

Better Strategy Starts with Better Data

How to become a data informed tourism organization.

presented by



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In partnership with



Data You Can Trust ... *Powering the Leading Tourism Organizations*





Identify the Data

Evolving Datasets = More Data

Scraped Data

- Generally unreliable
- Can't provide vital data like actual revenue or anything about guests

NEW DATA SOURCES

Direct Source Data

- 100% accurate KPIs (Key Performance Indicators) of your market
 - Occupancy, Average Daily Rate, RevPAR & more!

Competitor Market Data

- Compare performance to similar markets
- Which competitors are recovering, what feeder markets are they attracting and for which dates are they booking

Feeder Market Data

- Visualize Emerging Feeder Markets



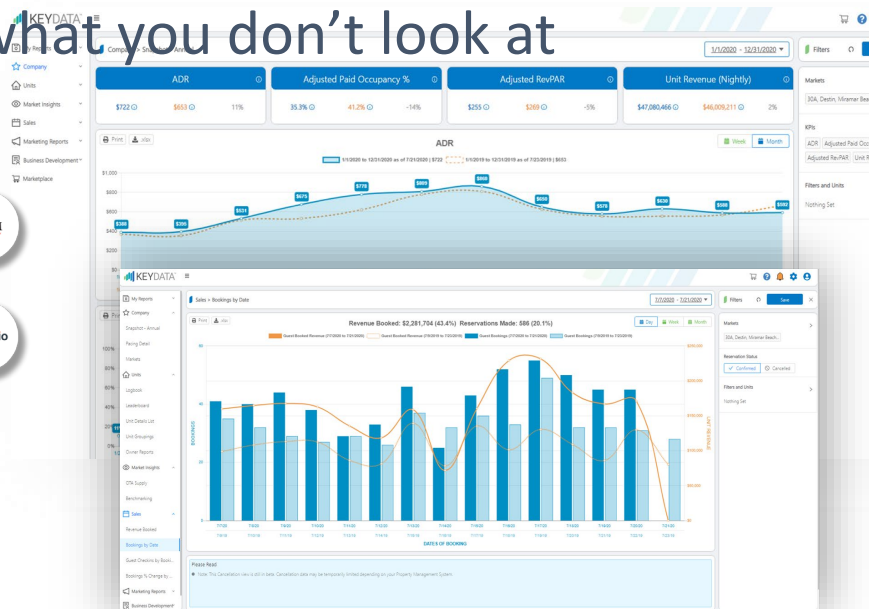
Collect the Data

Being Informed Begins at the Source

- ✔ Data at the speed of now
- ✔ Need **real-time data** for real-time decision making



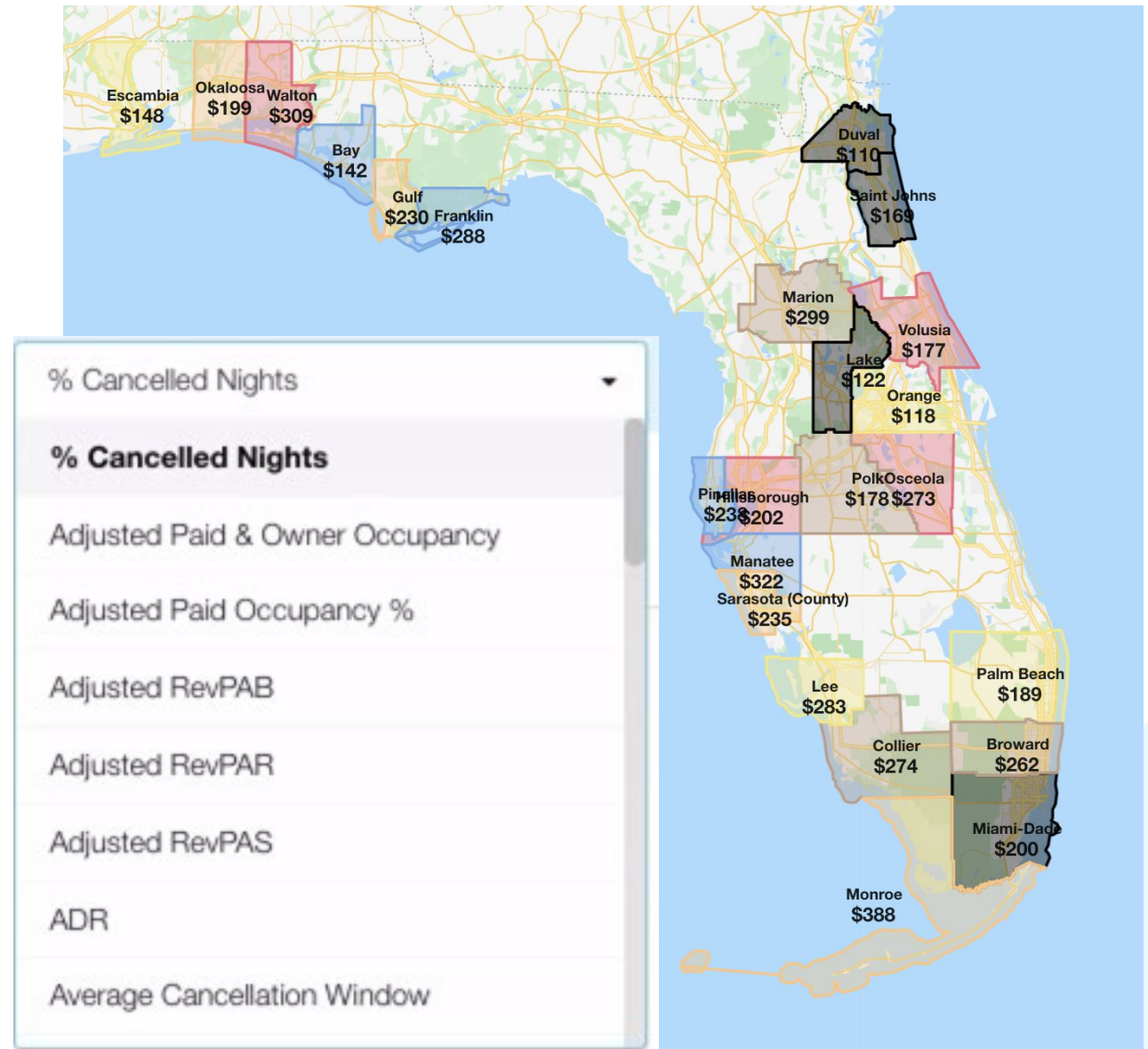
But can't see what you don't look at



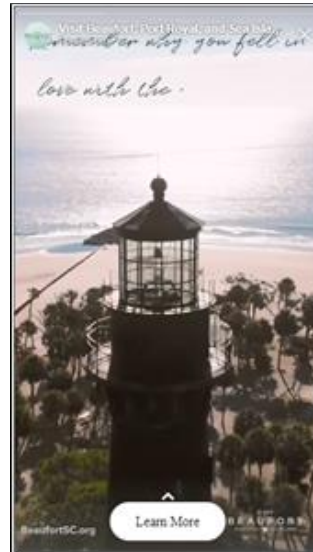
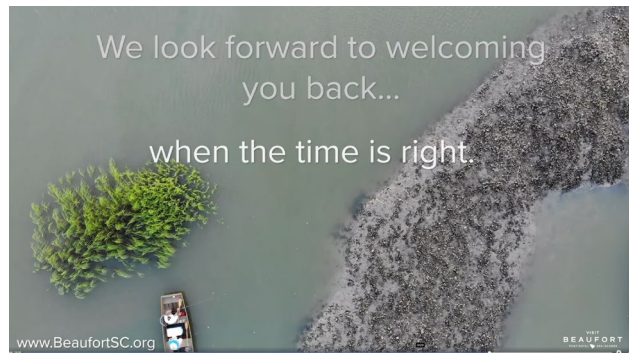
Measure the Data

Pick KPIs & Set Goals

- ✔ Pick the KPIs that will track your output and measure your impact.
- ✔ Confidently set goals that are achievable.
 - ❑ Goals should be SMART (Specific, Measurable, Achievable, Realistic, and Timely)
 - ❑ W, Double-R: Write, Read and Revise



Acting on the Data - Case Study: Beaufort, SC



A Strategy in 4 Phases

- One of the first in the region to adapt messaging to the times and go live with marketing
- Evolved marketing from total shutdown to “new normal” in 4 phases
- Demonstrates how to use data to create and optimize marketing strategy: from messaging, targeting, channel decisions

