How to Tap Into Your Tourism Potential

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#ICMA2018

Which Scenario Describes Your Community?

1. Tourism Has Potential
   How do I develop tourism into a revenue generator?

2. Tourism Drives Economy
   How do I optimize my existing tourism efforts?

Today's Speaker

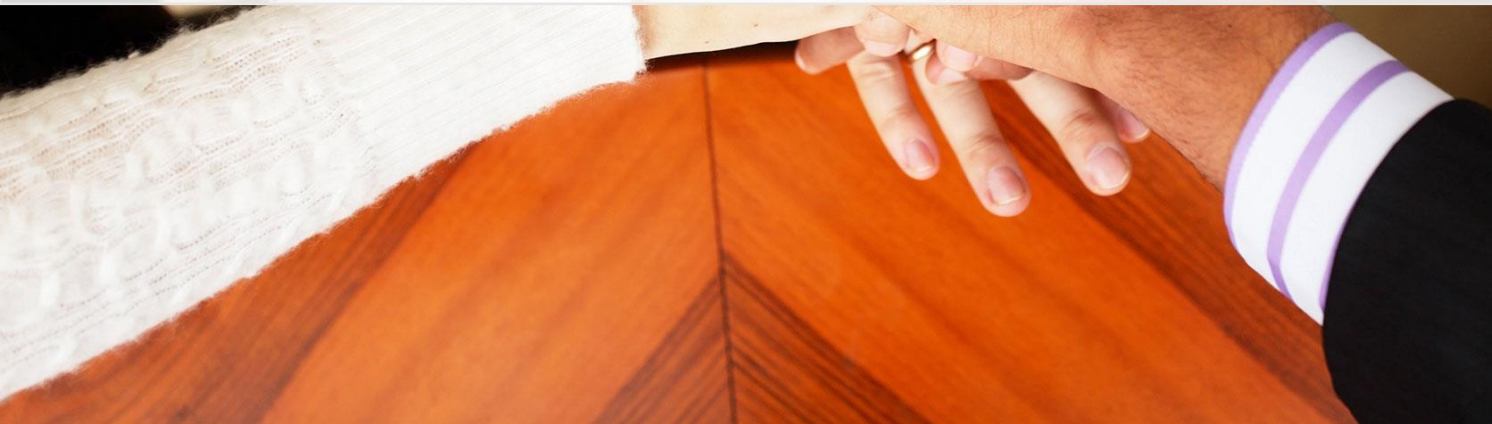## Robb Miller
Vice President of Sales

Getting Started

Laying the Foundation for Success

Align Your Resources

Work Together

Common Goal & Vision

What Type of Tourism Makes Sense?

