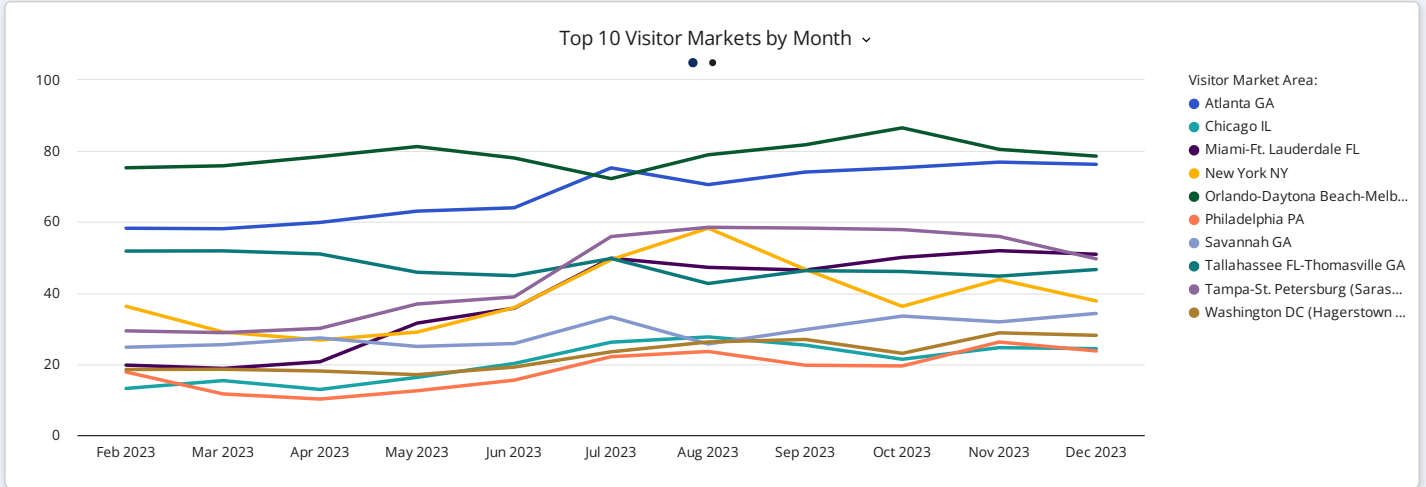


### Demand Generation Summary

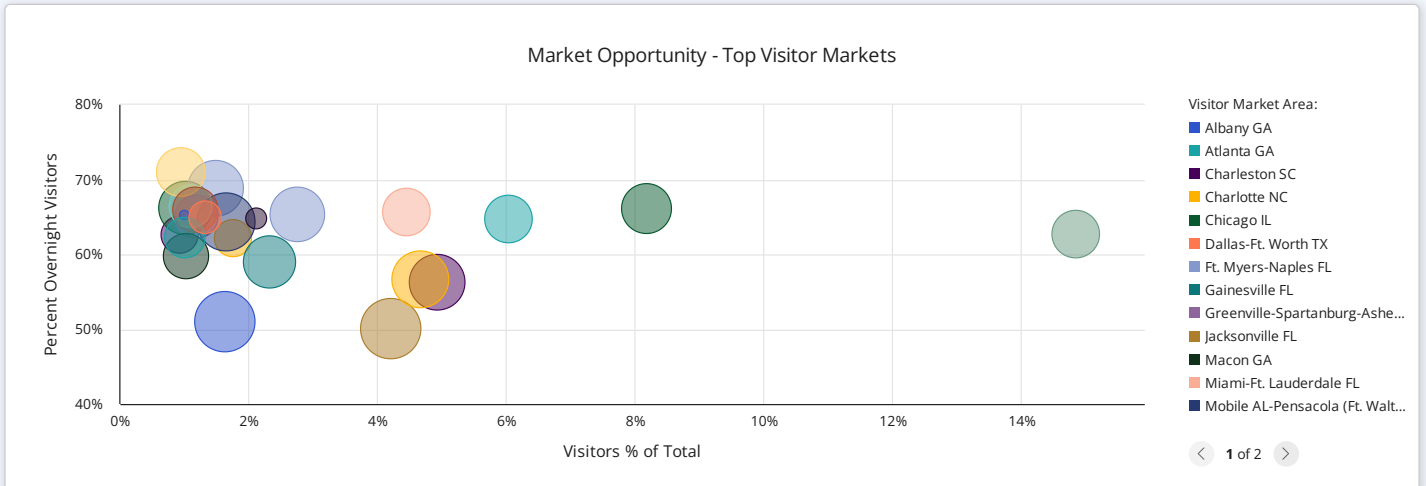
See the strengths of your origin markets, so you can better optimize your marketing efforts. The first of the Five Foundations of a Contemporary DMO focuses on generating high-quality demand for your destination. This includes an emphasis on those visitors who tend to have a broader economic impact through spending in multiple categories. To help you identify top markets, our new Market Index combines several metrics to show you which origin markets are most valuable, including visitation by origin market, each market's % of visitation, average spending, and seasonality. See what activities visitors engage in, and whether those activities bring in increased spending. Collectively, these metrics provide focus into helping you identify the right visitors to attract to your destination.

