

RURAL ROUNDUP

2024

LAKE TAHOE

Power & Pitfalls
A Deep Dive Into All
Things Research





**JOSH
RUDELBACH**

Analyst
Visit Carson Valley



**KYLE
SHULZ**

Research Director
Nevada Dept. of Tourism & Cultural Affairs

“Information is the oil of the 21st century, and analytics is the combustion engine.”

Peter Sondergaard

Senior Vice President and Global Head
of Research at Gartner, Inc.



Image source: Career Foundry

Some Things To Note

01

There is no perfect data set or type of data

02

Each type of data has their own particular strengths and weaknesses

03

Knowing what these strengths and weaknesses are can lead to better decision making

04

This presentation only covers a brief look at a few types of data

Types Of Data That We'll Run Through



GEOLOCATION DATA



SURVEYS



CREDIT CARD
SPENDING



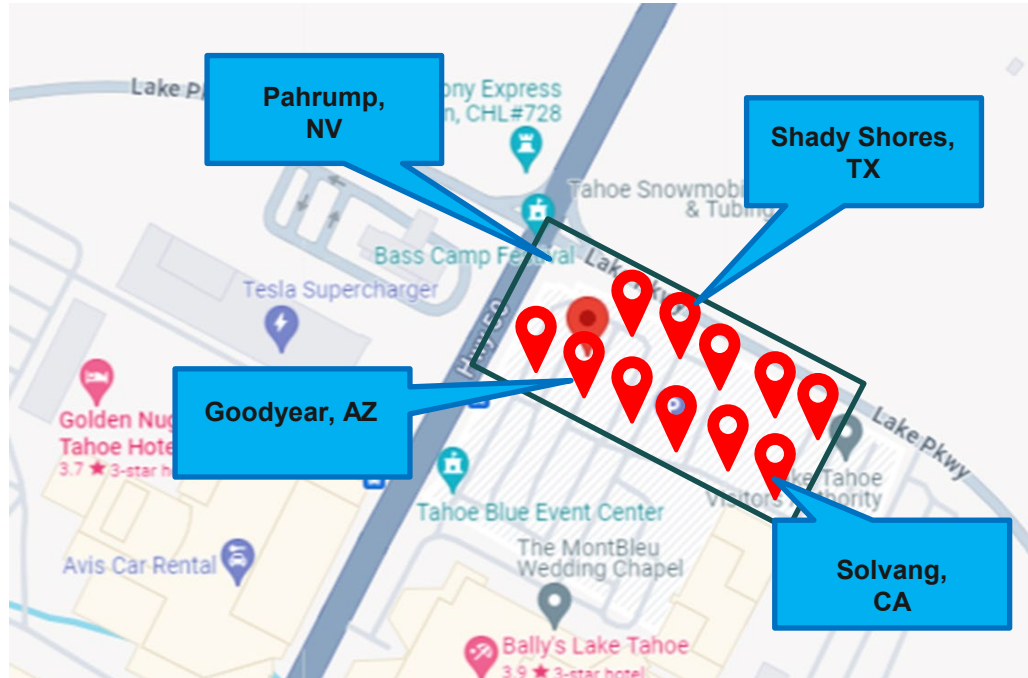
TAX DATA

GEOLOCATION



What Is Geolocation?

38.96318691370295, -119.93863808800857, 13:27:00 01/03/2024, 0000b0b34983cc8232f069cb8ca426c21185f58



