## 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 overnight stays and 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, % of overnight visitation, average spending, and seasonality. See what activities visitors engage in, and whether those activities bring in overnight visitors or 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?

Source: Near, Affinity, 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 DMA is excluded from this insight. Toggle to the next insight to see the data in graph format.
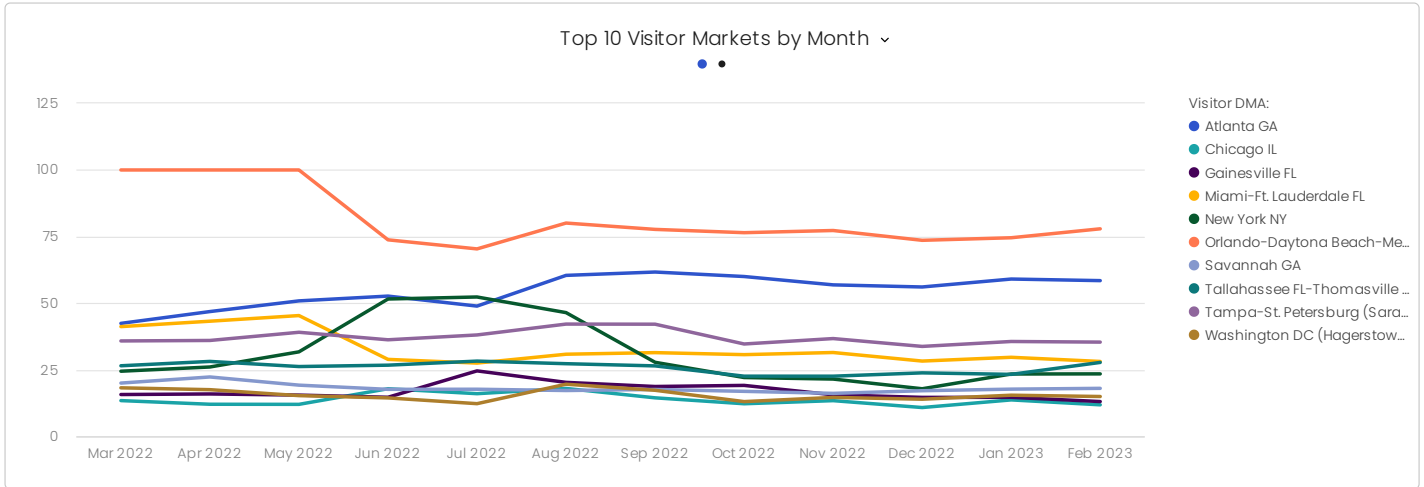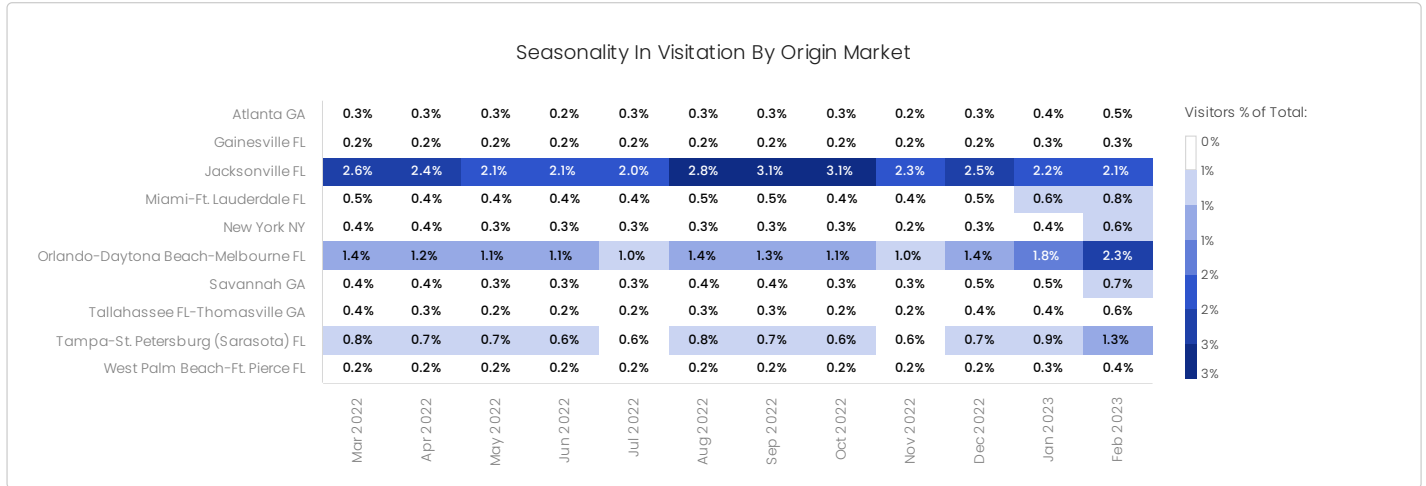