### Which markets are indexing highest for your destination?

Sources: Zartico Geolocation Data, Zartico Spend Data, Google Analytics. Note: The Market Index looks at the relationship between website traffic, destination visitation, and visitor spending from those origin markets. All data values scaled 0-100 with 100 being the top value in any category. The individual components are averaged together (simple average) to create the Index. Your home market Market Area is excluded from this insight. Toggle to the next insight to see the data in graph format.

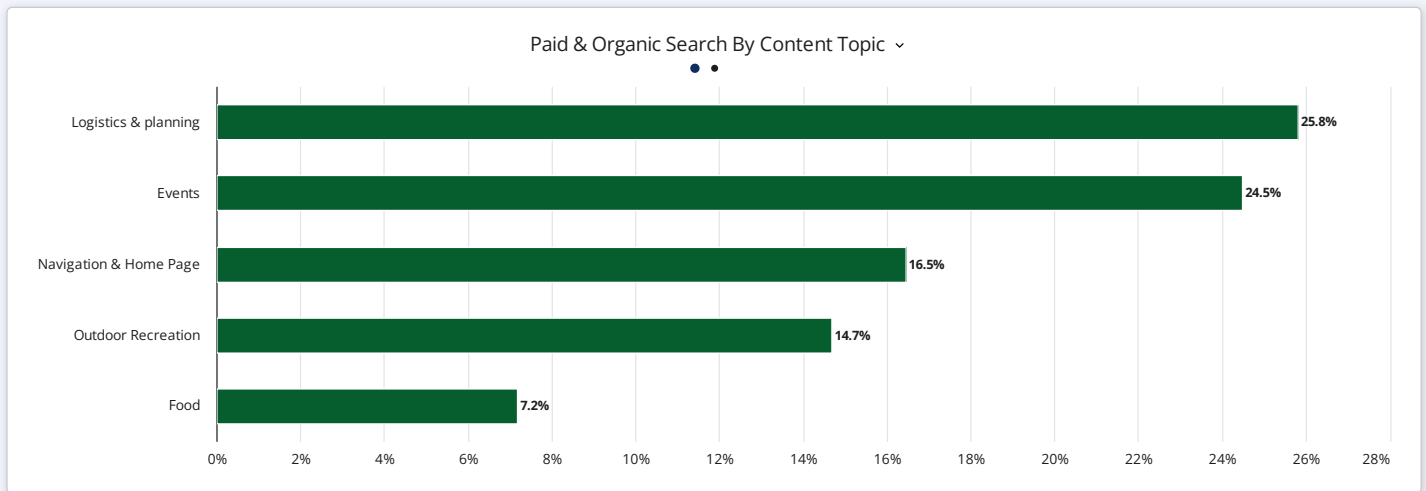
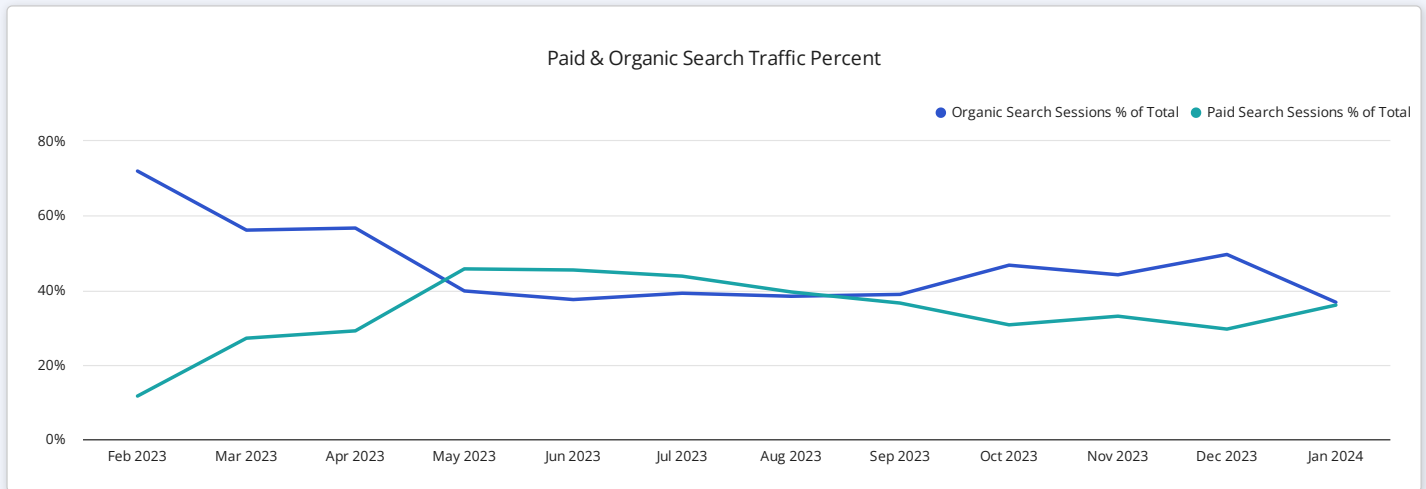


