

We Need Data Heroes to Create Smart Destinations

SPEAKER:



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CIO & Cofounder, Zartico

An aerial photograph of a city, likely a university town, with a dense concentration of buildings and green spaces. The image is overlaid with a semi-transparent blue gradient. The text "What is a Smart Destination?" is centered in white, with "Smart Destination?" in a larger, bold font.

What is a
Smart Destination?



- Connected to their community's vision, values, and identity
- Ambassadors, storytellers, and champions of their destinations
- Agile in their approaches, able to iterate quickly and pivot to greater opportunities
- Data-led to make better decisions faster
- Are curious, incisive and open minded to follow new opportunities
- Are rewriting the rulebook of how to manage and market destinations
- **Some are large, others are small, but Smart Destinations are always mighty**



Smart Destinations Think Differently



Resident-centric Approach to Tourism







Why?



FEDERAL RESERVE NOTE

THE UNITED STATES OF AMERICA

THIS NOTE IS LEGAL TENDER
FOR ALL DEBTS, PUBLIC AND PRIVATE

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WASHINGTON, D.C.

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ONE DOLLAR



Taxes for Community Services





**Jobs
for
Residents**



**Taxes for
Community
Services**

Economic Opportunity

**Jobs
for
Residents**



**Taxes for
Community
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Economic Opportunity

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**Taxes for
Community
Services**

**Quality
& Diversity of
Amenities in the Community**

Tourism Exists
to Improve
Resident
Quality of Life



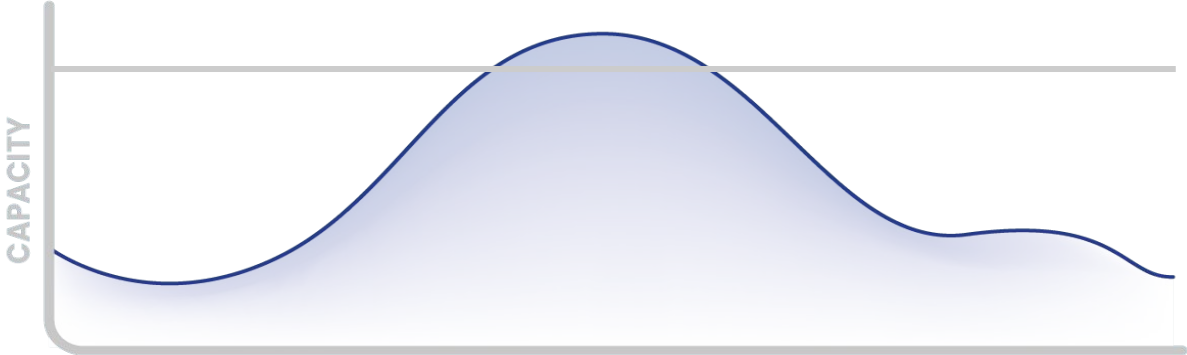
A person is walking a tightrope across a deep canyon. The scene is set at sunset, with warm, golden light illuminating the rocky cliffs and the person. The person is wearing a light-colored shirt and dark pants, and is balancing on the thin rope. The word "BALANCE" is written in large, white, bold letters across the upper right portion of the image.

