

# Where to find it in the ZDOS®



Quick guide to finding what you need

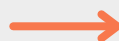
## Looking For



## Find It



What are my top origin markets?



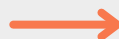
**Market Index**

What content are potential visitors consuming?



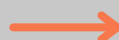
**Marketing: Website Content**

How does my CPC compare to the Zartico benchmark?



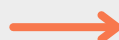
**Marketing: Paid Search**

Do my origin markets have different seasonal trends?



**Trend: Visitor Flow**

How am I doing compared to last year?



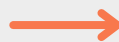
**Visitor Economy Index**

Where are potential tourism hotspots?



**Foundations: Distribution**

How are hotels/short term rentals performing year over year?



**Guide: Your Destination**

How much are visitors spending in my destination?



**Foundation: Economic Opportunity**