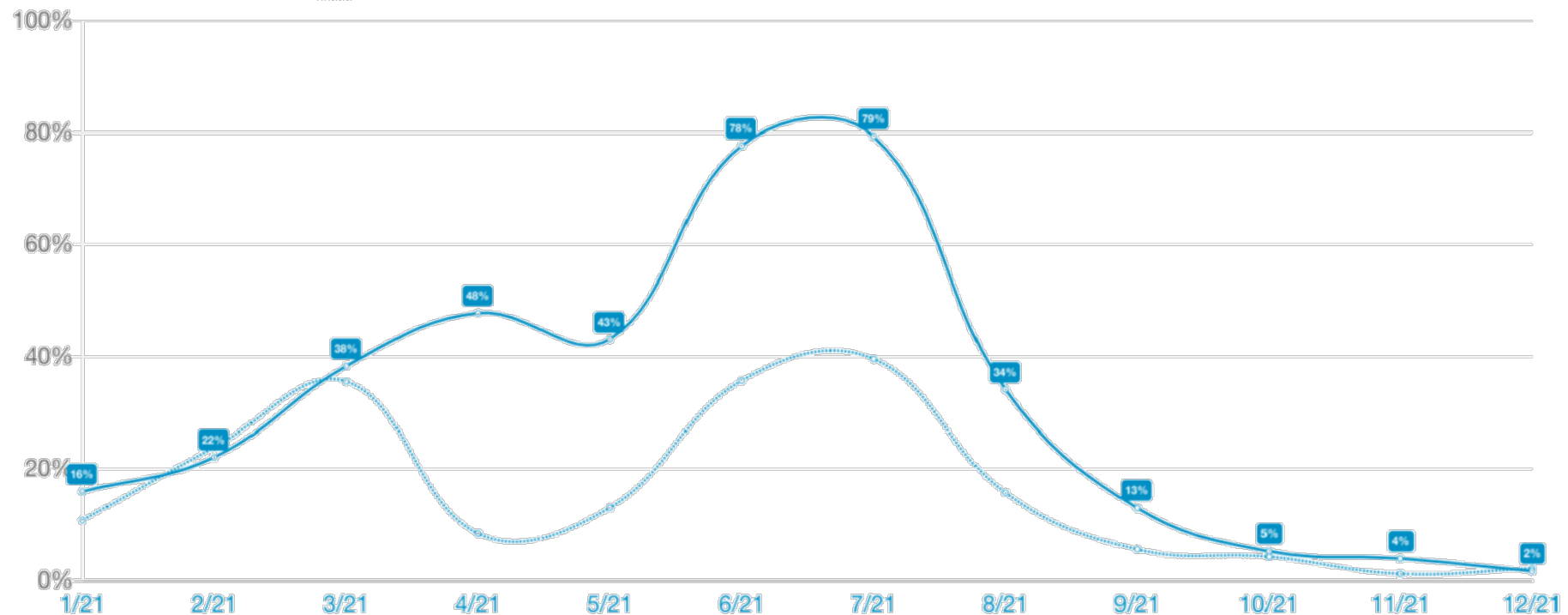
Case Study: Beaufort, SC

The view from April 2020 versus April 2021



Beaufort County DMO Area Adjusted Paid Occupancy %

- Beaufort County DMO Area (1/1/2021 to 12/31/2021 as of 4/19/2021) | 31.8%
- Beaufort County DMO Area (Compared 1/3/2020 to 1/1/2021 as of 4/21/2020) | 16.8%

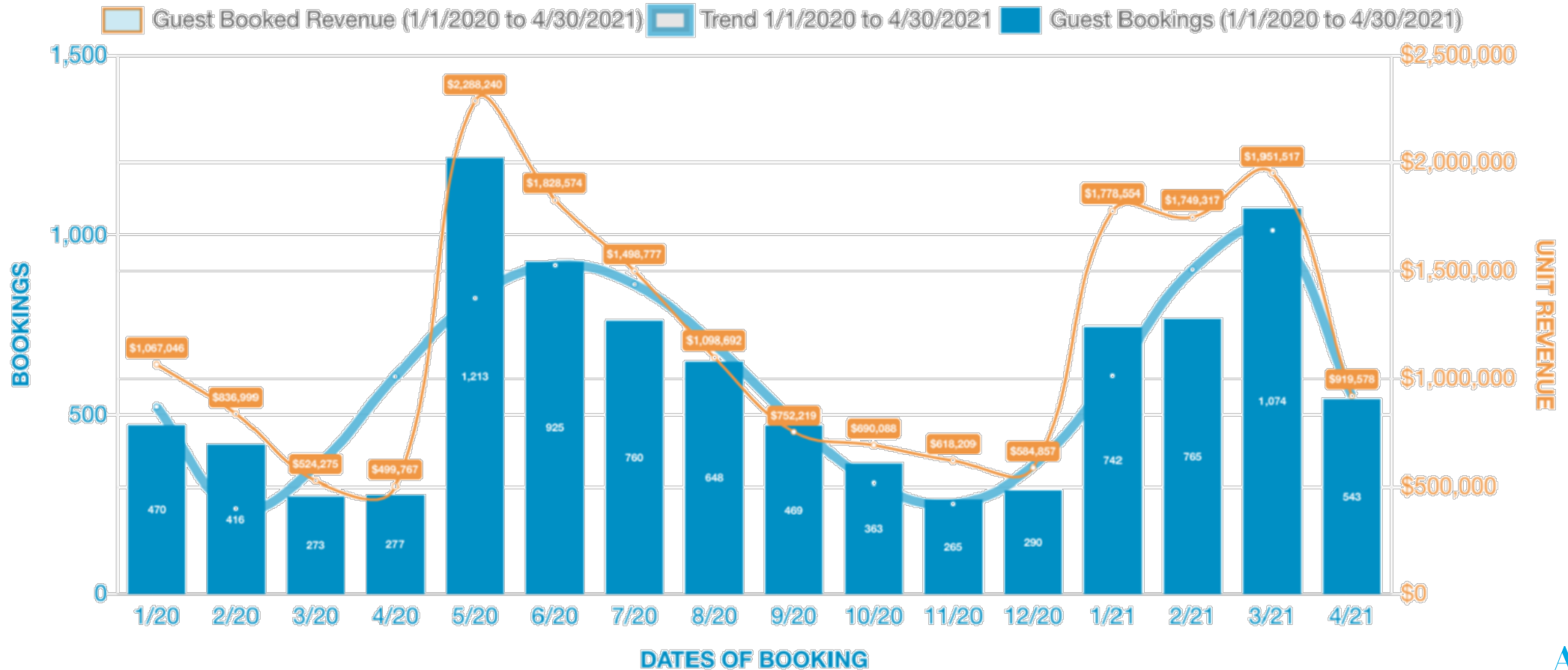


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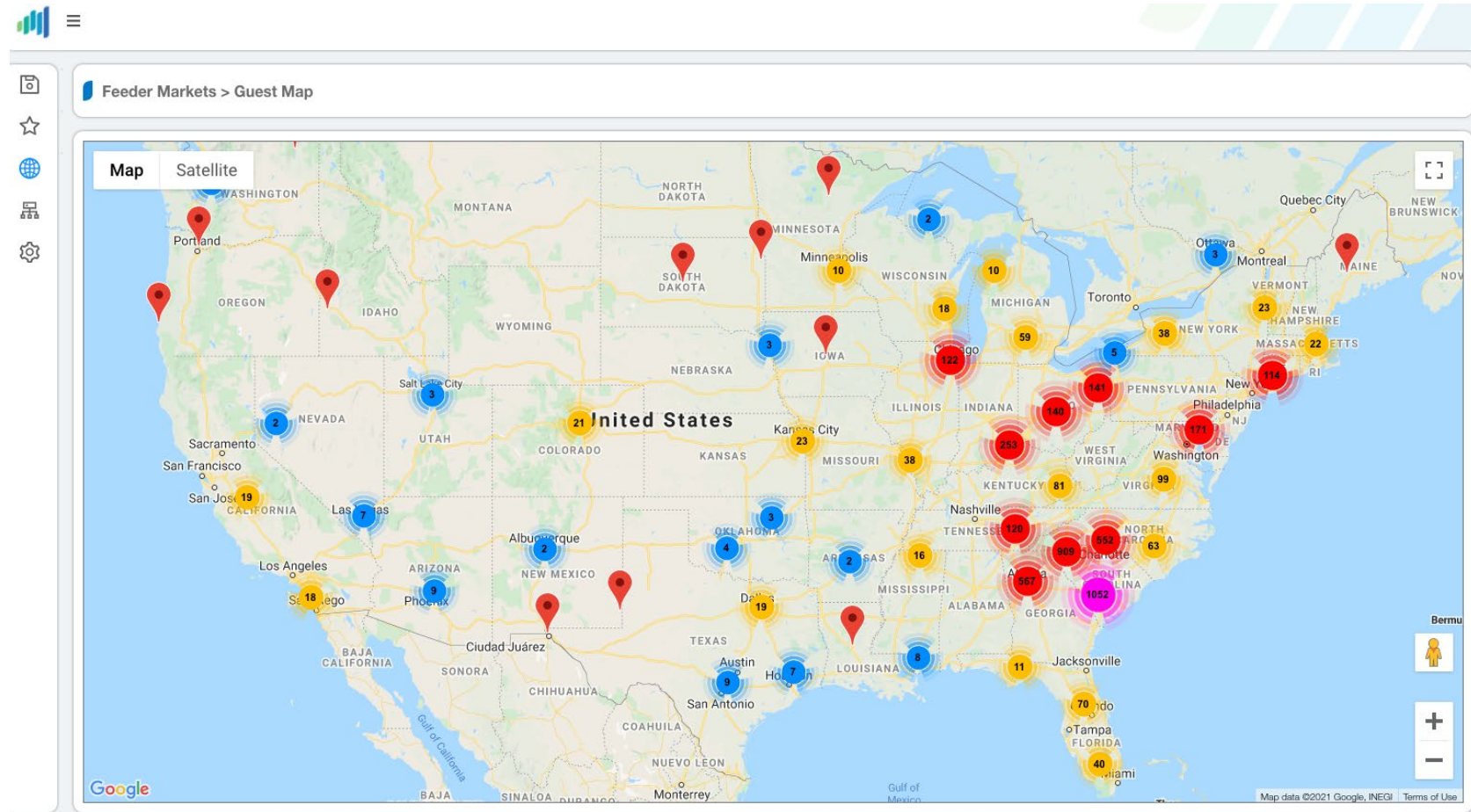


