

How to Use Data and Insights to Tell Your Story to Stakeholders



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COVID-19 Update as at 11.05.20 - As a result of the impact of COVID-19, including the ongoing border closure we are currently closed. If you have an advance booking or voucher our friendly team will be getting in touch with you in May to discuss and arrange a refund. The team will have a number of calls to make so we thank you for your patience at this time. If you have any immediate concerns please email info@nzwalks.com and we will get back to you as soon as we can.



A dense, chaotic pile of multi-colored LEGO bricks in various shapes and sizes, including 1x2, 1x3, 2x2, and 2x4 bricks. The colors include red, yellow, blue, white, green, orange, purple, and grey. The bricks are scattered across the entire frame, creating a textured, busy background.

**WHY DOES LOOKING AT
DATA SOMETIMES FEEL
LIKE STEPPING ON A LEGO?**



YOU MAY HAVE
THE DATA... BUT ARE
YOU USING IT TO TELL A
STORY?



sto·ry·tell·ing

the vivid description of ideas, beliefs, personal experiences, and life-lessons through stories or narratives that evoke powerful emotions and insights.



**STORYTELLING OFTEN
STARTS WITH A QUESTION
OR A GOAL**



COMMON QUESTIONS

- Where are visitors coming from?
- What are the spending?
- What are they doing?
- Are they staying at my hotels?
- How are trends evolving over time?
- How are they impacting my economy?
- Should I sponsor this event?



WHO IS ZARTICO?

An aerial photograph of a sandy beach meeting the ocean. Several large beach umbrellas in shades of blue, white, and pink are scattered across the sand. A group of people is gathered around a blue lounge chair in the center. Two people are kayaking in the turquoise water near the shore. The left side of the image is overlaid with a semi-transparent blue gradient.

OUR MISSION:
**PROVIDE
THE
CLEAREST
VIEW**

**OF THE
VISITOR
ECONOMY**

5 Foundations of a Contemporary Destination Organization

The Five Foundations of a Contemporary Destination Organization **measure** and aim to help destinations **understand** the **true impact** of the visitor economy beyond the antiquated marketing-focused KPI.



**Demand
Generation**



**Visitor
Distribution**



**Economic
Opportunity**



Accountability



Stability

ZARTICO'S LICENSED DATA SETS

Geolocation

**19 Trillion
Location
Observations:**
Largest
Commercially
Available

**Daily
Visibility**
Of Both
Visitors &
Residents

1.6 Billion
Global
Devices
in 180+
Countries

Historical
Data from
**January
1, 2021**

Spend Data

**90
Million**
Cards

10 Billion
Transactions
Annually

4 Brands
Credit
& Debit
Cards

Historical
Data from
**January
1, 2021**

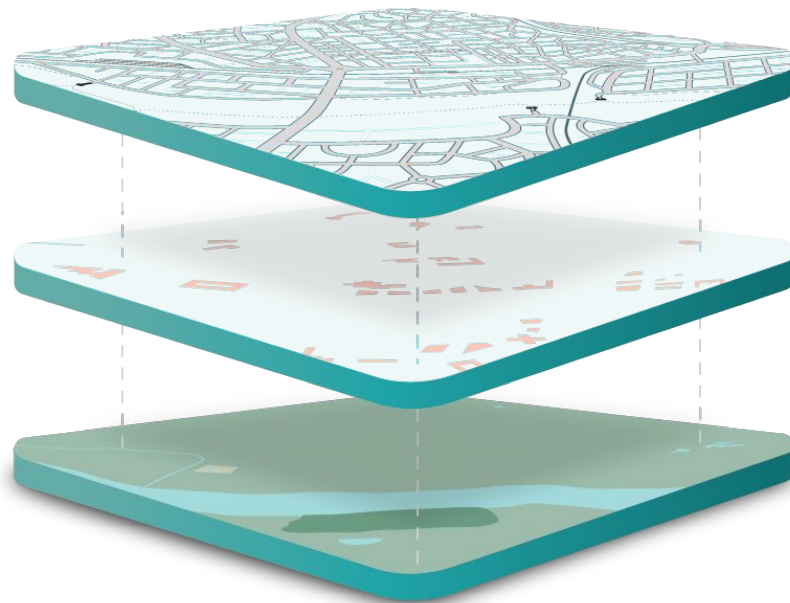
Event Data

**300+
Global
Event
Sources**

**40+
Million**
Events
Worldwide

12 Month
Look Into
the Future

Historical
Data from
**January
1, 2021**





INSIGHTS TO OUTCOMES



INSIGHT

The capacity to gain an accurate and deep intuitive understanding of a person or thing.

