

Steps for Evaluating & Targeting Market



Be curious, ask questions

1

Marketing: Planning Module: Look at your Market Index

Pro Tip: Sometimes other markets show up here because of Website contributions or other things.

Foundation_Management
Guide_Your Destination
Lodging_Hotel - Monthly
Marketing_Paid Search
Marketing_Planning
Marketing_Social Media
Marketing_Performance
Trends_Future Events
Trends_Visitor Flow
Trends_Visitor Spending
Visualization_Resources
Visualization_Resources

Which markets are indexing highest for your destination?
Source: Near, Affinity, Google Analytics. Note: The Market Index looks at the relationship between website traffic, destination visitation, and visitor spending from those origin markets. All data values scaled 0-100 with the top value in any category. The individual components are averaged together (simple average) to create the index. Your home market DMA is excluded from this insight.

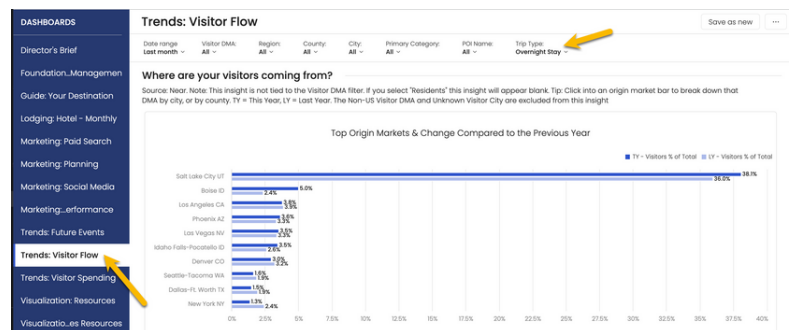
Market Index Table

Visitor DMA	Market Index	Visitor Device Count	Visitor Contributor Count	Visitor Spending	Website Sessions	Non-Bounce
Denver CO	90.3	412	98.4	621	100.0	100.0
Los Angeles CA	90.2	455	99.9	100.0	100.0	100.0
Phoenix AZ	90.0	505	70.8	621	100.0	100.0
Idaho Falls-Pocatello ID	88.0	86.6	100.0	75.8	8.2	6.6
Twin Falls ID	33.1	33.2	69.2	53.0	4.8	5.0
Boise ID	33.0	100.0	29.0	26.8	5.0	5.4
San Francisco-Oakland-San Jose CA	24.4	14.8	43.9	59.8	10.4	10.1
Las Vegas NV	23.1	35.5	45.4	30.4	4.8	4.3
New York NY	20.9	12.4	36.5	25.9	10.7	10.0
Seattle-Tacoma WA	20.3	21.8	31.3	24.8	12.5	10.0

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Trends: Visitor Flow: Look at your top origin markets

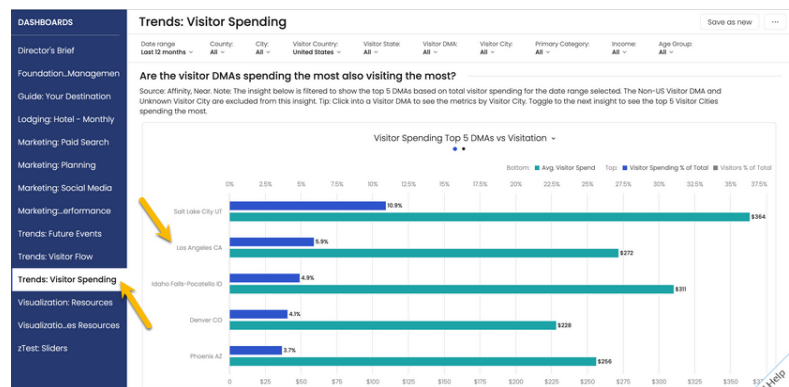
Pro Tip: Filter by Trip Type: Overnight specifically



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Trends: Visitor Spending: Look at your top spend markets

Pro Tip: Look at Demographics for top spending markets



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Compare and Evaluate

What does your destination care about? (ie Restaurants? Regional? etc)
Pro Tip: Export the excel file, Screenshot, etc to visualize overlaps.