Case Study: Beaufort, SC

Revenue Booked: \$18,686,717 Reservations Made: 9,493



Case Study: Beaufort, SC



Case Study:

Beaufort, SC

Additional Data Inputs:

- **Campaign Metrics** – metrics will reveal steps you need to take to optimize and evolve your strategy
- **Google Analytics**
 - Content engagement
 - User GEOs and Reach fluctuations
- **Owned Data Sources**
 - Newsletter lists
 - Visitor Guide form fills by date



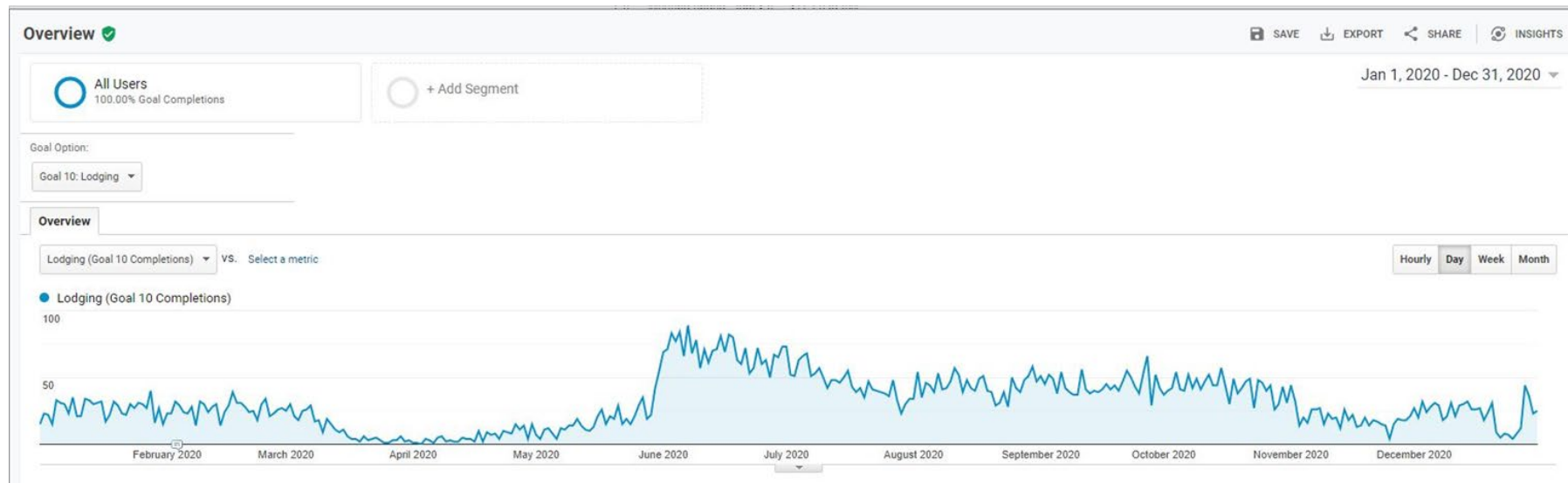
Case Study:

Beaufort, SC

Determining When to Begin Again

Market Conditions – March-April

- March to April - Stay at home ordinances – Feeder markets not traveling
- Occupancy drops 30%+ over PY
- Future bookings drop below 300/month
- By May – Bookings begin dramatic comeback
- Local Sentiment – low in March – warming mid-April to limited opening

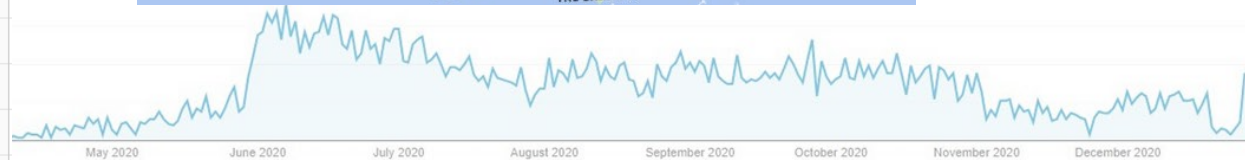
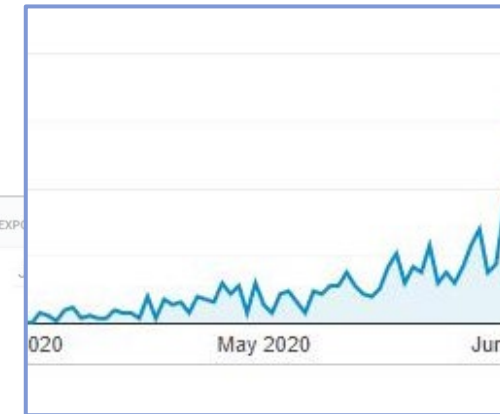
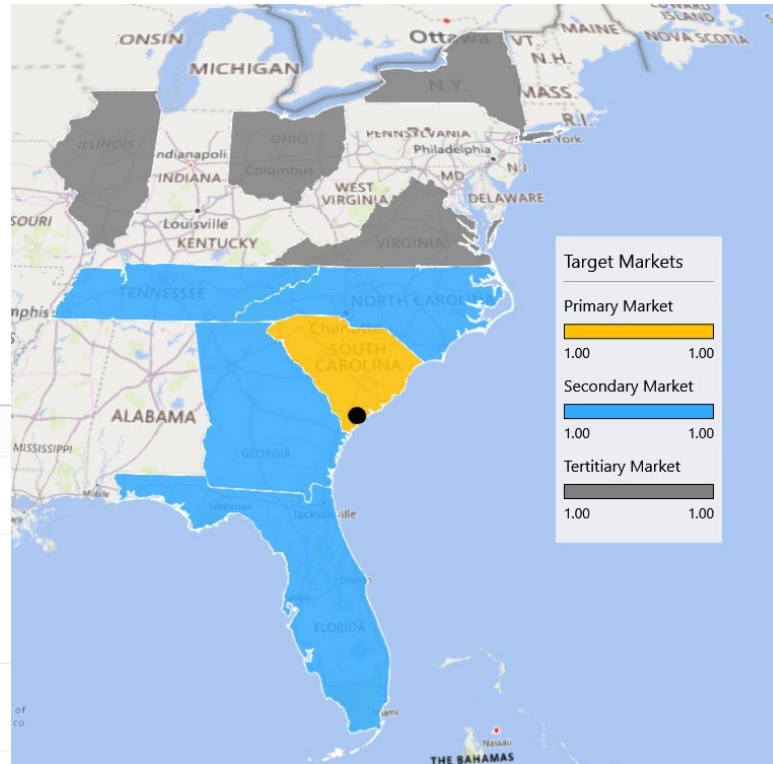


Phase One – May-July '20

Google Analytics for Optimization

- Targeting (GEO and behaviors)
- Audience Interests
- Optimizing creative & messaging

Campaign ?	Acquisition
	Sessions ? ↓
	49,925 % of Total: 24.45% (204,185)
1. InnerCoastal	6,937 (13.89%)
2. FBstories	6,423 (12.87%)
3. Primary - Hunting Island	3,321 (6.65%)
4. Primary - Beaufort Activities	3,257 (6.52%)
5. Secondary - Hunting Island	2,730 (5.47%)
6. Primary - Beaufort Branded	2,394 (4.80%)
7. Secondary - Beaufort Branded	2,158 (4.32%)
8. Secondary - Beaufort Activities	2,099 (4.20%)
9. Primary - Beaufort Places To Stay	1,354 (2.71%)
10. Display Remarketing	1,314 (2.63%)



