

# Key Terms and metrics

## Visitor



Someone who lives and works more than 30 miles away from the POI they visit and stays within your boundary for more than 2 hours.

## POI



Place of Impact. The destination drivers which attract visitation to your destination.

## Trip Type



Trip segmentations give you detailed insights on visitor behavior.

## Region



Custom boundary layer within your destination boundary that groups POIs together.

## Place-Based Strategy



Comprised of the individual places and primary reasons people visit your destination. These would be considered the major drivers of tourism or places of impact.

## Out of Boundary POI



Give you insights into specific places that may be outside your boundaries yet impact your destinations visitor economy.

## Benchmark

Gives the ability to view your data against aggregated performance of other ZDOS® destinations.

## Indices



An Indicator or measure of something - often change over time.

## Baseline



A fixed point of reference used for comparison purposes.