

Unlock Destination Success:

# **Applying Data-Driven Strategic Planning Principles**



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# Strategic Planning Principles



**Destination  
Leadership**



**Demand  
Optimization**



**Impact  
Reporting**



**Marketing  
Strategy**



# Strategic Planning Principles

*Leveraging data  
intelligence to  
inform, optimize  
and execute a  
place's strategic  
vision.*



## Destination Leadership

Guiding your  
community forward



## Demand Optimization

Creating your balanced  
visitor economy



## Marketing Strategy

Maximizing your return  
on investment with  
calculated tactics



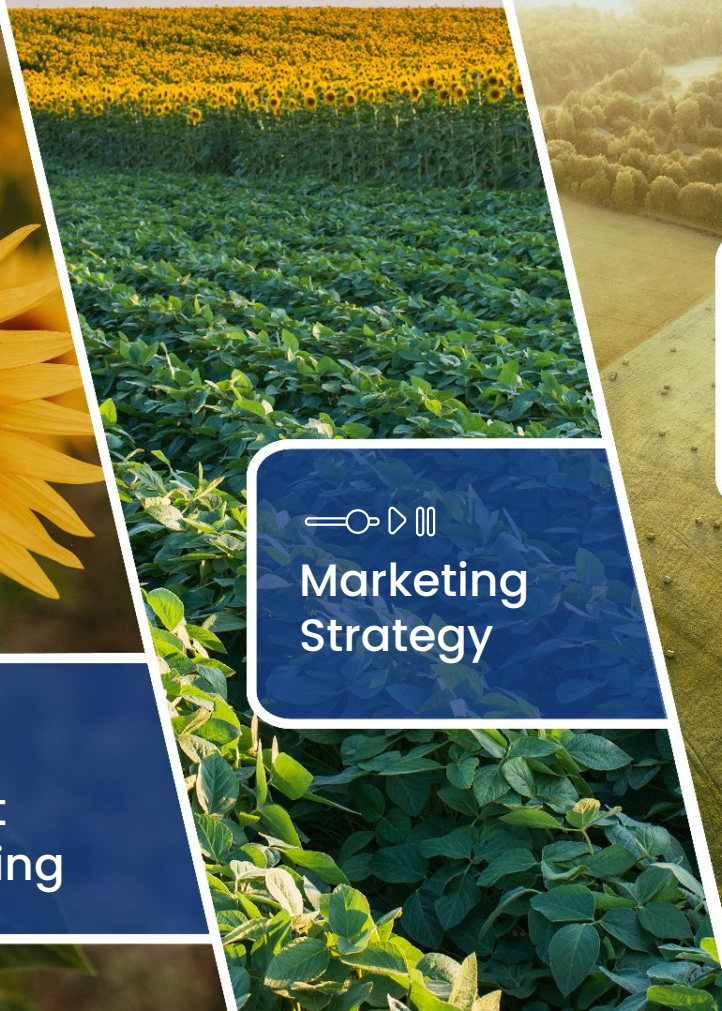
## Impact Reporting

Leveraging your  
performance trends as a  
catalyst for future action





Impact  
Reporting



Marketing  
Strategy



Demand  
Optimization



Destination  
Leadership



## Destination Leadership



# Guiding your community forward

As stewards of your destination, align the **visitor economy** with your **community values** by managing what exists in a destination today and envisioning what it can become tomorrow.







Destination Leadership:

## Action Items

Ensure community alignment on the future state of your destination. Plan beyond this year and look to the ideal state.



Invite your stakeholders into the process.  
Information is power.



Plan to set incremental goals towards the ideal state, and activate the next three principles to get there.



## Demand Optimization



# Creating your balanced visitor economy

Build a vibrant visitor economy by **balancing volume and value** through optimized economic impact, visitor distribution (across time and geography), product development opportunities, and market segmentation.





Demand Optimization:

## Action Items

Optimize demand toward what your destination needs, while monitor lodging performance based on the 90% and 60% rule.

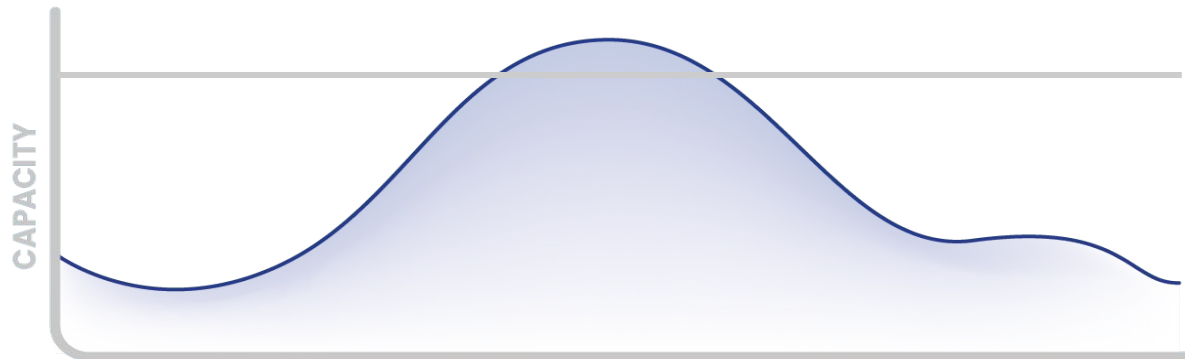


Identify *your* quality visitors and create briefs detailing how they, as well as your off-peak, visitors differ from peak visitors. Build campaigns, implement, optimize, iterate.

