



ZARTICON

Tampa, Florida | May 2023

Look Ahead:

What's Next for ZDOS™?

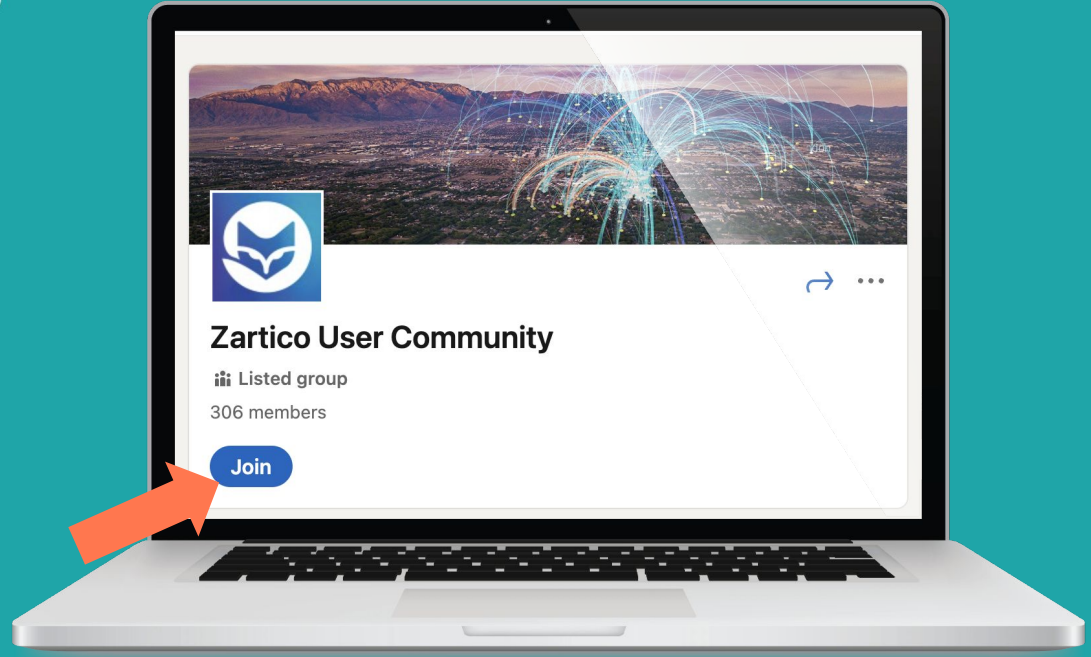


Now, Next, Future

Product innovations headed to your ZDOS

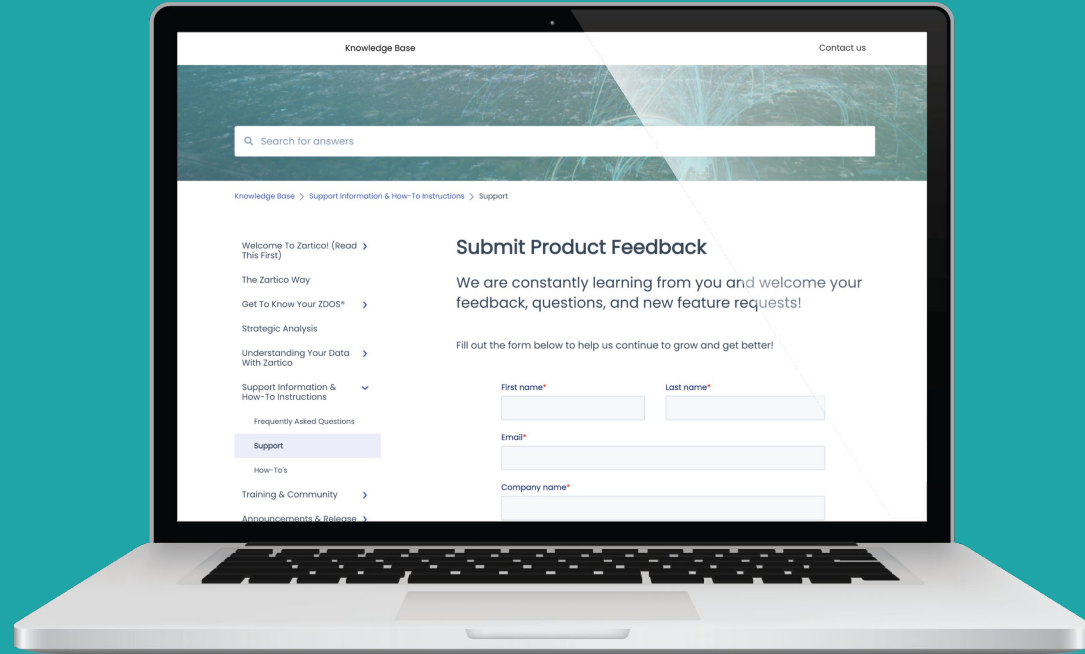
User Community

User Community Group
on LinkedIn



Product Feedback

support.zartico.com/submit-product-feedback



Advisory Boards