Geolocation: What It Is Not

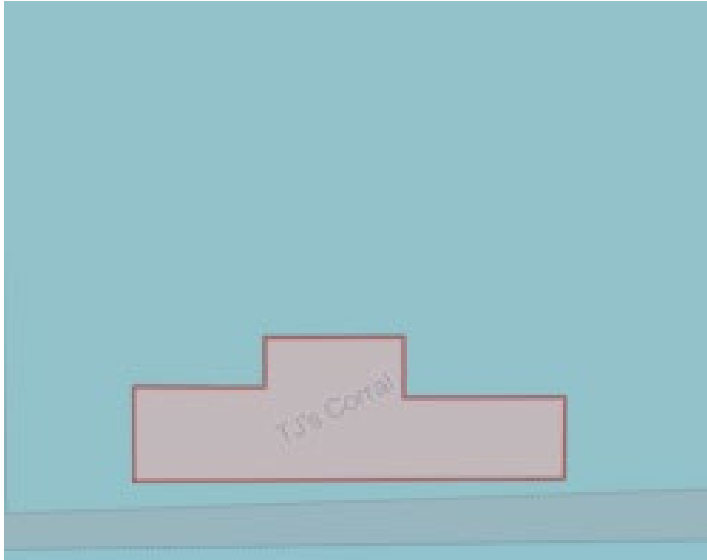
Traffic Counter

Lojack

All-Encompassing

Always On

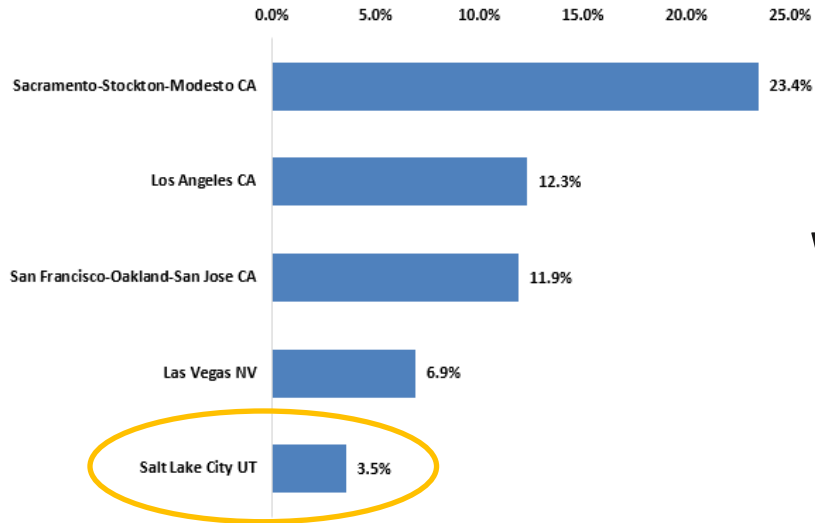
Geofencing: Know Your Boundaries



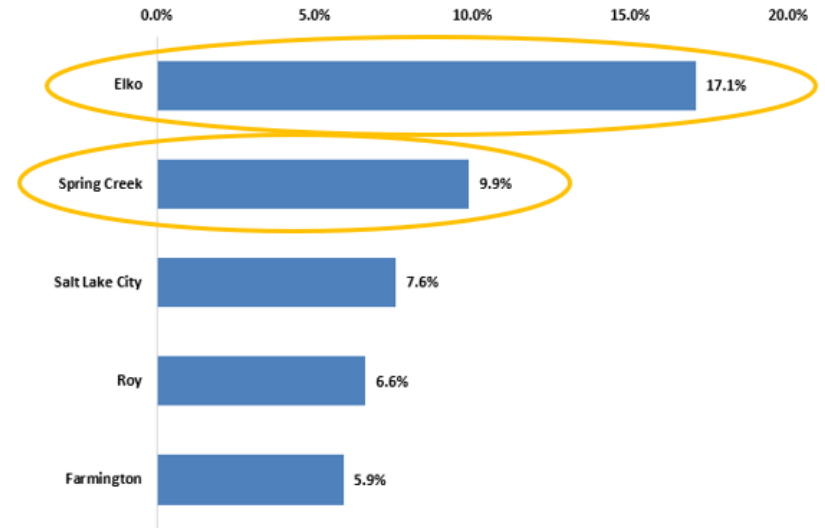
VS.



DMAs: A Lesson In Geography



VS.



Device Volume vs. Sample Size: Size Matters

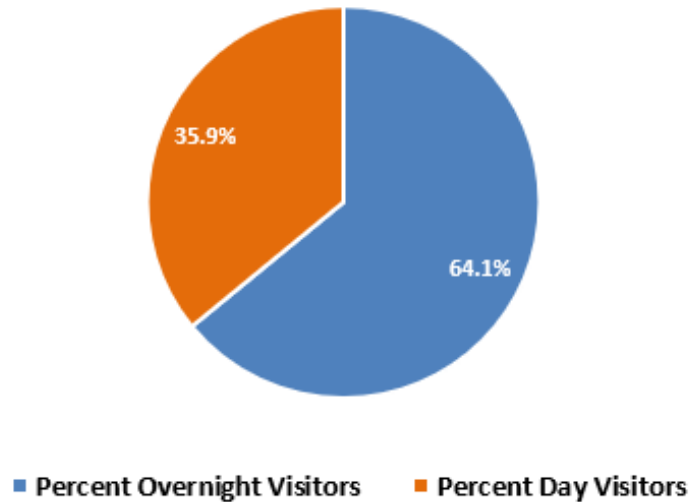
The number of visits to the selected point of interest is **1.61M** during this time period.
74.9% of visits were from Locals, and **25.1%** were from Travelers.

VS.

Total Device Count Sample Size

43

Overnight Visitors: Where Are They Staying?