BALANCE

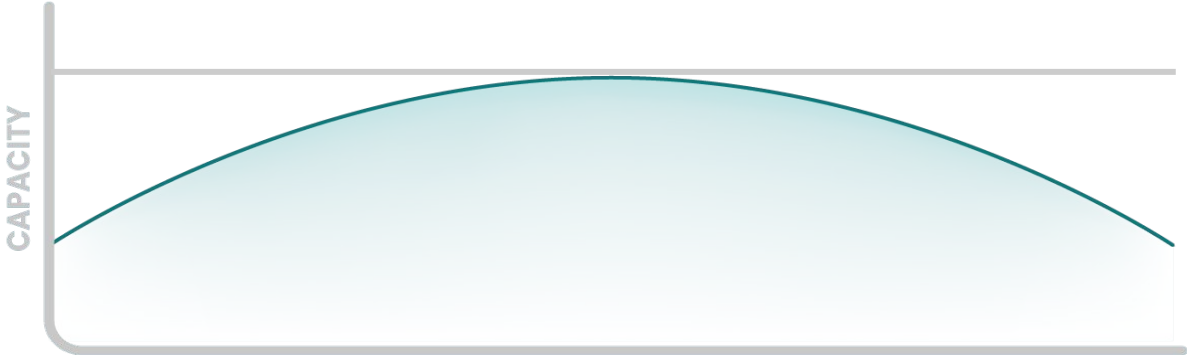
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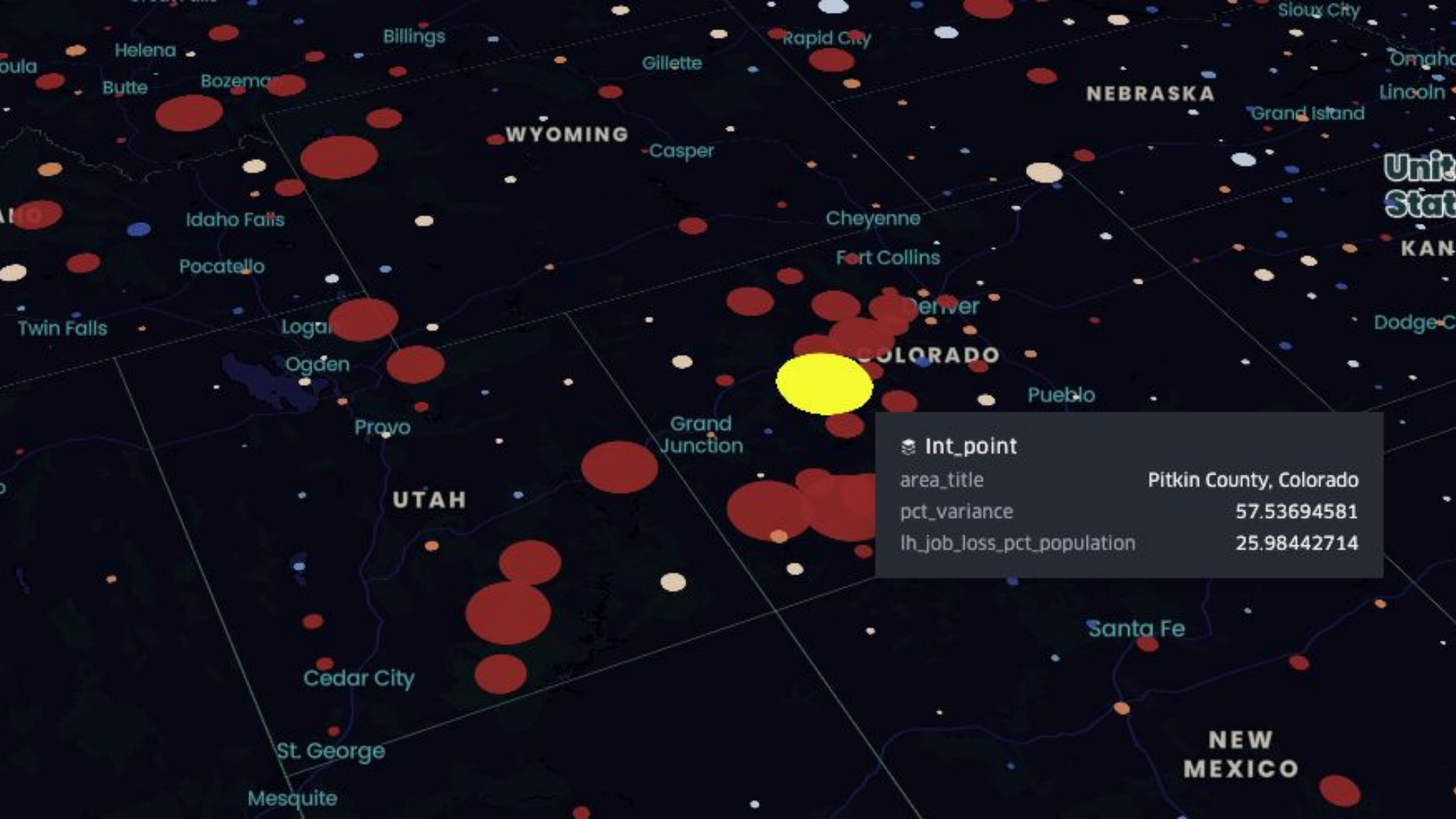
Yield-Management Mindset

From this...



To this...





 Int_point	
area_title	Pitkin County, Colorado
pct_variance	57.53694581
lh_job_loss_pct_population	25.98442714



Capacity Constraints



**Hotel Rooms
Are Perishable**

Yield Management Mindset

- Can't continue to grow peak season higher
- Quality of visit over quantity of visitors
- Year-round, level-loaded visitation
- Sustainable tourism