Family Tourism

Heritage Tourism

Cultural Tourism

Agrotourism

Ecotourism

Sports Tourism

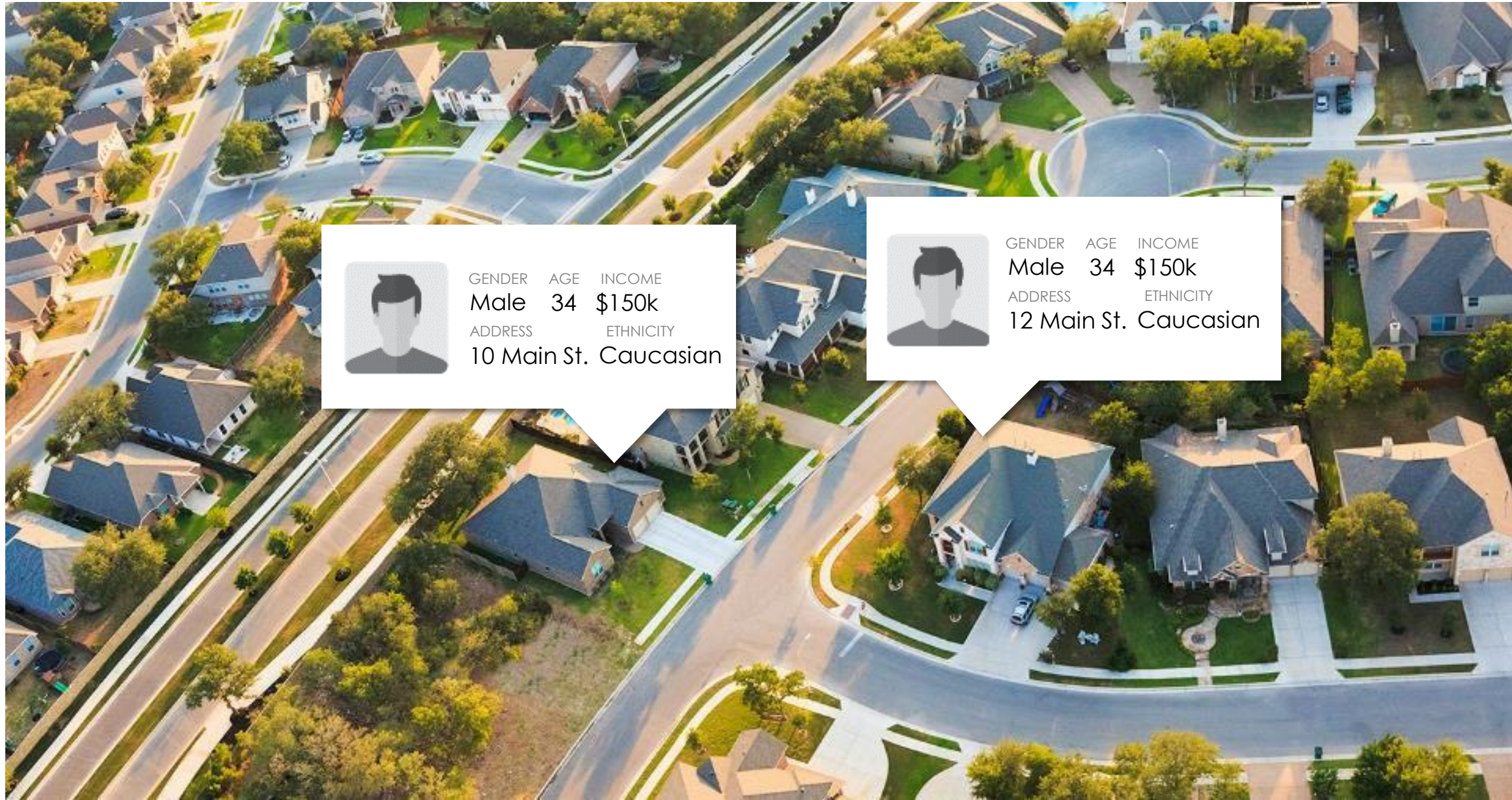# Use Your Location to Your Advantage

Identify Your Unique Differentiators

1. Water Features
2. Museums
3. Historical Landmarks
4. Amusement Parks
5. National Monuments
6. Regional Interests
7. Seasonality