Location - Visitor Share - Accommodations



Geolocation Do's and Don'ts



Use It

Educate About It

Be Curious



Overuse It

Assume Knowledge

Have Tunnel Vision

SURVEYS



Survey Data: Examples

Labor Force Statistics from the Current Population Survey

Series Id: LNS14000000
Seasonally Adjusted
Series title: (Seas) Unemployment Rate
Labor force status: Unemployment rate
Type of data: Percent or rate
Age: 16 years and over

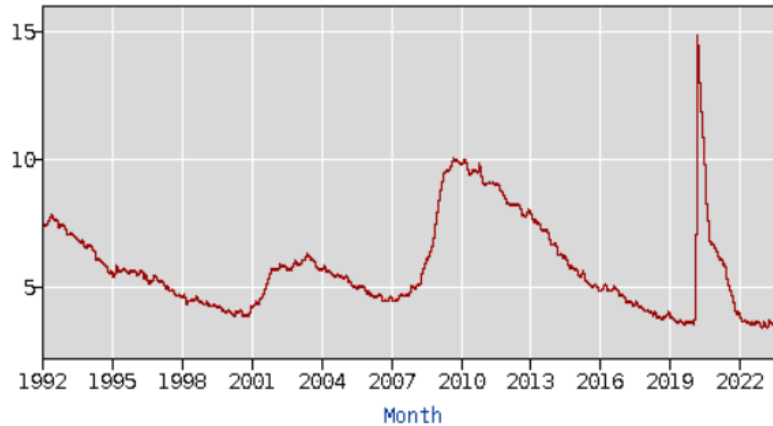


Image source: Bureau of Labor Statistics

Survey Data: Examples



Image source: YouGov

Survey Data: Data Collection

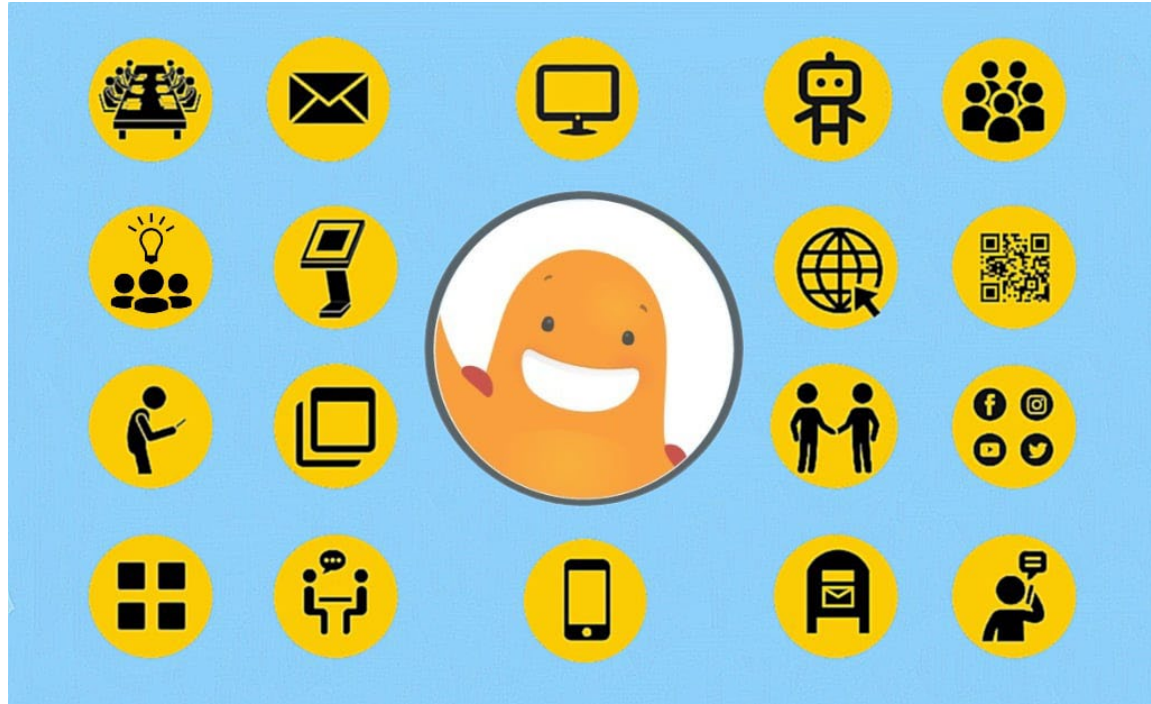


Image source: SurveyLegend

Survey Data: Representative Samples



Image source: VectorStock

Survey Data: Tailored Questions



ABILITY TO ASK EXACT
QUESTIONS THAT YOU
WANT



CAN HELP TO BETTER
UNDERSTAND
PSYCHOLOGY



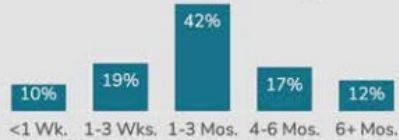
GEOLOCATION
REQUIRES
ASSUMPTIONS

Survey Data: Tailored Questions

Top Primary Purposes of Nevada Trip

- 1 Vacation – 27%
- 2 Visit friends and/or relatives – 19%
- 3 Entertainment – 13%
- 4 Gaming – 13%
- 5 Special event/festival – 5%