OUTCOME

The way a thing turns out.
A consequence.





TRANSFORMATION

starts with **INSIGHTS**,

drives **ACTION** &

achieves better **OUTCOMES.**

INSIGHT:

Visitors who attended the amateur baseball tournament went to 2.5 more places in town than non baseball attendees.



OUTCOME:

Obtained the support of the community to expand the tournament from 4 weeks to 6 weeks next year and with a greater number of teams.

VISIT **LAKE CHARLES**
LOUISIANA'S PLAYGROUND



VISITOR DISTRIBUTION
& ACCOUNTABILITY

INSIGHT:

Hotel Occupancy for both St. Patrick's Day and the Savannah Music Festival is the same at 90%, but festival attendees spend more, stay longer and move around the city to more places.



OUTCOME:

Visit Savannah is now able to justify reducing their investment in the St. Patrick's Day parade and invest more into new festivals and events.

VISIT
SAVANNAH
EST. 1733



INSIGHT:

Long Island discovered a brand new media market outside of the East Coast. Visitors spent more, stayed longer and moved all around the island.

IMAGE CREDIT: DISCOVER LONG ISLAND



OUTCOME:

Discover Long Island can now justify investing in new markets or discontinuing others by detailing each market's effect on their visitor economy.

DISCOVER
LONG ISLAND®
NEW YORK



INSIGHT:

Attendees to Carolina Country Music Festival were frequent repeat visitors to the destination at other times of the year. Highly valuable.



OUTCOME:

The city recognized the importance of the event and its highest value visitors. Enhanced the relationship with festival promoters for future years of festival growth.

VISIT
Myrtle Beach
SOUTH CAROLINA



FOUNDATIONS

STABILITY &
ECONOMIC
OPPORTUNITY

INSIGHT:

Shifting dollars to target Central California led to an increase in trash/compression at local parks.



OUTCOME:

Visit Lake Tahoe shifted budget away from this market and saw a correlating decrease in those issues.

Visit
lake
tahoe®



FOUNDATIONS
SUSTAINABILITY

INSIGHT:

Trail use is a significant driver of visitors to the Carson Valley. Almost 12% of all visitors from Nov 2021 – Dec 2022 were observed on a trail, up from 9% pre-Pandemic. Trail use contributes greatly to the economy of the Carson Valley.



OUTCOME:

The Douglas County Parks and Rec Department updated their county trails master plan as well as budget for the growing popularity of the trails (supporting them with infrastructure improvements).





- Connected to their community's vision, values, and identity
- Ambassadors, storytellers, and champions of their destinations
- Agile in their approaches, able to iterate quickly and pivot to greater opportunities
- Data-led to make better decisions faster
- Are curious, incisive and open minded to follow new opportunities
- Are rewriting the rulebook of how to manage and market destinations
- **Some are large, others are small, but Smart Destinations are always mighty**

**Cultivate Quality Visits
over Volume of Visitation**

QUALITY OF VISIT

A person wearing a yellow hard hat and a backpack is standing in a narrow, rocky canyon. They are holding a smartphone up to take a picture of the canyon walls. The canyon is formed by large, light-colored rock formations, and the ground is covered in small stones and pebbles. The lighting is warm, suggesting a sunset or sunrise, with a bright light source visible at the end of the canyon.