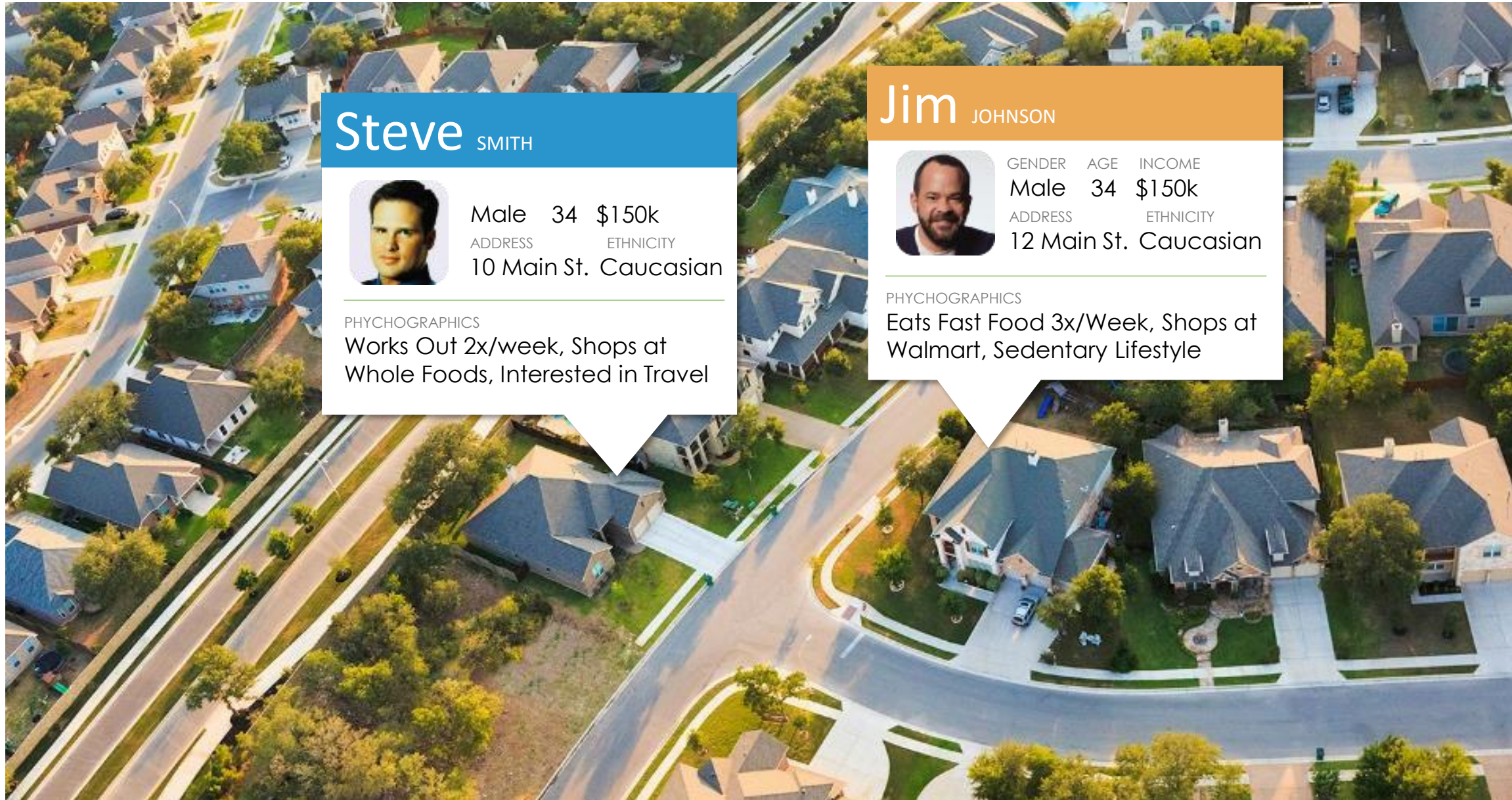# Understand Who You Are Trying to Reach

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Example: Savannah vs. Santa Fe
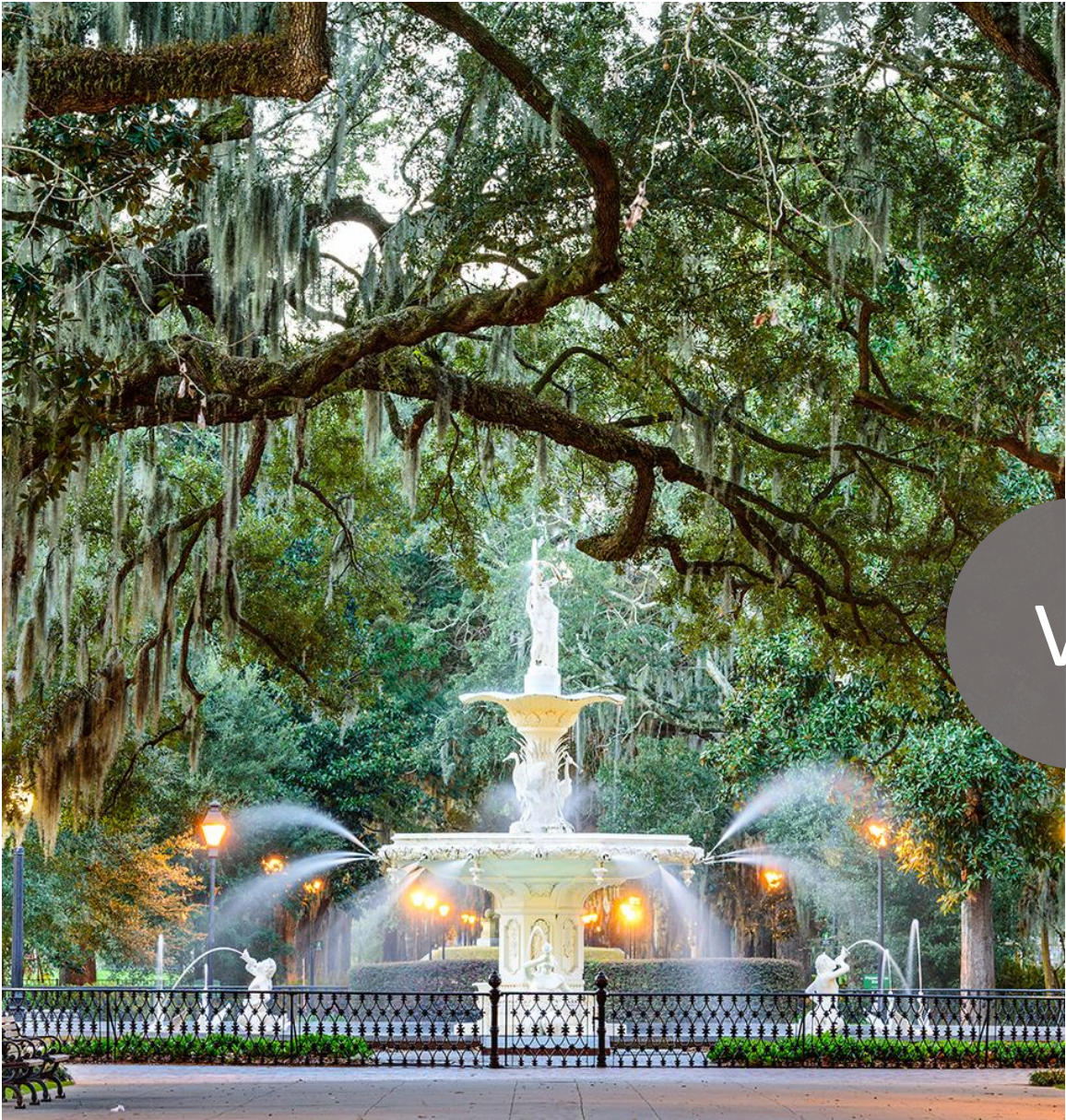
VS