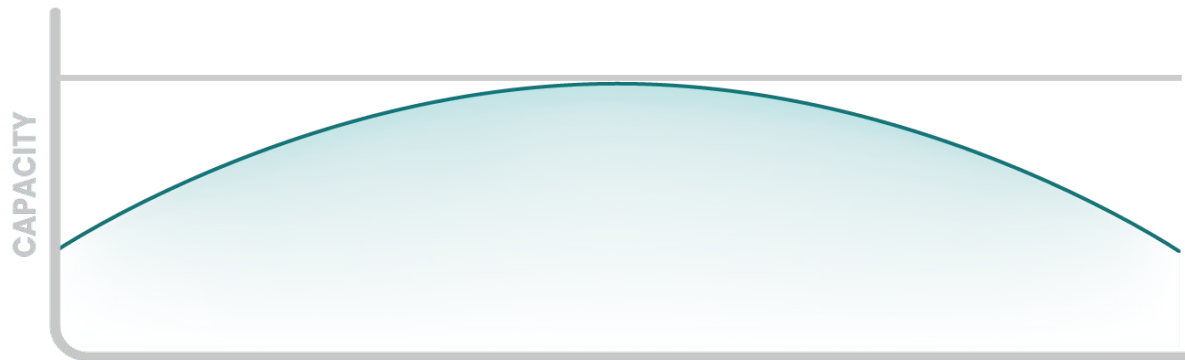


Leverage data to understand destination amenity feasibility: sports, convention, industry, accommodations.

**From this...**



**To this...**





## Marketing Strategy



# Maximizing your return on investment with calculated tactics

Efficiently and effectively reach and engage the ideal visitor through **strategic marketing** that represents the destination's brand, resonates with the target audience, and converts to a quality visit.

Marketing Strategy:

# Building Profiles with our Profile Builder



## Quality Visitation

*Not just visitation*

## Quality Origin Markets

*These are our targets*

## Quality Spending

*Spend where we need it*

## Destination Engagement

*Behaviors matter*

## Website Inspiration & Arrival

*More motivators to visit*

## Period & Capacity Level Load

*Balance is essential*

*Profile = market, spending, interests, motivating content, seasonality*



# Marketing Strategy: Marketing Questions Answered



Am I driving **QUALITY** visits  
vs. focusing on volume?

What content is resonating  
with my quality visitors?

What personalized messaging should  
I be serving to my markets?

Are the markets we're targeting  
visiting and spending?

What are my opportunity markets?

What are my discretionary  
travel spending categories?

(avg spend - accommodation spend)



Marketing Strategy:

## Action Items

Bring a quality visit mindset to support agency, campaign, and marketing efforts.



**The data is specific to how specific markets and profiles interact with YOUR destination.**

This activates precise marketing opportunities.

Personalize messaging to these markets.



Structure new ways of measuring campaign performance. Impressions and YoY won't work. Educate stakeholders.



## Impact Reporting



# Leveraging your performance trends as a catalyst for future action

Think beyond traditional performance dashboards by using **integrated data, backed by science and layered for context**, to tell the full story of tourism's quality impact and spark future action.



## Report of “Doing”

Our marketing plan was successful and **visitor volume increased 12% this year.**



## Report of “Being”

Our marketing partnership with **local restaurateurs** to increase **off-season visitation** through culinary travel was successful.

Summer hotel occupancy remained steady, while **shoulder season visitation and spend increased 12%.**

Overall, our visitor economy contributed **\$24.5M in tax revenues** back to our community, helping to fund **new bike paths and community gardens.**



Impact Reporting:

# Quality Metrics



**Quality visit estimates  
over volume estimates**

**Visitor-to-Resident Ratio**

**Restaurant to Fast-Food Ratio**

**Capacity Forecasting**

**Increase *quality* in visitation  
to underutilized regions**

**Decrease in unsold rooms**

**Discretionary travel spending categories**

*(avg spend - accommodation spend)*

**Compression and Gaps**



Impact Reporting:

## Action Items

Your board report is a given — but it's not the job. Shift from a report of doing, to a report of being.



Understand the impact of “discretionary” travel expenditures. Surface opportunities for partner development among stakeholders.



Increase impact-based data literacy across your team and share your findings.



