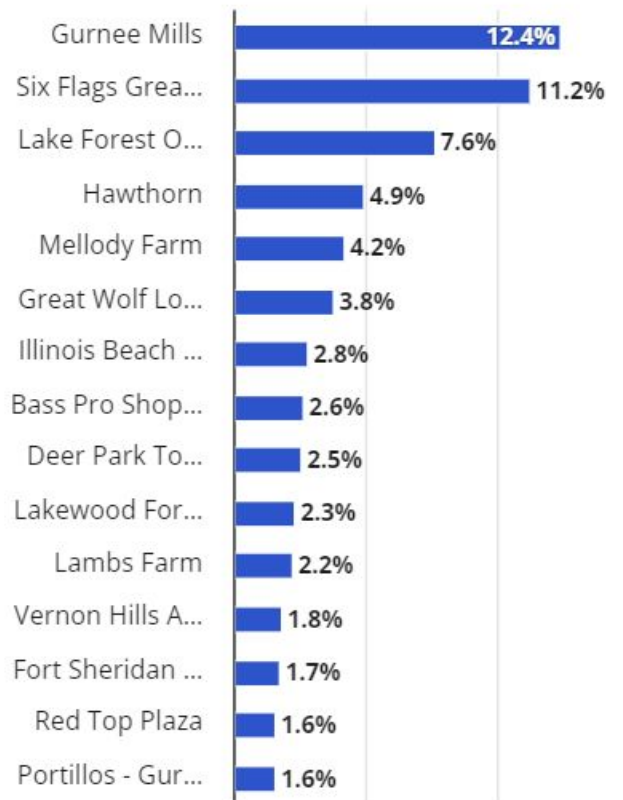




Top 10 Visitor Origin Markets with Visitor Spend

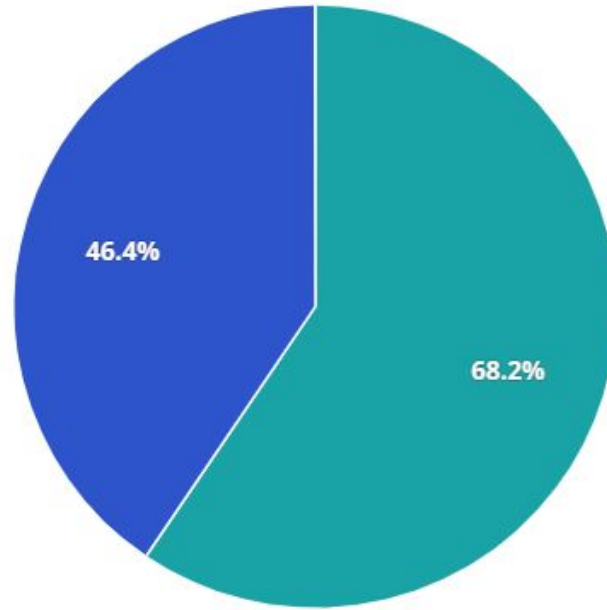


Top Points of Interest



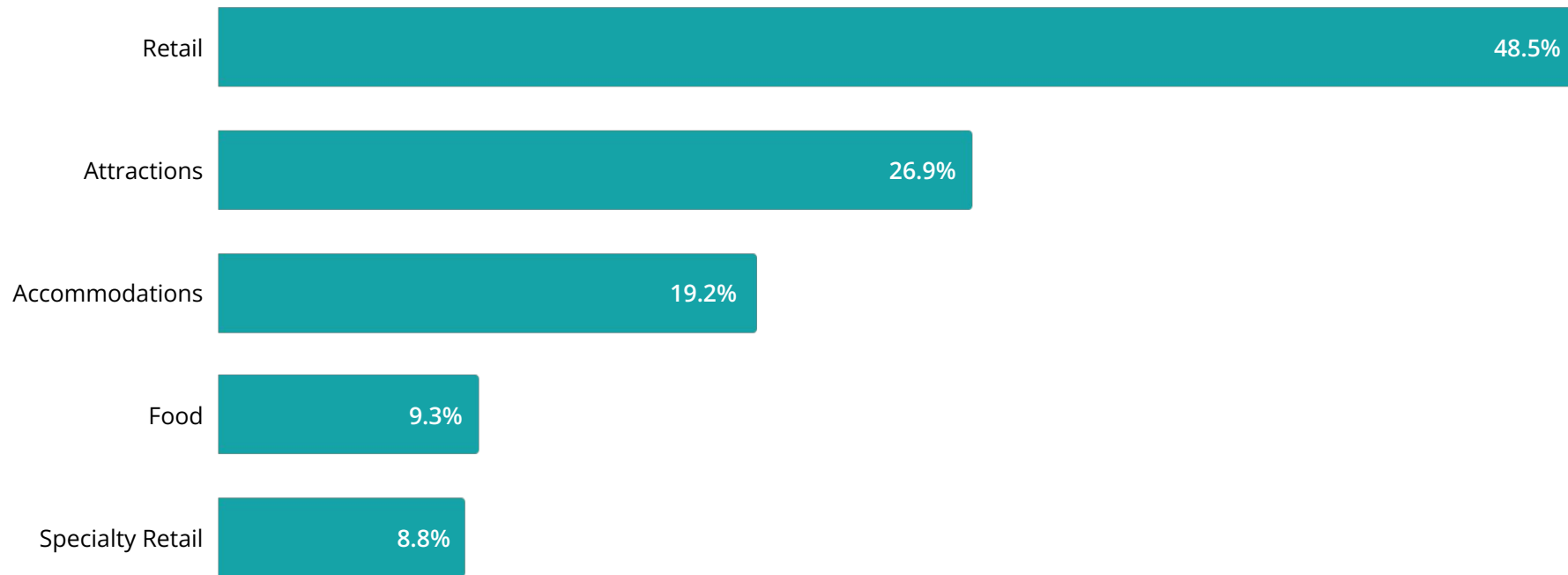
Overnight vs. Day Trip Visitors

