HOW WE COMBINE RESEARCH & ANALYTICS IN NEW WAYS
MEMPHIS TOURISM

WHEN DID MEMPHIS START A RESEARCH PROGRAM?

INFORMATION PROVIDED BY MEMPHIS TOURISM
One key component of the Memphis Tourism 20/20 strategic plan was to establish a best-in-class research program to inform all of our decisions.
ANALYZE THE TRENDS REACH OUR AUDIENCE QUANTIFY OUR IMPACT

WE NEEDED A ROBUST RESEARCH PROGRAM TO ACCOMPLISH THIS
OUR TOP 15 TOOLS

THE 15 MOST ESSENTIAL TOOLS WE USE AT MEMPHIS TOURISM
ANALYZE THE TRENDS

HOW WE LEARN ABOUT OUR POSITION IN THE TRAVEL INDUSTRY LANDSCAPE

INFORMATION PROVIDED BY MEMPHIS TOURISM
Memphis Tourism leverages Skift to gather research and insights about trends across the travel industry, giving us a broader view of the landscape. Skift insights about how travel brands are adapting to the rapid changes in the digital world have been especially important.

“Skift is the largest industry intelligence platform providing media, insights and marketing to key sectors of travel.”

“Skift deciphers and defines global travel trends.”
Our relationship with the U.S. Travel Association gives us access to their research and reports, which are specific to the challenges and opportunities that affect destination marketing organizations in the United States.

“U.S. Travel is the leading force that grows and sustains travel and protects the freedom to travel.

“We are focused on achieving our shared vision for the industry: Travel is understood as essential to the economy, American jobs, security, image and well-being of the United States and travelers.”
“STR is the source for premium global data benchmarking, analytics and marketplace insights. The data we provide is confidential, reliable, accurate and actionable.

“Our comprehensive solutions, analytics, and unrivalled marketplace insights are built to fuel our clients’ growth and help them make better business decisions.”

The **STR Destination Report** allows us to better understand how hotels are performing in our unique market by class and tract. We can also compare our citywide performance to the performance of our competitors.
CRIMSON HEXAGON

“Crimson Hexagon helps global brands better understand their consumers.

“With instant access to the world’s largest volume of unstructured text and images across social, online public, and enterprise-held data sources, Crimson Hexagon’s AI-powered consumer insights platform allows clients to analyze audiences, track brand perception and campaign performance, and even detect competitive and market trends.”
REACH OUR AUDIENCE

HOW WE DEFINE AND TARGET OUR AUDIENCE

INFORMATION PROVIDED BY MEMPHIS TOURISM
Memphis Tourism partnered with Buxton to create data-driven visitor personas. Based on cell-phone pings within defined geofenced areas in Memphis, Buxton created an index that defines the types of consumers who are most likely to visit Memphis. Buxton can also target ads at the device level.

“Customer analytics is the systematic examination of a company’s customer information to identify, attract and retain the most profitable customers.

“Data about our browsing and buying patterns are everywhere. From credit card transactions and online shopping carts, to customer loyalty programs and user-generated ratings/reviews, there is a staggering amount of data that can be used to describe our past buying behaviors, predict future ones, and prescribe new ways to influence future purchasing decisions.”
Experian is a credit agency that categorizes consumers according to their spending patterns, then provides insights into their lifestyle choices and demographics. Buxton used these Experian profiles to describe the high-indexing visitors to Memphis, giving us access to greater depths of understanding about our visitors.

“Experian Marketing Services’ Mosaic USA is a household-based consumer lifestyle segmentation that empowers marketers with the insights needed to anticipate the behavior, attitudes and preferences of their most profitable customers and reach them in the most effective channels with the best messages.”
Memphis Tourism has developed an holistic system for gathering insights about our website visitors. Our methodology has gathered over 25K responses from likely Memphis Visitors—and counting—and SurveyMonkey is one key tool that contributes to this research strategy, allowing us to gather more detailed information about our audience of likely Memphis visitors.

“Every day, 20 million questions are answered in our platform, whether it’s to get 10 employees’ opinions about a company barbecue or 10,000 consumers’ feedback about the next big product. That’s because we’ve built a platform that’s simple for a survey novice to use, but powerful enough for a pro. And we’re not stopping there. We’ve built a suite of products specifically designed to help you collect and understand data from your customers, your employees, or your target market.”
Memphis Tourism has also partnered with Qualtrics for some surveys because of their more advanced analysis platform, StatsIQ. StatsIQ allows us to perform regression analyses, descriptive analyses and relationship comparisons between categorical variables within seconds, exponentially increasing the speed with which we can deliver insights based on the survey responses we’ve gathered.

