



entrada insights



Changing Times for DMOs

DMOs used to be the primary source
of information



- 🔍 Things to do in boston|
- 🔍 things to do in boston
- 🔍 things to do in boston **ma**
- 🔍 things to do in boston **this weekend**
- 🔍 things to do in boston **with kids**

Top things to do in Boston



Freedom Trail
Route with historic sites & museums



Faneuil Hall Marketplace
Historic indoor-outdoor shopping



Boston Common
Venerable park with historic cred



Museum of Fine Arts, Boston
Impressionist art & Egyptian treasures

[☰ More things to do](#)

Now Google provides that

DMOs used to provide information on hotels



Now OTAs do that

DMOs used to field questions
from travelers



Quora



Now traveler communities do that for you

DMOs used to generate awareness



Now Instagram does that for you

And then there are the headlines

IDEAS

Too Many People Want to Travel

Massive crowds are causing environmental degradation, dangerous conditions, and the immiseration and pricing-out of locals.

JUN 4, 2019

The Atlantic

Outside

Lessons from Horseshoe Bend on How to Save Our Parks

Like many beautiful, accessible natural attractions, Arizona's Horseshoe Bend has become too popular for its own good. Is it too late to protect it from hordes of Instagram obsessives?



Q Search

Bloomberg Opinion

Business

Prepare for Another Summer of Overtourism

So what are DMOs to do?

DESTINATION
NEXT

Futures Study 2019

A Strategic Road Map for the Next Generation
of Global Destination Organizations

Destination Leaders Panel

More destination organizations are embracing their evolving role in sustainable destination management and equitable economic development. Destination organizations are defining their missions as community leaders, stewarding the convergence of tourism, community, urban and economic development for the benefit of residents.

Industry Disruptors Panel

Destination organizations are uniquely positioned to capture and synthesize key data for organizations outside the visitor economy. Developing destination data management and analytical capabilities creates high-value collaboration opportunities with other destination stakeholders in government, economic development, academic institutions, etc.



“We Make Fort Worth Better”
- Mitch Whitten

How?



Strategically - At the Organizational Level

- ▶ **Strategic planning** to focus on the whole destination.
- ▶ **Alignment** of tourism efforts with resident wishes and community development objectives.
- ▶ **Transparency and accountability** to proactively communicate tourism's successes and respond to challenges in performance or funding.
- ▶ Operational efficiency. Programs that deliver **measurable impact** for the destination.



Operationally - At the Program Level

- ▶ Clearer **alignment & measurement** between program activities and strategic outcomes.
- ▶ Greater **agility and responsiveness** in fast-moving programs.
- ▶ **Automation** of repetitive, low-value tasks.
- ▶ Better cross-team cooperation and **data sharing**.



If organizations can become the source of truth for their visitor economy, they have a prosperous future in the communities they serve.



Data can be a catalyst to transform today's DMO
to the DMO of the future



Data-centric DMO

- ▶ Greater **alignment** among DMO staff and between DMO and stakeholders.
- ▶ Improves **coordination** between departments.
- ▶ **Clarity** into which activities generate the highest **impact**.
- ▶ Provides new **insights** into your destination.



Data is already transforming adjacent industries

Data Literacy · Data Visualization · Data Tools

“With more people fluent in the generation, use, and application of data, teams are increasingly able to make **data informed decisions**. Participants in the program felt **empowered** to explore data on their own and use data tools to start **measuring their work, which increased their impact and scale.**”









Data Strategy + Data Warehouse + Data Science
For DMOs

ENTRADA INSIGHTS' SOLUTION



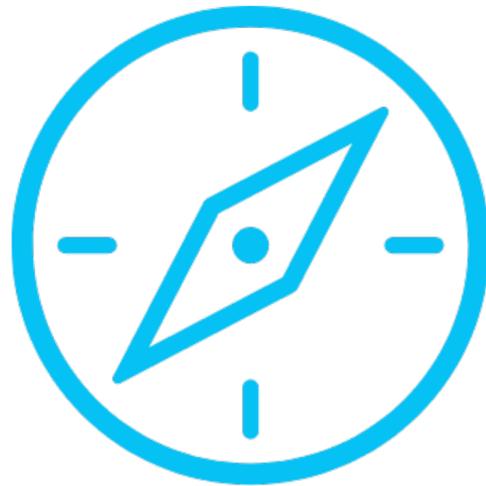
ENTRADA INSIGHTS' SOLUTION



DESTINATION INSIGHTS FRAMEWORK

- ▶ Data strategy framework developed exclusively for DMOs
- ▶ Customized KPIs & indices to measure your destination's performance