Example: Savannah vs. Santa Fe Demographics

Head of Household Age Is 55+

Have Undergraduate or Graduate Degree

Low Ethnic/Racial Diversity

High Income Levels
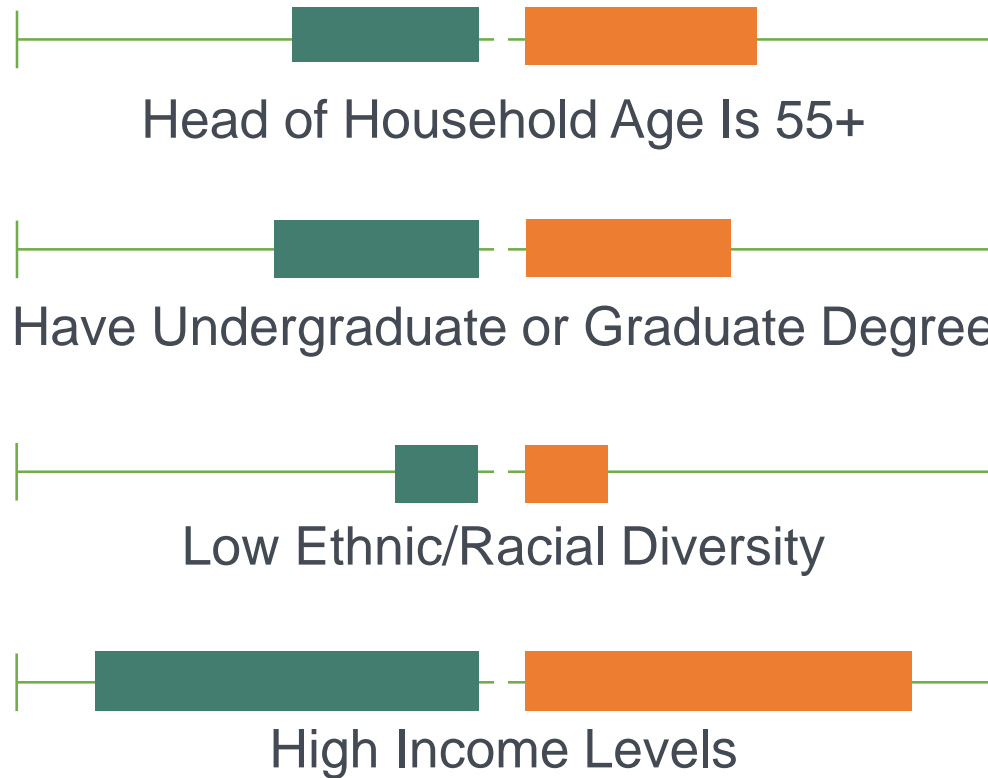
Example: Savannah vs. Santa Fe Psychographics
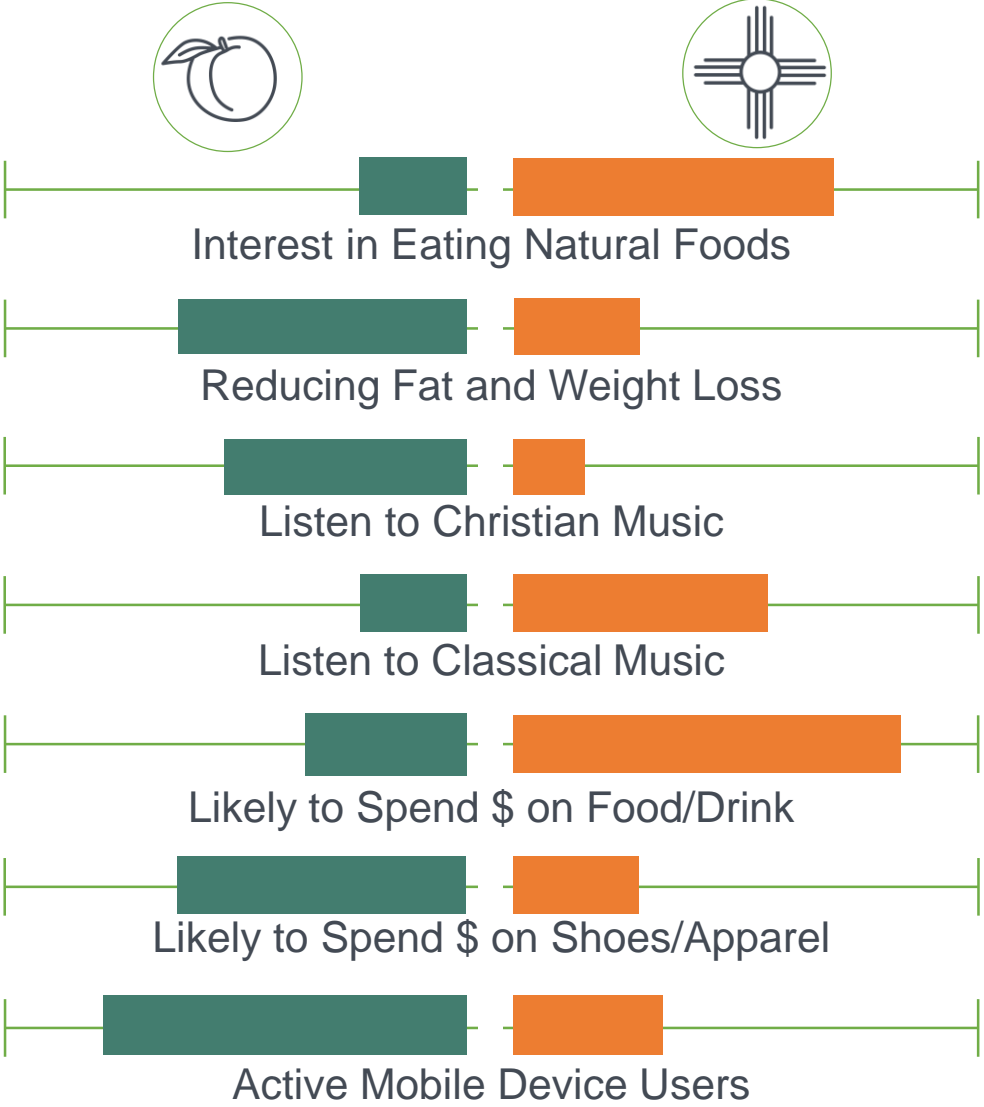
Interest in Eating Natural Foods