Advance Decision for Nevada Trip



Average Trip Length

3.7 nights on overnight trip

Average Party Size

2.7 persons in travel party

Top Travel Modes to Nevada



Average Nevada Trip Rating



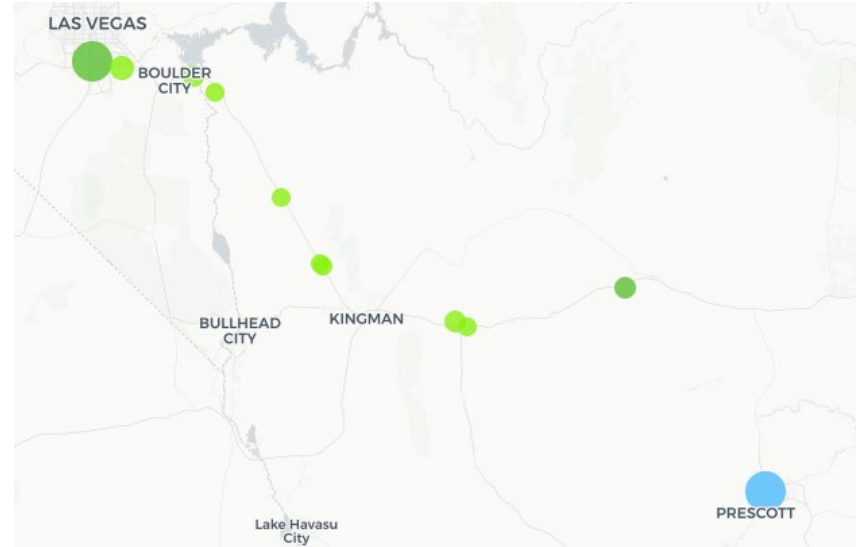
Average Likelihood to Return



Average Nevada Trip Spend

\$816 per overnight visitor

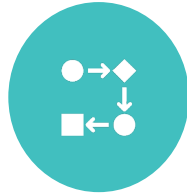
VS.



Survey Data: Question Design



Questions should be asked in neutral way



Avoid "leading" questions



Know exact phrasing of questions / how metric is calculated

Survey Data: Question Design

Wal-Mart Community Support Survey for Soledad, California

Your opinion is important to us. Please check all that apply.

- I think a Wal-Mart would be good for Soledad's economy.
- I'd shop at a Wal-Mart in Soledad.
- I know someone who would apply for a job.
- Yes, count me as a public supporter of Wal-Mart coming to Soledad.
- Other Comments _____

Name (please print) _____

Signature _____

Street Address _____

City _____ Zip _____

E-mail _____

Thank you! Please send this card back today!

Source: Naval Postgraduate School

Survey Data: Question Design

Letter Sent to Mayor Ortiz of Soledad

July 7, 2008
Honorable Mayor Richard Ortiz
City of Soledad
248 Main Street
Soledad, CA 93960

Dear Mayor Ortiz,

On behalf of Wal-Mart, I am writing to extend our entire team's enthusiasm and commitment to the City of Soledad. As you know, we are working diligently with CreekBridge and City staff, towards the goal of opening our store as soon as possible. Wal-Mart is looking forward to the possibility of opening a store in your community and would like to seek the opportunity to explore the possibility of partnering with the City and the business community to assist in the continued revitalization of the City of Soledad.

Our feeling that a Wal-Mart Supercenter is a good fit for your community has been bolstered by an overwhelming response to a recent, bi-lingual direct mail survey sent to 5,100 Soledad households to evaluate support for the proposed Wal-Mart Supercenter in Soledad. We have been thrilled to have had such enthusiastic responses from 1003 households. Of the responses received as of June 11, 2008, an amazing:

- 95.1% of respondents indicated that a Wal-Mart would be good for Soledad's economy.
- 94.9% said they would shop at a Wal-Mart in Soledad.
- 87.0% answered that they know someone who would apply for a job with Wal-Mart.
- 90.1% indicated affirmatively to the statement, "Yes, count me in as a public supporter for Wal-Mart."



Wal-Mart Survey Shows Residents Approve

Last Update: 7/08 12:23 pm



[Print Story](#) | [Email Story](#)

- [Wal-Mart Survey Comment Summary \(33.9KB\)](#)
- [Wal-Mart Survey Letter Response Cards \(621.8KB\)](#)

07/08/08

SOLEDAD, Calif. - A big box store is hoping to set up shop in Soledad and the company says the residents want them there. Wal-Mart says the results of a community survey show an overwhelming positive response for the proposed super center.

Bilingual surveys were recently sent to 51 hundred Soledad household asking what they thought if a Wal-Mart were to be built in their city.



95.1 percent said it would be good for Soledad's economy, nearly 95 percent said they would shop at a Wal-Mart, 87-percent know someone who would apply for a job with the company, and 90.1 percent said they would support a Wal-Mart.