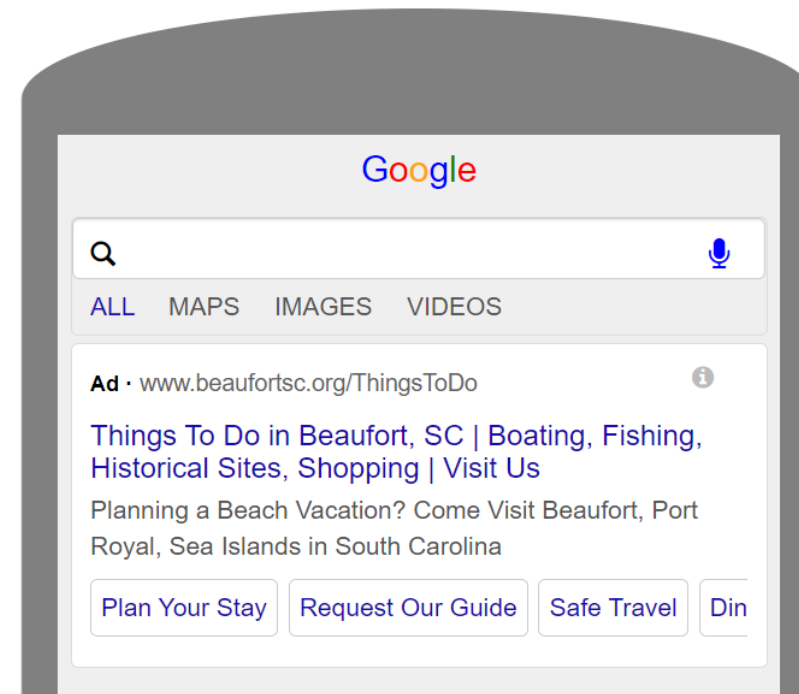
Phase One – May-July '20

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Search

Top performing keywords and ads had more to do with Things to Do than places to stay

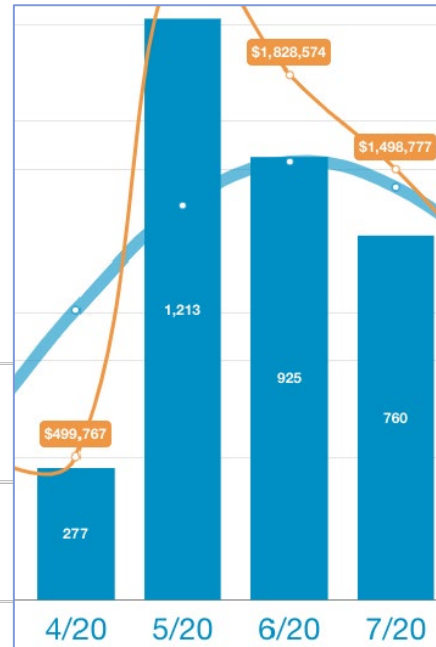
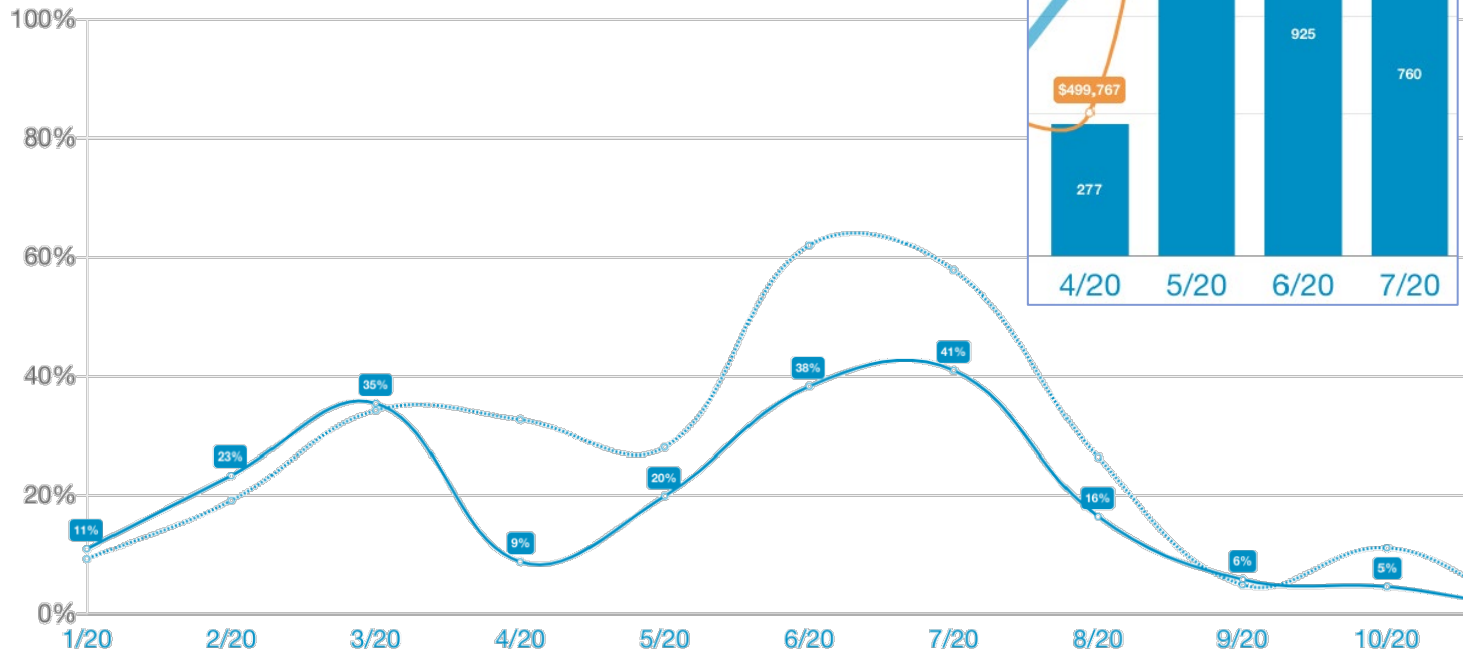


Phase One – May-July '20

Market Conditions

- March to April - Stay at home ordinances – Feeder markets not traveling
- Occupancy drops nearly 30% over PY
- Future bookings drop below 300/month
- By May – Bookings begin dramatic comeback, occupancy slower
- Local Sentiment – still not ready for huge influx/advertising

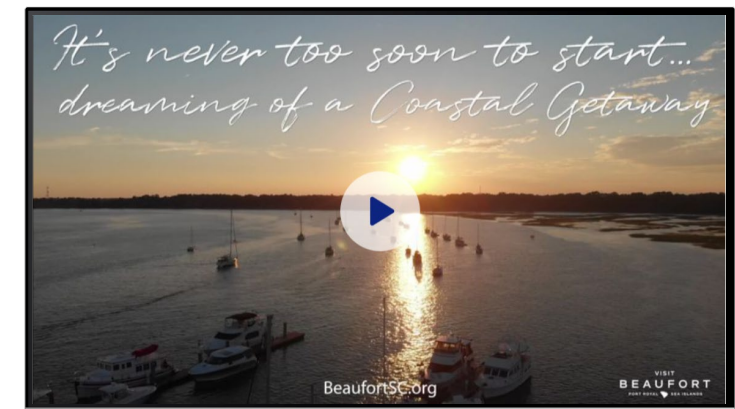
APO May 1, 2020 vs May 1, 2019



Marketing Strategy



- High level branding and exposure targeting primary – secondary – 2-hour drive markets only
- Focused on video and outdoor visuals
- CTA subdued – “Learn More”
- YouTube & CTV – targeting travel interests



Phase Two – Aug-Nov '20

Market Conditions

- Loosening restrictions
- Increase in positive traveler sentiment
- Schools delaying opening/virtual classes
- Bookings for August stayed strong (shorter booking window)
- Local market sentiment more accepting of stronger CTA's for out-of-area visitors

GA – Phase Two Optimization

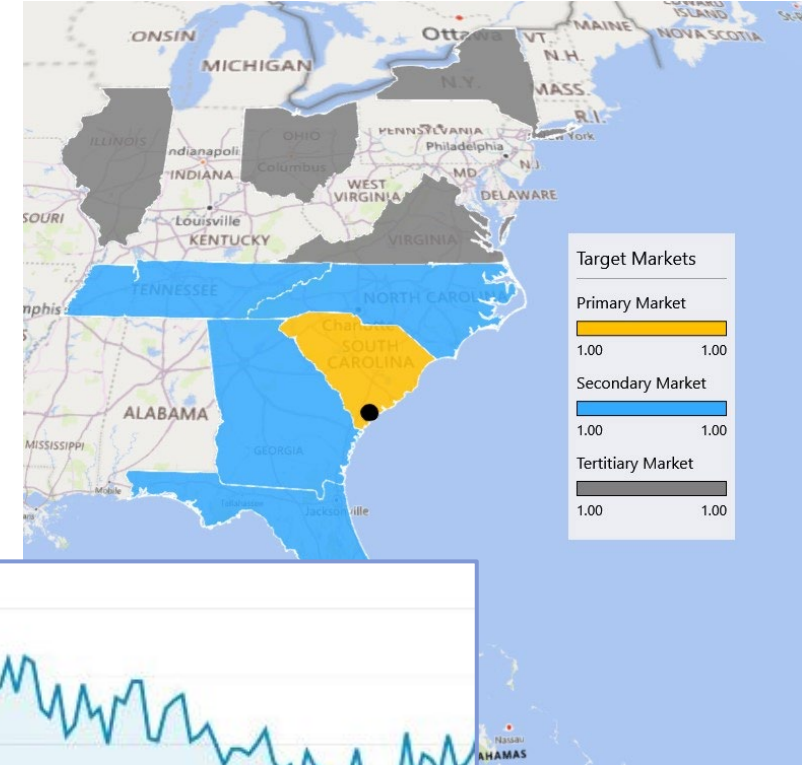
- Secondary Market activity increasing throughout the summer
- People willing to travel further
- Overall website activity heating up

