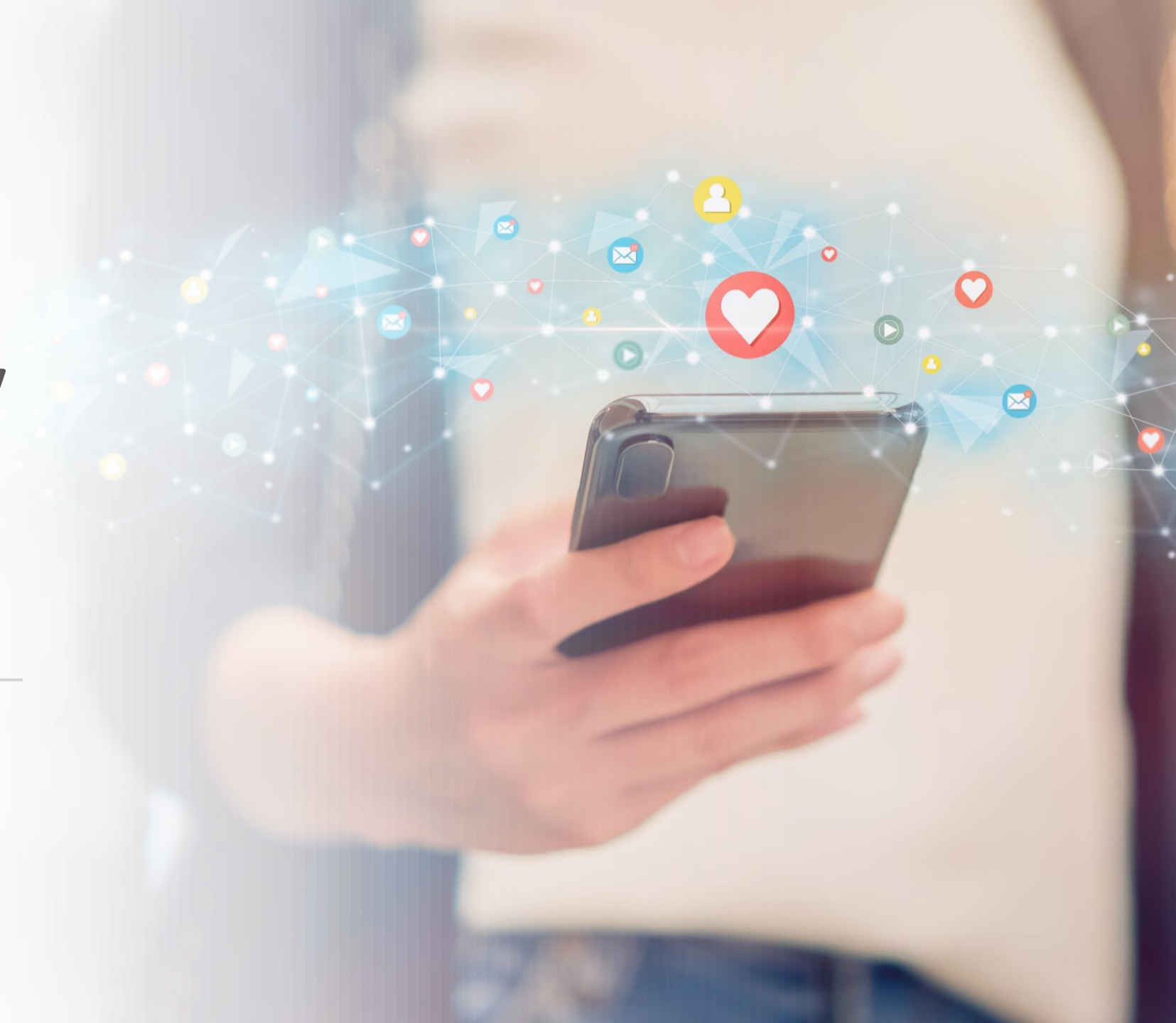# Better Strategy Starts with Better Data

How to become a data driven tourism organization.

