

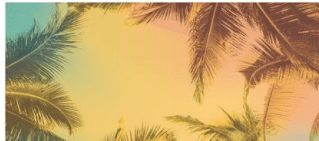
Advanced Guide to Data Literacy in the ZDOS



Wi-Fi Details

Wi-Fi: Hyatt Meeting

Password: Zartico2023





Danielle Ackerman

Senior Strategic Advisor



Katie Cook

Director, Strategic Advisors

STAR WARS DAY™

**MAY THE 4TH
BE WITH YOU**




A Blaster Approach To Data:
Haphazard methods lead to
haphazard results.

**A Lightsaber
Approach To Data:**
A powerful tool used
with precision for
precise results

**Data Is Your
Lightsaber – Deftly
Wield It!**





What is data literacy?

Data literacy is the
ability to **understand** &
communicate data.



Key Takeaways



Use 4 steps to understand your data and find insights to share.



For best results, start with questions that can be answered in ZDOS.



Find the relevant data to answer your question, and create a way to share it.

1

Approach the data with a plan

2

Source the relevant data

3

Analyze the data

4

Share your findings





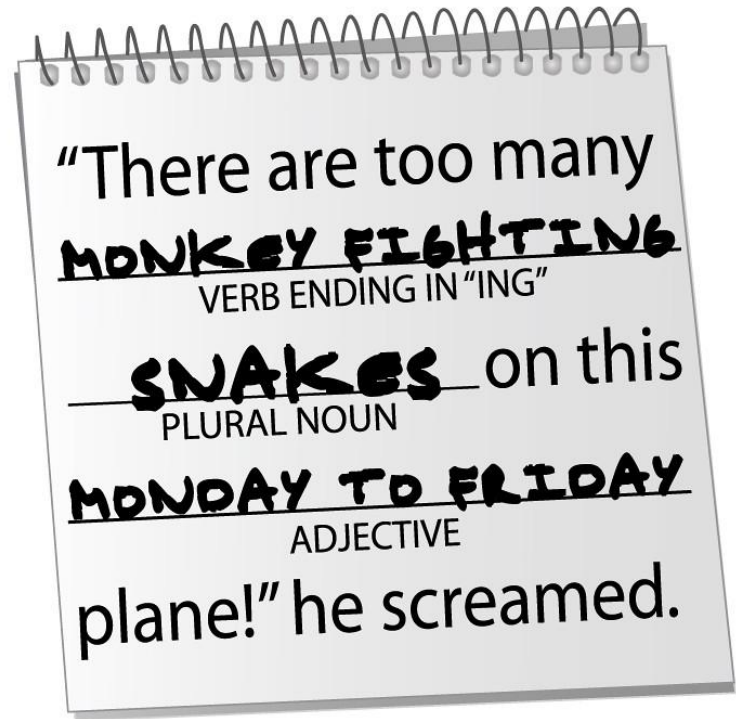
**Step 1:
Approach
the data
with a
plan**

Do you have a specific question?

OR

Do you want to explore what the data reveals?

Choosing your question is as simple as a game of Mad Libs!

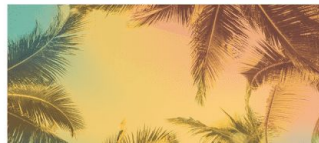


I want to understand _____

Part B: What information could help you?

so that I can _____

Part A: What's a situation in your destination where information could help?





Part A:

What's a situation in your destination where information could help?

Create great questions that set up your strategy

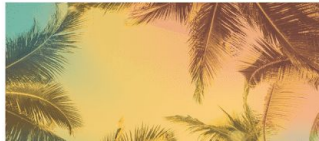
- What are you asked about often?
- What is meaningful to your stakeholders? What about that one person who is kind of a pain?
- What's on your to-do list this week, and what data could help with that?
- What are your current goals?
- What do you want to understand about your visitors?

I want to understand _____

Part B: What information could help you?

so that I can *share information to add value to this week's stakeholder meeting*

Part A: What's a situation in your destination where information could help?





Part B:

What information could help you?

Great Questions You Can Answer With Data

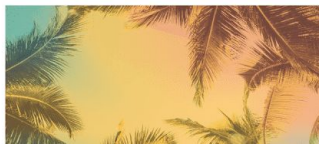
- Where are my visitors coming from?
- Where are my visitors going?
- What are my visitors spending on?