We are creating two new user advisory boards consisting of our State and DMO partners.

To sign up, scan this QR code.

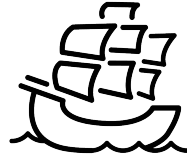


Upcoming Product Releases



Data Science Led Innovations

Stabilizing Location Data
Improved Visitor Spending
Length of Stay (Beta)
Visitor Volume (Beta)



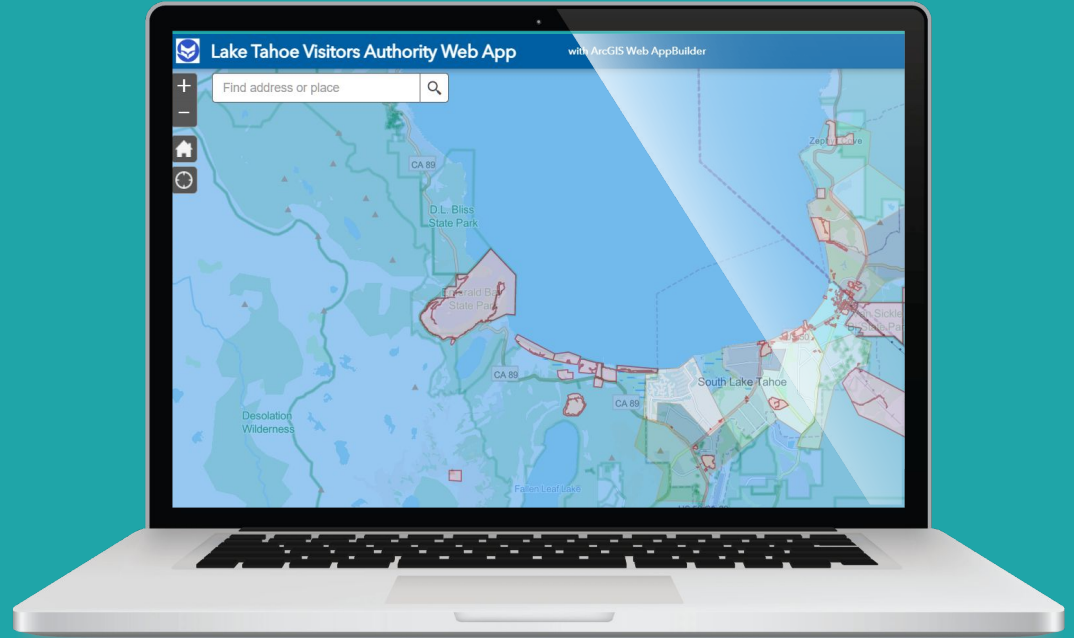
Website Contribution 2.0



Google Analytics 4 (GA4)