VISION, STRATEGY & ACTION

*Core differentiator among the
highest-performing DO's.*

Community Shared Vision

Strategy for achieving the vision

Milestones in marking progress against goal

Activities conducted to achieve goal



Smart Destinations Act Differently

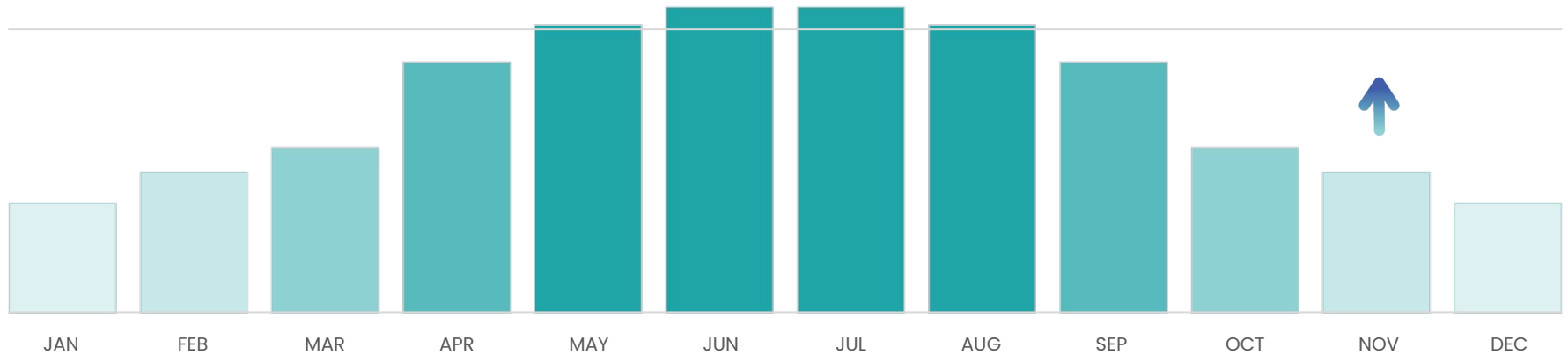
An aerial photograph of a city, likely a university town, with a dense concentration of buildings and green spaces. The image is overlaid with a semi-transparent blue gradient. The text "What is a Data Hero?" is prominently displayed in the center-left area.

What is a **Data Hero?**

1

Precise Demand Generation

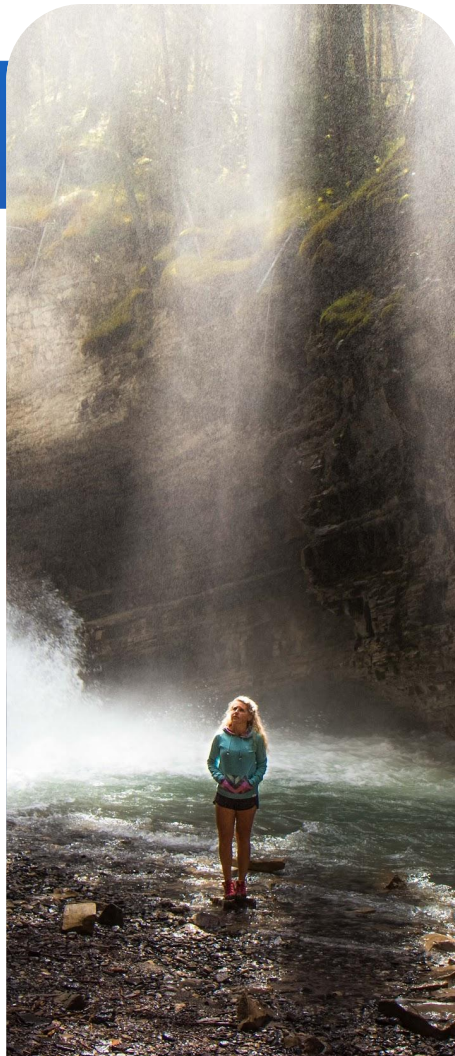
Influencing Visitors Outside Regular Demand Periods



VOLUME FOCUS

"Come one, come all"

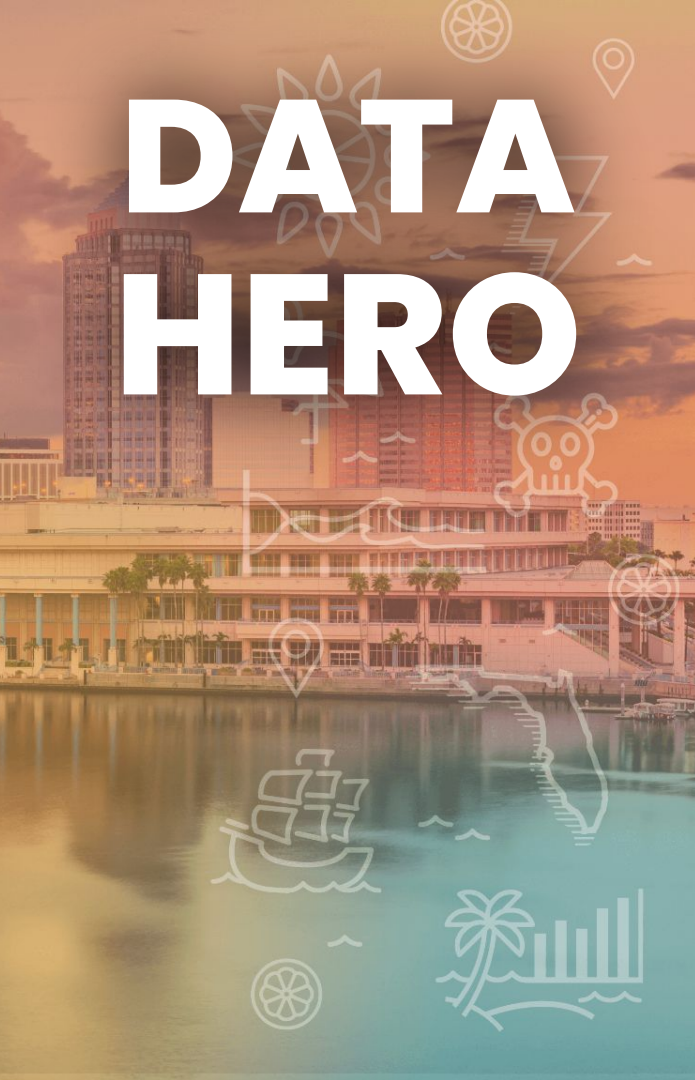
- Reinforces peak season
- Reinforces hotspot areas
- High-variability in spend & economic activity