Will Crockett
Account Executive

Joseph Dabbs
SR. Director

4 Key Takeaways from this session:

1. Importance of multiple data sets

2. Deep understanding of your most valuable data sets

3. Building credibility with stakeholders (when you know what the metrics mean, you can explain it properly to them)

4. Metrics that matter for different digital tactics

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| DREAM	PLAN	BOOK	SHARE
Discovering Destinations	**Exploring Possibilities**	**Choose and Purchase**	**Experience and Relive**
Building Wanderlust	Mapping out the Visit	Finalizing the Itinerary	"Honeymoon Phase"
Gathering trip inspiration	*Destination-specific logistics*	*Amenity selection*	*Telling their unique story*

Data Inputs

Data Sources

- Internal Data (Owned Sources)
  - Newsletter lists
  - Visitor Guide form fills by date
  - Booking history/CRM
  - Website metrics – Google Analytics
- Campaign Delivery Metrics
  - Facebook
  - Instagram
  - SnapChat
  - LinkedIn
  - CTV
  - Paid Search
  - Digital Display
  - Email engagement
- Attribution & Visitation Platforms
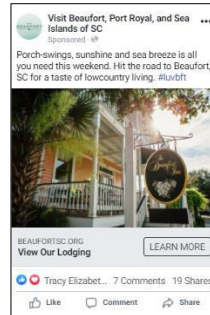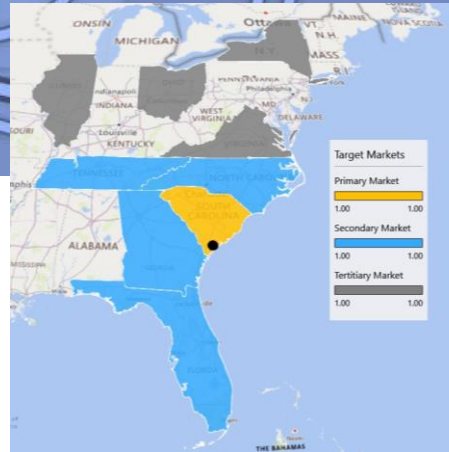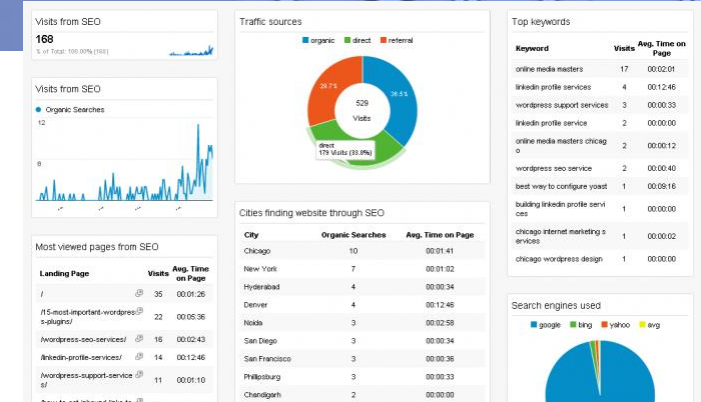
Insights to Uncover

- Identify and understand where visitors are coming from
- Understand interests of prospects - (market, city, DMO, attractions)
- Understand time to first visit as well as length of stay when in-market (booking data)
- Marketing ROI (ROAS) by channel
- Identify and understand demographic data associated with prospects and visitors
- Understand performance by media channel
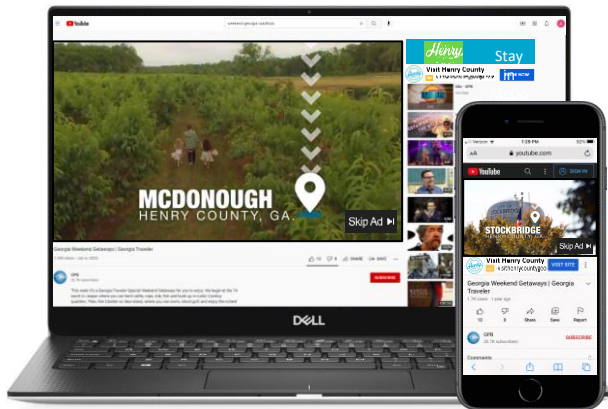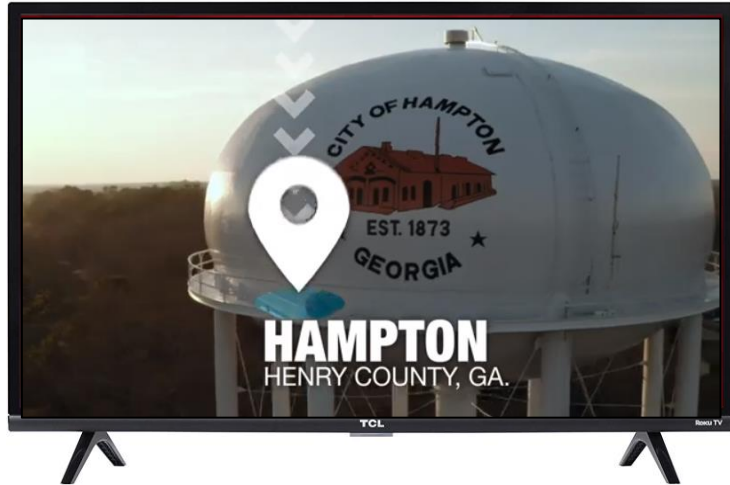
Case Study:

Visit Henry County, GA

Video Focused Strategy

- Visit Henry County, GA has a marketing goal of showcasing the unique story of each of their 4 cities.