# Strategic Planning Principles



**Destination  
Leadership**



**Demand  
Optimization**



**Impact  
Reporting**



**Marketing  
Strategy**

**How are destinations applying  
the Strategic Planning Principles  
to their efforts?**



## **Tim White**

Executive Director

Visit Wausau





**ZARTICO**

















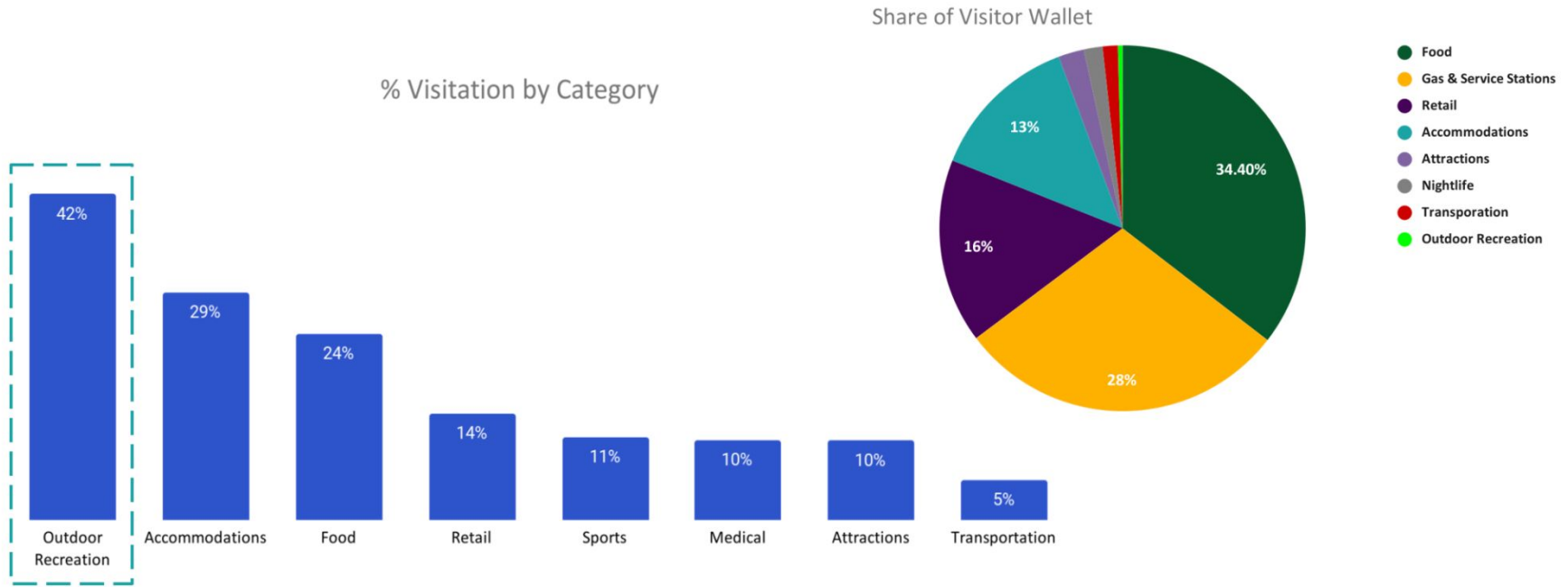








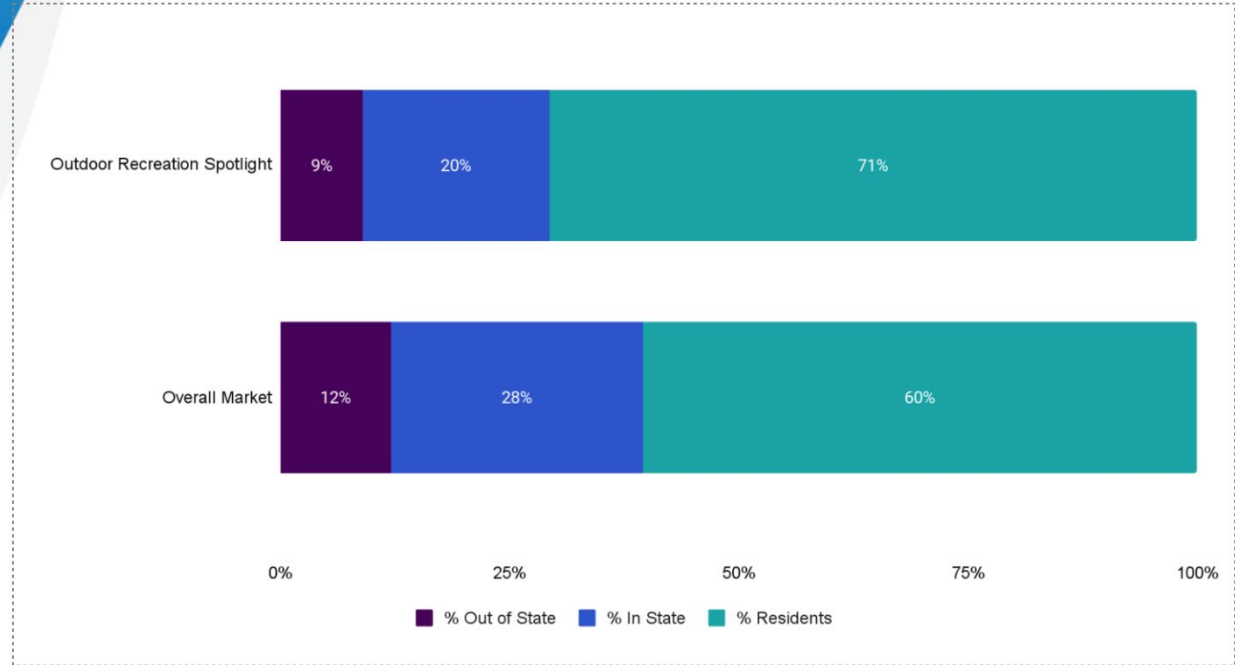
# What Categories of POIs are Driving Visitation and How is the Overall Visitor Spending?



Source: Near & Affinity | CY 2022

# Visitor Resident Split

Residents are engaging with outdoor recreation POIs at a greater propensity than other categories which suggests outdoor recreation is not only a driver for visitor experiences, but resident quality of life as well.