QUALITY FOCUS

"Right visitor, right time"

- Off-peak demand
- Introduce new travel experiences
- Attract visitors with specific spend characteristics
- Communicate responsible travel behaviors



DATA HERO

Bring a yield-management mindset to support agency/ campaign planning efforts.

Understand the sub-groups that visit your destination, how they visit & spend differently.

Structure new ways of measuring campaign performance.

2

**High-Quality
Visitor Experience**

A Complete **EXPERIENCE**



Visitor services and retail shops

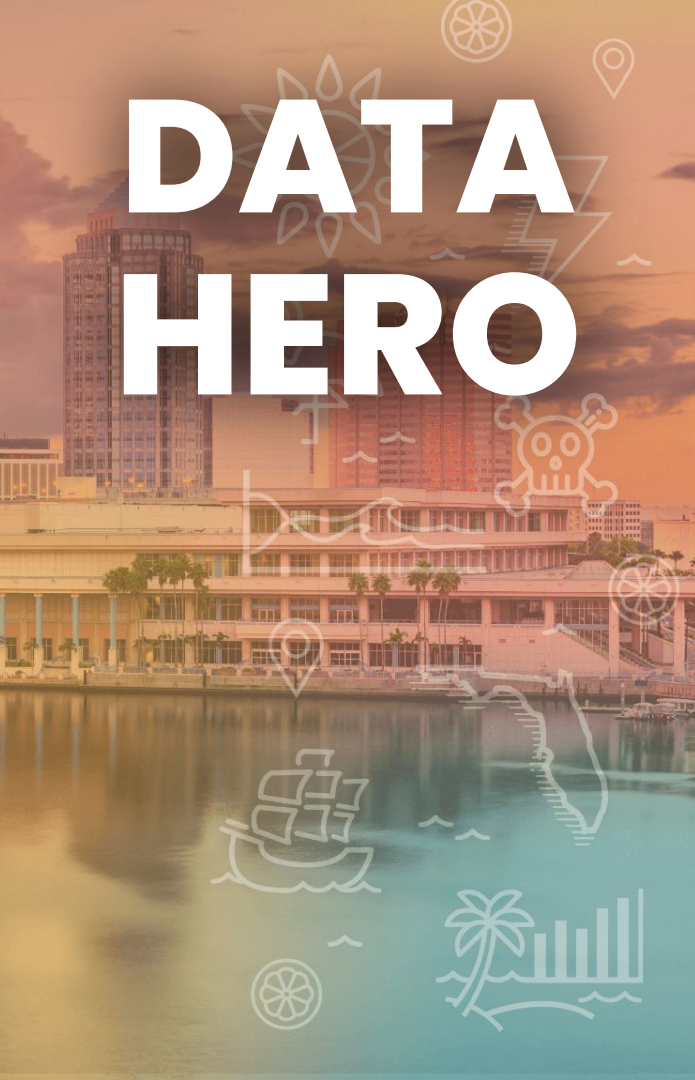
Guides and outfitters

Signage and wayfinding

Community Ambassadors

Outdoor Recreation Misc.
Increased Spend
7.7x





DATA HERO

**Understand impact
“discretionary” travel
expenditures.**

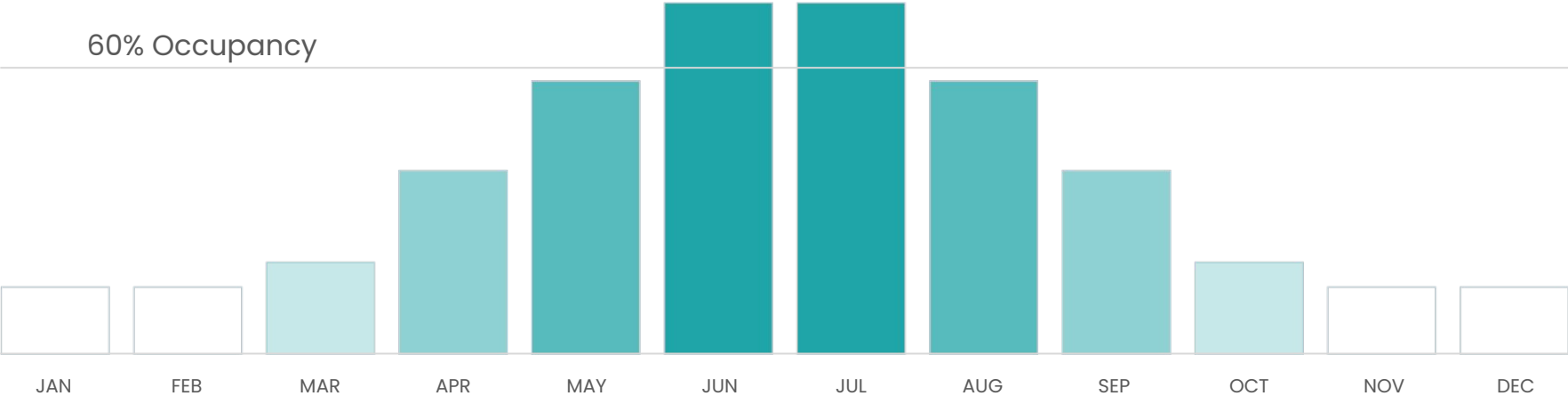
**Surface opportunities to partner
development or external
stakeholders.**