Reducing Fat and Weight Loss

Listen to Christian Music

Listen to Classical Music

Likely to Spend $ on Food/Drink

Likely to Spend $ on Shoes/Apparel

Active Mobile Device Users

Concentrate Marketing Efforts in the Right Areas
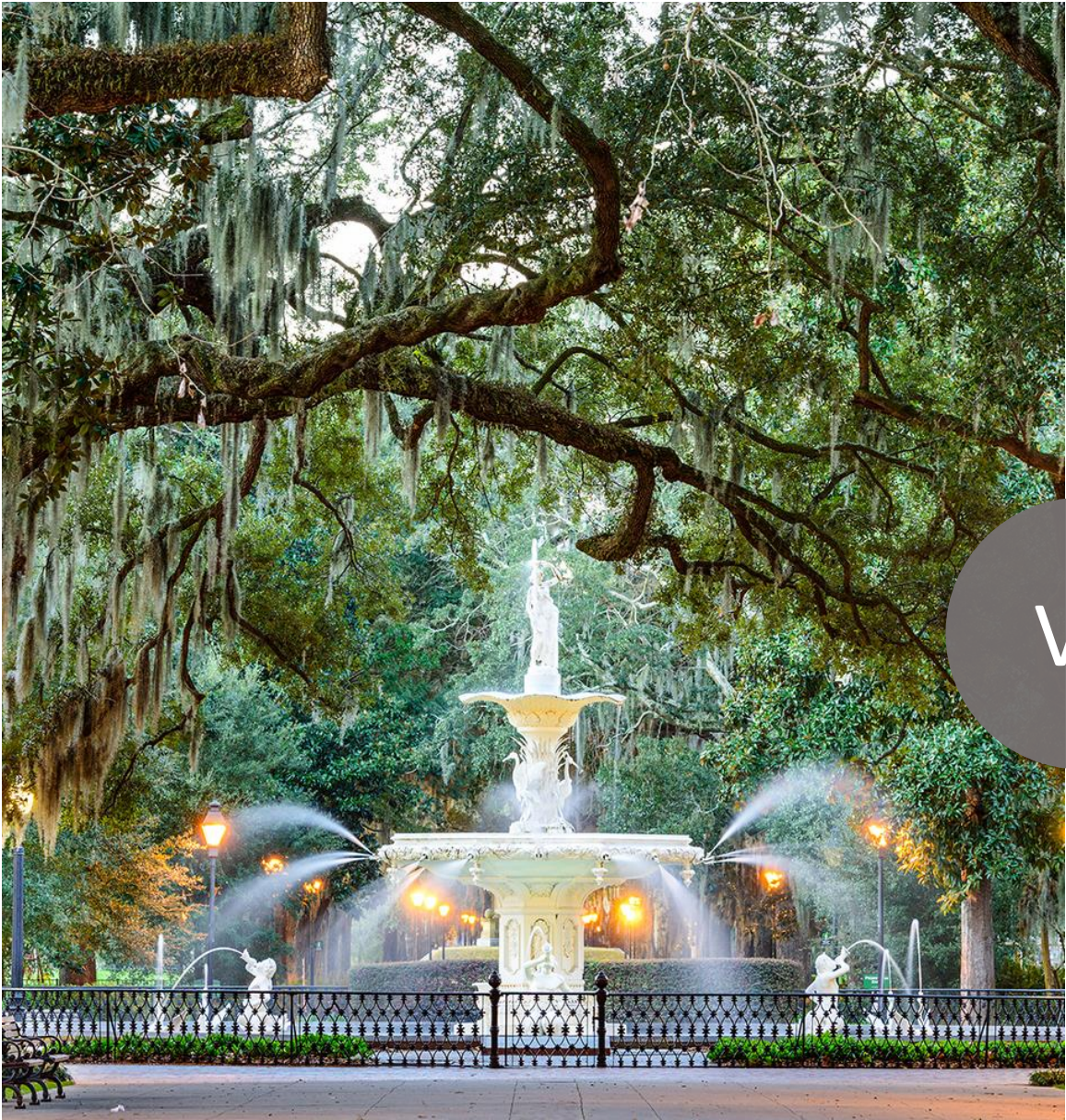
Concentrate Marketing Efforts in the Right Areas: Savannah, GA