Source: Naval Postgraduate School

Survey Data: Segmentation



Segmentation = breaking data down into various groups



Can determine differences among types of groups (age, income, etc.)



Can allow marketers to determine effectiveness of messaging by demographic group

Survey Data: Segmentation

In 2022, Black and Hispanic Americans were among the groups most likely to report betting on sports

% of U.S. adults who say they have personally bet money on sports in the last 12 months with friends or family, in person at a casino, racetrack, or betting kiosk, or online

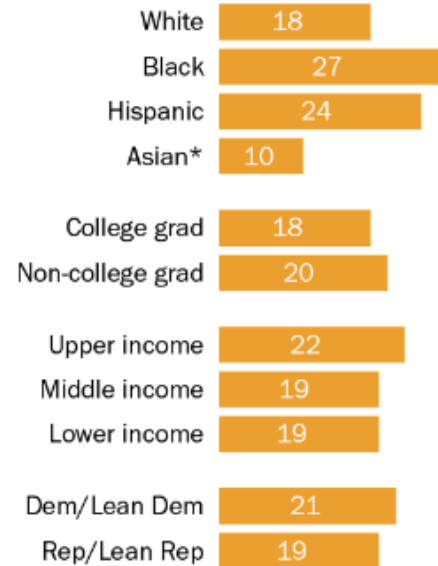
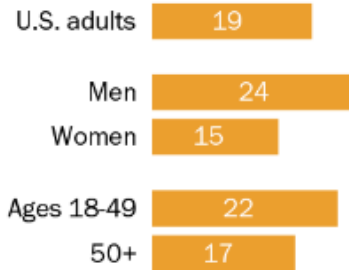


Image source: Pew Research Center

Survey Data: Comparability



If everything about survey remains consistent, survey results can be compared over time.



Sampling methods and the exact phrasing and answer choices should remain consistent.



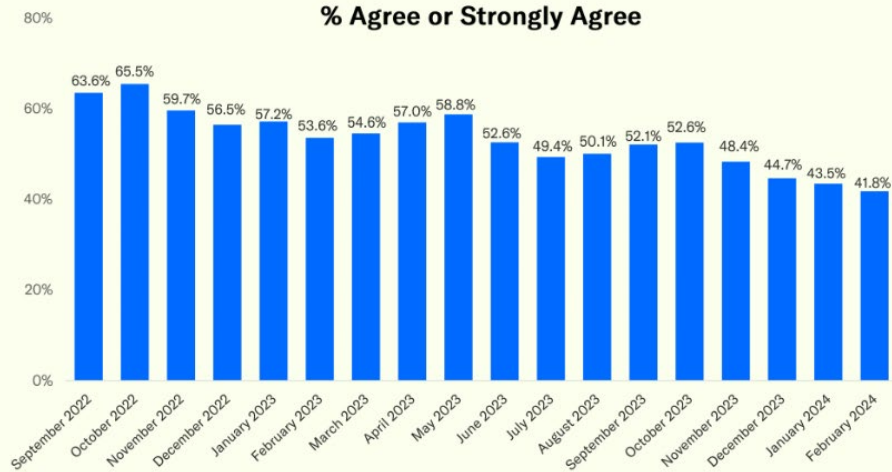
Can see if trends over time have moved in one direction or another.

Survey Data: Comparability

Expectations of an Economic Recession (Time Series)

Question:

I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.



Future Partners

(Base: All respondents, 4,000+ completed surveys each wave in 2022-2024.)

38



Survey Data: Sample Size



Always be aware of the sample size for survey or individual question



1,000+ = fairly robust

100 - 150 or below = be cautious*



Small sample sizes inhibit reliability, statistical significance, and ability to compare across demographic segments

*Depending on size of population

Survey Data: Sample Size

QUESTION	2022	2021	2020	2019	2018
1) What is the average non-gaming & gaming trip expenditure per overnight visitor?	\$591	\$473	\$500	\$675	\$812
2) What is the average non-gaming & gaming daily expenditure per overnight visitor?	\$182*	\$112*	\$140*	\$159*	\$190
3) What is the average travel party size?	3.5	2.9	3.2	2.9	2.6
4) What is the average length (nights) per overnight trip?	2.9	3.9	3.7	3.6	4.6
5) What percentage of visits were day trips?	34.1%	26.2%	43.4%	32.3%	28.9%
6) What is the average rating of trip to Nevada - scale of 1 to 5?	4.3	4.3	4.2	4.2	4.1
7) What is the likelihood of returning to Nevada within the next two years - scale of 1 to 5?	4.3	4.2	4.2	4.3	N/A
8) What is the breakdown of advanced planning to make the decision to take a trip to this destination?					
Same day	0.6%	6.3%	21.6%	6.6%	6.2%
2-6 days	20.8%	21.5%	25.2%	23.2%	23.7%
1-3 weeks	30.8%	35.8%	20.2%	24.3%	22.7%
1-3 months	32.4%	19.0%	17.8%	28.9%	26.8%
4-6 months	5.8%	11.6%	9.3%	11.4%	10.3%
More than 6 months	9.7%	5.7%	5.9%	5.5%	10.3%
Sample Size:	70**	85**	79**	164	97**



Tips for Survey Data



Survey should reflect the population of interest



Questions should be “neutral”, be aware of how metrics are calculated



Look at sample size



Look at segments of interest, trends over time if possible

CREDIT CARD
SPEND



Spending: Making Sense Of The Dollars

Understanding how visitors are spending their dollars in your destination is critical to understanding the impact of the visitor economy on your community.