I want to understand what my visitors spent the most on during their trip

Part B: What information could help you?

so that I can share information to add value to this week's planning meeting

Part A: What's a situation in your destination where information could help?



Now it's your turn to fill this in...

I want to understand _____

Step 2: What information could help you?

so that I can _____

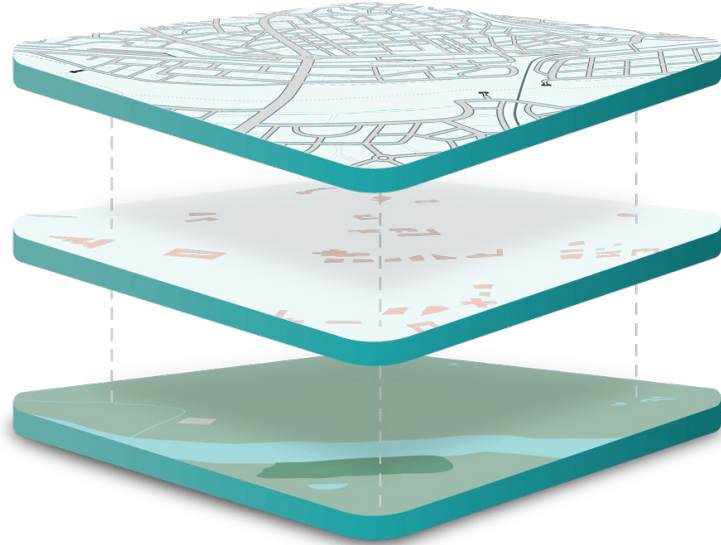
Step 1: What's a situation in your destination where information could help?



Step 2: Source the relevant data

What data is available in ZDOS?





Geolocation

- How are my visitors interacting within the regions of my destination?
- How are my visitors interacting with the top categories of places?
- Where are the visitors coming from that visit my primary places?

Spending

- What categories are my visitors spending the most on in my destination?
- How much are visitors spending on average?
- What are the age ranges and income levels of my visitors from a particular DMA?

Event

- What events are people attending and when?
- What upcoming events could influence visitation?
- When are upcoming school breaks from a particular DMA that could affect visitation?



Find the right module for the question

DASHBOARDS	
Director's Brief	See a summary of your destination key metrics to find you can take action on what you can take and where you're spending.
Foundation...Management	See an overview of the health of your entire ecosystem, so that you can focus on the areas of most need and where you're spending.
Guide: Your Destination	See a high-level view of your entire ecosystem with our full index of metrics, so you can see what's working, what's not, and what's coming down the road for your visitors are spending.
Lodging: Hotel - Monthly	See how your hotels are performing so you can easily report on the numbers.
Lodging: Hotel Month/Weekly	See how your hotels are performing so you can easily report on the numbers.
Lodging: Short-term Rental	See how your short-term rental properties are performing so you can easily report on the numbers.
Marketing: Paid Search	See how your paid search campaigns are performing so you can easily report on the numbers.
Marketing: Planning	See how your marketing strategy is performing so you can easily report on the numbers.
Marketing: Social Media	See how your social media strategy is performing so you can easily report on the numbers.
Marketing: Website Performance	See how your website performance is performing so you can easily report on the numbers.
Marketing: Website Conversion	See how your website conversion is performing so you can easily report on the numbers.
Trends: Future Events	See how your future events are performing so you can easily report on the numbers.
Trends: Group Sales	See how your group sales are performing so you can easily report on the numbers.
Trends: Visitor Flow	See how your visitor flow is performing so you can easily report on the numbers.
Trends: Visitor Spending	See how your visitor spending is performing so you can easily report on the numbers.
Visualizations: Resources	See how your resources are performing so you can easily report on the numbers.
Visualizations: Resources	See how your resources are performing so you can easily report on the numbers.
zTest: Sliders	See how your zTest sliders are performing so you can easily report on the numbers.
+ Add dashboard	

DASHBOARDS

Director's Brief

Foundation...Management

Guide: Your Destination

Lodging: Hotel - Monthly

Marketing: Paid Search

Marketing: Planning

Marketing: Social Media

Marketing...Performance

Trends: Future Events

Trends: Visitor Flow

Trends: Visitor Spending

Visualization: Resources

Visualizati...Resources

zTest: Sliders

+ Add dashboard

Trends: Visitor Spending

Date range: Last 12 months | County: All | City: All | Visitor Country: United States | Visitor State: All | Visitor DMA: All | Visitor City: All | Primary Category: All

Visitor Spending Summary

See where visitors are spending money in your destination, so you can better align your strategy with your visitors. Using insights from our [data set](#), we'll show you average visitor spending, visitor DMAs that spend the most, and what categories visitors are spending on, such as household income, whether you're getting fast food or restaurant spending, and results compared to our national [benchmarks](#) of **403,486**.