Source: Zartico Geolocation Data. Overnight visitors have a broader economic impact in the community due to their increased spending and the increased types of spending that result from a longer time in market. This helps a broader range of community businesses flourish and these businesses directly benefit the DMOs who are funded through lodging tax collections. This chart compares three critical components of visitation. 1) The percentage share of total visitors (horizontal axis), the percentage of those visitors who stay overnight (vertical axis) and the average spend per traveler (size of bubble). This helps you maximize demand from those origin markets likely to provide the greatest positive impact.



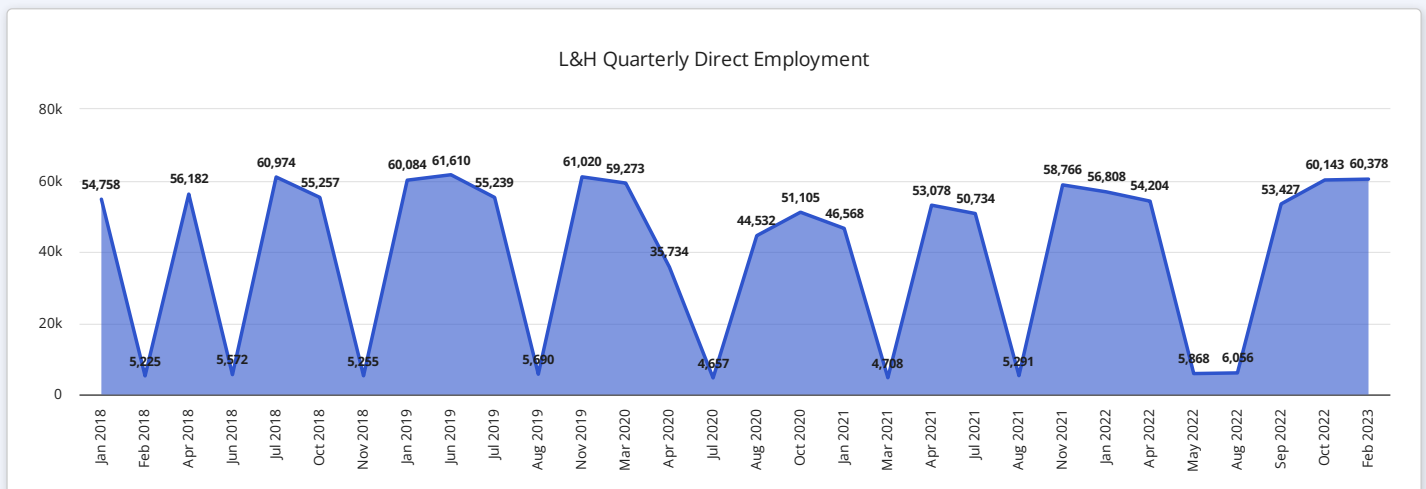
## How does awareness vary by month and what activities are visitors aware of?