SPENDING DATA PROVIDERS

**Visa Destination
Insights**

**Mastercard
Tourism Insights**

Affinity

Facteus

Are You Down With MCC?

- Merchant Category Codes are a **4-digit classification** that credit/debit card issuers use to **classify the type of business** where a purchase is made.
- The MCC is **selected by the business** when they activate merchant processing services.

Example:

Great Basin Brewing brews award-winning beers, crafts delicious cocktails, offers an extensive menu of tasty food, and bakes and sells its own bread.

So Which MCC Is It?

5812
Restaurant



5813
Brewery/Bar



5462
Bakery



Understand The Math

If your destination experienced an **average visitor spend of \$100** over **1800 observed transactions** last month, then **\$180k was spent** by visitors in your destination.

$$\text{\$100} \times 1800 = \text{\$180,000}$$

Your top market of San Francisco accounted for **20%** of those transactions, **equaling \$36k**.

$$20\% \times \text{\$180,000} = \text{\$36,000}$$

And **5%** of those transactions were observed within the **Lodging MCC**.

$$5\% \times \text{\$36,000} = \text{\$1,800}$$

Finally, you have **10 Lodging partners** in your destination. $\text{\$1,800} / 10$ Lodging partners = **\$180 spent at each accommodation**.

$$\text{\$1,800} \div 10 = \text{\$180}$$

How actionable is that data?

Spending Best Practices



TAX DATA



Tax Data Overview



Must be collected by statute



Currency which government departments and purse string holders (politicians) operate



A lot of resources can be devoted to collecting taxes (which can help with accuracy)

Tax Data Strengths



Have potential to be extremely accurate



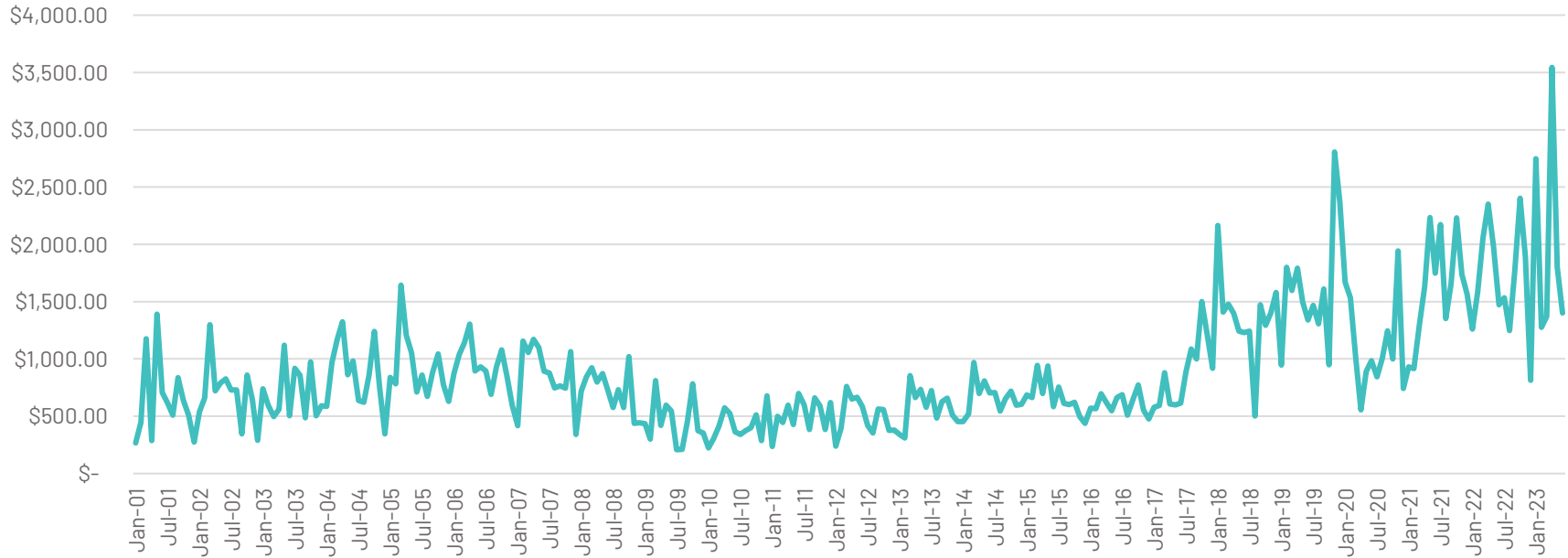
Have potential to be geographically granular