- Stays **longer** and spends **more**
- **Spreads out** through the community
- Goes to **key places** of impact
- **Respects** the community

90% of Nevada Visitors
are from Out-of-State



72% of Rural Nevada Visitors are from Out-of-State

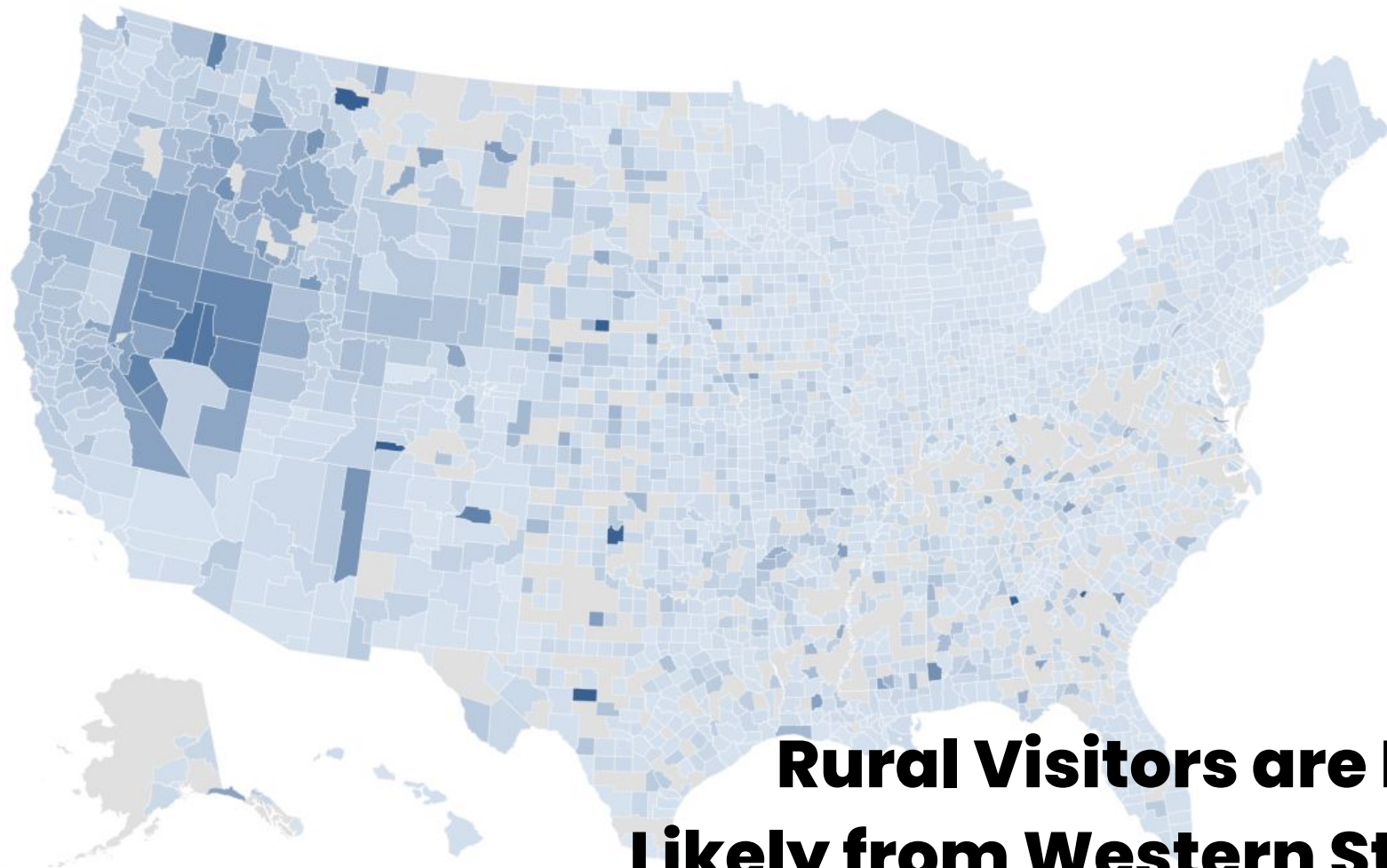
Douglas County – 83%

Elko County – 86%

Nye County – 58%

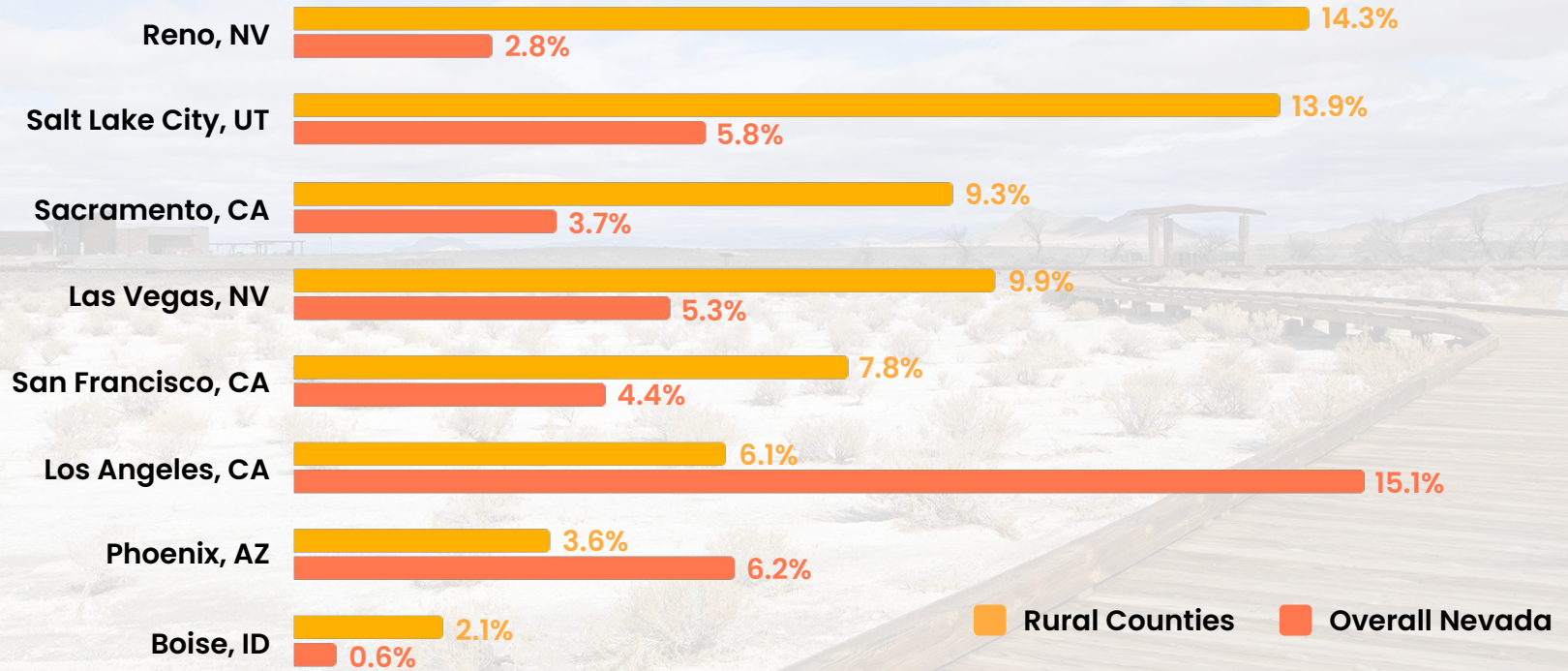
Mineral County – 60%

White Pine County – 75%

