

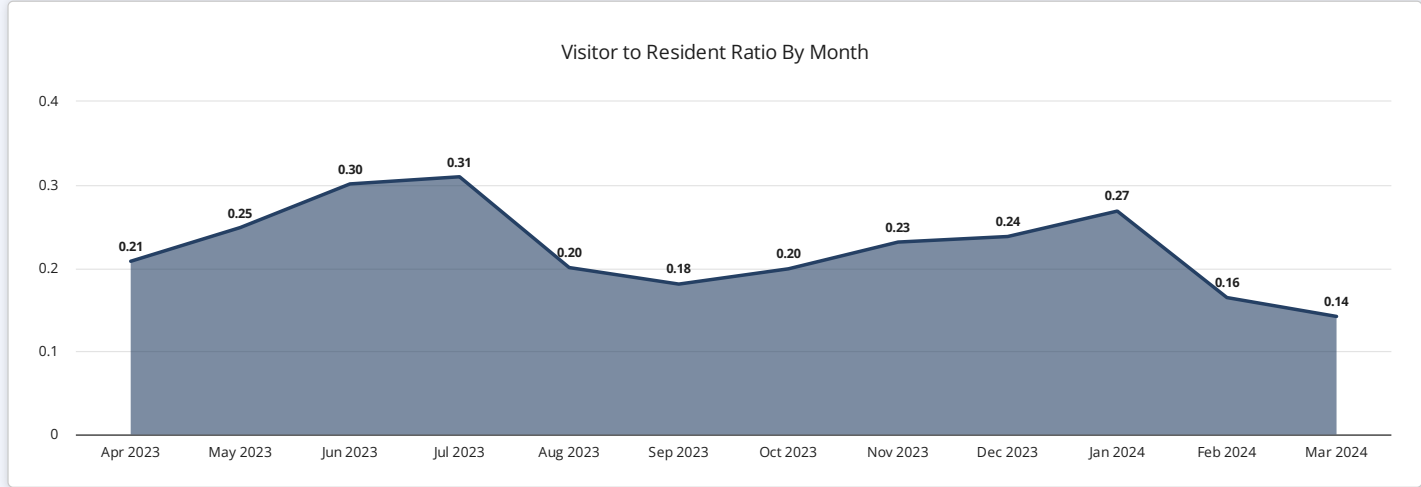
Strategic Planning Summary

Identify opportunities to accelerate or manage visitation. Use this to develop campaigns and personalization strategies, and conduct strategic market analysis. These insights are based on a device count sample size of 196,743 and a cardholder count sample size of 63,401. Note that geolocation data less than 30 days old is subject to slight changes through the normalization process. Learn more: [Module Overview](#) | [Visitor-to-Resident Ratio](#) | [Origin Markets](#) | [Average Visitor Spend](#)

In managing future growth, when should I accelerate? When should I moderate/manage?