Source: Google Analytics 4. Note: Your website is the front door to your destination and the one tool that any Market Area controls fully. For your awareness and demand generation activities to be most successful, you'll want to ensure that visitors to your site are engaging with your content and that you are influencing visitation patterns by connecting website visitors with the information and messages that align with your demand generation strategies. This starts with web search -- the place where your visitor's intent is clearest and your website's search positioning and content performance is most easily measured.



## How many jobs are in your destination's leisure and hospitality industry?

Source: BLS. Note: How many jobs does the Leisure & Hospitality sector account for in your destination and how has that changed over time? This helps to calibrate the strength of the economic and jobs recovery in your community. Note: BLS data has a 9+ month lag between collection and reporting.



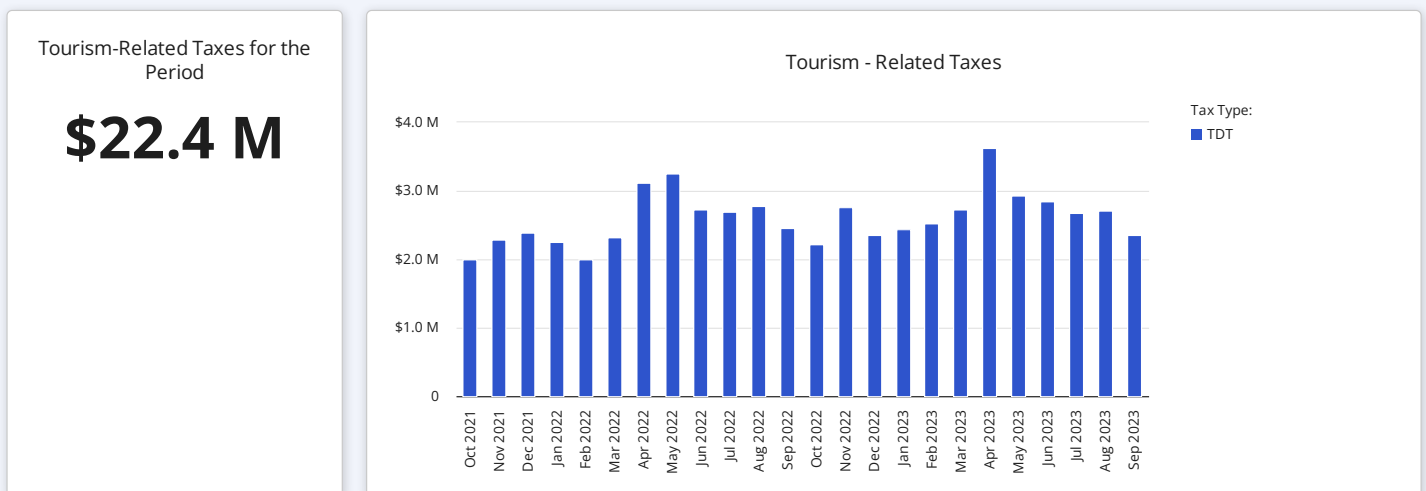
## When and where do you have available hotel capacity?

Source: STR Monthly. Note: The insight below is set to your primary STR Geography and uses demand and supply. If you do not subscribe to demand and revenue raw values through STR, this insight will not show. Available hotel capacity (difference between demand and supply) is an indicator of where and when you can use targeted demand generation activities to improve overall hotel yield within a community without increasing resident friction. This "yield management" approach aims to create more consistent, level-loaded visitation and a more consistent economic environment for all businesses within a community's visitor economy.



## How much tourism-related tax has been collected for the most recent reporting period?

Source: Varies - partner provided: Note: Contains tourism-related tax collections for the most recent reporting period. Tax categories are controlled by the Tourism Tax variable, and reporting period is controlled by the Tourism Tax Month variable. Included categories are displayed in the legend below. These values are not affected by changing the County filter above.



## Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above. These values are controlled by the combination of filters selected at the top of the module. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directional, but less precise owing to a smaller sample size. In these cases, eliminating filter criteria at the top of the module or widening the date range will increase the sample size and increase both accuracy and confidence in the data.

Visitor Device Count  
Sample Size

**646,375**

Visitor Cardholder  
Count Sample Size

**503,726**