■ Day Trip % of Total ■ Overnight % of Total



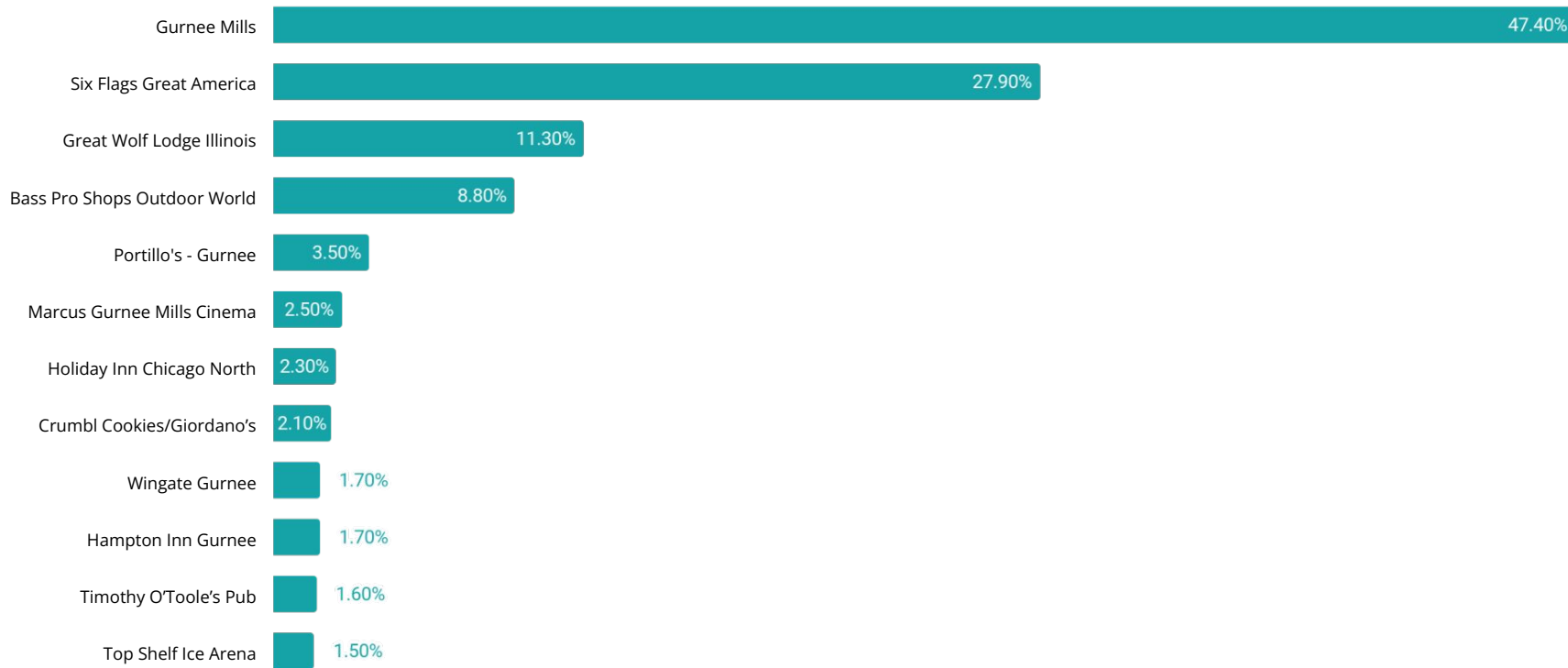
% of Visitors by POI Categories

Gurnee – Last Quarter



Top Points of Interest

Gurnee – Last Quarter



Outcomes



Thank you!



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