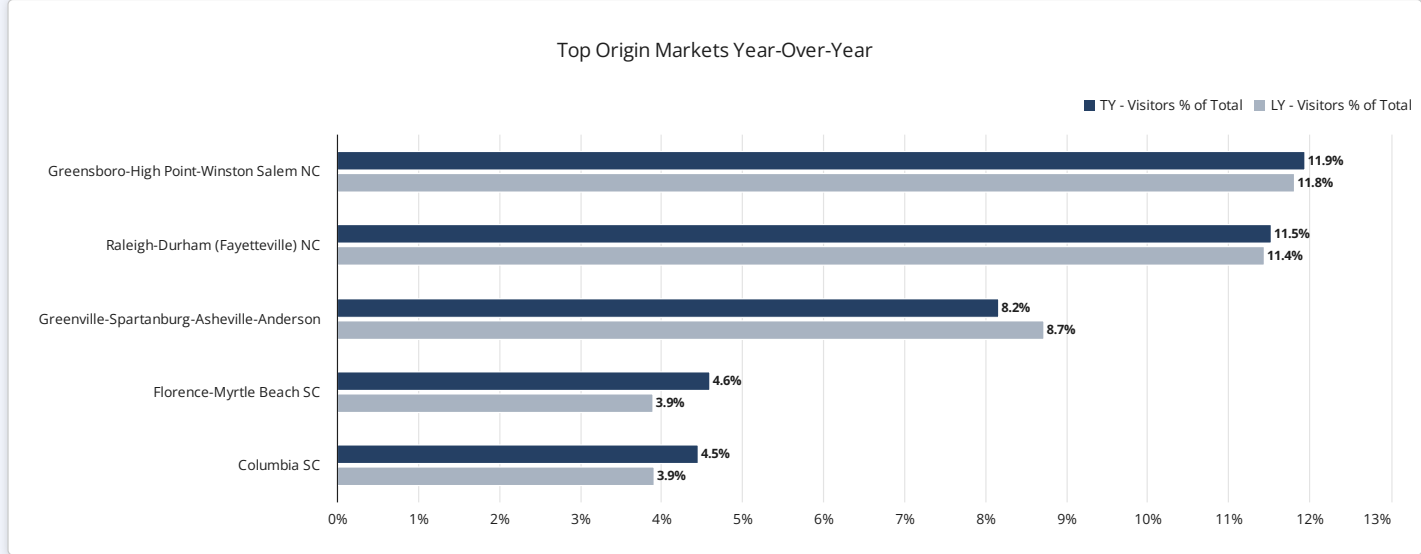
Source: Zartico Geolocation Data. A visitor is someone who comes from over 50 miles away, spends 2+ hours within the defined destination boundary and is observed at a defined place of impact. Visitor-to-Resident Ratio shows the volume of visitors compared to the volume of residents. The higher the number, the more visitors compared to residents.

Use this insight to identify months that are experiencing compression, or months which are opportunities for generating demand by looking for peaks and valleys in the Visitor-to-Resident ratio.



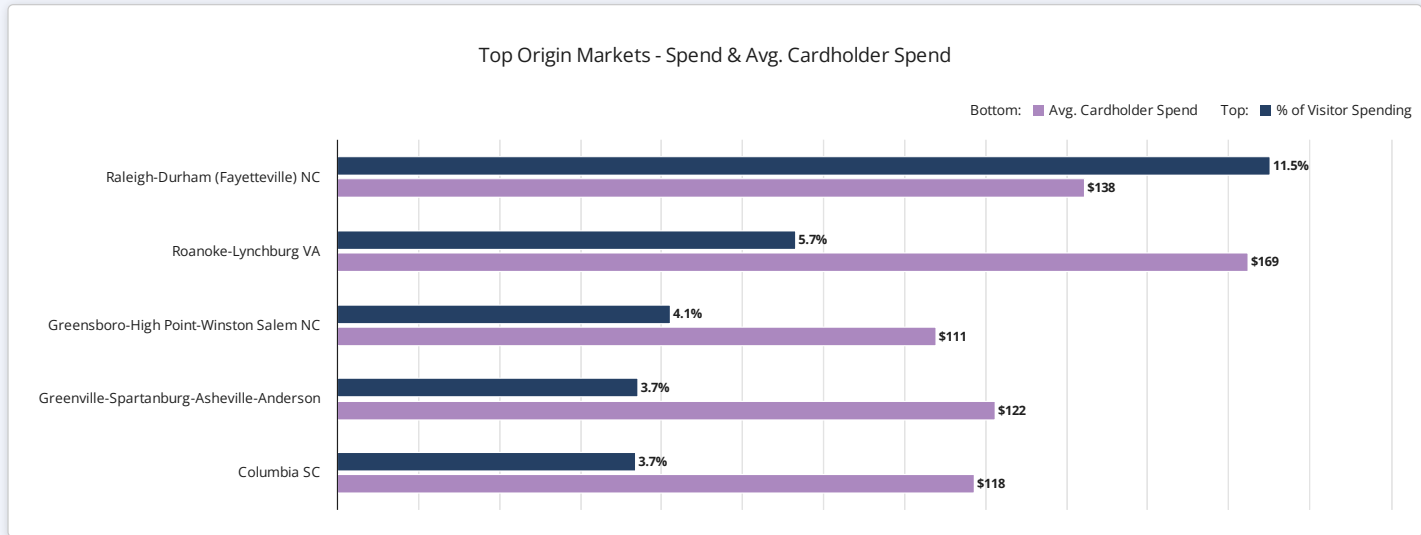
Which origin markets are generating visitor volume?