Targeting

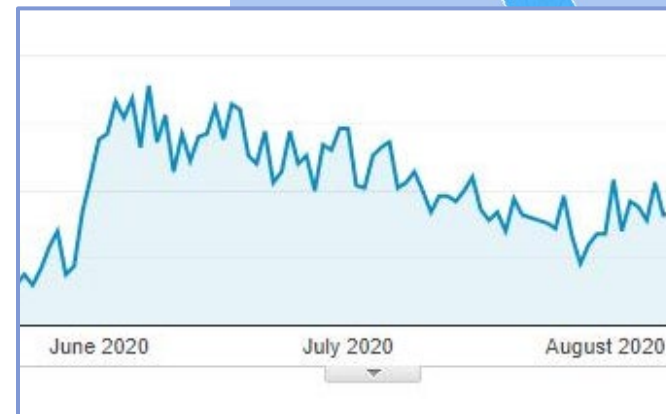
Campaign ?	Acquisition
	Sessions ? ↓
	30,060 % of Total: 24.38% (123,322)
1. Youtube Retargeting - GCONV - 2020	3,747 (12.47%)
2. Secondary - Hunting Island	2,429 (8.08%)
3. Primary - Hunting Island	2,336 (7.77%)
4. Secondary - Beaufort Branded	2,068 (6.88%)
5. Primary - Beaufort Branded	2,030 (6.75%)
6. FBstories	1,805 (6.00%)
7. Primary - Beaufort Activities	1,804 (6.00%)
8. Secondary - Beaufort Activities	1,363 (4.53%)
9. Nov2020TripAdvisor	1,251 (4.16%)
10. Nov2020Lodging	1,033 (3.44%)

Content

Page ?	Pageviews ? ↓
	477,034 % of Total: 100.00% (477,034)
1. /	79,029 (16.57%)
2. /50-things-to-do/	52,888 (11.09%)
3. /mask-ordinance	12,857 (2.70%)
4. /guides/	10,585 (2.22%)
5. /things-to-do/	9,775 (2.05%)
6. /lodging/	9,612 (2.01%)
7. /specials/	9,333 (1.96%)
8. /covid19	9,221 (1.93%)
9. /guides/gullah-history/	9,090 (1.91%)
10. /lodging/campgrounds/	8,904 (1.87%)



Traffic Volume



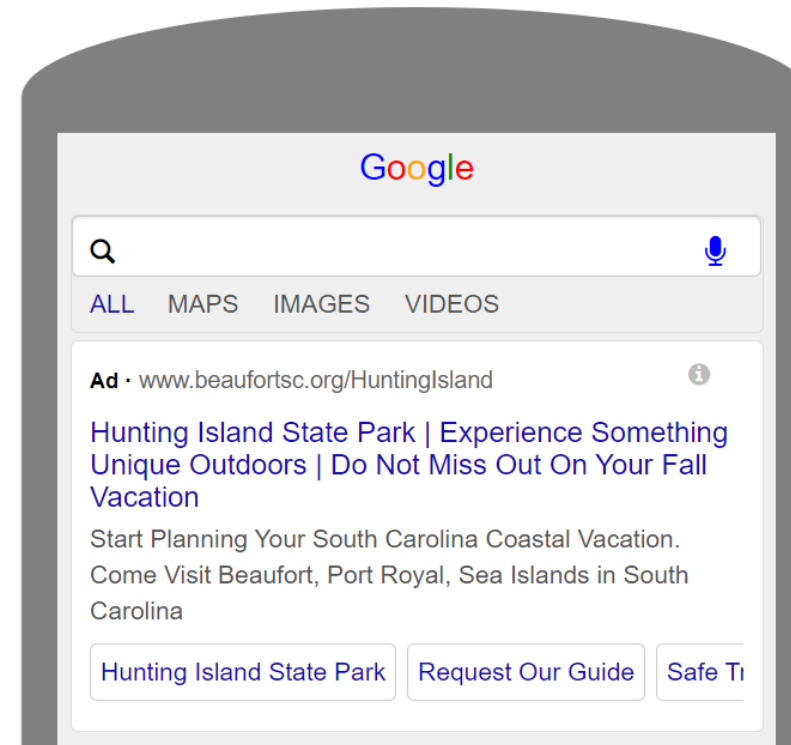
Phase Two – Aug-Nov '20

GA – Phase Two Optimization

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Search

- High search volume for Hunting Island State Park
- Driving a lot of site traffic and conversions
- Updated campaign segments and ad copy to have a bigger focus on outdoor activities and Hunting Island.



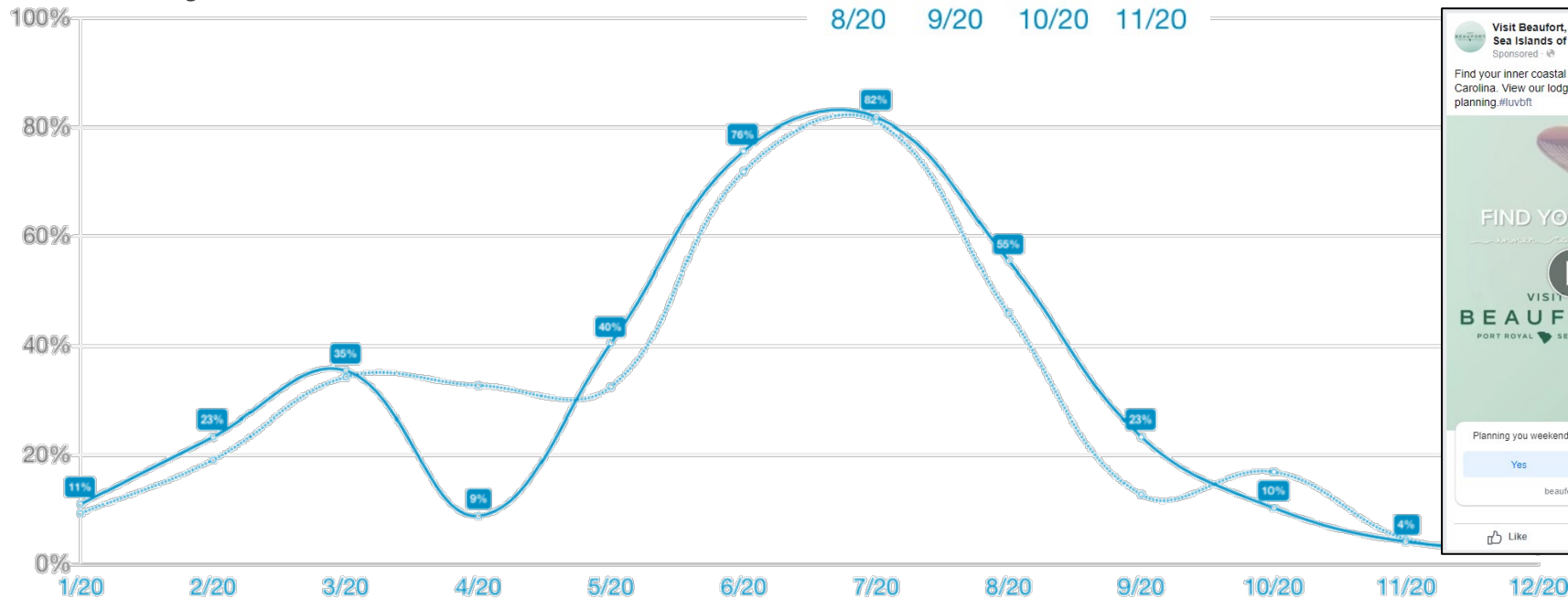
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APO Aug 1, 2020 vs Aug 1, 2019



Marketing Strategy



- Softly ask travelers to consider planning trips
- Engage with survey that reveals preferences
- Outdoor/spacious imagery – video & FB/IG stories driving traffic
- YouTube and Connected TV delivering branding/high-funnel messaging
- Search & Display retargeting from search

Examples of marketing assets:

- Social media ad: "Visit Beaufort, Port Royal, and Sea Islands of SC. Find your inner coastal this weekend in South Carolina. View our lodging options now to start planning. #lubbft"
- Video ad: "Remember why you fell in love with the lowcountry" featuring a lighthouse and coastal scenery.