**Monitor visitor satisfaction
scores to look for trends
indicating gaps to be filled.**

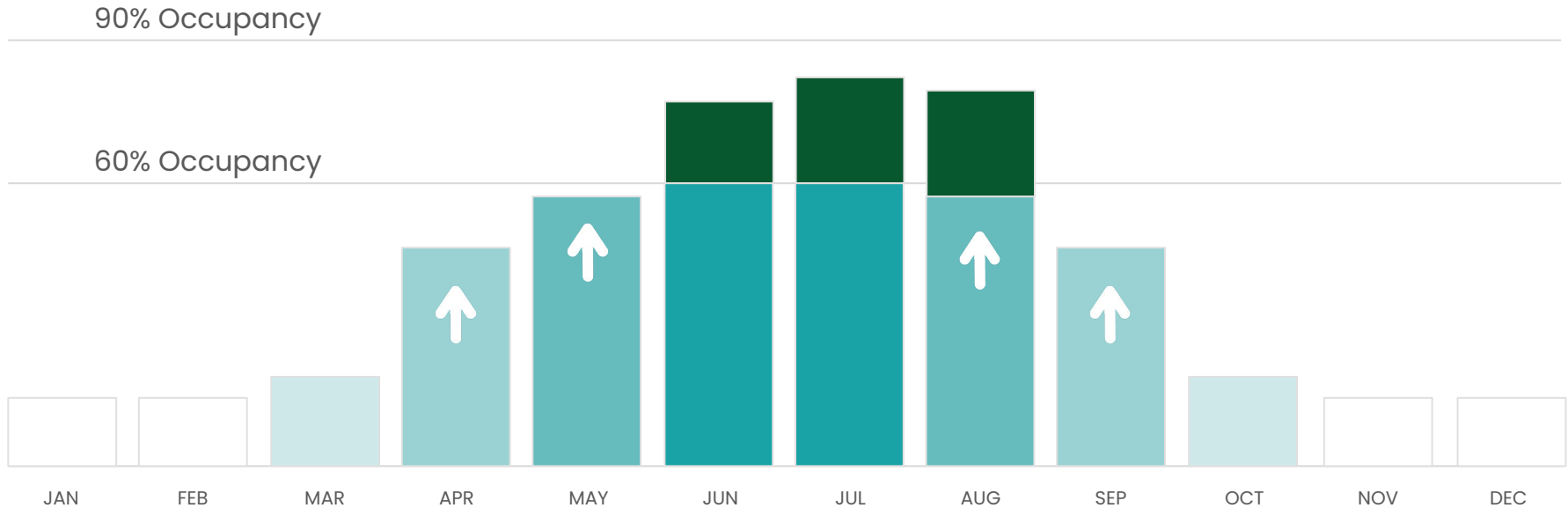
3

**Year-Round,
Level-Loaded
Visitation**

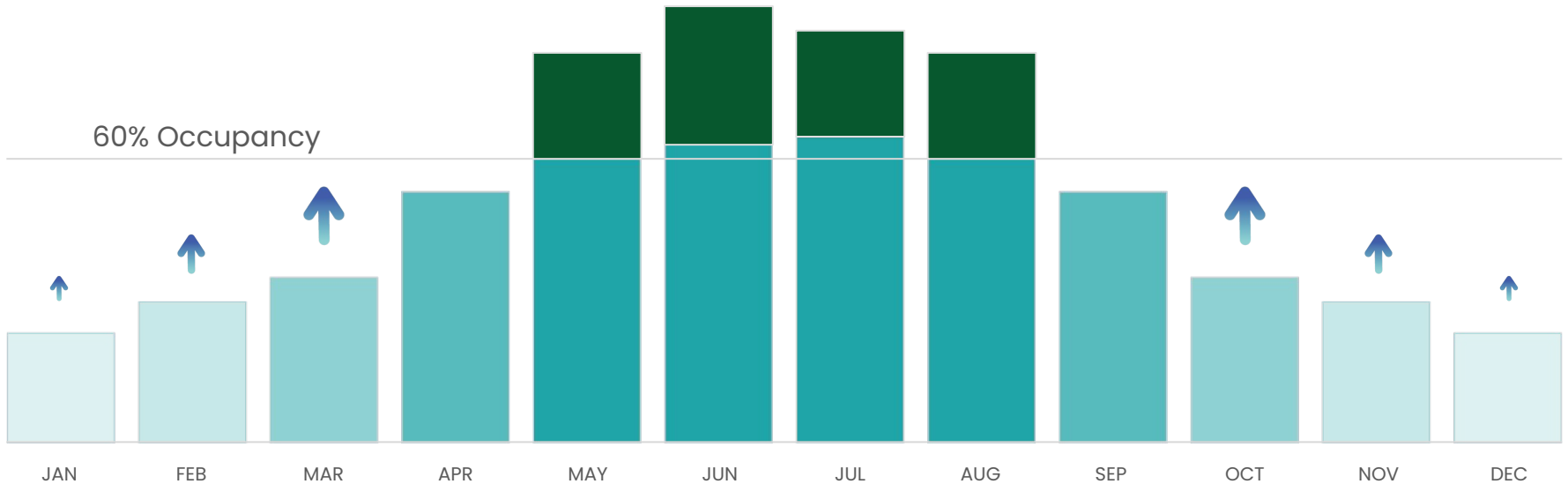