ENTRADA INSIGHTS' SOLUTION



**DESTINATION INSIGHTS
PLATFORM**

- ▶ Automated, secure, cloud-based data warehouse
- ▶ Data cleaned, validated and transformed
- ▶ Visualizations of your frequently-accessed metrics
- ▶ Integration with third-party tools & software

ENTRADA INSIGHTS' SOLUTION



OCCUPANCY



EVENTS



WEATHER

CAMPAIGN



WEBSITE



CONVERSION

SOCIAL



WEBSITE

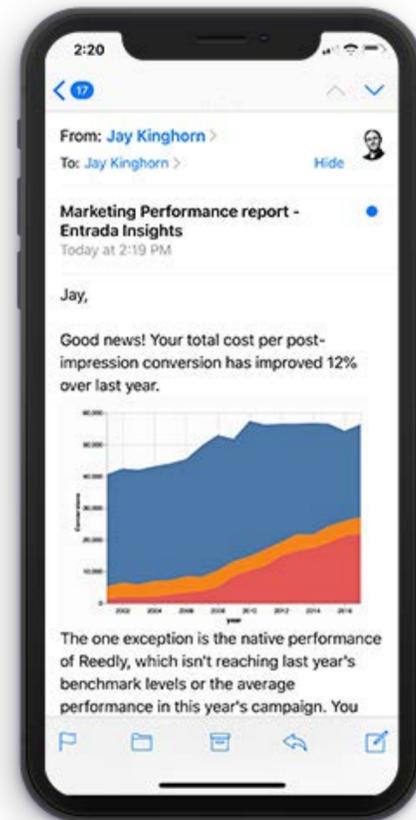
ENTRADA INSIGHTS' SOLUTION



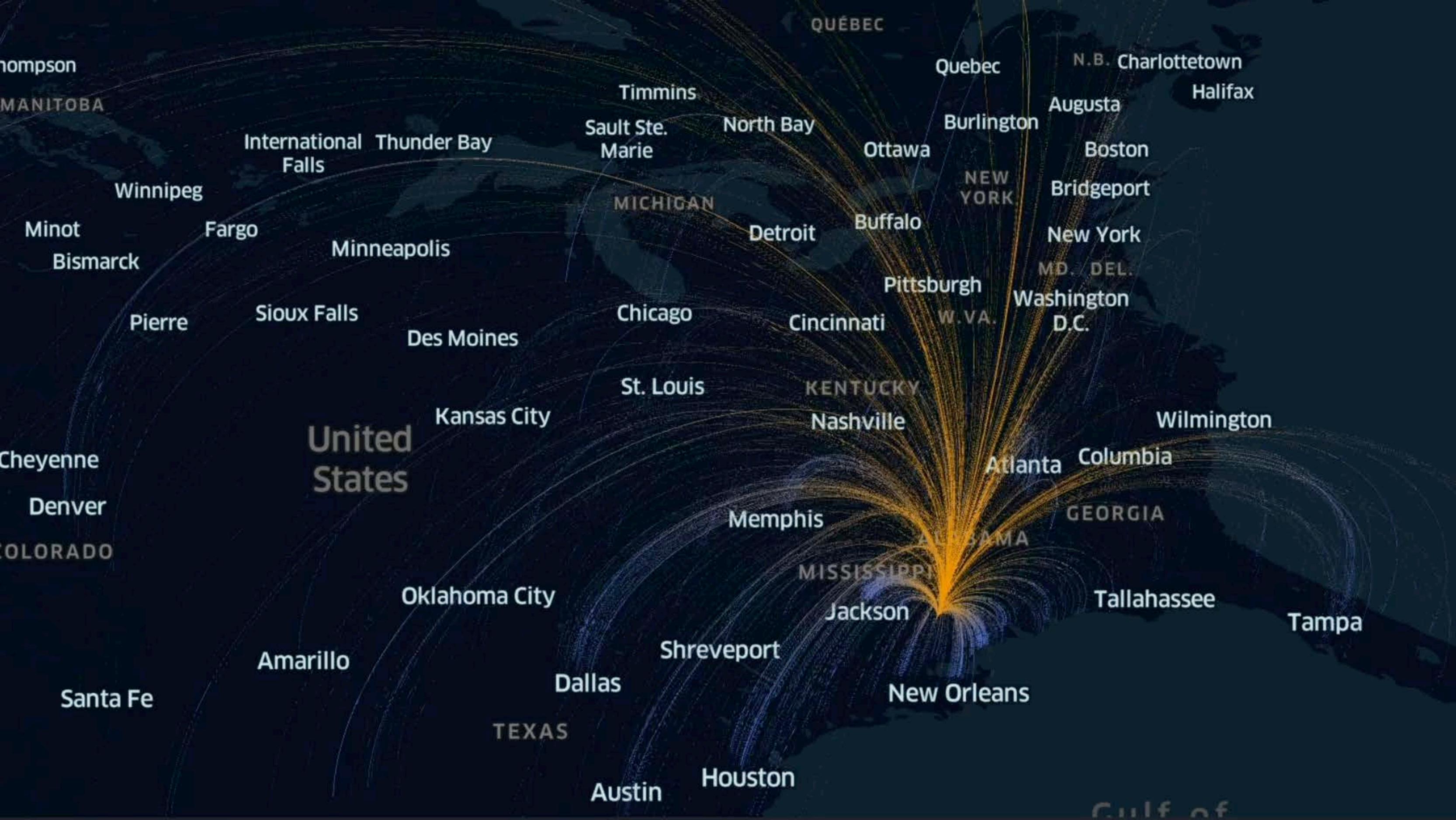
**DESTINATION INSIGHTS
ANALYSTS**

- ▶ Evaluates your data & provides actionable insights
- ▶ Assists with deeper analysis for quarterly/annual reports
- ▶ Extension of your research & marketing teams

ENTRADA INSIGHTS' SOLUTION



- ▶ Insights delivered to you & your agency