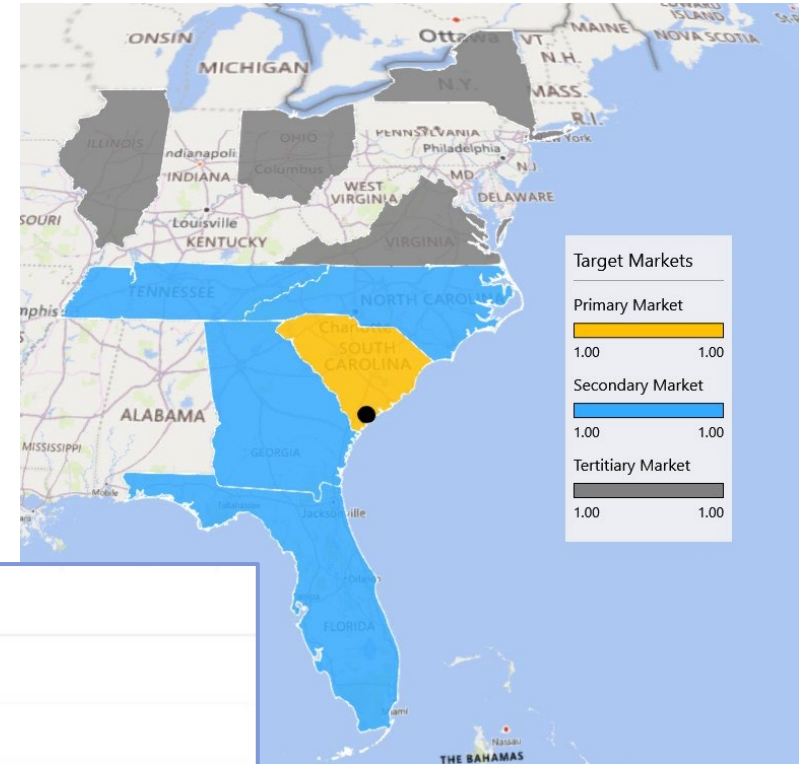
Phase Three – Nov-Feb '21

Market Conditions

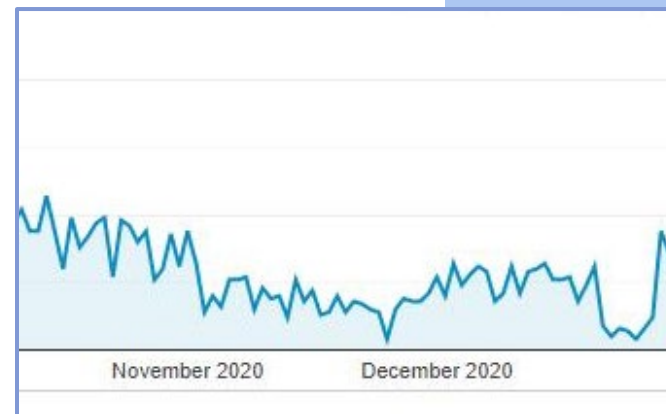
- Traveler sentiment continues to increase
- Occupancy exceeding 2019 levels
- Future bookings continue strong trend even in winter months
- Season doesn't have hard stop seen in previous years

GA – Phase Three Optimization

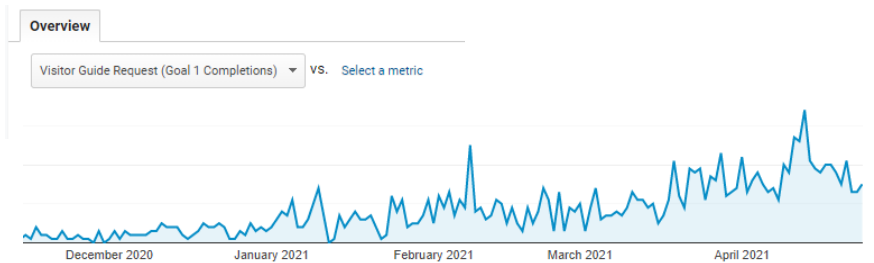
- Secondary Market activity increasing throughout the summer
- Booking window increases
- Low funnel activity increases
- Overall website activity heating up



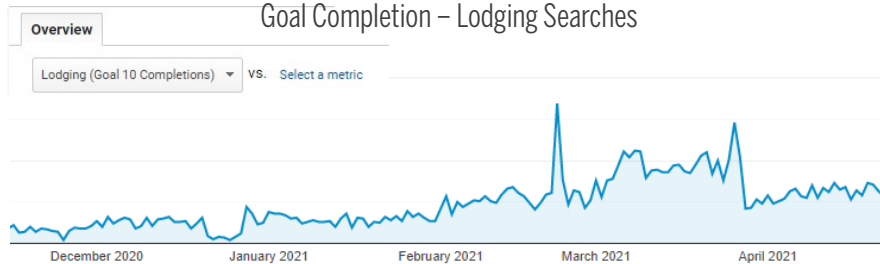
Traffic Volume



Goal Completion – Visitor Guide Requests



Goal Completion – Lodging Searches



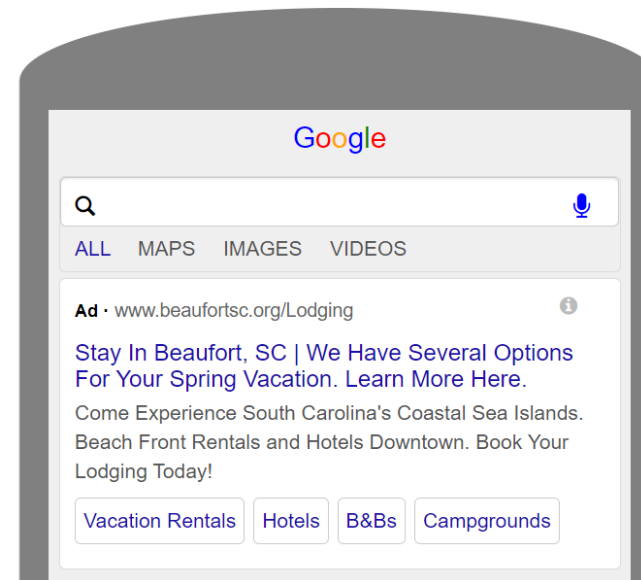
Phase Three – Nov-Feb '21

GA – Phase Three Optimization

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Search

- Search volume increased for lodging options in Beaufort and surrounding areas.
- Prospects started to planning spring vacations.
- Adjusted ad copy to reflect spring travel planning with heavier focus on lodging.
- Broke out goal completions for VG vs Lodging to optimize directly for more lodging partner referrals



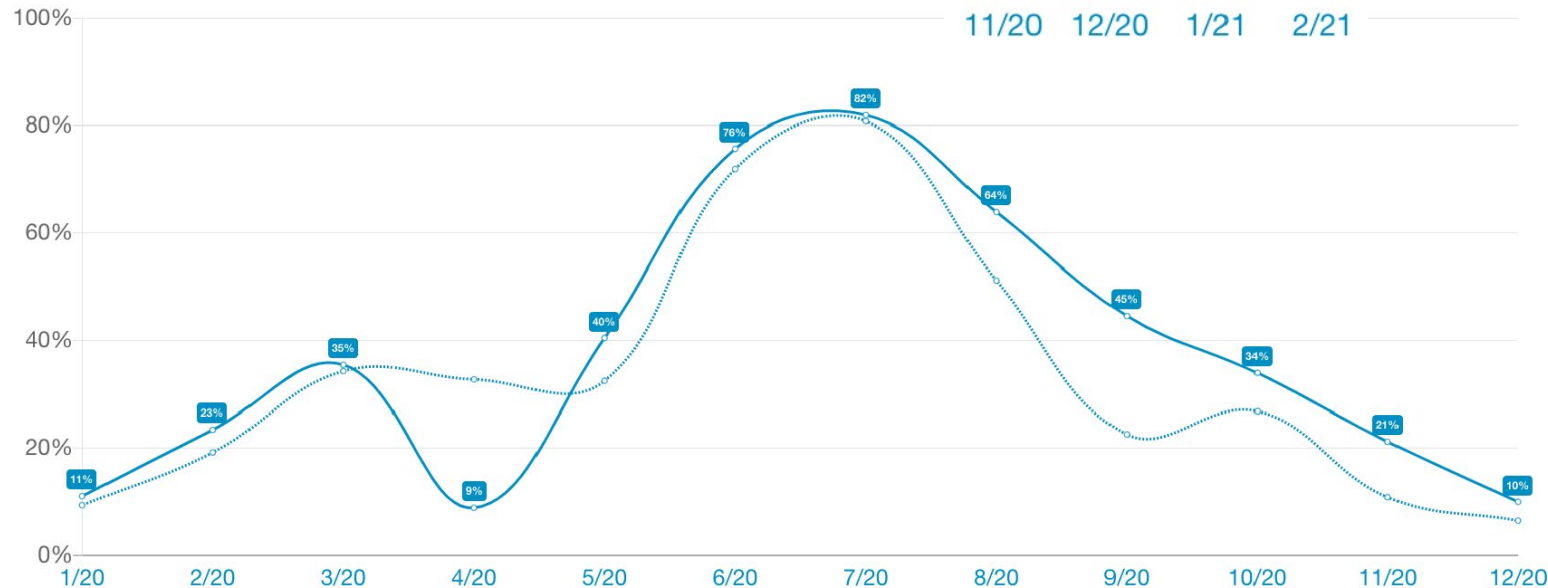
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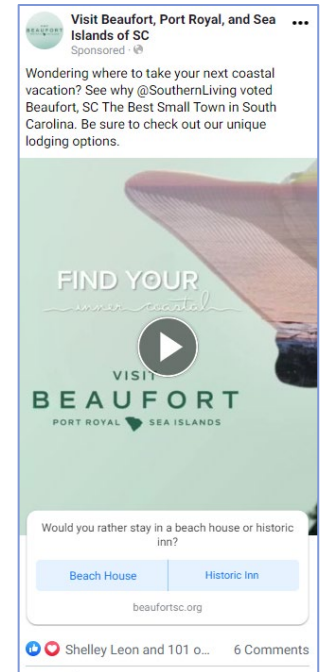
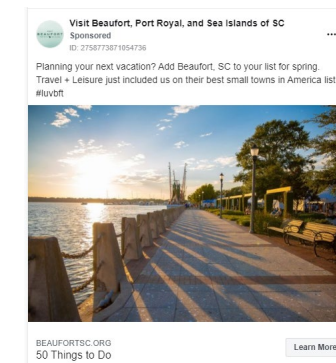
APO Nov 1, 2020 vs Nov 1, 2019