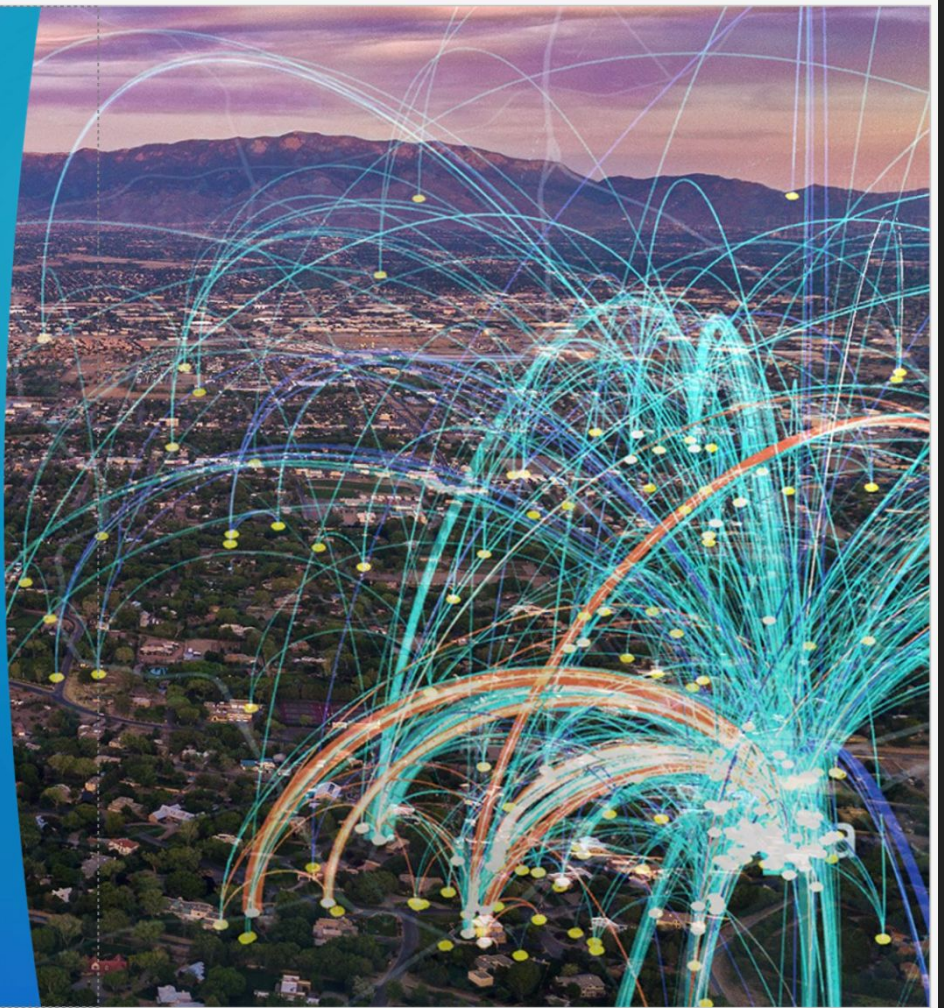


Source: Near CY 2022, Outdoor Rec Category Market compared to the overall market

# Where Else Do Outdoor Rec Visitors go?

The following slides provide the cross visitation behavior of the top-visited outdoor recreation points of interest:

- Granite Peak Ski Area
- Lake Wausau
- Rib Mountain State Park
- Lake Dubay







GREAT  
**PINERY**<sup>TM</sup>  
HERITAGE WATERWAY

[Home](#) [Visit](#) [Plan](#) [About the Pinery](#)