Overnight visitors have a broader economic impact in the community due to their increased spending and the increased types of spending that result from a longer time in market. This helps a broader range of community businesses flourish and these businesses directly benefit the DMOs who are funded through 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.
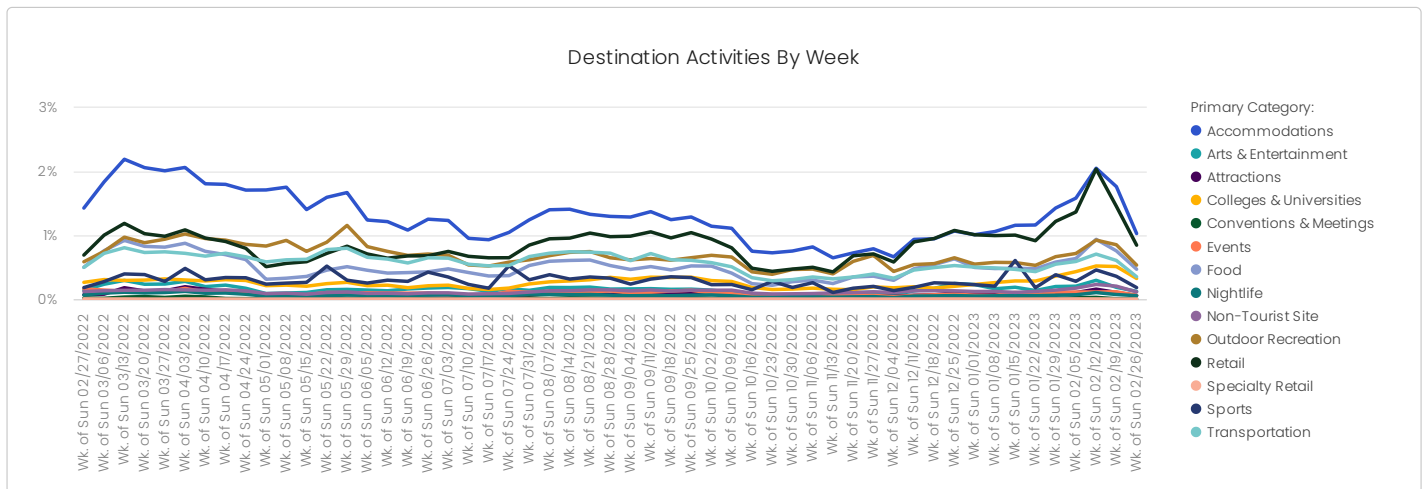

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How does your visitation change by season?

Source: Near. Note: This chart helps you identify seasonal trends among your top origin markets to understand when to flight campaigns and how to identify the right market mix to expand your visitor demand into the shoulder season. The Non-US Visitor DMA and Unknown Visitor City are excluded from this insight.

