

From-the-Source
Deep Dive:
**How to Better
Use Event
Data**

SPEAKER:



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PredictHQ



**How PredictHQ
can help you
stay ahead of
demand**



Director's Brief

Foundation...Generation

Foundations:...on - Visitor

Foundation...ppportunity

Guide: Your Destination

Lodging: Hotel - Monthly

Marketing: GCM

Marketing: Paid Search

Marketing: Planning

Marketing: Social Media

Marketing:...te Content

Marketing:...ntribution

Trends: Future Events

Trends: Future Events

Date range
Next 4 months ▾Region:
All ▾Category:
concerts, confere... (6) ^Event Size:
All ▾Event Impact:
All except Minor ▾

Search...

All (13)

- academic
- airport-delays
- community
- concerts
- conferences
- disasters
- expos
- festivals
- performing-arts
- school-holidays

is concerts, conferences, expos, ... (6)

Cancel

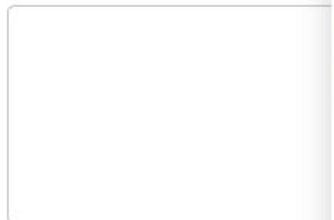
Apply

Future Events Summary

See forecasted attendance and event types for the next 4 months, broken down by event type. To learn more about the process, visit the [Future Events](#) page.

What is my year-to-date performance?

Source: PredictHQ. Note: Events not tied to these insights. These insights are based on the following event types:



Which months have the most events and estimated attendance?

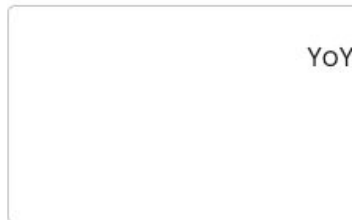
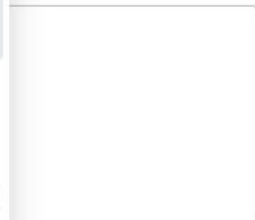
Source: PredictHQ. Note: Events below include Conferences, Expos, Festivals, Concerts, Sports and Performing-Arts only. Other event types are not tied to these insights.



destination, to help you and your stakeholders plan for the next 4 months. These forecasted events are found by PredictHQ's [PredictHQ](#) on the event list and forecasted attendance.

How does my estimated attendance compare to last year?

Festivals, Concerts, Sports and Performing-Arts only. Other event types are filtered out.



YoY

Access to 18 Event Categories

We're focusing on all events that drive demand both up and down.

SCHEDULED EVENTS

attendance-based



Sports Games



Performing Arts



Community



Conferences



Concerts



Expos



Festivals

SCHEDULED EVENTS

non-attendance based



Observances



Public Holidays



Politics



Daylight Saving



School Holidays



Academic Events

UNSCHEDULED EVENTS



Severe Weather



Airport Delays



Terror Attacks



Health Warnings



Disasters



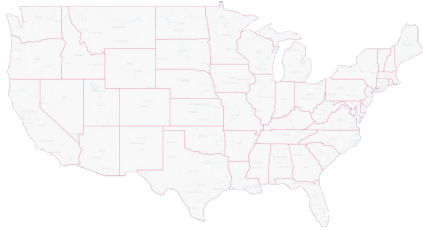
To put things in perspective

Without district level



50 states

250-350 events per year

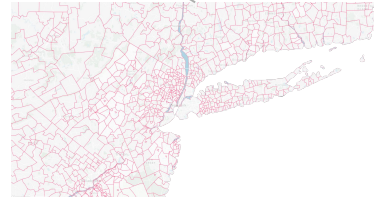
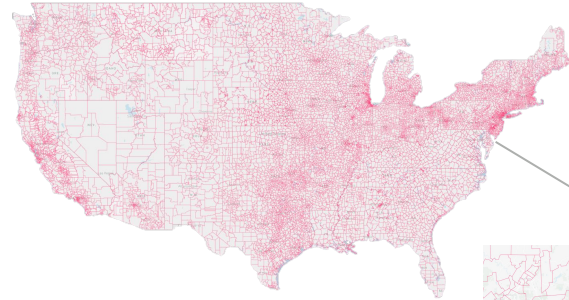


With district-level



11,000+ districts

55,000 - 58,000 events per year



Why trust external data



It's plausible but is it accurate?