- Atlanta, GA

- Orlando-Daytona Beach, FL

- Jacksonville, FL

- Tampa-St. Petersburg, FL

- Charlotte, NC

Concentrate Marketing Efforts in the Right Areas: Santa Fe, NM

Dallas-Fort Worth, TX

Denver, CO

Phoenix, AZ

Austin, TX

Los Angeles, CA
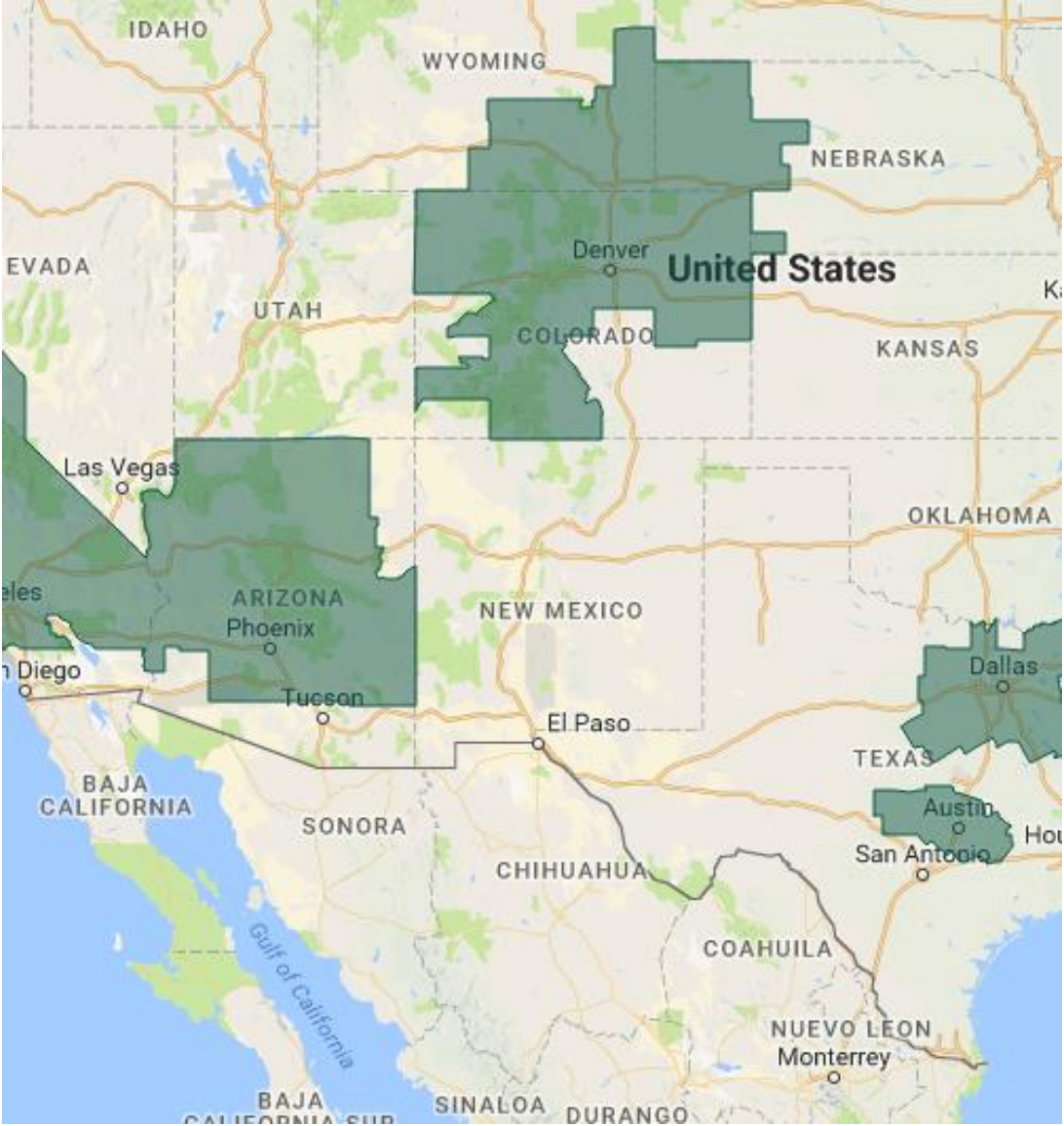
Using Analytics

How to Overcome Tourism Challenges

Challenge #1:
Maximizing Tourism Marketing Budget

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Maximizing Tourism Marketing Budget

Marketing Model Composition:

1. Model variables are the characteristics that have been found to statistically differentiate people who visit the community from those who do not

2. Every household (HH) in America is scored on each of these criteria in order to generate a HH score

3. Household scores quantify the propensity that a household would respond to a marketing effort

4. The scores also allow us to target only the top scoring households, which maximizes marketing ROI

Variable Importance

- Segment Model Score
- Urbanicity
- Number of People
- Retail Purchase Propensity
- State Income Decile
- Lifestyle Interests
- Age 45-55
- Mosaic Profile
- Technology Adoption
- Age 35-55
- Home Ow…
- Health Attitudes
- Age 75+