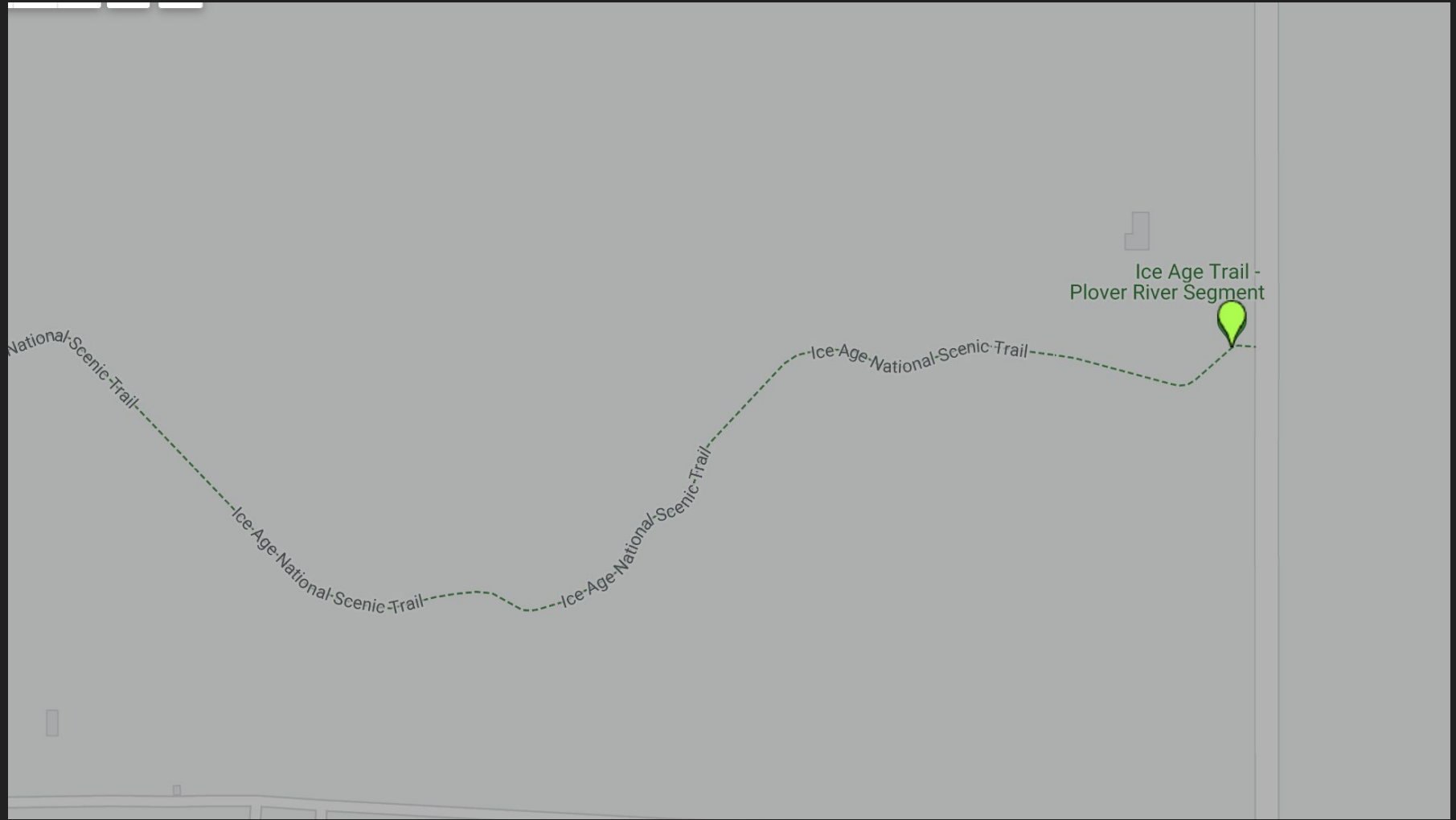
# VISIT THE PINERY<sup>TM</sup>

Discover a paddler's paradise in the heart of Northcentral Wisconsin!









Ice Age Trail -  
Plover River Segment

National Scenic Trail

Ice Age National Scenic Trail

Ice Age National Scenic Trail

Ice Age National Scenic Trail



## 4. Movement

Date range  
Last month ▾

Visitor Market Area  
All ▾

Region  
All ▾

County  
All ▾

City  
All ▾

Primary Category  
All ▾

POI Name  
All ▲

Visitor or Resident  
Visitor ▾

### Movement Summary (formerly Trends: Visitor Flow)

See how visitors and residents are moving throughout your destination to understand your region. Use behavioral insights to attract best-fit visitors, develop new tourism product, or analyze the sample size of **12,523**. Note that geolocation data less than 30 days old is subject to slight inaccuracy. [Learn more about a Visitor](#) | [Regions](#) | [Visitor-to-Resident Ratio](#)

### Where are visitors going within your destination?

Source: Zartico Geolocation Data. Note: A visitor is someone who comes from over 50 miles away from a defined destination boundary and is observed at a defined place of impact. Visitor-to-Resident Ratio shows the volume of visitors compared to residents. This insight is not tied to the "Region" or "Trip Type" filter. To see this insight. Tip: Click into a Region to understand visitation and Visitor-to-Resident Ratio trends by City or a full list of visitation by Region.

ice

All search results (17)

Ice Age Trail - Plover River Segment

Ice Age Trail - Ringle Segment

Ice age trail - Ringle segment - ...

Ice age trail - Ringle segment - ...

Ice Age Trail - Ringle Segment 2

Ice Age Trail - White Cedar Se...

Ice Age Trail Av...

Ice Age Trail Dells Segment Tr...

Ice Age Trail Thornapple Cree...

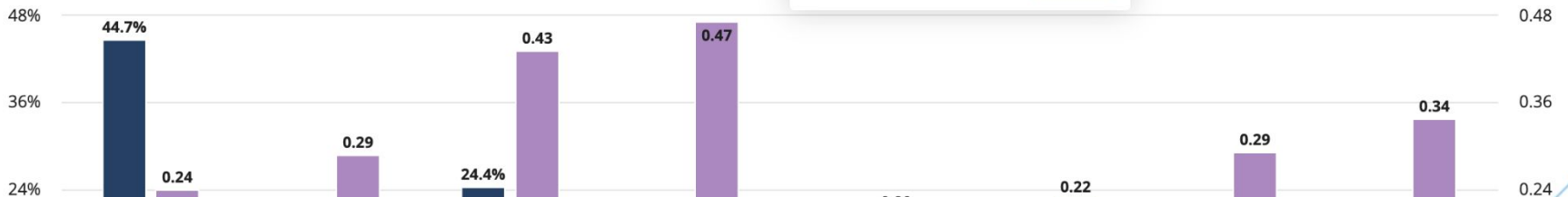
Ice Age Trail Underdown... Only

Ice Age Trail - Dells of Eau Cla... (13)