Usually collected at specific, predictable intervals

Tax Data Strengths

Room Tax Collections - Boulder City



Tax Data Weaknesses



Can be inaccurate if not executed properly and lead to false conclusions



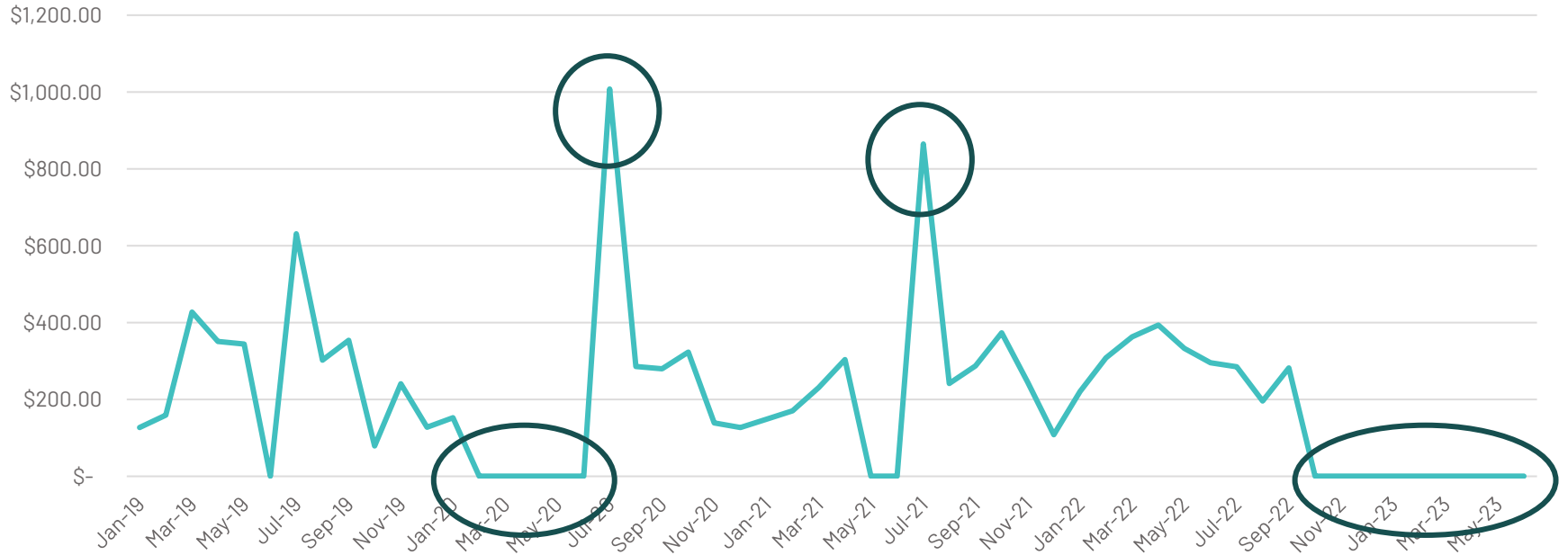
Control over data collection and lack of demographic segmentation



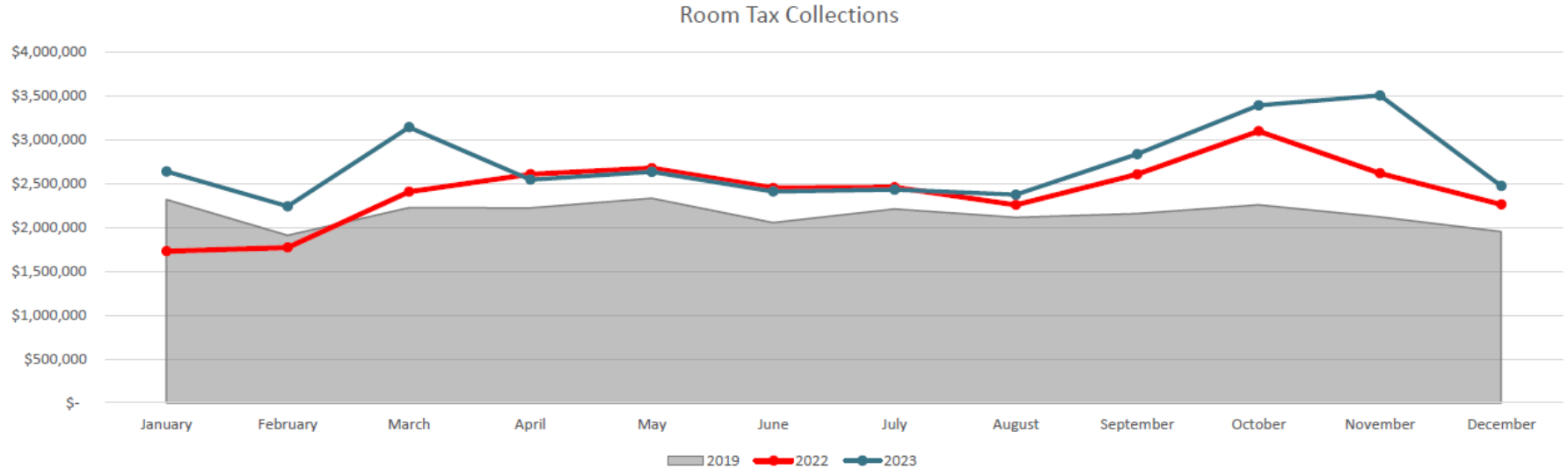
May not include individual components that make up tax