Seasonality In Visitation By Origin Market

	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023
Atlanta GA	0.3%	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%	0.4%	0.5%
Gainesville FL	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%
Jacksonville FL	2.6%	2.4%	2.1%	2.1%	2.0%	2.8%	3.1%	3.1%	2.3%	2.5%	2.2%	2.1%
Miami-Ft. Lauderdale FL	0.5%	0.4%	0.4%	0.4%	0.4%	0.5%	0.5%	0.4%	0.4%	0.5%	0.6%	0.8%
New York NY	0.4%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%	0.4%	0.6%
Orlando-Daytona Beach-Melbourne FL	1.4%	1.2%	1.1%	1.1%	1.0%	1.4%	1.3%	1.1%	1.0%	1.4%	1.8%	2.3%
Savannah GA	0.4%	0.4%	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%	0.3%	0.5%	0.5%	0.7%
Tallahassee FL-Thomasville GA	0.4%	0.3%	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%	0.2%	0.4%	0.4%	0.6%
Tampa-St. Petersburg (Sarasota) FL	0.8%	0.7%	0.7%	0.6%	0.6%	0.8%	0.7%	0.6%	0.6%	0.7%	0.9%	1.3%
West Palm Beach-Ft. Pierce FL	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.4%

Visitors % of Total:
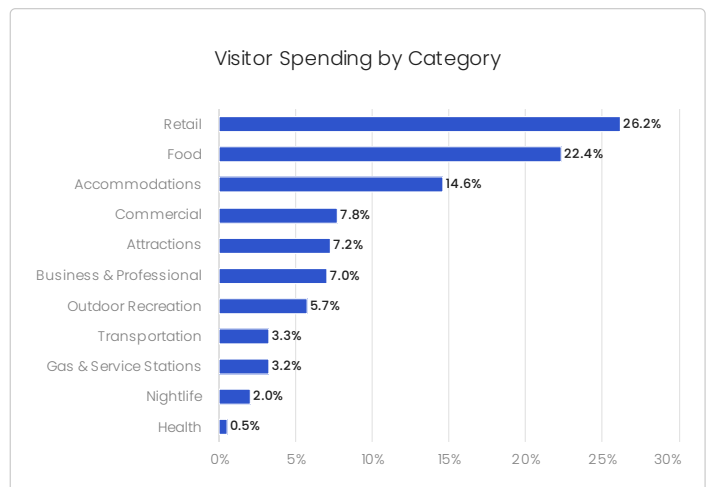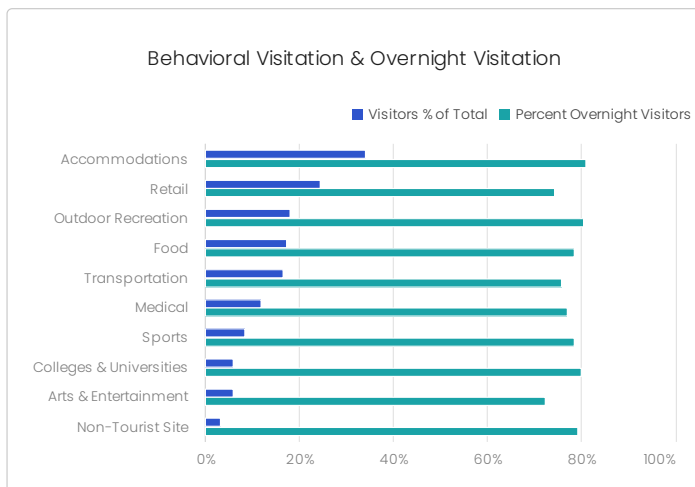0% / 1% / 1% / 1% / 2% / 2% / 3% / 3%

How does behavioral-based demand vary by week and activity?

Source: Near. Note: A second way of looking at demand is by the types of activities visitors engage in. This influences the types of advertising and content they are most likely to visit as well as the revenue they are likely to generate. Some visitation activities, like business travel, medical or university travel our outside the scope of what a DMO can, or should, influence. However, these are important signals in understanding visitor demand, room nights and generating a more complete understanding of the visitor economy.

