

Zartico's Place-Based Strategy

See The Complete Picture



Geolocation

Credit Card

Events

Clearest View Of
Your Destination

```
graph LR; A[Geolocation] --- B[ ]; B --- C[ ]; C --- D[ ]; E[Credit Card] --- B; F[Events] --- B; B --- G[Clearest View Of Your Destination];
```

Place-Based Strategy Consists of

Boundary

- Geolocation, Credit Card, Events

Regions

- Geolocation, Events

Categories

- Geolocation, Credit Card, Website, Content, Website Contribution

POIs

- Primary = Reason people visit your destination
- Contextual = Representative sample of where visitors spend time & money

Understand Spending & Movement

Geolocation

Accommodations
Attractions
Business & Professional
Commercial
Food
Gas & Service Stations
Health
Nightlife
Retail
Transportation
Outdoor Recreation

Credit Card

Accommodations
Attractions
Business & Professional
Commercial
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Transportation

A blue-tinted photograph of a city street. On the left, there are multi-story brick buildings. In the center, a large white building with a red roof and classical architectural features is visible. On the right, there are lush green trees and a street lamp. Several cars are parked or driving on the street. The overall scene is a typical urban environment.

Market more strategically:

- Identifying behavioral trends
- Which markets stay in overnight accommodations
- What itineraries are often combined together.

Manage more effectively:

- Utilization of public lands
- Impact of events
- Visitor distribution
- Quality of visit

Making A Good Thing Even Better

TOOELE
ARMY DEPOT
NORTH AREA

ISLAND
STATE PARK

Hot Spot Removal

CARR FORK
WILDLIFE
MANAGEMENT
AREA

BINGHAM
CANYON MINE

ATK BACCHUS
WORKS

SAN JUAN MOUNTAIN

MILCREEK

SANDY

MOUNT
OLYMPUS
WILDERNESS



Data Quality Improvements

- Common Evening Location Stabilization
- Roadway removal
- High Frequency Panel
- Next-generation normalization
- Enhanced integration with CC and Event Data
- Expanded testing of Near data
- Streamlined implementation and rerun process
- Faster & easier map modifications

Estimated visitor volume by month by county

3 Tips To Get The Most From Your Place-Based Strategy

Survey: Where Are You Right Now?





Triangulate