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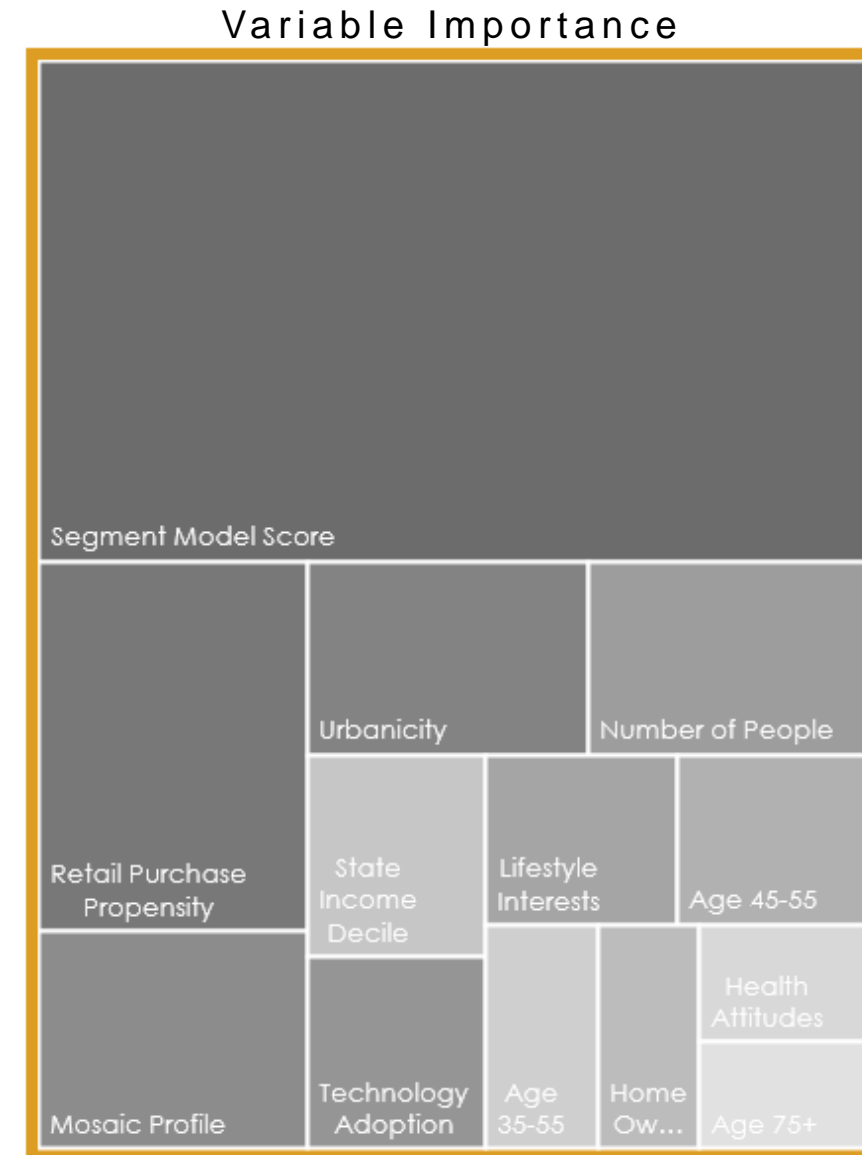
Challenge #1:
Maximizing Tourism Marketing Budget

Sample Lift & Gains From Marketing Model

In this sample, the model achieves significant lift, **identifying 68.6% of actual visitors within the top scoring 30%** (3 deciles) of sample set households. A prospect scored in the top 3 deciles is **1.2 – 3.5 times more likely to visit** than a randomly selected household.

DECILE	CUM % VISITORS	CUM LIFT (TRAIN)	CUM LIFT (VALIDATE)
1	35.3%	3.53	3.53
2	56.3%	2.10	2.14
3	68.6%	1.24	1.19
4	77.2%	0.86	0.88
5	84.1%	0.68	0.70
6	89.4%	0.53	0.51
7	93.4%	0.40	0.39
8	96.7%	0.33	0.31
9	98.8%	0.21	0.23
10	100%	0.12	0.12

Challenge #1:
Maximizing Tourism Marketing Budget

Example: Southern California Tourism Campaign

- Affluent community in Southern California

- Used analytics to conduct targeted email campaign to best prospective tourist households

- Industry click-through rates on travel offers is 2.38%. City achieved click-through rates of 13.69% and 19.92% on two separate deployments

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Challenge #2:
Driving Visitor Traffic in Off-peak Seasons

Identify who visitors are in off-peak season and where they come from; market to more people like that.