Marketing Strategy



- Strengthen CTA
- Placing more focus on driving hotel outbound clicks. Book now. Plan
- Poll ads move from when to where do you want to stay/what to do - answers and engagement influence next month's creative
- Added Video retargeting on YouTube from search



Phase Four – March forward

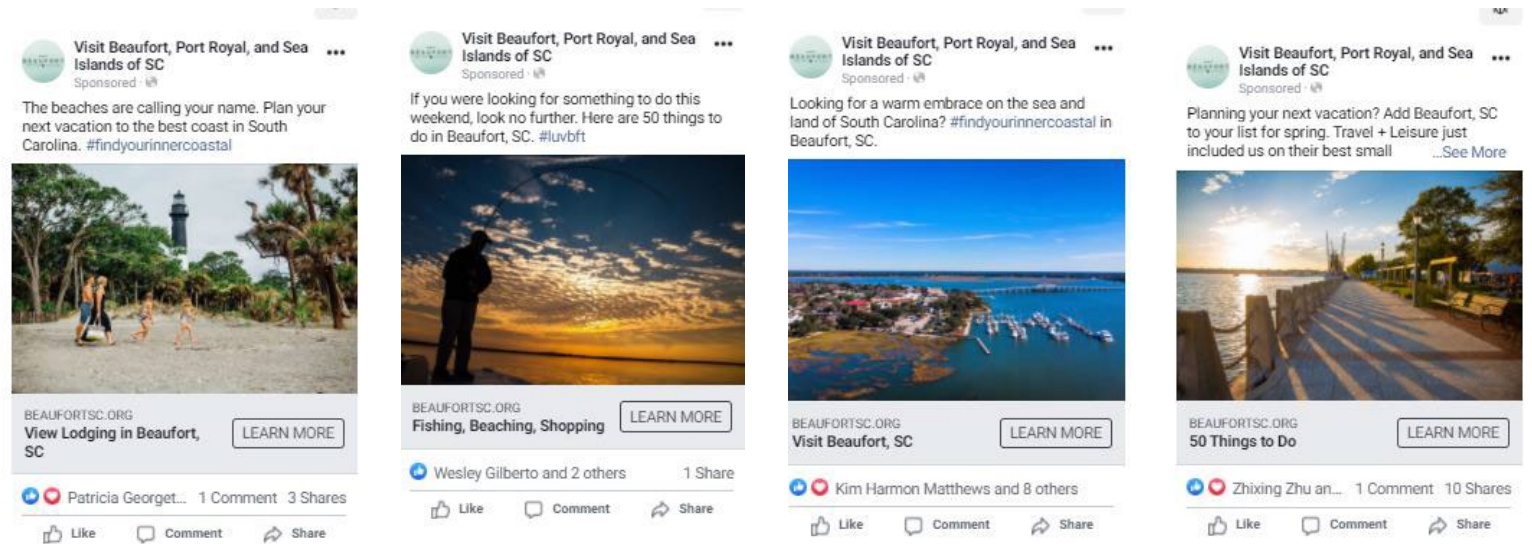
Market Conditions

- Most attractions/venues open
- Occupancy staying strong YoY
- Future bookings close to PY levels

Creative Campaign Metrics – Phase Four Optimization

- Reviewing engagement and conversions can reveal changes in traveler behavior
- “Always testing” philosophy helps you catch trends early and double down on what’s working by shifting budget

Ads Performed well in Phase 1-2



Performance Diminished by end of Phase 3

Phase Four – March forward

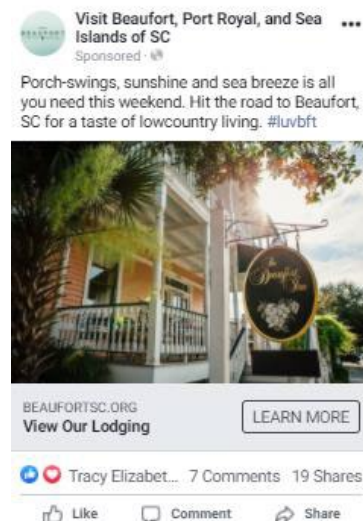
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New “Front Porch Ads” outperformed wide-open scenic scenes



Still Testing a variety of calls to action – coupled with different offers

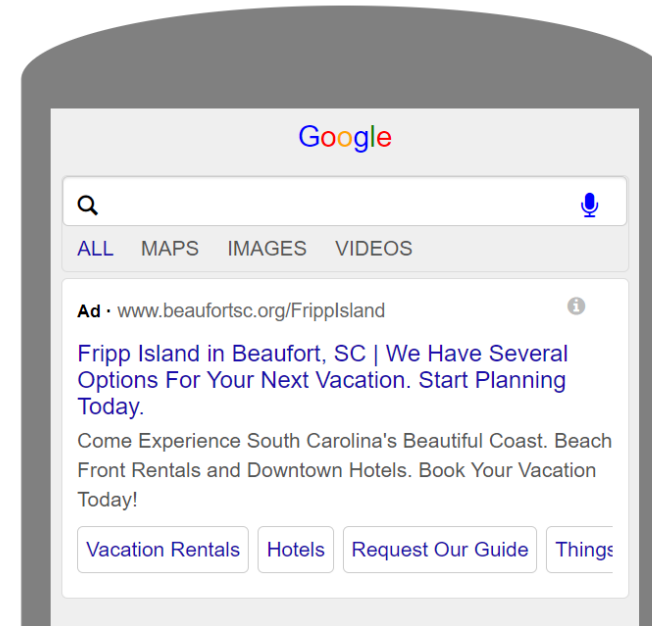
Phase Four – March forward

Creative Campaign Metrics – Phase Four Optimization

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- “Always testing” philosophy helps you catch trends early and double down on what’s working by shifting budget

Search

- Keywords started trending for Fripp Island
- Organically, keywords related to beaches, Fripp Island, and vacation rentals trended higher informing paid strategy
- Adjusted ad copy and segments to focus on beach lodging