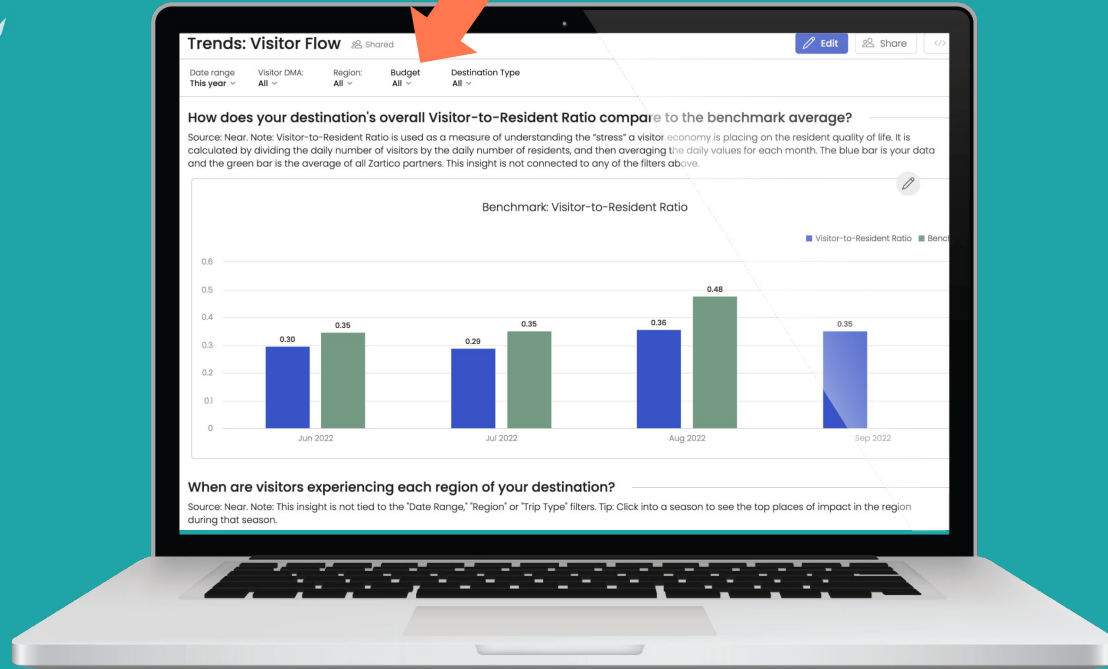
Place-based Maps

- See what's in your boundary
- Discover opportunities in your regions
- Understand your Place-Based Strategy

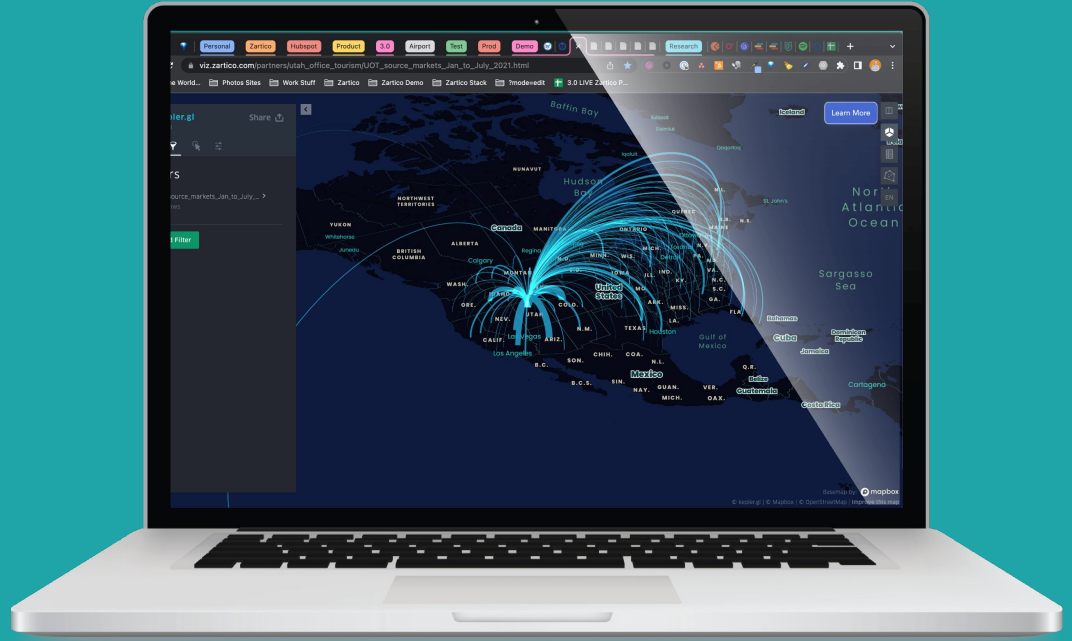


Benchmark Cohorts

- Budget - How do I compare against destinations with similar budgets?
- Regions - How do I compare against destinations near me?
- Destination Type - How do I compare against destinations with similar characteristics?