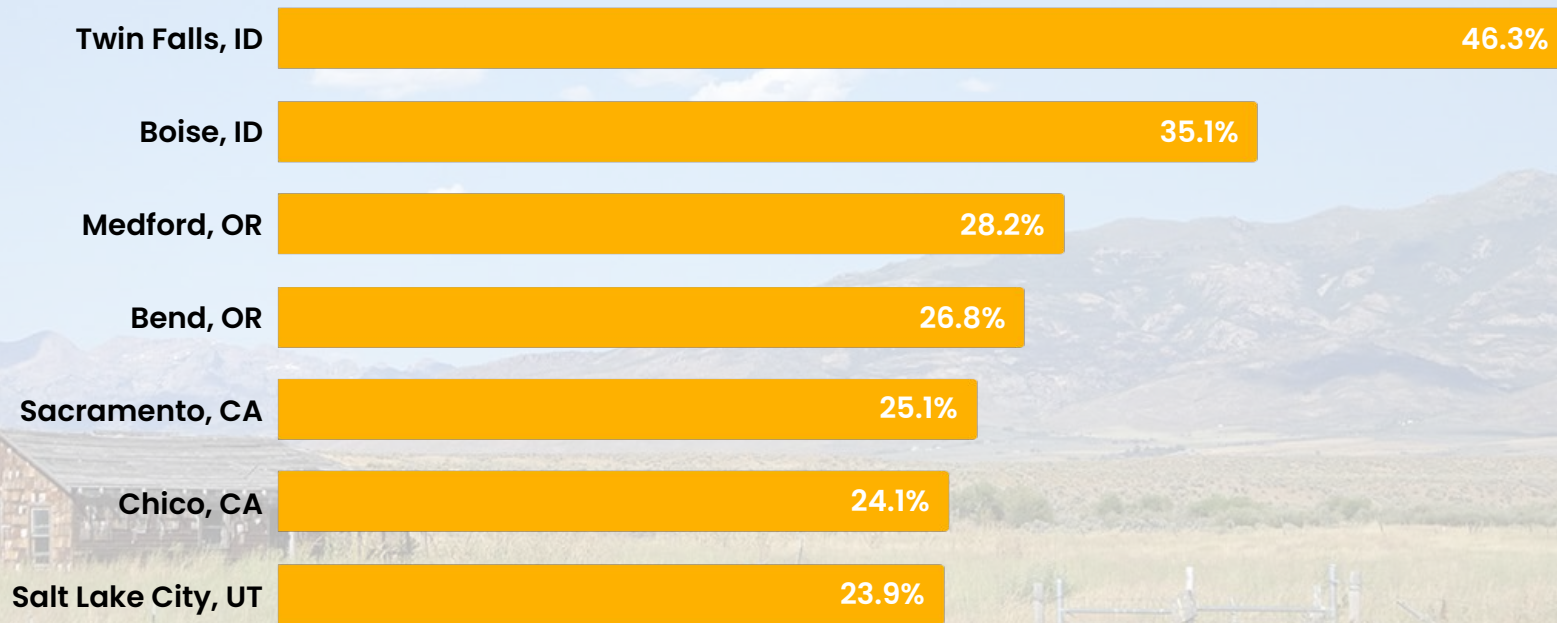


**Rural Visitors are Most
Likely from Western States**

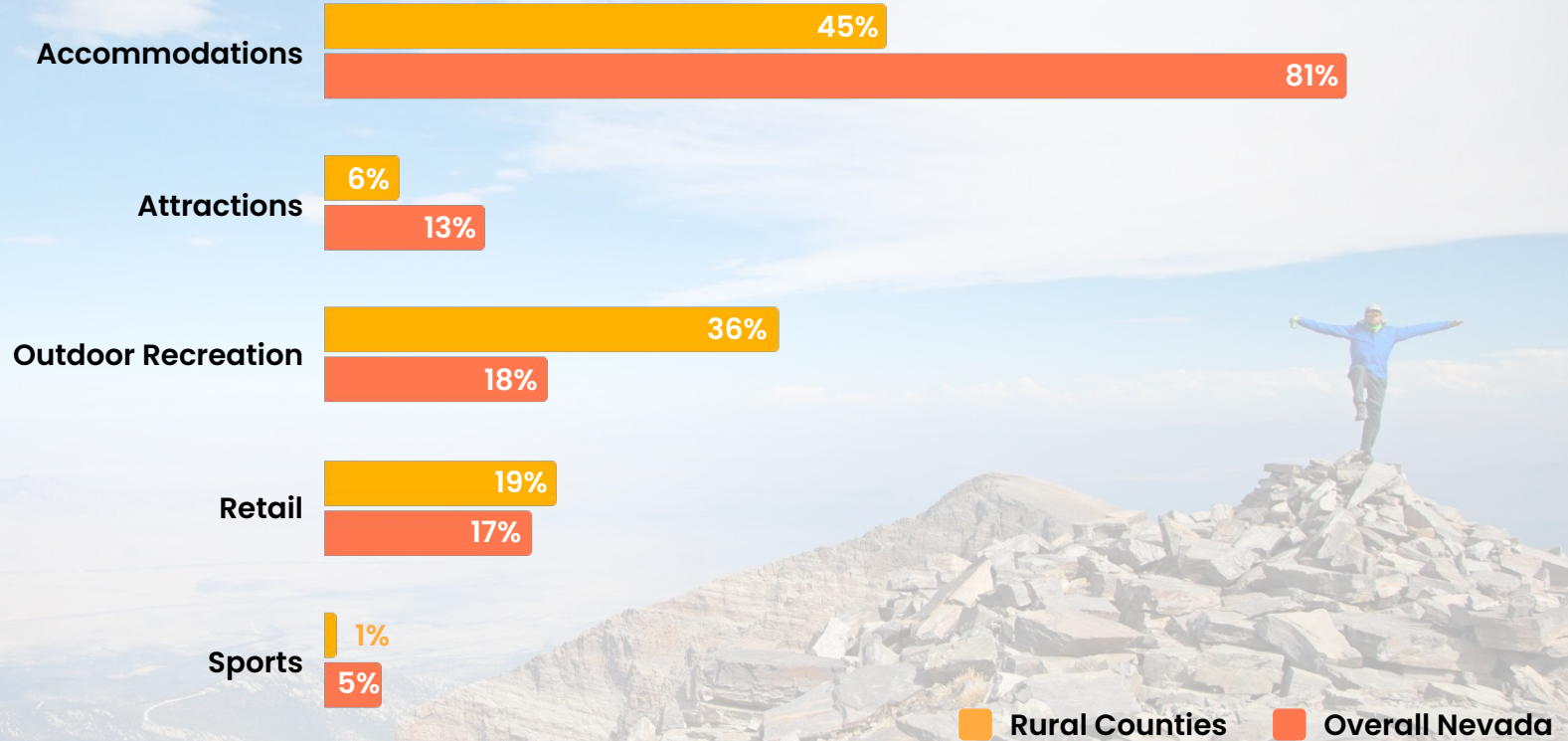
The Rural Visitor is Different than the Overall State Visitor