How are visitors spending throughout the destination?

Source: Affinity. Note: Data is provided at level of cardholder zip. Visitor is classified as > 60 miles between center of Cardholder zip and center of destination zip. Primary Merchant County includes the center of the zip code falls within. Tip: Click into a City to see more details.



Download Basic

Download Standard



Step 3: Analyze the data

1. Use filters to adjust data
2. Locate charts that answer common questions.
3. Look for patterns, relationships, & trends
4. Draw conclusions (and make sure the data informs those conclusions)

DASHBOARDS

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Foundatio...anagement

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Marketing: Planning

Marketing: Social Media

Marketing...rformance

Trends: Future Events

Trends: Visitor Flow

Trends: Visitor Spending

Visualization: Resources

Visualizat... Resources

+ Add dashboard

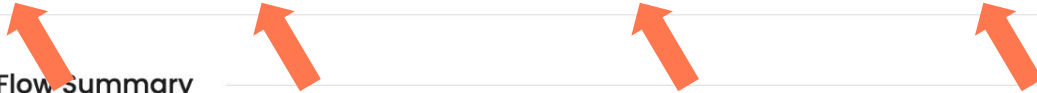
Trends: Visitor Flow

Save as new

</>

...

Date range: Last month | Visitor DMA: All | Region: All | County: All | City: All | Primary Category: All | POI Name: All | Trip Type: All except Resident

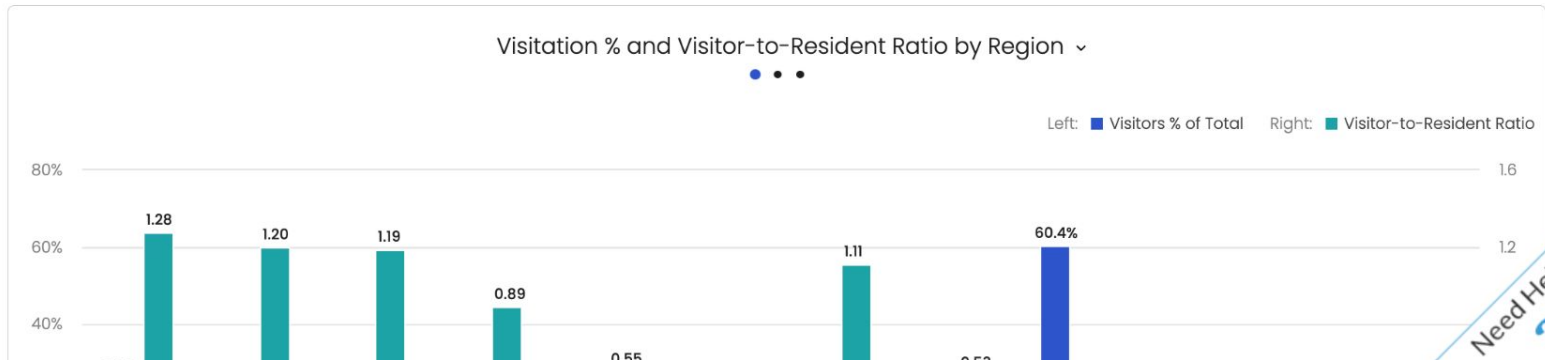


Visitor Flow summary

See where your visitors are coming from and where they're going, so you can understand how visitors and residents are moving through your Places of Impact (POIs). Use these insights to see flow into your regions and POIs, and see visitor compression with our Visitor-to-Resident Ratio. You'll find your top origin markets, how their visitation compares to last year, and what regions those origin markets like to visit. These insights are based on a sample size of 202,175.

Where are visitors going within your destination?

Source: Near. Note: A visitor is defined as a device that is more than 30 miles from their home or work location. They have to spend 2+ hours within the defined boundary and are observed at a defined place of impact. Visitor-to-Resident Ratio shows the volume of visitors compared to the volume of residents. The higher the number, the more visitors compared to residents. This insight is not tied to the "Region" or "Trip Type" filter. The Non-US Visitor DMA and Unknown Visitor City are excluded from this insight. Tip: Click into a Region to understand visitation and Visitor-to-Resident Ratio trends by primary POI within the Region. Toggle to the next insight to see trends by City or a full list of visitation by Region.