- Their campaign includes a heavy focus on video distribution with CTV/OTT and YouTube.

- Each city video has a different target audience and set of target markets.

- We strategically adjusted our paid search campaign to utilize keywords showcased or talked about in each city's video.

Case Study:

Visit Henry County, GA

Destination Page	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
/explore-by-city/hampton/	332 (26.39%)	323 (27.80%)	381 (26.70%)	89.50%	1.13	00:00:21
/explore-by-city/stockbridge/	304 (24.17%)	287 (24.70%)	357 (25.02%)	85.15%	1.25	00:00:50
/explore-by-city/locust-grove/	262 (20.83%)	252 (21.69%)	296 (20.74%)	84.46%	1.19	00:00:23
/explore-by-city/mcdonough/	250 (19.87%)	234 (20.14%)	299 (20.95%)	84.95%	1.19	00:00:22

	Page	Pageviews	↓	Unique Pageviews	Avg. Time on Page
1.	/things_to_do/a-day-well-spent-in-stockbridge-georgia/	760 (94.18%)		722 (94.38%)	00:02:20
2.	/things-to-do/itineraries/	9 (1.12%)		9 (1.18%)	00:00:35
3.	/things_to_do/panola-mountain-state-park/	8 (0.99%)		7 (0.92%)	00:00:06
4.	/things_to_do/a-leisurely-day-in-locust-grove/	5 (0.62%)		4 (0.52%)	00:00:05
5.	/explore-by-city/	4 (0.50%)		2 (0.26%)	00:00:48
6.	/	3 (0.37%)		3 (0.39%)	00:00:24
7.	/things_to_do/	3 (0.37%)		3 (0.39%)	00:00:28
8.	/things_to_do/exploring-henry-county-on-a-budget/	3 (0.37%)		3 (0.39%)	00:00:28
9.	/things_to_do/seven-henry-county-adventures-you-can-fit-into-a-long-weekend/	3 (0.37%)		3 (0.39%)	00:00:15
10.	/stay/	2 (0.25%)		2 (0.26%)	00:00:14

Metrics we watch and Optimize for:

- Initially, the video focused campaign KPI was completed video view percent and organic lift, but there are better metrics for video campaigns!

- We made the objective for platform optimizations to be clicks instead of completed views so that we could better see how these targeted users were engaging with the site.

- Our session duration was not very high, so we created a more robust piece of content to send users to.

  - *Focus on :*

    - *time on page*

    - *page depth*

    - *assisted conversions*

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Case Study:
Company Distilling, Townsend, TN

Brand Partnership Focused Strategy

- Utilizing our owned brand, It's A Southern Thing, we partnered with Company Distilling to raise awareness of them as a new whiskey brand and future travel destination to a new and unique audience

- We also developed a strategy to increase their e-newsletter signups, social follows and audience engagement

Case Study:
Company Distilling, Townsend, TN

Unique East Tennessee distillery is all about good company

Ashley Locke   February 04 | 2022

Company Distilling is opening a new distillery is the scenic mountain town of Townsend, Tenn. The unique distillery is slated to open in May.   Company Distilling

This story was sponsored by Company Distilling.

Jeff Arnett, former Master Distiller at Jack Daniels, loved his job at the distillery — so even though he realized he was ready to move on from Jack Daniels, he wasn't ready to move on from whiskey. "As I thought about what I wanted to do in this last chapter of my life, I wanted to build a brand from scratch — a generational company," he said. "And I wanted to further the reputation of Tennessee when it comes to spirits."