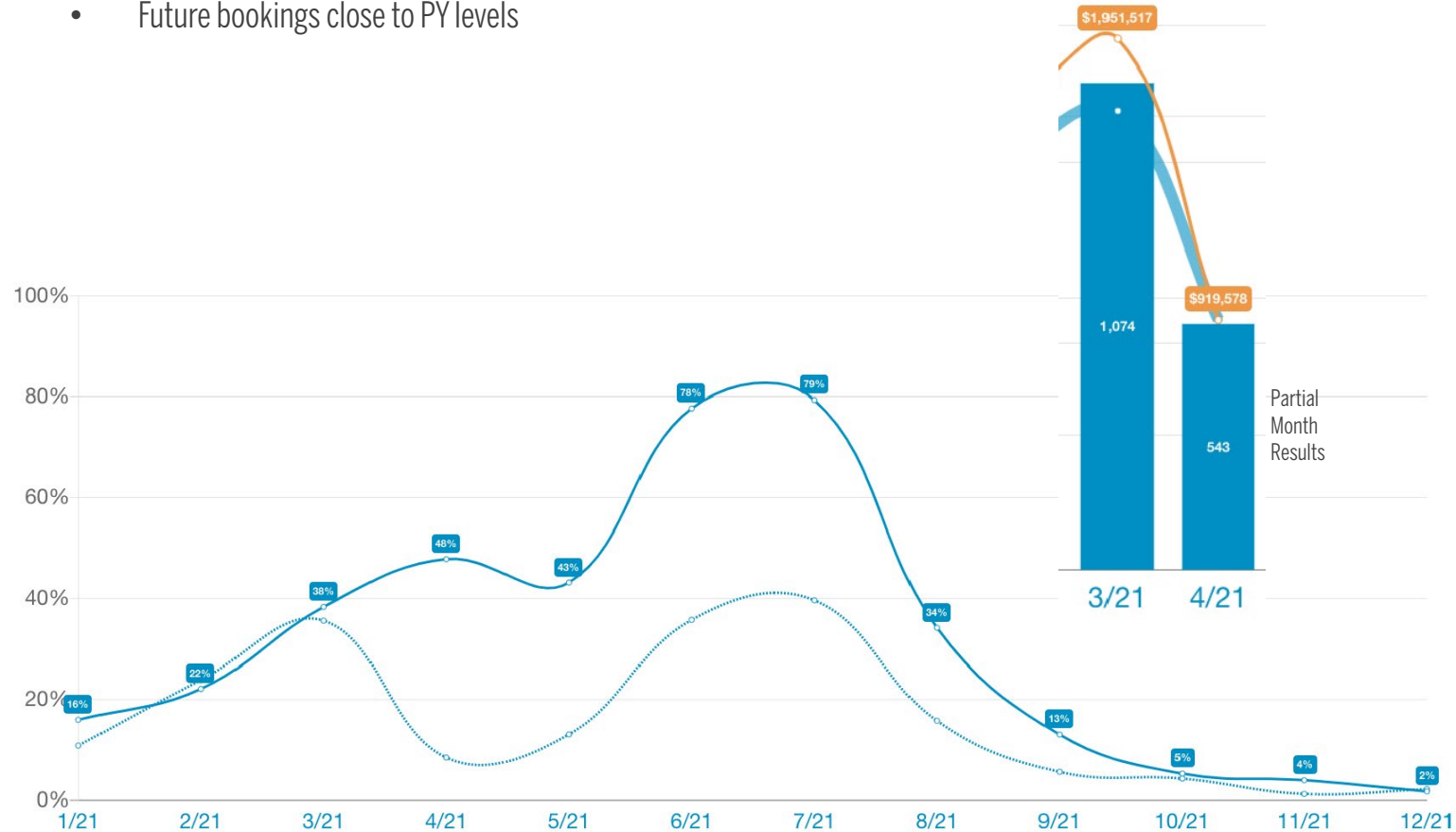


Phase Four – March forward

Market Conditions

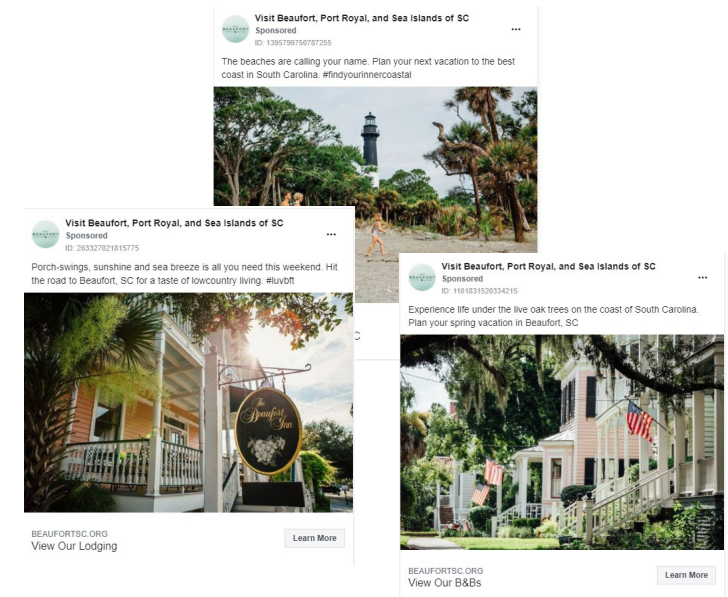
- Most attractions/venues open
- Occupancy staying strong YoY
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APO April 19, 2021 vs April 21, 2020



Marketing Strategy

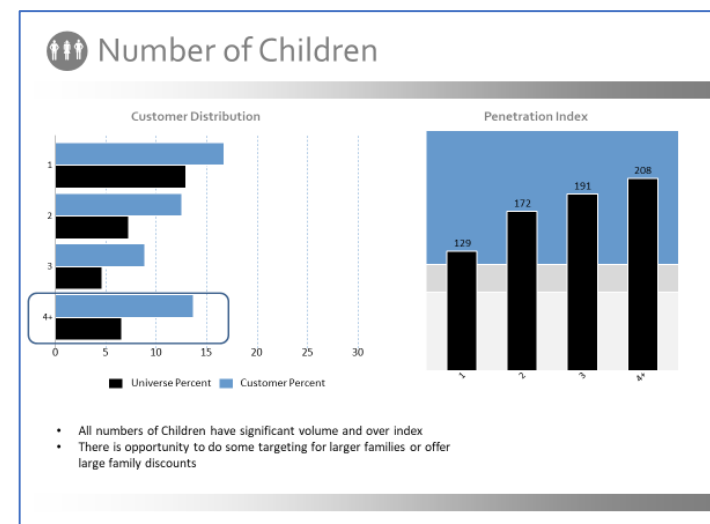
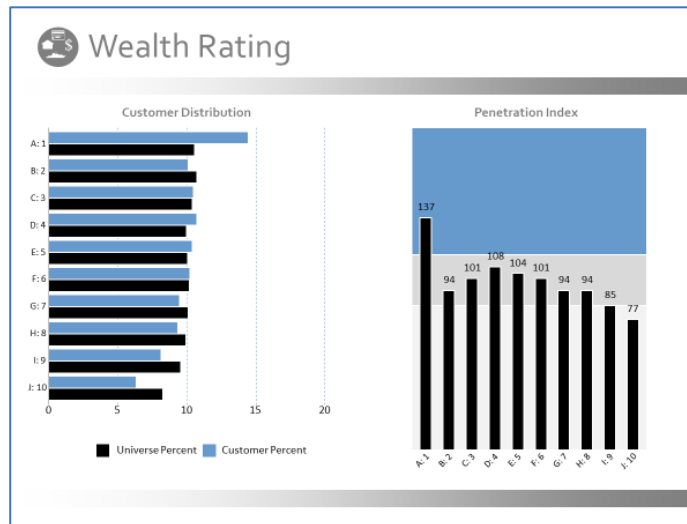
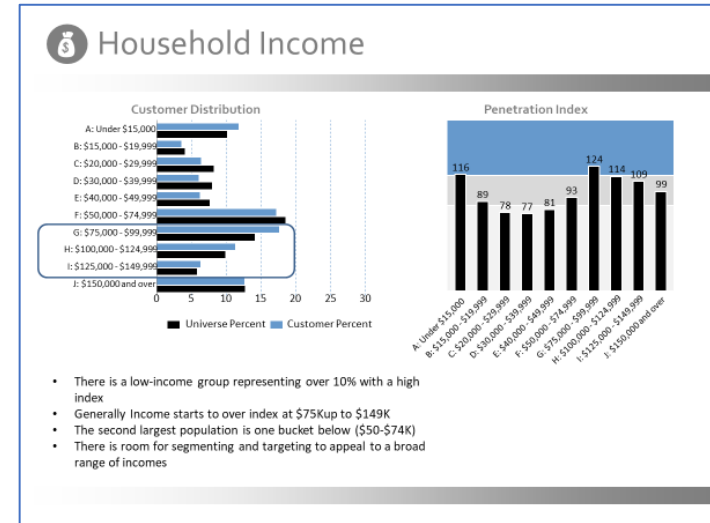
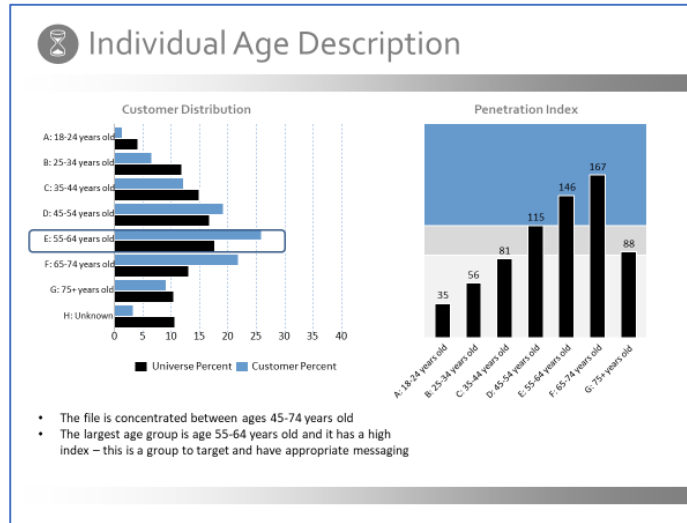
- Hyper-focused on leads and conversions
- Nearly all CTAs ask users to book, sign up, or request
- Target markets expanded – new markets revealed through GA/location data
- More reliance on paid search coupled with social/display to reach users starting to plan and close them quickly.
- “Front porch” ads drove more conversions than nature/beach photos

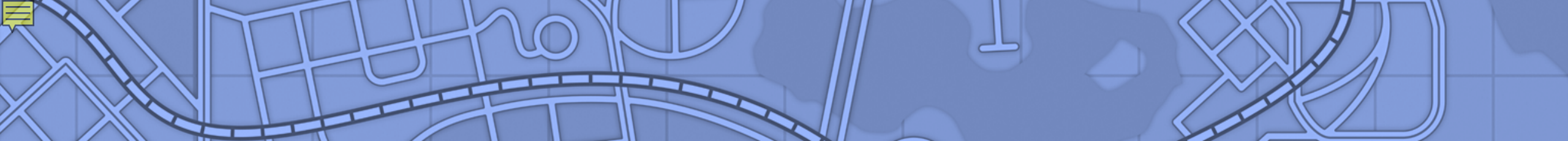


Additional Data Inputs

Owned Data Sources

- Newsletter lists
- Visitor Guide form fills by date





Your Questions

Contact Us



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