- DASHBOARDS
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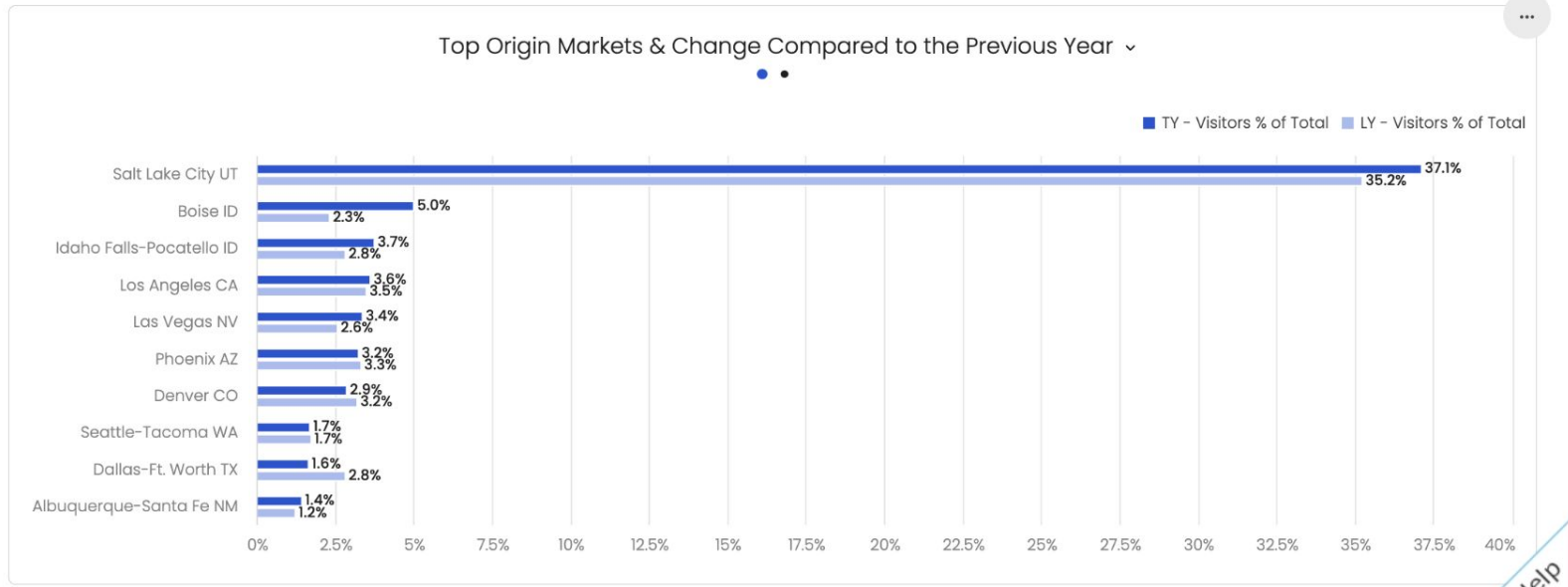
Trends: Visitor Flow

Save as new </> ...

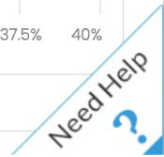
Date range: Last month ▾ Visitor DMA: All ▾ Region: All ▾ County: All ▾ City: All ▾ Primary Category: All ▾ POI Name: All ▾ Trip Type: All except Resident ▾

Where are your visitors coming from?

Source: Near. Note: This insight is not tied to the Visitor DMA filter. If you select "Residents" this insight will appear blank. Tip: Click into an origin market bar to break down that DMA by city, or by county. TY = This Year, LY = Last Year. The Non-US Visitor DMA and Unknown Visitor City are excluded from this insight. Toggle to the next insight to see a full list of DMAs. Click a table column header to re-sort the table.



When are your top origin markets most likely to visit your destination?