Start Filling Your Peak To 60% Occupancy

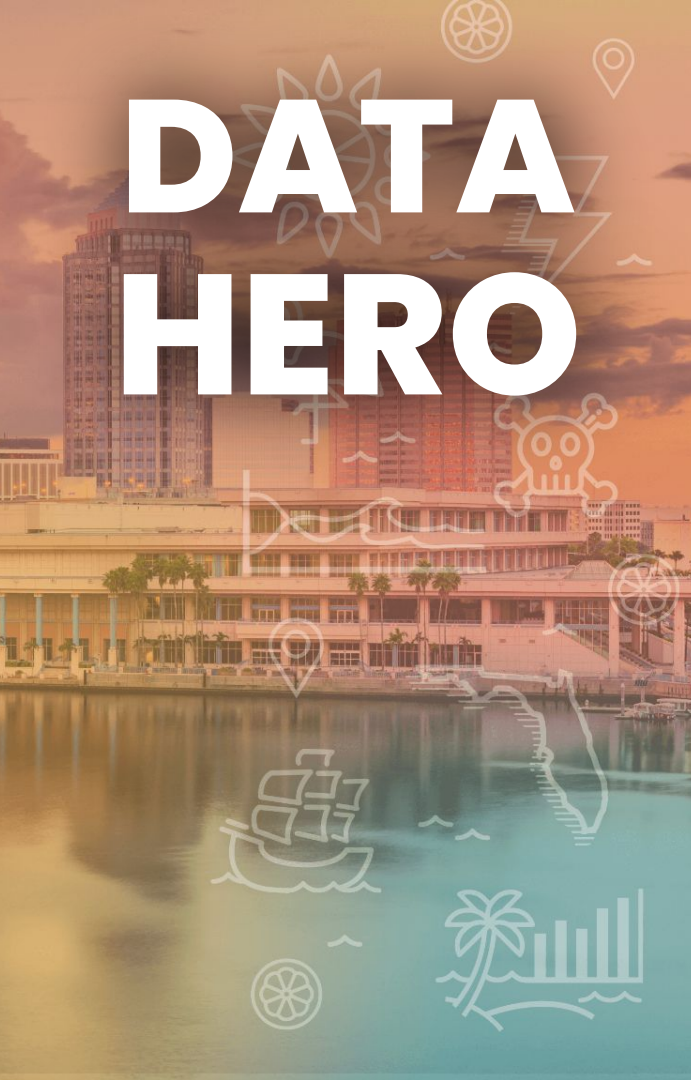


Then Focus Peak-season Promotions on Quality of Visit



For Shoulder season, target efforts on the month closest to 60%. Repeat.