“Statistics aren’t just painful—they’re polarizing. Either you are a statistician, or you’re not. And let’s be real, most of us are not.

“Stats iQ changes that, forever. Stats iQ gives everyone from beginners to expert analysts the power to uncover meaning in data, identify hidden trends, and produce predictive models. No statistical training required.”

INFORMATION PROVIDED BY MEMPHIS TOURISM
Even though DMO researchers are often in the best position to create new knowledge about their destination given their deep understanding of the destination itself, it’s occasionally important to have outside experts verify the findings. Memphis Tourism routinely turns to Destination Analysts for assistance with broader survey panels, or for confirmation of our in-house analyses.

“Destination Analysts is a tourism research and marketing company based in San Francisco, California. We are a team of travel industry experts with extensive, hands-on experience working with some of the world’s greatest tourism brands and Destination Marketing Organizations.”
QUANTIFY OUR IMPACT
HOW WE ILLUSTRATE OUR VALUE TO OUR STAKEHOLDERS

INFORMATION PROVIDED BY MEMPHIS TOURISM
Simpleview is our CRM for our meetings and conventions sales team. However, our research team also routinely mines this CRM data to discover key trends about the meetings and conventions landscape in Memphis, including lost business patterns and how to target right-sized meetings and conventions. Simpleview also integrates with the DI Event Impact Calculator, which we leverage to estimate our economic impact.

“Simpleview’s CMS has the modules and features that DMOs need, right out of the box. The CMS & CRM integration allows your team to accomplish more in less time, making your partnerships more powerful, your customers more engaged, and your organization more efficient by preventing lost data and lost revenue.”
ARRIVALIST A3

Arrivalist latently tracks the location change of **over 30M devices** in the US.

Once a device arrives in the Memphis arrival zone, Arrivalist provides key insights to Memphis Tourism:

- Origin market
- Trip duration
- Places visited
- Memphis Tourism **digital media** viewed
- And more...

ARRIVALIST

We use the **Arrivalist A3 platform** to calculate the ROI of our website visitors every quarter. Using A3, along with other data sources, we can estimate the total trips to Memphis, total person-trips, total person-days, estimated direct spending and the estimated hotel room nights that were generated by our website.
Google Analytics not only provides key inputs into our ROI formula, it’s also a powerful analysis tool that allows us to gain more insights about the performance of our website—and how we could improve our content and SEO strategy.

“Analytics makes it easy to understand how your site and app users are engaging with your content, so you know what’s working and what’s not. See how people are interacting with your sites and apps and the role that different channels play by viewing robust reports and dashboards. You can even connect systems used to measure CRM, points of sale, and other touchpoints with your customers for a more complete view.”

INFORMATION PROVIDED BY MEMPHIS TOURISM
MEMPHIS TRAVEL

VisaVue® Travel uses the VisaVue® Travel cardholder count to help define and maximize the value and visitation potential of our key international and domestic origin markets.

VisaVue® Travel reports provide a broad view of international tourism spending, while protecting the integrity and privacy of cardholder data. “VisaVue® Travel data includes aggregate international cardholder spending on Visa debit, credit, commercial and prepaid cards.”
Memphis Tourism uses TrendKite to quantify the impact of Memphis media coverage around the world by leveraging their Boolean search capabilities. TrendKite allows us to gather data about our cumulative audience, aggregate digital ad value and social shares of news coverage about Memphis—and the TrendKite platform also lets us know when those readers visit our website after reading the story.

“TrendKite revolutionizes how the world’s biggest brands and media companies generate, amplify, and measure the impact of their earned media. Our advanced AI technology delivers audience insights, targeted outreach, and impact analysis in a way that legacy solutions can’t.”
Sprout Social reporting gives Memphis Tourism a straightforward way to track the basic KPIs of our owned social media channels, including the big three—Facebook, Instagram and Twitter—but we can also quantify our impact beyond those channels, on platforms like Pinterest and LinkedIn, where we are currently focused on delivering results through a few strategic initiatives.

“Access to robust social data has the power to impact your entire marketing strategy. From content planning to qualitative audience research, social data can be a dynamic source of actionable business insights.”
ANALYZE THE TRENDS
REACH OUR AUDIENCE
QUANTIFY OUR IMPACT

THESE ARE JUST A FEW TOOLS WE USE TO ACCOMPLISH OUR GOALS
QUESTIONS & OBSERVATIONS
DO YOU HAVE QUESTIONS OR OBSERVATIONS TO SHARE?

INFORMATION PROVIDED BY MEMPHIS TOURISM