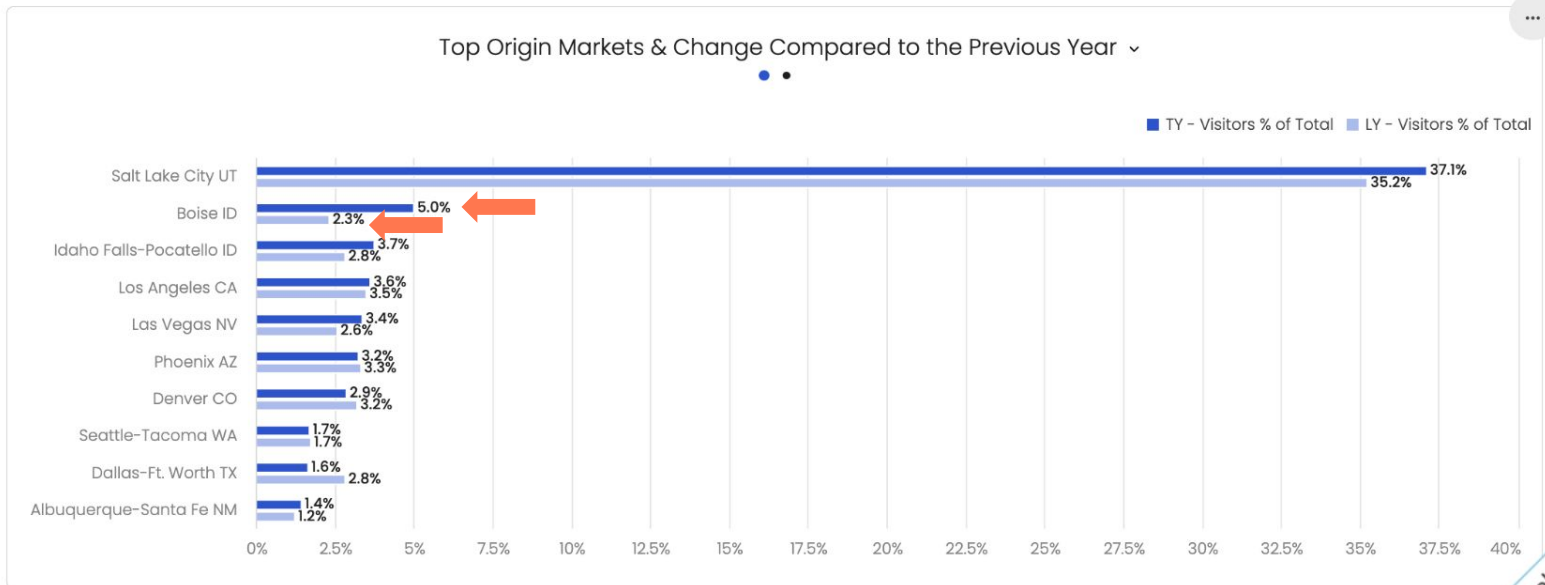
Trends: Visitor Flow

Save as new </> ...

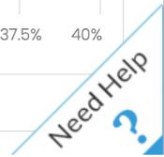
Date range: Last month | Visitor DMA: All | Region: All | County: All | City: All | Primary Category: All | POI Name: All | Trip Type: All except Resident

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When are your top origin markets most likely to visit your destination?





Step 4: Share your findings

(this will be
continued in the
next session)

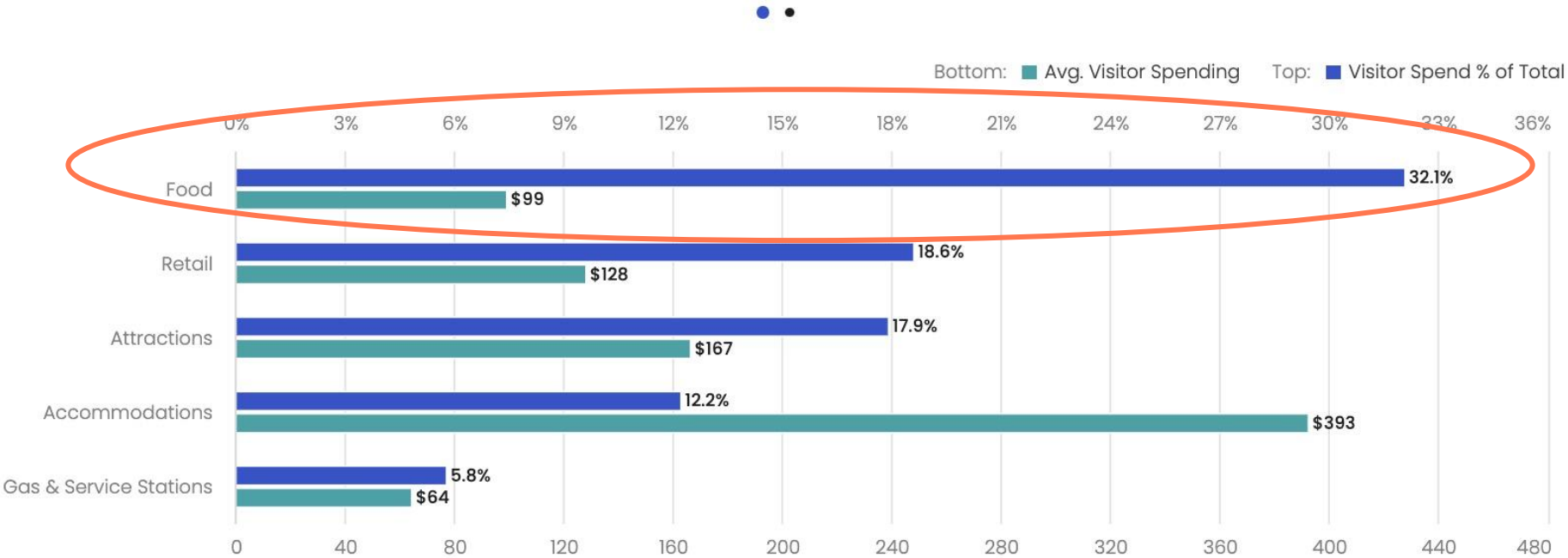
1. Capture the data
2. Include the answer you found and the question you asked