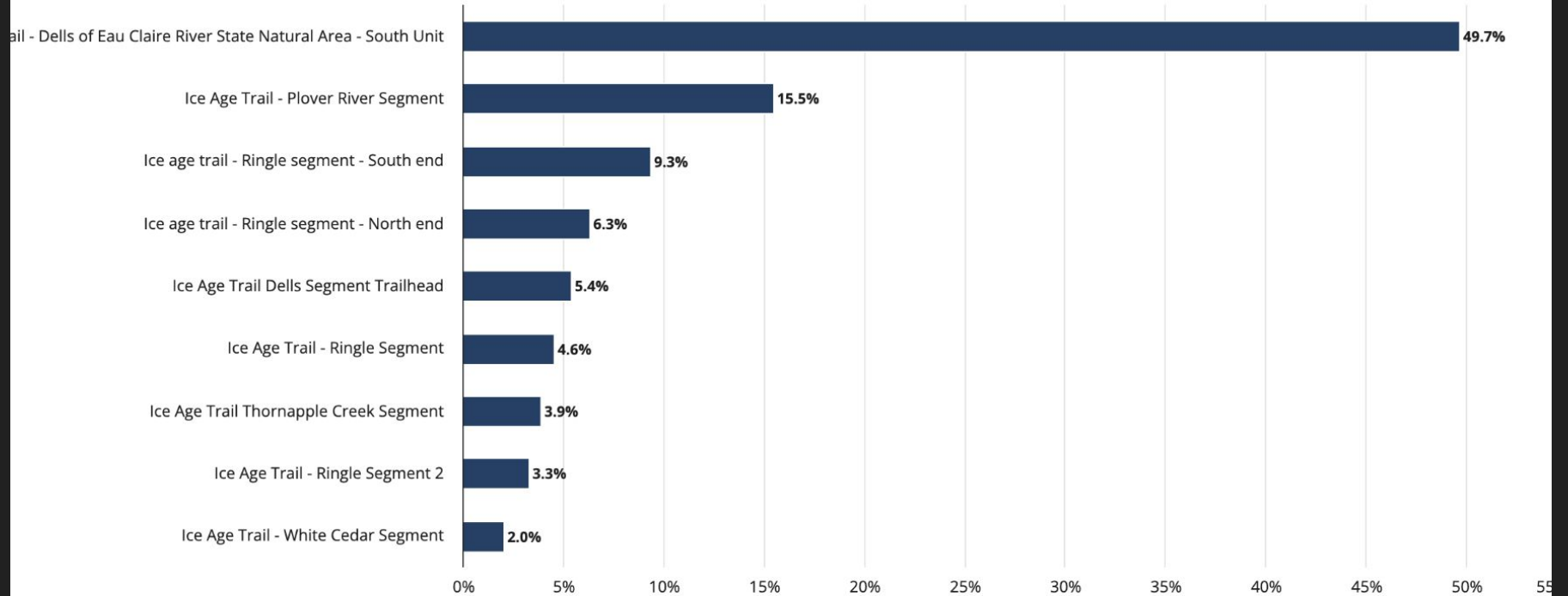
Cancel

Apply

Percentage of Total Devices and Visitation



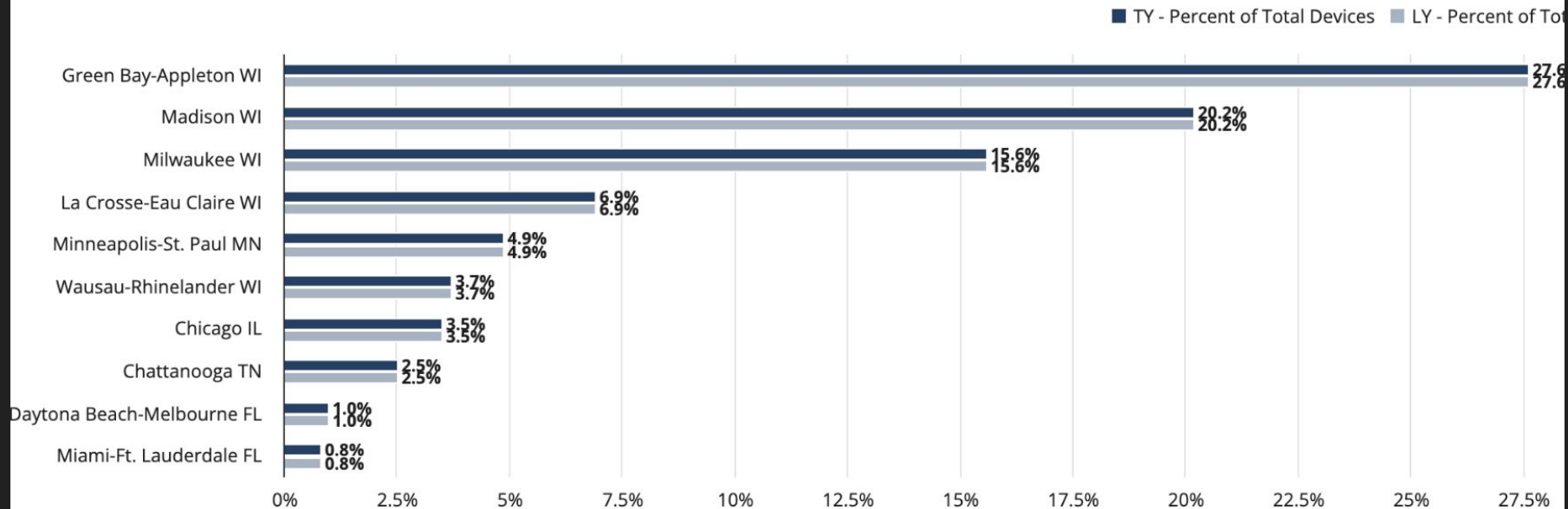
## Places of Impact - Total Devices



## Where are your visitors coming from?

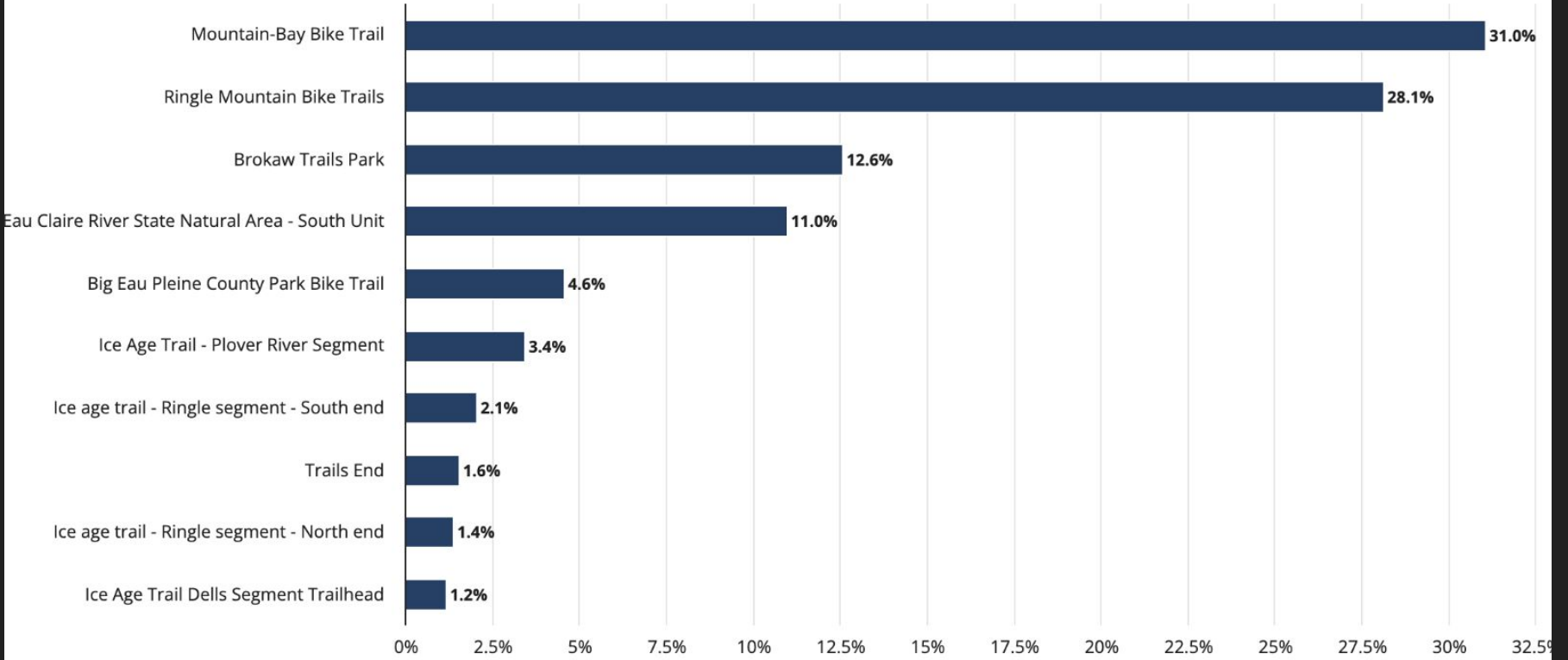
Geo-location Data. Note: This insight is not tied to the Visitor Market Area filter. If you select "Residents" this insight will appear blank. Tip: Click