DATA HERO

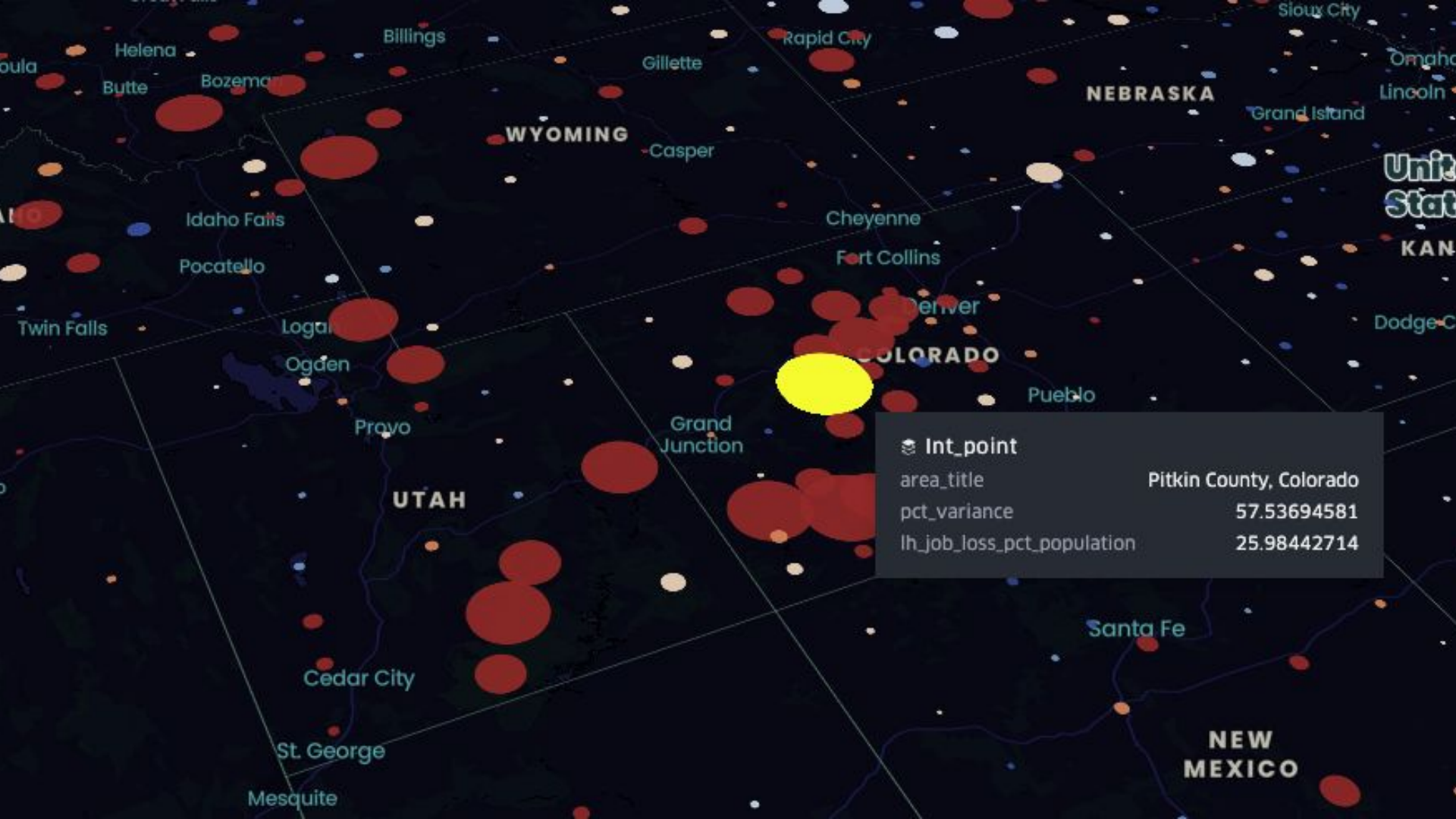
**Monitor lodging data
based on 60% rule.**

**Create briefs on ways off-peak
visitors differ from peak visitors
to guide strategic planning.**

**Monitor event calendar to
surface opportunities for
off-peak promotion.**

4

**Contribute to Vibrant
Communities & Strong
Local Economies**



📍 Int_point

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Visitor Support For Local Economy

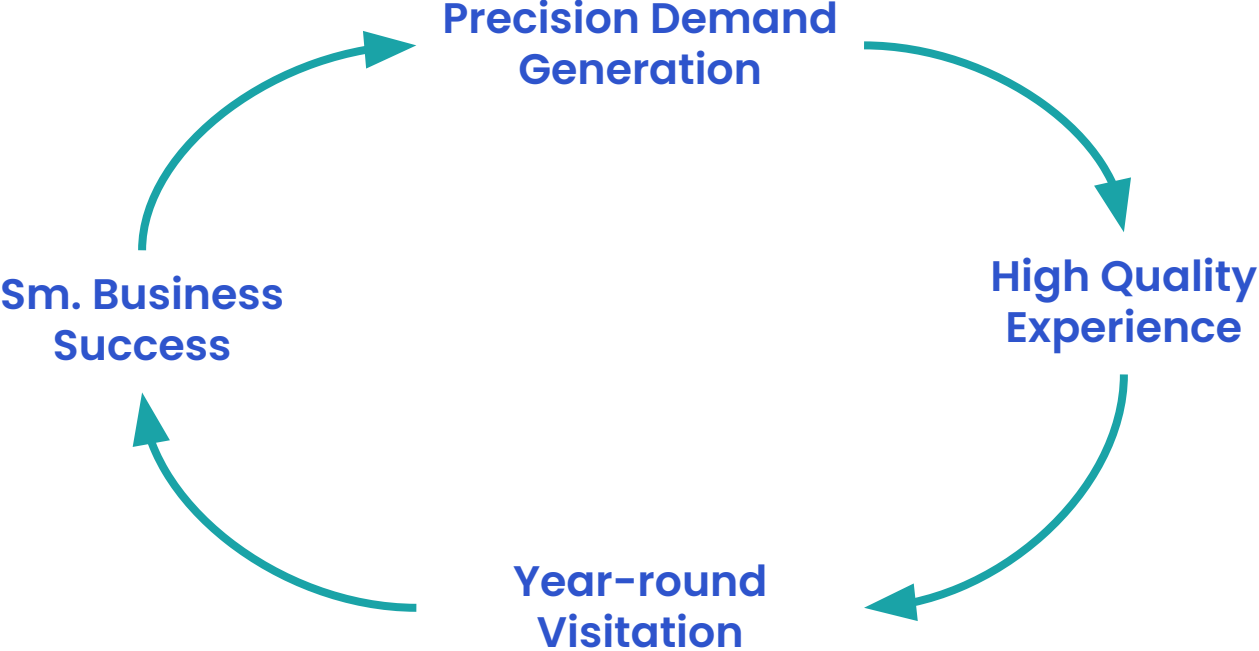
Percentage Visitor Spending at:

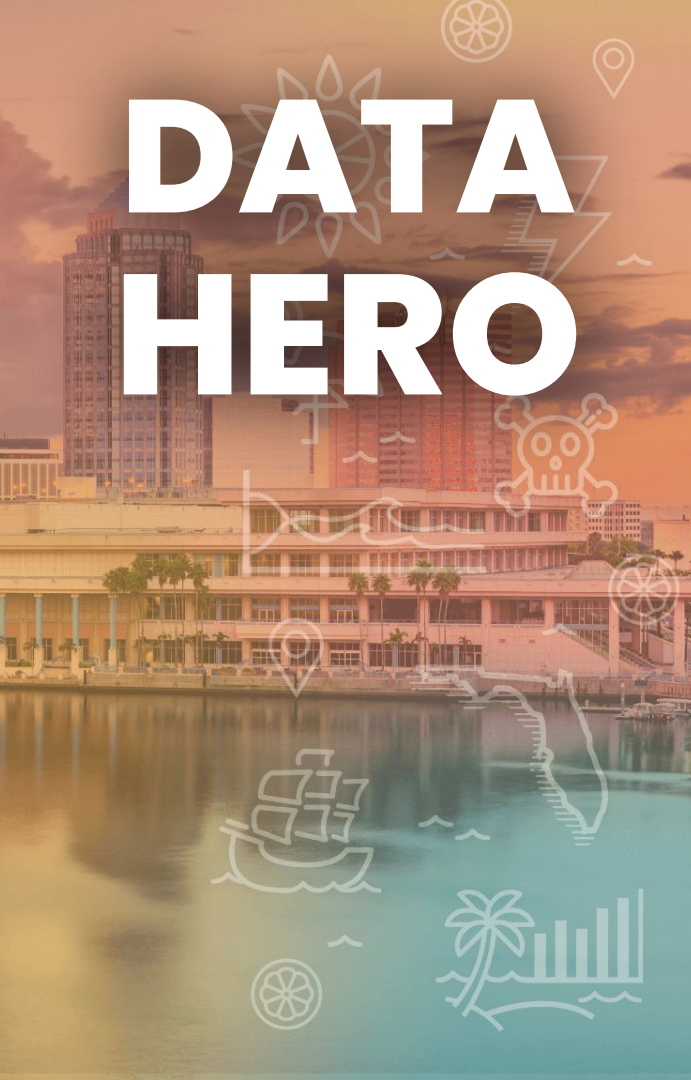
- Restaurants & Bars
- Retail
- Attractions

If visitation were to decrease what would happen to those businesses?
How would that impact resident quality of life?



Creating Vibrant Communities





DATA HERO

Develop talking points around economic opportunity generated by visitor economy.

Highlight the percentage of spending in restaurants, retail, attractions to connect the dots for stakeholders.

Track average visitor spending in key categories to emphasize growth in quality of visit over quantity of visitors.



**Report
Resident-Focused
Outcomes**

Tax Revenues

Tax revenues fund community services

(police, fire, parks, bike paths, libraries, community gardens)

Hotel Taxes

Restaurant

Sales Tax



Metrics: Quality of Visit

- Percentage overnight visitors
- Restaurant to Fast-Food Ratio
- Per-visitor spending
- “Discretionary” travel spending categories
(avg spend - accommodation spend)

Metrics: Yield-Management

- Visitor-to-Resident ratio
- Decrease in unsold rooms (utilization)
- Increase in visitation to underutilized regions
- Percentage of Overnight Stays

RECAP

TWO MINDSET SHIFTS

1

**Visitor economy serves to
benefit resident quality of life**

2

Yield-management over volume

FIVE KEY ACTIONS

1. Precision Demand Generation
2. High-quality Visitor Experience
3. Year-round, Level-loaded Visitation
4. Contribute To Vibrant Communities & Strong Local Economies
5. Report Resident-focused Outcomes