Destination Activities By Week

Primary Category:
- Accommodations
- Arts & Entertainment
- Attractions
- Colleges & Universities
- Conventions & Meetings
- Events
- Food
- Nightlife
- Non-Tourist Site
- Outdoor Recreation
- Retail
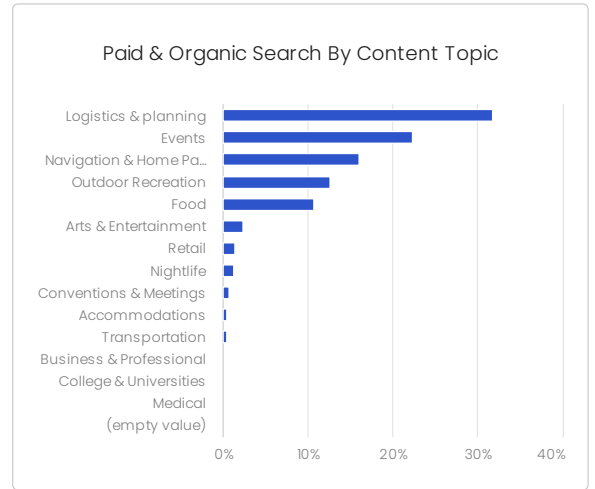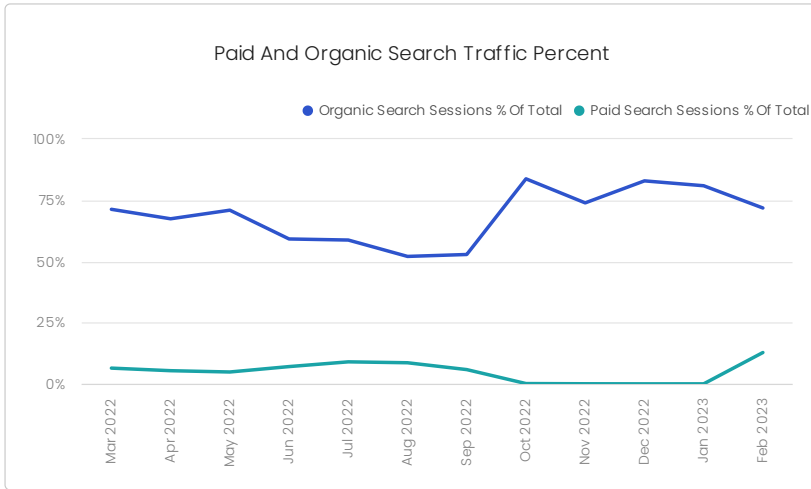- Specialty Retail
- Sports
- Transportation

How do overnight visitation and spending differ between behavioral categories?

Source: Near, Affinity. Note: Look at whether visitors to your destination have different rates of overnight visitation or spending based on the types of activities they engage in. Note that a single visit may encompass multiple categories (e.g. accommodations, food, retail).

Behavioral Visitation & Overnight Visitation

Legend: Visitors % of Total, Percent Overnight Visitors

Categories: Accommodations, Retail, Outdoor Recreation, Food, Transportation, Medical, Sports, Colleges & Universities, Arts & Entertainment, Non-Tourist Site

Visitor Spending by Category

Category	Percent
Retail	26.2%
Food	22.4%
Accommodations	14.6%
Commercial	7.8%
Attractions	7.2%
Business & Professional	7.0%
Outdoor Recreation	5.7%
Transportation	3.3%
Gas & Service Stations	3.2%
Nightlife	2.0%
Health	0.5%

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

Source: Google Analytics. Note: Your website is the front door to your destination and the one tool that any DMO 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.

Paid And Organic Search Traffic Percent

● Organic Search Sessions % Of Total   ● Paid Search Sessions % Of Total

Paid & Organic Search By Content Topic

Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Near) and cardholders (Affinity) 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 directionally, 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	Visitor Cardholder Count Sample Size
458,447	159,982