30%

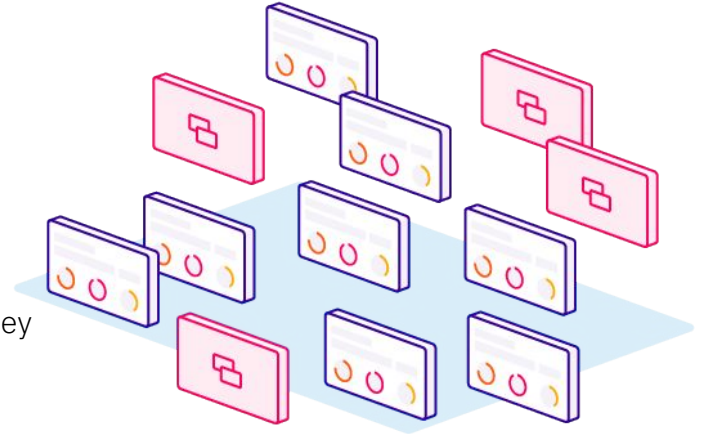
events with incorrect info or bad
sources on one submission



Data quality is critical

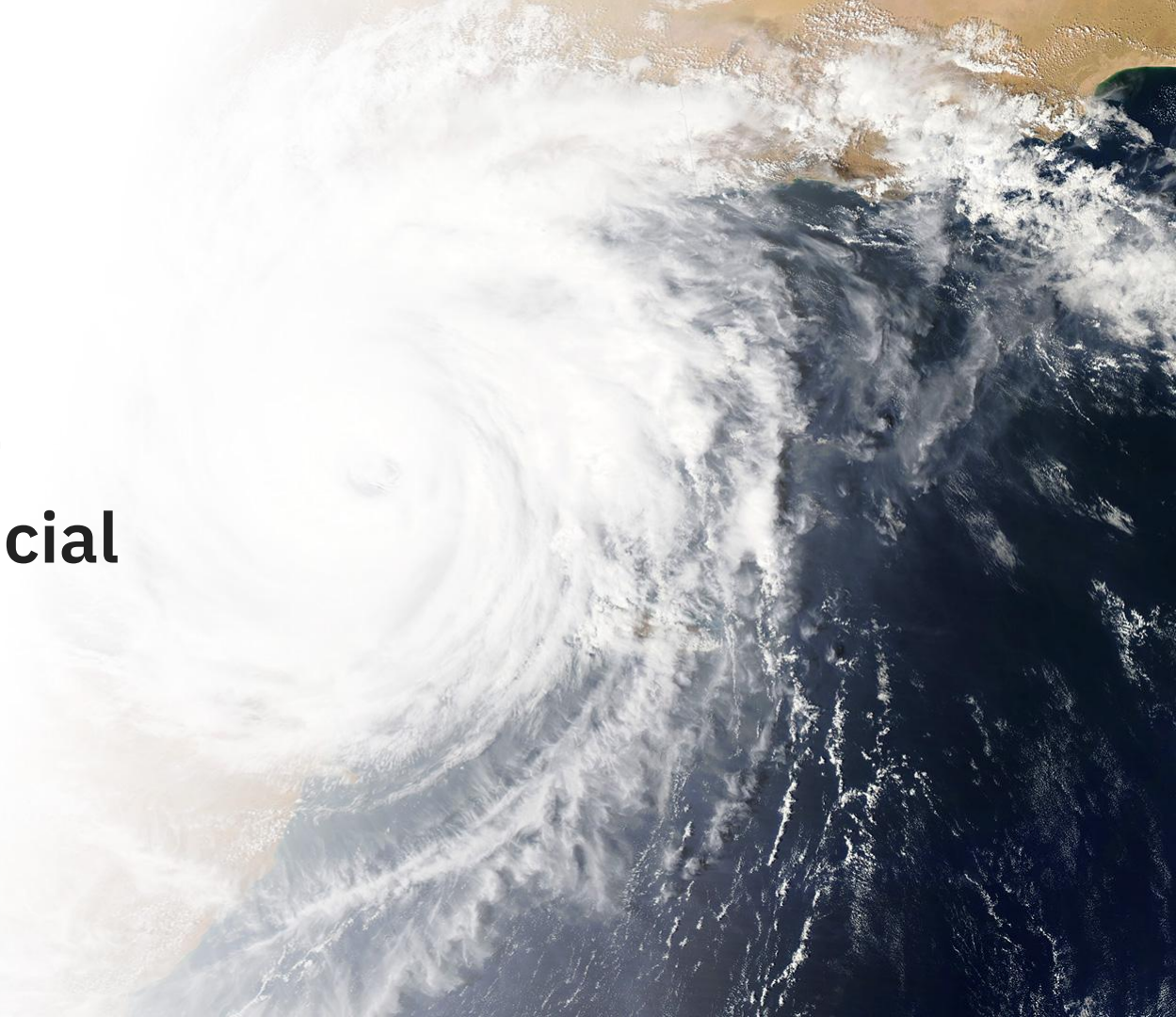
Success depends on data quality as errors cause inaccurate forecasts and planning.