- ▶ Quick, action-oriented insights based on our analysis and custom benchmarks





This is just the beginning...

PERFORMANCE ALERTS



- ▶ Alerts based on changes in impressions, clicks or performance
- ▶ Routed via text or email based on severity

VISITOR SPEND INDEX

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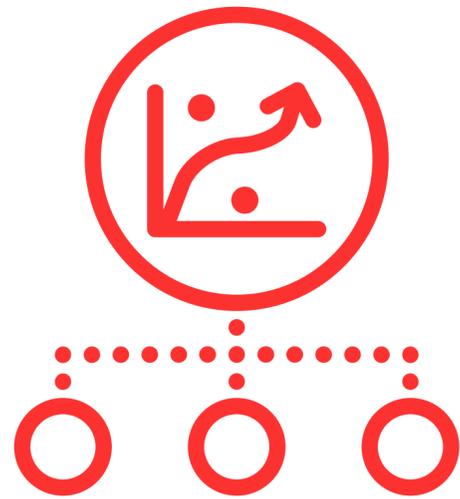
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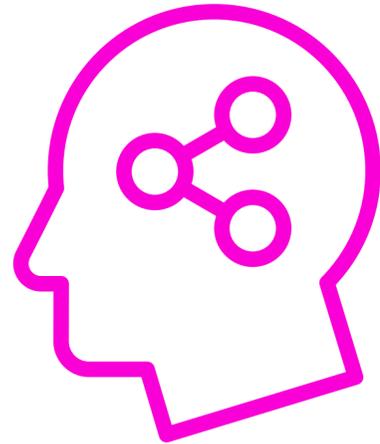


PREDICTIVE MODELING



- ▶ Forecast performance for campaign planning
- ▶ Use forecast to calculate impact of events or weather fluctuations

TRAINING AND SHARING



- ▶ Training and best practices to advance the industry
- ▶ Community of DMO data practitioners

Thank You



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