Next session:

3. Highlight most important aspect (use arrows, circles, callouts, emojis)
4. Provide enough context by adding a title above your chart

Example: Screenshot from ZDOS

Top 5 Spend Categories & Average Spend per Cardholder ▾





BONUS:

When You Need Extra Impact



Dig Deeper By Finding Another Related Chart

Use “Click To Drill In”

When you hover over a chart you can often click to get more information.

Use An Insight Slider

When you see dots under the title of a chart it means that you can get multiple charts within that section.

Find A Chart On A Related Topic

Look on the same module you are on or use the question tool to find another chart.

DASHBOARDS

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Visualization: Resources

Visualizat... Resources

Guide: Your Destination

Date range
2 months ago ▾

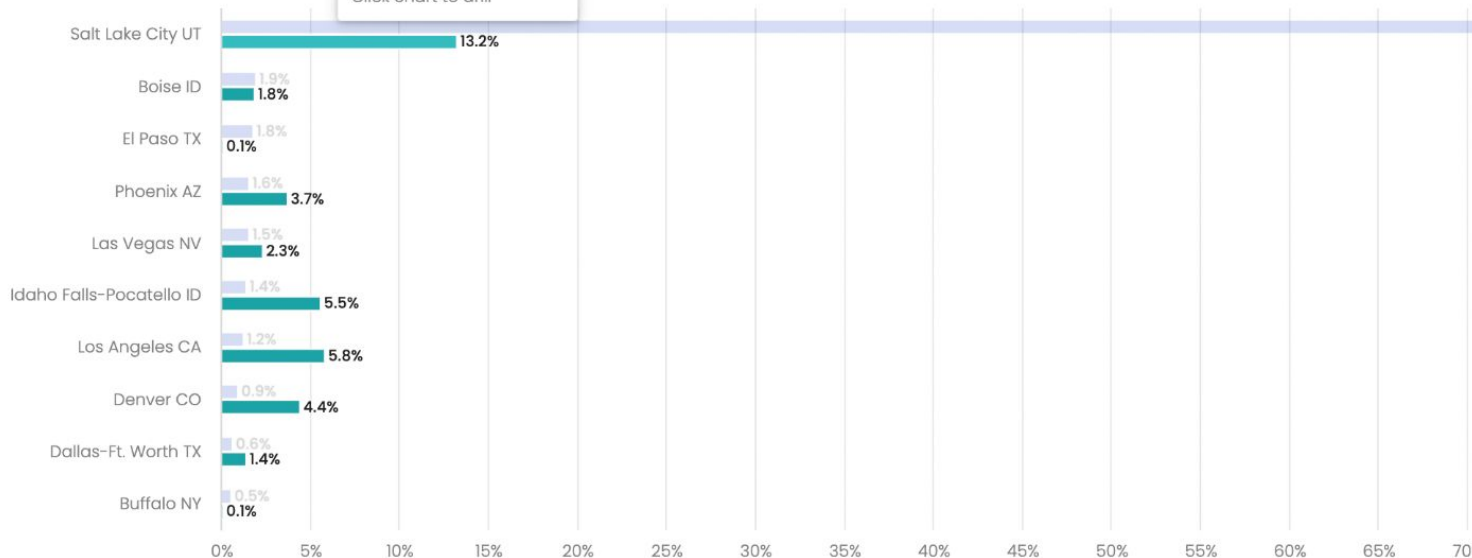
County:
All ▾

City:
All ▾

Visitor DMA
Salt Lake City UT
Visitor Spending % of Total
13.2%
Click chart to drill