Challenge #2: Driving Visitor Traffic in Off-peak Seasons

Use GPS Data to Analyze Visitors

- 12-month time frame
- 69,000 unique devices
- 1.7 billion pings
- Business rules for differentiating visitors from residents and workers
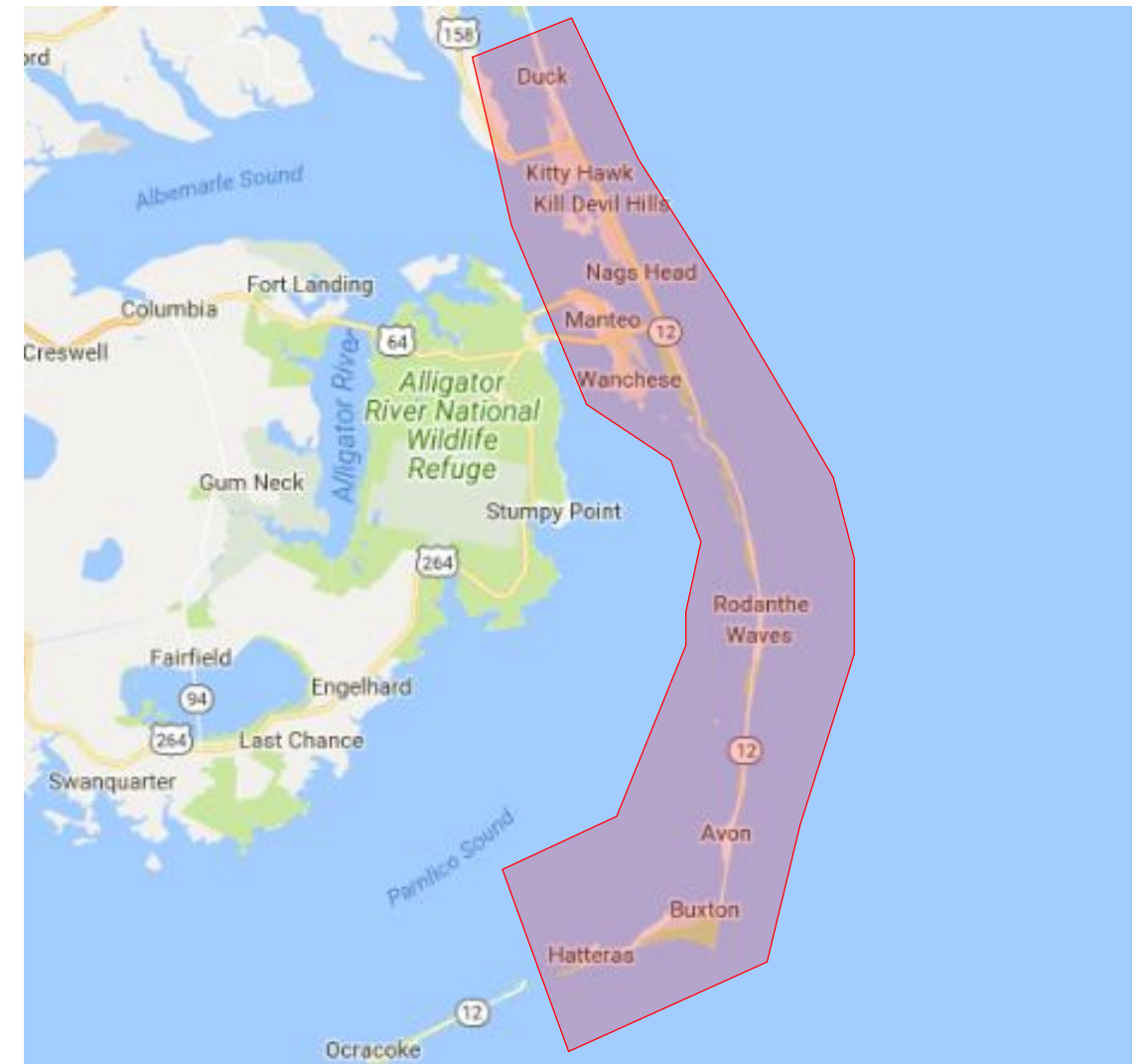
Challenge #2:
Driving Visitor Traffic in Off-peak Seasons

Example: Outer Banks Insights

The Outer Banks' visitor profile **did not change** significantly by season, but the visitor origins **do change** significantly by season

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Challenge #2:
Driving Visitor Traffic in Off-peak Seasons

Visitor Originations Shift Significantly by Season

NAME	OVERALL	PEAK SEASON PCT	OFF PEAK - FALL SEASON PCT	OFF PEAK - SPRING SEASON PCT	OFF PEAK - WINTER SEASON PCT
Market A	15.9%	12.6%	16.4%	18.9%	27.5%
Market B	9.2%	10.1%	8.1%	8.0%	8.2%
Market C	7.6%	6.3%	9.7%	8.7%	9.3%
Market D	7.3%	6.9%	7.2%	8.0%	8.3%
Market E	4.5%	4.3%	4.7%	4.7%	5.2%
Market F	2.5%	3.1%	2.3%	1.8%	1.0%
Market G	2.5%	1.7%	3.2%	3.0%	5.1%
Market H	2.4%	2.2%	2.3%	2.9%	1.9%
Market I	2.3%	2.7%	2.1%	1.7%	1.5%
Market J	2.3%	2.7%	1.6%	2.0%	1.3%
Market K	1.7%	2.5%	1.3%	0.8%	0.2%
Market L	1.6%	1.2%	2.0%	2.1%	1.7%
Market M	1.3%	1.8%	0.7%	0.7%	0.4%
Market N	1.2%	0.9%	1.4%	1.6%	1.9%
Market O	1.1%	0.9%	1.1%	1.3%	1.1%
Market P	1.0%	0.8%	1.1%	1.3%	1.7%
TOTAL	64.3%	60.8%	65.5%	67.4%	76.3%

Challenge #3:
Convincing Visitors to Stay Longer

Make Smarter Recommendations

Study where tourists go when they visit, identify the most common combinations of destinations, and identify the types of consumers most likely to visit each grouping so you can suggest additional attractions visitors might like.

Challenge #3:
Convincing Visitors to Stay Longer

Example: Midwest Metro

- Wanted to convince visitors to extend trip by one day

- Pulled GPS data for 15 key tourist destinations within the community

- Identified the combination of attractions that visitors frequented

- Grouped the 15 destination profiles into 3-4 types of attractions (e.g. family friendly, history focused, and activity based)

- The analysis provided insights into which locations to advertise together on marketing materials

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Challenge #4:
Creating Events That Attract Visitors

Use Events to Your Advantage

Many communities use events as a way to attract visitors. This can be a particularly good approach for communities that are within daytrip distance from major metro areas. But what types of events are most likely to resonate with your potential visitors?

Challenge #4:
Creating Events That Attract Visitors

Example: Southern Suburb

- Wanted to host music events to attract day trippers from a nearby city, but what type of event would work best?

- Looked at the consumer propensities associated with their visitor profile to identify the genre of music that held the most appeal. Used that to guide event planning decisions.

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How to Tap Into Your Tourism Potential

1. Know Who You Are as a Community

Understand the reality of who you are and the types of people who visit your community.

2. Utilize the Data and Analytics Available to You

Data and analytics can play a helpful role in the tourism planning and marketing execution process.