- **Manually searching** via Google **consistently delivers an error rate** around 51% - and only provides the events you know to search for.
- **Data sources accuracy varies**, which we know because we ingest and correct 350+ sources. For example, a leading ticketing provider API (10times) has the wrong date or start time for 24% of their events.
- **Data errors matter.** For example 92% of organizations acknowledge that they are storing duplicate data. Duplicates drive false positives, doubling the demand you expect.
- **Inaccurate, noisy data breaks forecasts.** Of the ~3.66 million events PredictHQ ingested in 2021, we only show ~49% of these as the rest are noise: either inaccurate, duplicates or misleading.



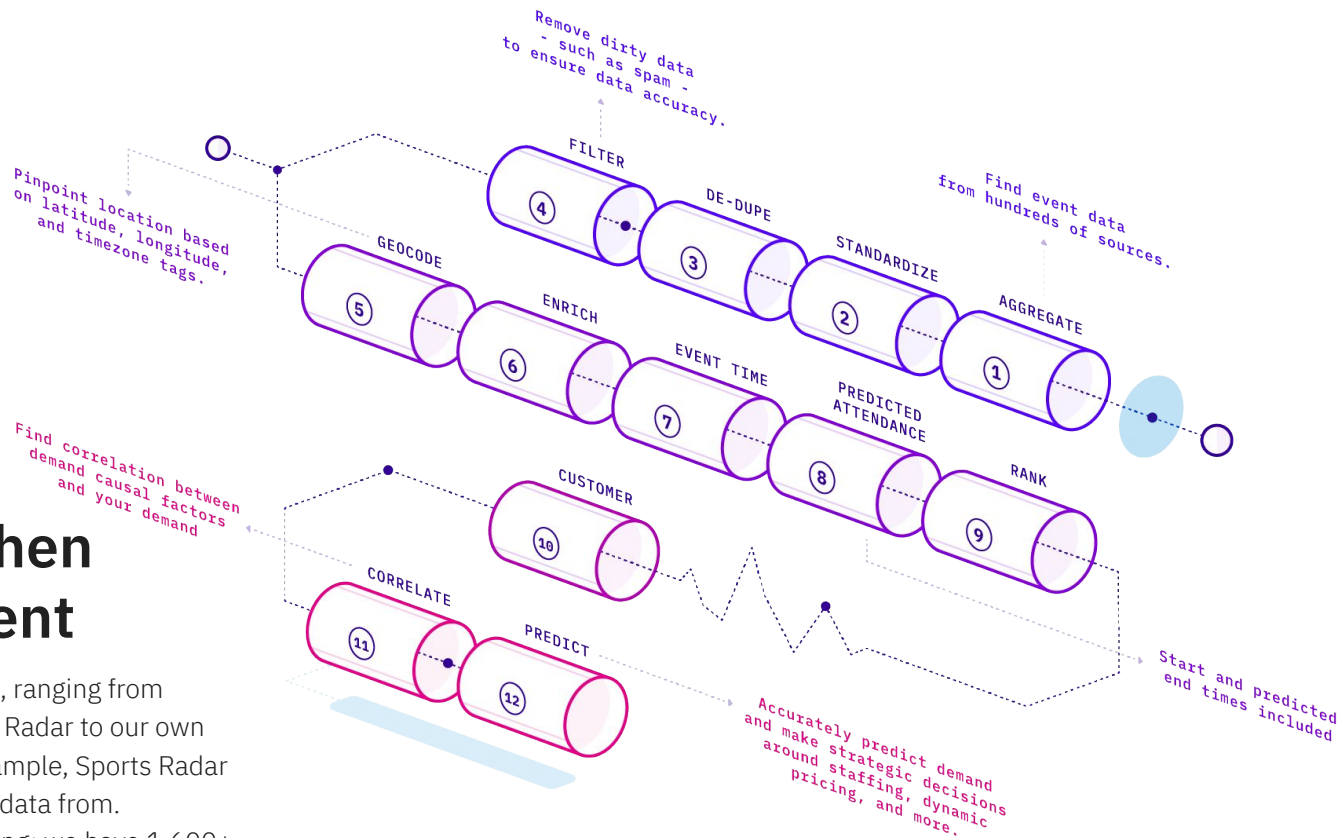


Why your Event Feedback is crucial

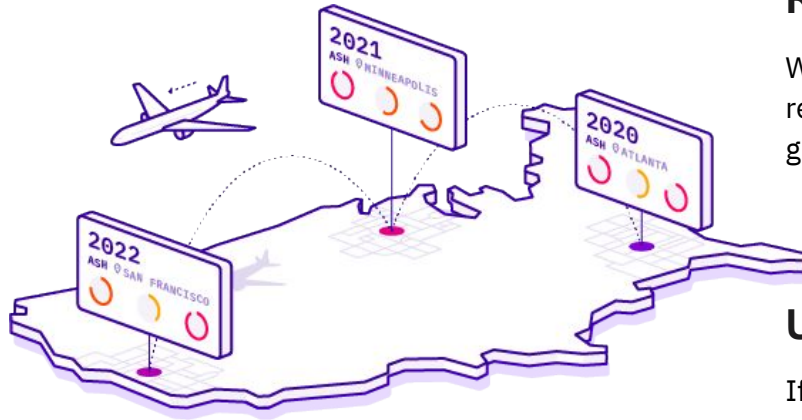


What happens when we receive an event

We source our data from **350+ sources**, ranging from expensive subscriptions such as Sports Radar to our own crawlers. This diversity matters. For example, Sports Radar is only one of 61 sources we get sports data from. Aggregating the data is only the beginning: we have 1,600+ models that standardize, verify, enrich and rank **every single event**.



But... wait, there's more!



RECURRING EVENTS

We flag events if they reoccur through an event group methodology.

UMBRELLA EVENTS

If an individual event is a part of a wider event, we will link them.