Origin Markets that are Most Likely to Visit a Rural County



Rural Visitors Engage in Different Activities



Pahranagat National Wildlife Refuge



Peppermill Casino West Wendover



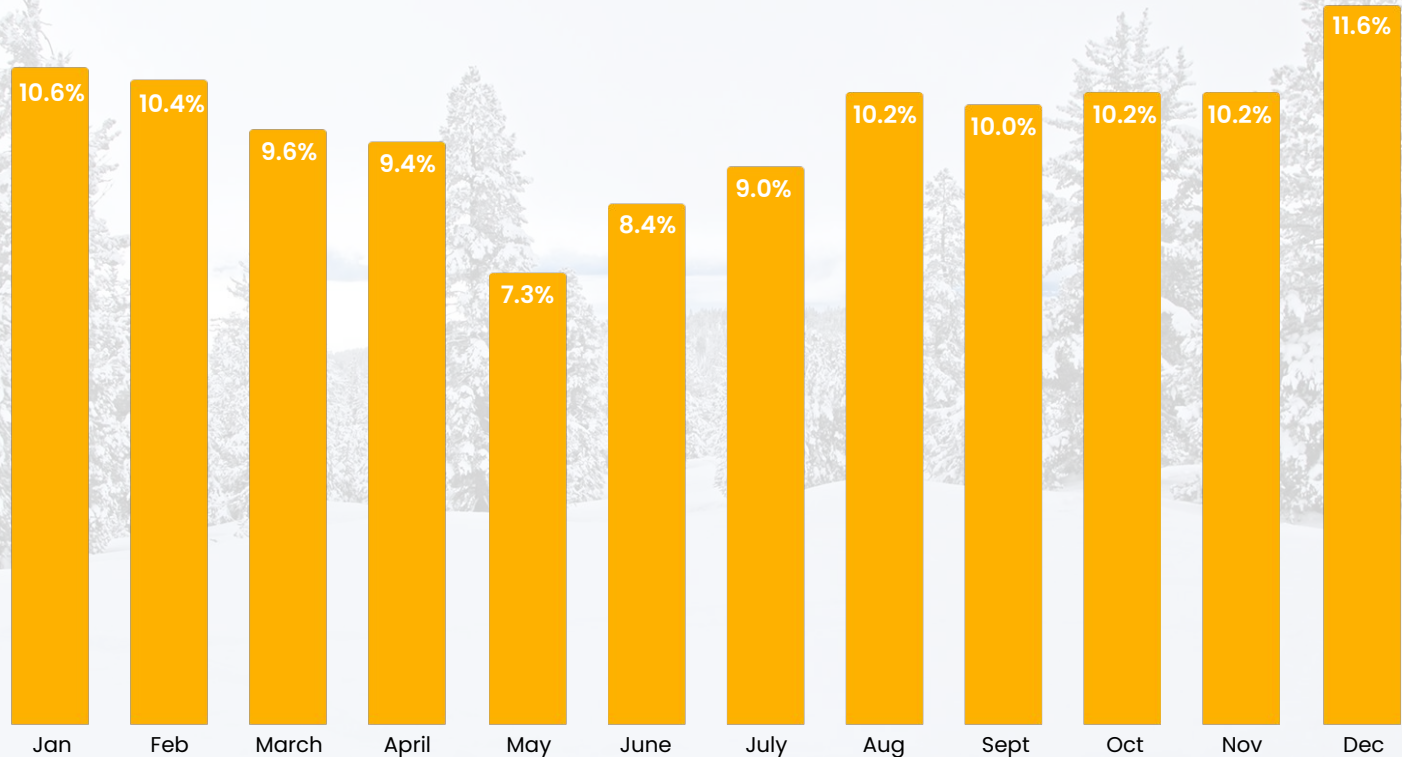
Pyramid Lake Paiute Reservation



Basin and Range National Monument

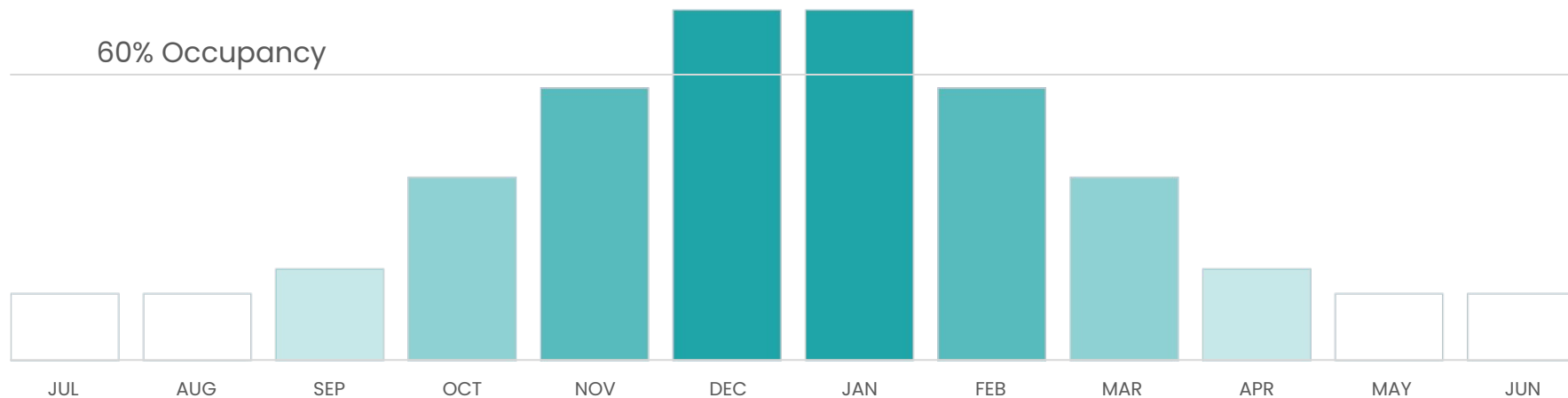


Share of Nevada Visitation to Rural Counties Peaks in the Winter Months

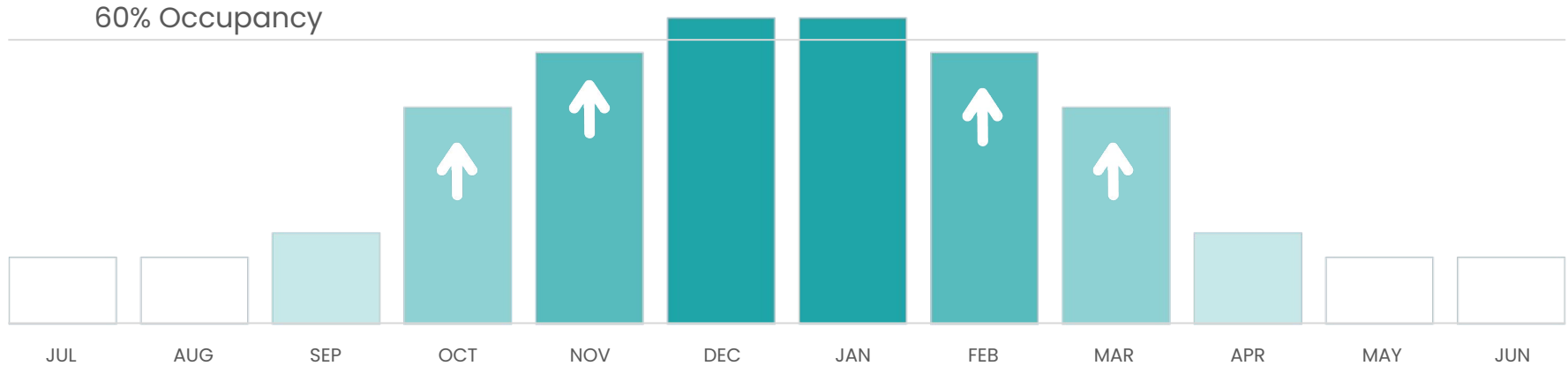