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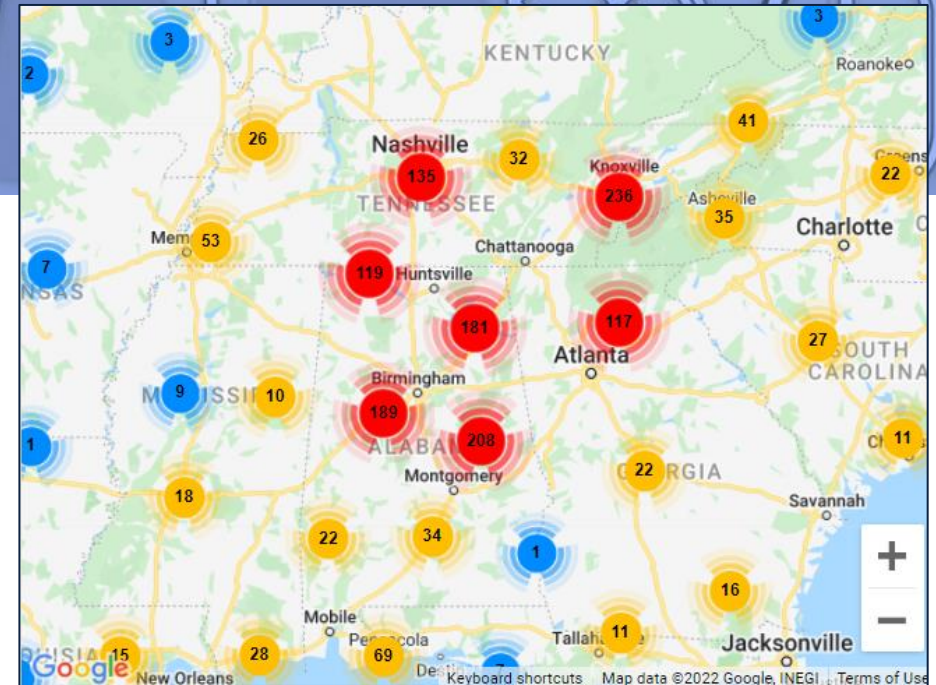
Metrics we watch:

- Before we start, is it a good brand-partner fit?
- Reach
- Contest entries
- E-newsletter leads generated
- Social post engagement
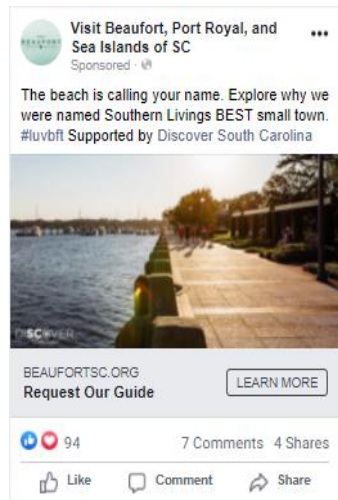- Article pageviews
- FB/IG Follows
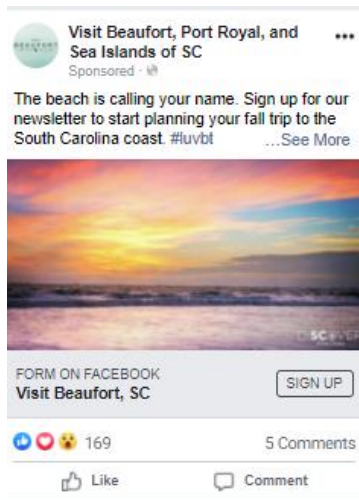
Acting on the Data - Case Study:

Beaufort, SC
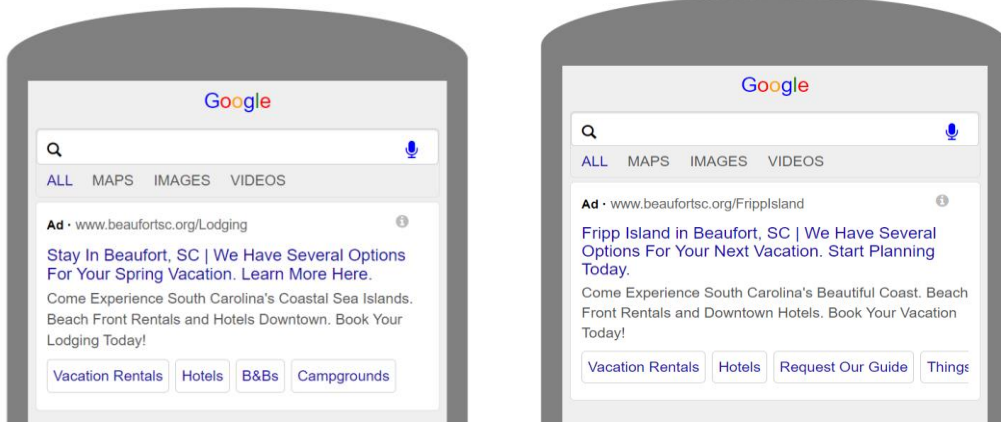
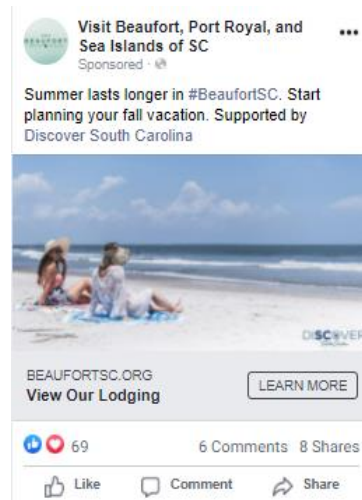# Conversion Focused Strategy