THEMES

Review Loop feedback submitted to assess common themes across all submissions

VENUES

Improving our venue coverage impacts all future and past events at a venue






**Making it easier for you
to communicate with us**



Easily provide feedback around missing events with Loop links

PredictHQ has millions of events in our system but sometimes we miss one. You can easily help us by submitting missing events that you can't find.

Submit Event



Title *
Name of the event

Description
Provide a description in plain text

Category *
Select event category

DATE & TIME

Start Date *
DD-MM-YYYY

Start Time
HH:mm

End Date
DD-MM-YYYY

End Time
HH:mm

Recurring event?
The event will happen again next year or in a few years time e.g., Soccer World Cup

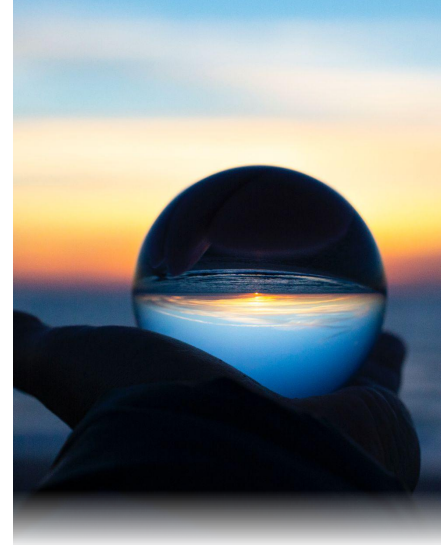




Youth Sports Added



More coverage of smaller events



Predicted Events

**We listened to your feedback and are
focusing on areas important to you**





Youth Sports

Catalyst of family “drive-market” travel throughout the year that is crucial to have insight into

- Sports event where competitors are younger than adult age
- Coverage of tournaments and individual games
- 5,000- 7,000 new events / year
- Focus is on Youth Basketball, Baseball and Soccer for 2023

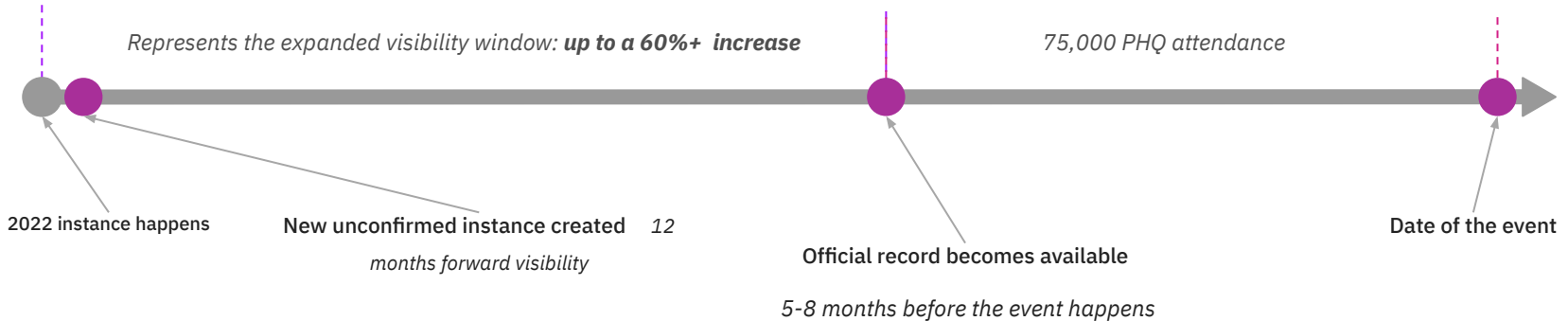
Extended event visibility with **Predicted Events** to ensure you are the first to know about upcoming events



