

Steps for Campaign Planning & Tracking



Looking Forward and Then Back

1

Define Seasonality

Look For	Module	Insight/Chart
When are people coming	Lodging: Hotel - Monthly	Monthly ADR & RevPAR
Visitor to resident ratio by month	Trends: Visitor Flow	Benchmark: Visitor-to-Resident Ratio Pro Tip: Hide the green bar

2

Define Target Markets

Four steps to determine market impact:

1. Market Index
2. Top Origin Markets for visitation
3. Top Origin Markets for Spending
4. Compare and evaluate top origin markets.

Pro Tip: Refer to certification course 6: Understand and Target Your Markets

3

Define KPIs You Want to Track

Different tactics require different metrics

4

Review Performance

Look For	Module	Insight/Chart
Campaign performance	Marketing: Paid Search	Filter module by campaign name.
Social Media performance	Marketing: Social Media	
Website	Marketing: Website Performance	
Visitation change/Impact	Trends: Visitor Flow	YOY
Spending Impact	Trends: Visitor Spending	Change Date Filter and Visitor DMA Filters