into an insight bar to break down that Market Area by city, or by county. TY = This Year, LY = Last Year. The Non-US Visitor Market Area and Unknown Visitor City are excluded from this insight. Toggle to the next insight to see a full list of Market Areas. Click a table column header to re-sort the table.

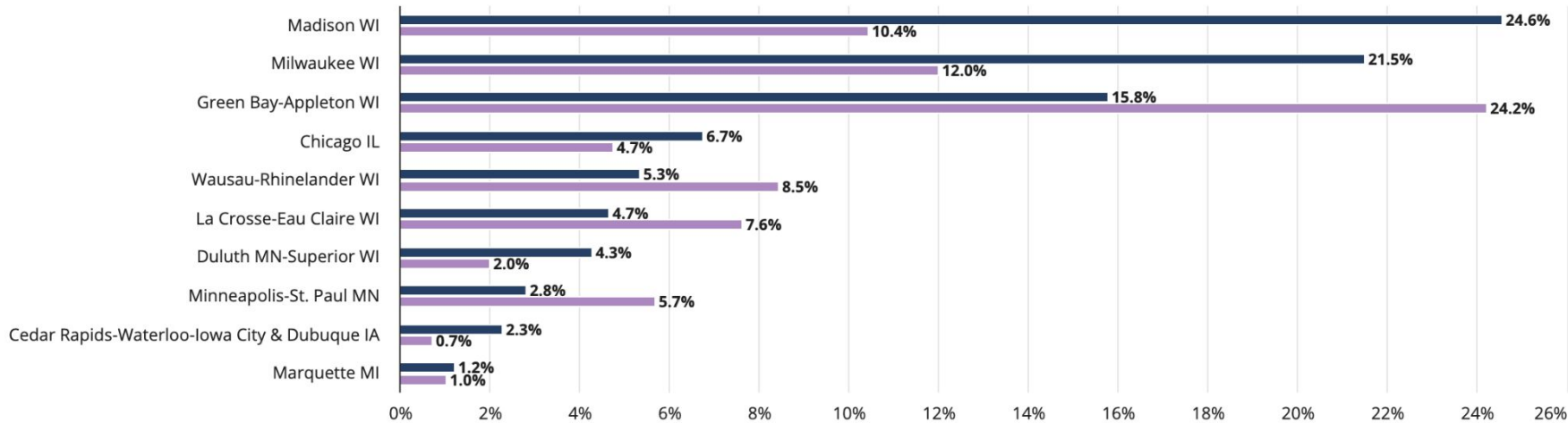
### Top Origin Markets & Change Compared to the Previous Year



