## Steps for Evaluating & Targeting Market



# Be curious, ask questions

#### Marketing: Planning Module: Look at your Market Index

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

Foundation_Managemen	Which markets are indexing hi	ghest for your d	estination?									
Guide: Your Destination	Source: Near, Affinity, Google Analytics: Note: The Market Index loois at the relationship between website traffic, destination visitation, and visitor spending from those origin markets. All data values scaled 0-100 with 100 being the top value in any category. The individual components are averaged together (simple average) to create the index.											
Lodging: Hotel - Monthly	Your home market DMA is excluded from this	s insight.										
Marketing: Paid Search	Market Index Table ~											
Marketing: Planning 🦲	Visitor DML	Market Index •	Visiter Device Count	Visitor Cardholder Count	Visitor Spending	Website Sessions	Non-Baunce					
Marketing: Social Media	Denver CO	80.3	41.2	98.4	62.1	100.0	100					
Marketing:erformance	Los Angeles CA	59.2	45.5	93.9	100.0	32.0	24					
	Phoenix AZ	56.0	50.5	70.8	52.1	53.6	52					
Trends: Future Events	Idaho Falls-Pocatelio ID	55.0	86.8	100.0	75.6	6.2	6					
Trends: Visitor Flow	Twin Falls ID	33.1	33.2	69.2	53.0	4.8	5					
	Boise ID	33.0	100.0	29.0	25.6	5.0	5					
Trends: Visitor Spending	San Francisco-Oakland-San Jose CA	24.4	14.8	43.9	39.8	13.4	X					
	Los Vegas NV	23.1	35.6	40.4	30.4	4.0	4					
Visualization: Resources	New York NY	20.9	12.4	36.5	25.9	18.7	1					
Visualizatioes Resources	Seattle-Tacoma WA	20.3	21.8	31.3	24.8	12.5	n					



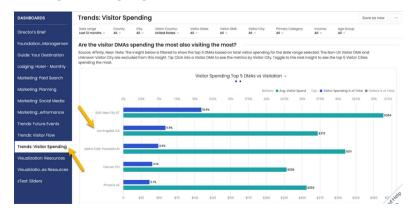
#### Trends: Visitor Flow: Look at your top origin markets

**Pro Tip:** Filter by Trip Type: Overnight specifically

DASHBOARDS	Trends: Visitor Flow												S	ave as ne	w			
Director's Brief	Date range Last month ~	Visitor DMA: All ~	Region: All ~	County: All ~	City: All ~	Primary C All ~	otegory:	POI Nor All ~	me:	Trip Type: Overnight Sta	, <u>-</u>							
Foundation_Managemen	Where are	e your visito	ors comi	ng from														
Guide: Your Destination		Note: This insight r by county. TY =											igin mark	et bar to b	reak dou	vn that		
Lodging: Hotel - Monthly																		
Marketing: Paid Search	Top Origin Markets & Change Compared to the Previous Year																	
Marketing: Planning													TY-V	fisitors % of T	otal 🔳 LY			21
Marketing: Social Media	Solt I	ake City UT Boise ID	2.4X	5.0%												36.0%	8.1%	
Marketing:erformance		Angeles CA Phoenix AZ	\$ 18															
Trends: Future Events	Lo	s Vegas NV	25															
Trends: Visitor Flow	Idaho Falls-R		2.6% 3.0% 3.2%															
Trends: Visitor Spending	Seattle-T		1.6% 1.9%															
Visualization: Resources			15x 19x 13x 2.4x															
Visualizatio de Desources		0%	2.5%	5% 7.	5% 10%	12.5%	15%	17.5%	20%	22.5%	25%	27.5%	30%	32.5%	35%	37.5%	40%	

#### Trends: Visitor Spending: Look at your top spend markets

**Pro Tip:** Look at Demographics for top spending markets



### Compare and Evaluate

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