ReliaQuest Bowl

Raymond James Stadium, 4201 North Dale Mabry Highway

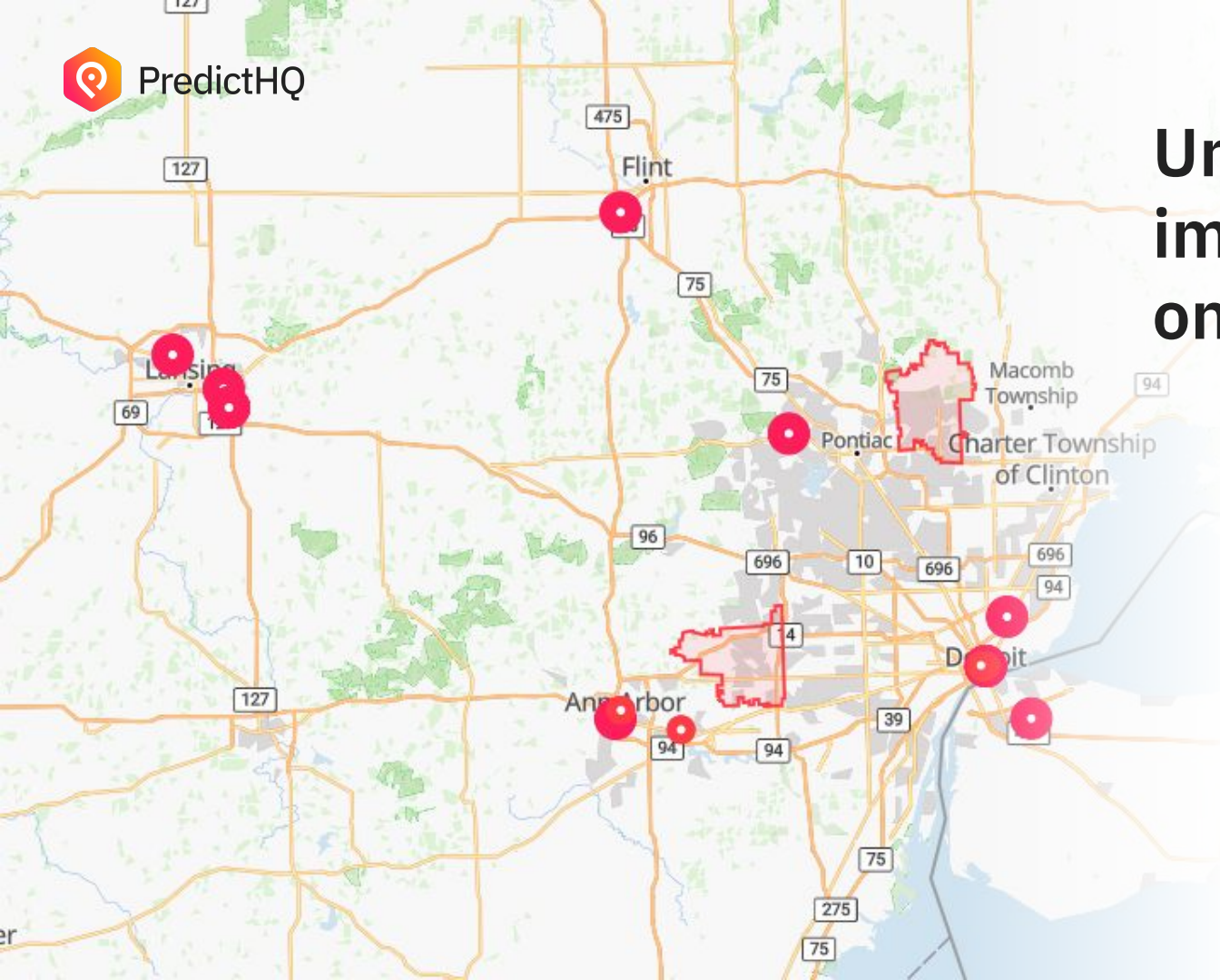
Now





Improved coverage





Understanding impact drivers on a larger scale