Top 10 Origin Markets

■ Visitors % of T



DASHBOARDS

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Date range
2 months ago ▾

County:
All ▾

City:
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Top 10 Origin Markets



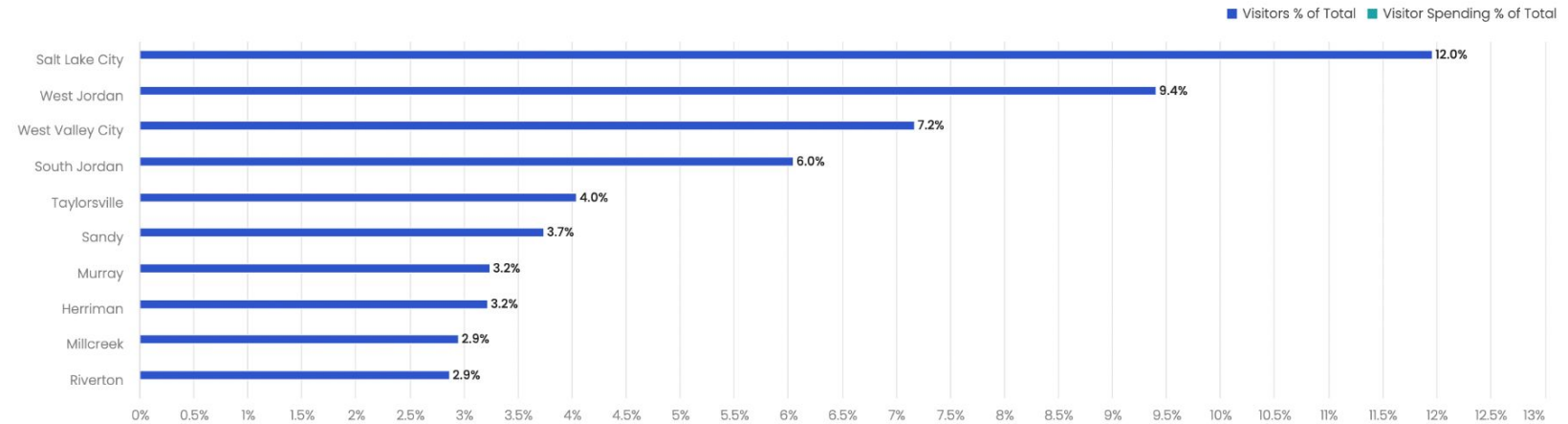
**Drill into many charts
to see more detail**

Date range

County

City

Destination Awareness - Top 10 Origin Markets - Spend & Visitation · Salt Lake City UT