**Become a Year-Round,
Level-Loaded Destination**

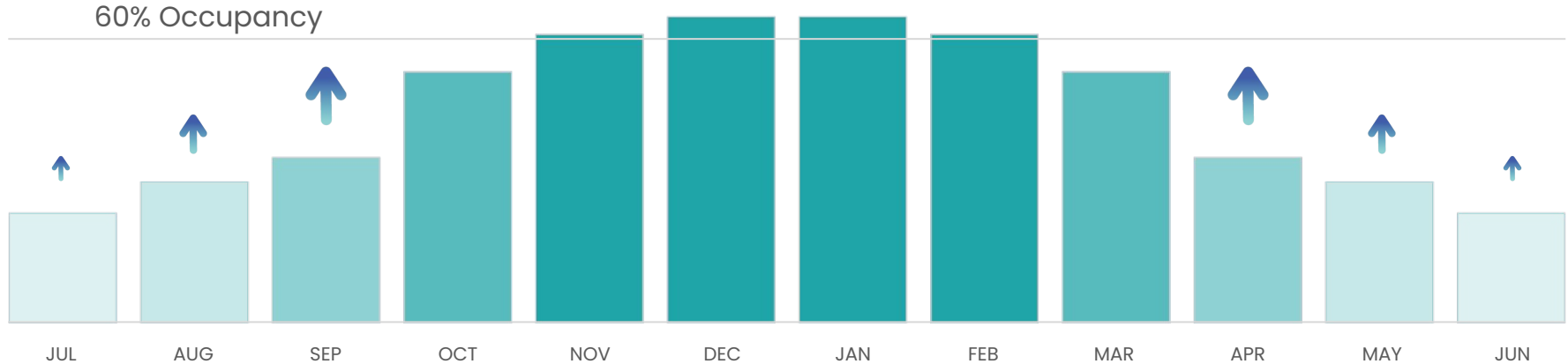
Start Filling Your Peak To 60% Occupancy



Then Focus Peak Promotions on Quality of Visit



For Shoulder season, target efforts on the month closest to 60%. Repeat.



Find What Draws Your Overnight Visitors

Elko Convention Center – 90%

Ponderosa Mine – 89%

Red Dog Saloon – 88%

South Fork State Rec – 86%

Owl Club & Casino – 83%



**Visitor Economy =
Economic Opportunity**

77% OF SPEND IN NEVADA COMES FROM VISITORS

95%

Accommodations

75%

Attractions

91%

Bars

84%

Sit Down
Restaurants

66%

Gas Stations

54%

Grocery Stores

91%

Wedding Chapels

Visitors Tend to Spend More per Transaction than Residents

Category	Avg Visitor	Avg Resident
Sit Down Restaurants	\$54	\$49
Bars, Breweries	\$50	\$47
Sporting Goods Stores	\$155	\$138
Gas Stations	\$37	\$41



QUESTIONS



ZARTICO