- The Visit Beaufort, Port Royal, and Sea Island marketing strategy focuses on driving 3 main conversions:
  - Outbound Lodging Partner Referrals
  - Book Now widget usage
  - VG/Newsletter form fills
- The reason this is the focus of the campaign is because building their own data base and showcasing referrals to lodging partners is most important to their board.
- Our marketing approach is hyper focused on users who are researching area vacations, as well utilizing their database
  - We layer that with a heavy retargeting approach across all campaign tactics

Database Lookalike Audience   Site RMSG

Case Study:

Beaufort, SC
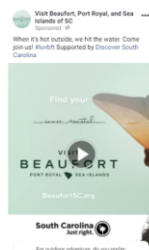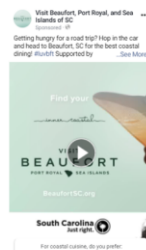
Metrics we watch and Optimize for:

- Interest by market
- Markets or audiences with highest conversion rates at lowest cost
- Deploying creative based on user interest and engagement across platforms.
  - Example: Poll Ads on FB
  - Example: Hunting Island keywords
- Layering in a conversion value model
- Competition in the marketplace from rising CPCs
- Emerging markets from paid search

Case Study:

Discovery Park of America

Ticket Sales Focused Strategy

- Discovery Park of America, a children's museum in Union City, Tennessee, has run a multi-tactic campaign with us for years to increase their ticket sales and attendance in both their target and growth markets.

- Tactics include display, paid social re-messaging, paid search, Spotify ads and more.

Case Study:

Discovery Park of America

Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
4.36 Avg for View: 4.63 (-5.84%)	**00:01:43** Avg for View: 00:01:50 (-6.03%)	**74.77%** Avg for View: 74.81% (-0.05%)	**25,589** % of Total: 9.37% (272,976)
4.39	00:01:44	76.06%	24,232 (94.70%)
4.37	00:02:24	88.85%	287 (1.12%)
3.15	00:01:16	44.97%	67 (0.26%)
4.66	00:02:22	90.38%	141 (0.55%)
4.05	00:01:19	58.72%	64 (0.25%)
5.48	00:02:33	69.81%	74 (0.29%)
2.28	00:00:08	11.27%	8 (0.03%)
2.75	00:01:03	25.33%	19 (0.07%)
2.47	00:00:21	25.00%	16 (0.06%)
4.30	00:02:18	65.08%	41 (0.16%)

*An example of data we saw in the Atlanta DMA

Metrics we watch and Optimize for:

- Site clicks, Click-Thru Rate

- Time spent on site

- Goal completions on site (Ticket Info Pageview, Hours & Location Pageview)

- Users by metro area/DMA

- **Finally, a double check of ticket purchase zip-code info from DPA team**

- **What we found? While every metric we used to determine "high-quality site traffic" pointed toward Atlanta being a top market, their ticket sales said the opposite.**

Conclusions:

1. Engagement metrics are not vanity metrics
2. Know what data to look at based on your overall strategy and by product
3. What type of campaign are you running?
4. What is going to move the needle for your stakeholders?

Your Questions

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**Special thanks
to our partner:** HospitalityTN

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Account Executive

Joseph Dabbs
SR. Director

![Advance Travel & Tourism logo — destination marketers]

advancetravelandtourism.com

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Advance Travel & Tourism is a destination marketing team within Advance Local, one of the leading media and marketing companies in the United States. From local to regional, national or international, we reach travelers everywhere.

Advance Travel & Tourism works with travel partners across the US, with local account managers waiting to meet you in person (or on Zoom in today's environment). Our hands-on approach ensures we understand your needs and creates a solution that meets your goals and budget.