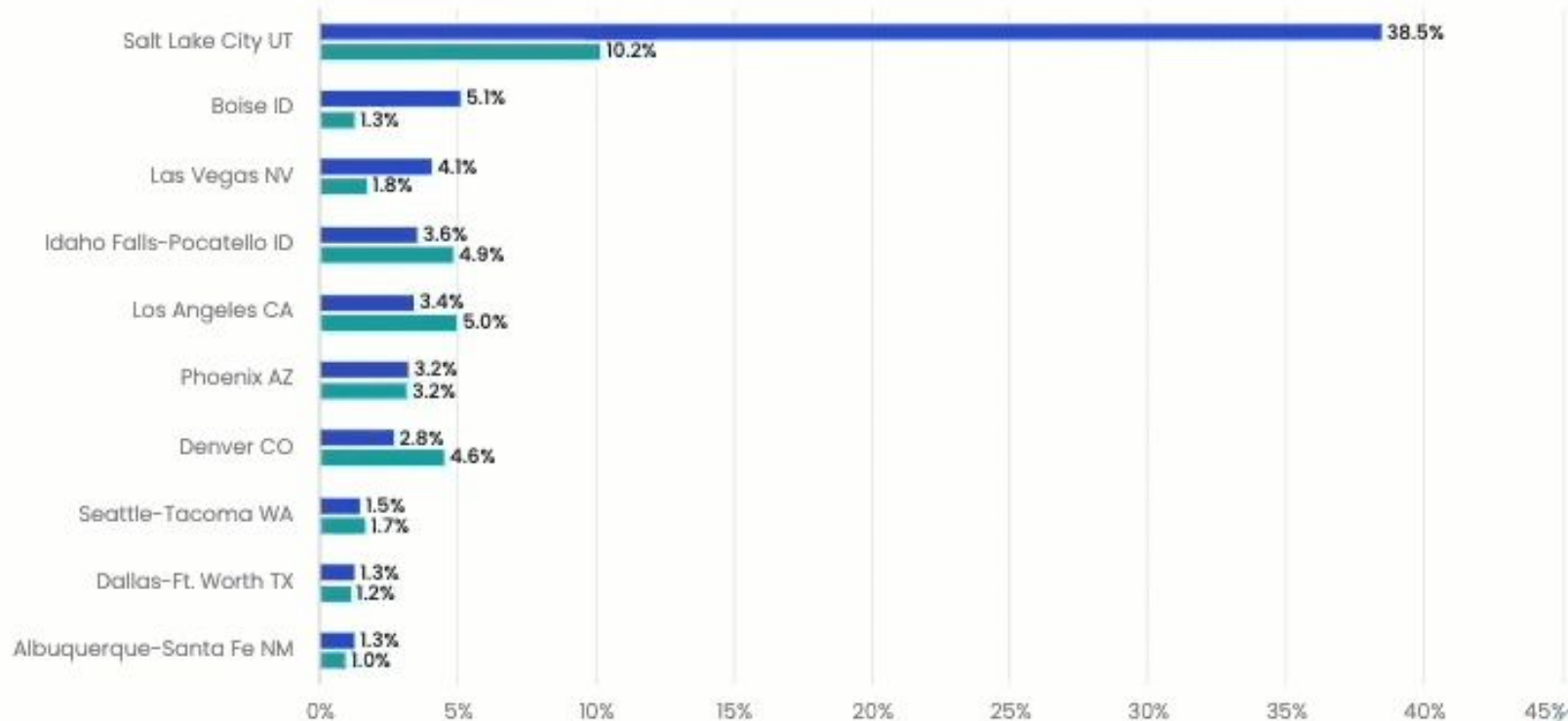
[Export](#)

Source: Near, Affinity. Note: This insight helps you balance the volume of visitation with the capacity in that region to welcome visitors. Visitor-to-Resident Ratios lower than 1 are prime candidates for additional visitation. "Other" in your regions simply means visitation is taking place at POIs outside the regions you defined during implementation. Tip: Click into a spend category to see spend by MCC in that category.

Top 10 Origin Markets - % Visitation & % Visitor Spend



■ Visitors % of Total ■ Visitor Spending % of Total



Community Workshop Time

Discovery – 10 min

Discussion – 15 min





Discovery

Instructions:

1. Formulate a question you'd like to answer.
2. Locate a chart that helps you find the answer to this question.
3. Analyze the data
4. Share the data - capture an image of the chart and add it to a slide deck.

Work by yourself or with a peer. Need help? Ask a Zartican or a peer with a gold star on their nametag!



Step 1: Form your question.

- Start with knowing what you want to answer.

Step 2: Source the data

- What data set is relevant to this question?
- Which module(s) contain the data set you are looking for?

Step 3: Analyze the data

- Do the filters need to be adjusted to zoom in or out on any aspects of your question (ie. date, category, DMA)?
- Find the answer to your question by looking at the chart. If you want someone to check your work, just ask!
- Write down your key findings and create two or three points you want to share with your team.

Step 4: Share the data

- Screenshot or capture the findings
- Download a slide template and add the image and text.

Discussion 15 min

Share at your tables:

- What parts of this experience were familiar to you? What parts were new?
- What question did you choose to answer?
- What answers did you find?
- Who from your destination do you imagine would be interested to hear the answer you found?
- Were there any new ways you could approach your data as a result of this experience?



Step 4: Share your findings

(this will be
continued in the
next session)

1. Capture the data
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Next session:

3. Highlight most important aspect (use arrows, circles, callouts, emojis)
4. Provide enough context by adding a title above your chart

Lunch Instructions:

We'll go outside for lunch on the patio (exit the doors by the conference area)

Your second workshop will be after lunch in this same room