Self-serve Dynamic Visualizations

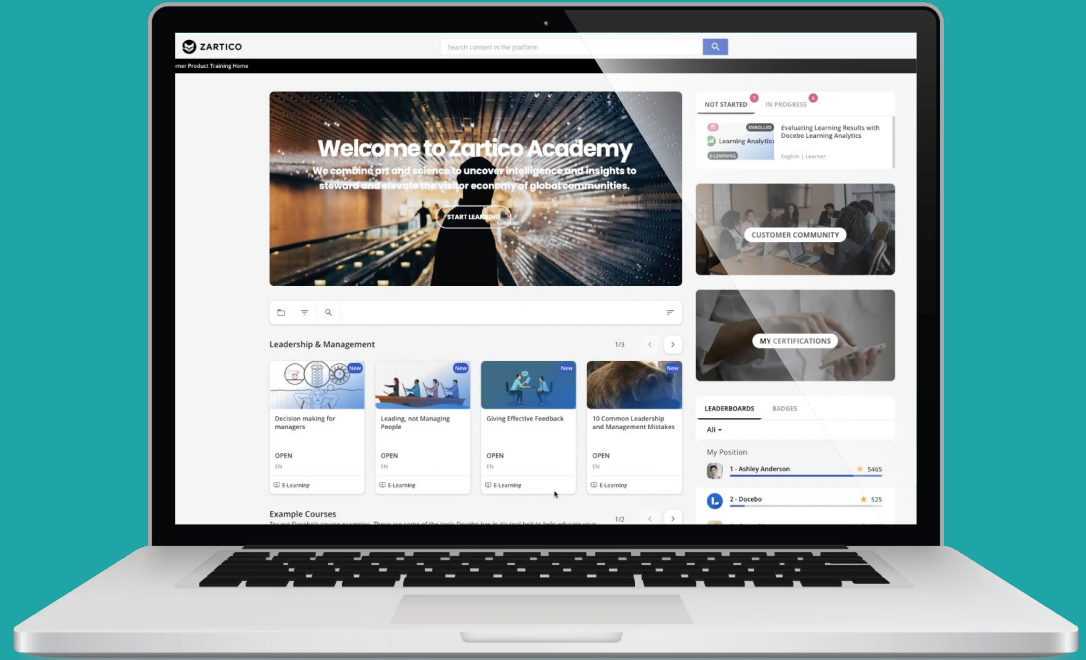


ZARTICO Academy



Zartico Academy

- On-demand learning at your own pace
- Hub for all education including live trainings
- Individual courses, certification tracks, and badging





Imagine being able to identify, predict, and influence passenger flow patterns.

This is the power of ZDOS Airport — actionable intelligence that provides real-time insights into passenger behavior, enabling data-driven decision-making.

ZDOS Airport is designed for forward-thinking, strategically-focused airport leaders who want to increase revenue, improve operational efficiency, and expand market share.

- DASHBOARDS
- Inbound - Overview
 - Inbound - Research
 - Inbound Leakage
 - Outbound - Overview**
 - Outbound - Research
 - Parking
 - POJ Cross-V...on Overview
 - POJ Cross-V...on Research
 - Predicted Events

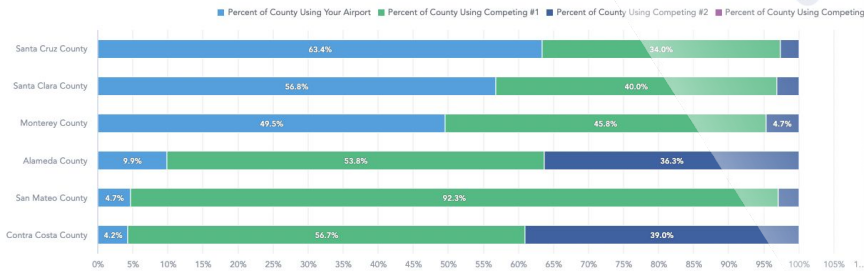
Outbound - Overview

Date range
 From 12 to 1 month ago



Market Share: In your top counties, what's your market share vs. your competitors? Which counties have the most leakage?

This insight shows each airport's market share of each county. You can choose a date range from the filter above. Tip: Click into the bars to see the market share of the contributing cities.



Market Share: What's the total market share of all counties in your catchment?

The Future is

ZDOS4

Simpler & Faster





“Different' and 'new' is relatively easy. Doing something that's genuinely better is very hard.”

Sir Jony Ive