Tax Data Weaknesses

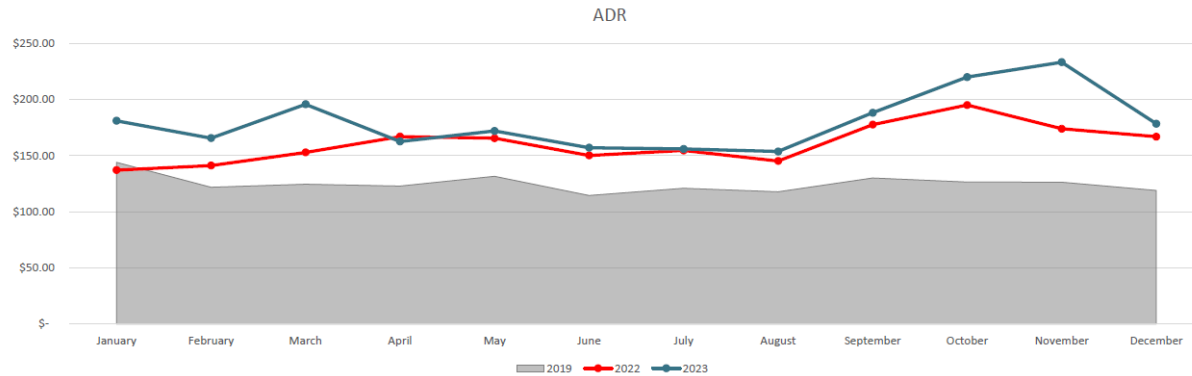
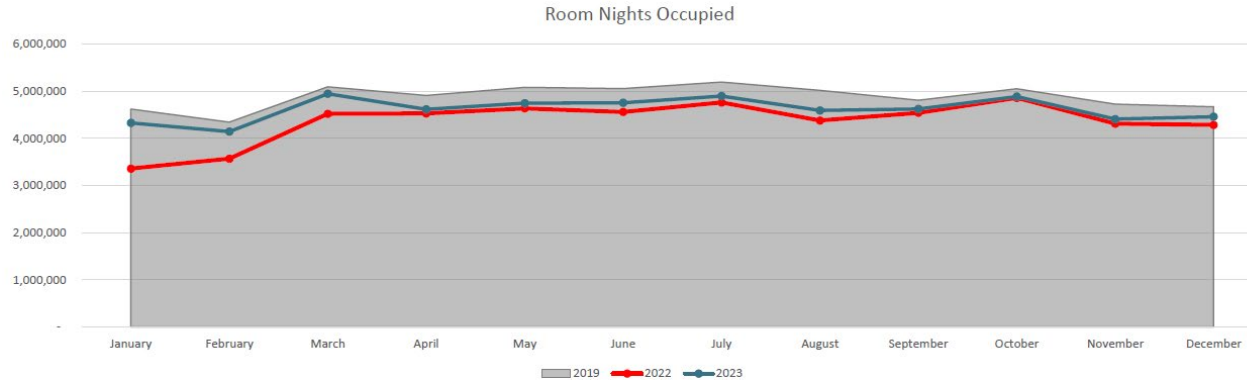
Room Tax Collections - Caliente



Tax Data Weaknesses



Tax Data Weaknesses



Tips For Tax Data



Try to look at tax data over time to spot anomalies



Ask provider of tax data how granular the data gets



Determine other data sources to complement tax data

CONCLUSION



Conclusion

No data source is perfect, know strengths and weaknesses

Know how data is collected and if it's representative

Be aware of sample sizes, use caution if too small

Know how metrics are calculated and math behind measurements

Conclusion

Data has a lot of nuance to it. Knowing nuance will lead to better interpretation of data

Most data that you will encounter will be an estimate of the population that you are measuring, even geolocation

Try to look at multiple types of data. This can help to hedge against weaknesses of any one set of data

Nobody's perfect