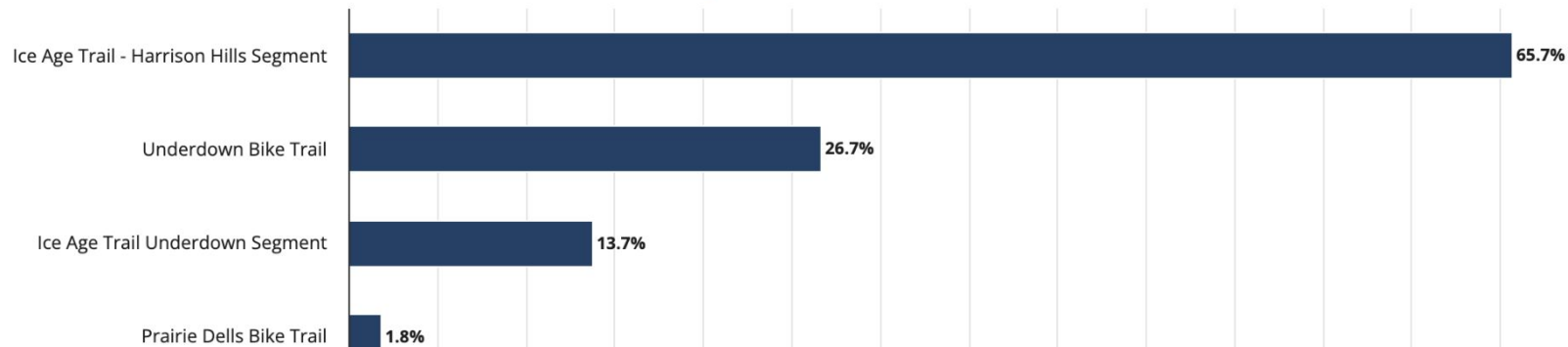


## Impact - Total Devices





### Top 5 Visited OOB POIs ▾





**WISCONSIN  BASECAMP**

MOUNTAIN BIKING



A woman with braided hair, wearing a grey beanie and a tan jacket, is smiling and looking back over her shoulder. She is carrying a baby in a black baby carrier. The baby is wearing a purple beanie and a dark jacket. They are in a forest with many trees and a ground covered in fallen leaves. The text 'WISCONSIN'S BASECAMP' is overlaid in large white letters, with a play button icon in the center of the word 'WISCONSIN'. Below it, the word 'HIKING' is written in smaller white letters.

**WISCONSIN'S BASECAMP**  
HIKING



# Q&A







## **Lauren Las**

Partnership Development Manager  
Heritage Corridor Destinations



# Building Visitor Profiles for Marketing Strategy

Dates Analyzed: January 2024 - September 2024



# Building Profiles

## Quality Visitation

*Not just visitation*

## Quality Origin Markets

*These are our targets*

## Quality Spending

*Spend where we need it*

## Destination Engagement

*Behaviors matter*

## Website Inspiration & Arrival

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# What is a Quality Visit?

1. An **overnight** or **multi-day trip**, contributing extended tax revenue and spending for local benefit
2. Occurs during **low demand periods**
3. Follows high **engagement** with **your recommendations** of how, when, and where to visit
4. Supports **locally owned businesses**, keeping profits within the community

A **Quality Visit** contributes *more value than cost* to your tourism economy.



# High-Value Markets

Origin Market	QVI	% Visitors	% Visitor Spend	% Visitors Hotel	% Visitor Spend Hotel	Avg. Spend Local	% Visitor Spend Local	GA4 Eng. Rate
Green Bay - Appleton WI	111	1.2%	1.4%	<b>41%</b>	25%	\$70	16%	<b>54%</b>
Detroit MI	111	<b>1.6%</b>	0.7%	28%	<b>42%</b>	\$77	18%	51.1%
Nashville TN	110	1.1%	1.1%	27%	16%	\$152	30%	<b>53.9%</b>
Phoenix AZ	110	1.1%	<b>1.8%</b>	23%	13%	<b>\$205</b>	39%	47.7%
Orlando FL	104	1.0%	0.8%	18%	6%	<b>\$206</b>	36%	39.1%

Source: Zartico geolocation and spending data. 1/1/24 - 9/4/24.

# Visitor Profile

Based on **Heritage Corridor** visitors

## Market Differentiators

- Likely to utilize the airport (fly market) and car rentals
- Observed at sports facilities: youth sports & golf courses
- Higher engagement with logistics and planning sections of website
- More likely to stay in hotels and visit casino
- Likely to visit Will County more than other counties in the region



Age

65+



Income

\$100k+



Family

Less likely  
to have kids

# Q&A





# Stay Connected

- Download presentation
- Contact information