Source: Zartico Geolocation Data. This insight tells you where your visitors come from by origin Market Area. See of more or fewer visitors are coming from origin markets this year compared to last year.



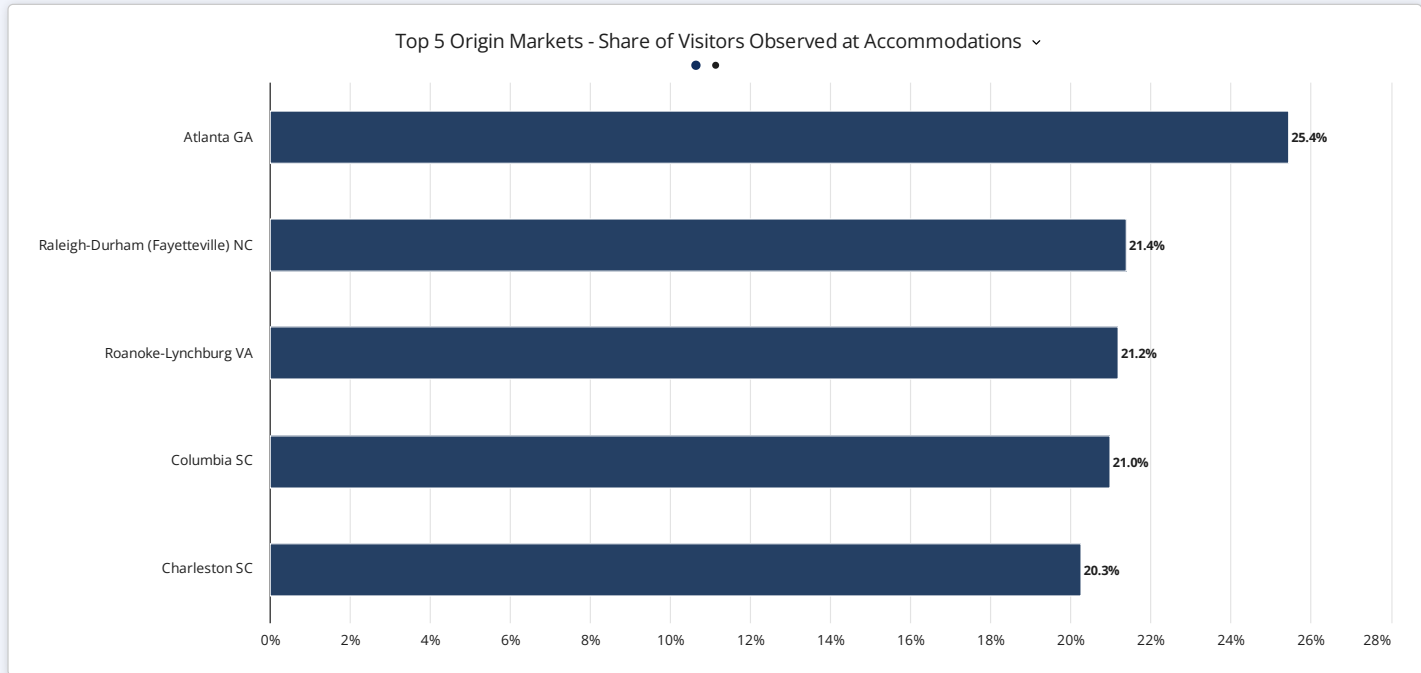
Which origin markets are generating visitor spend?

Source: Zartico Spend Data. This insight tells you your top spending markets by origin Market Area along with the average cardholder spend from these origin markets.



Of my top origin markets, which are most likely to stay at accommodations?

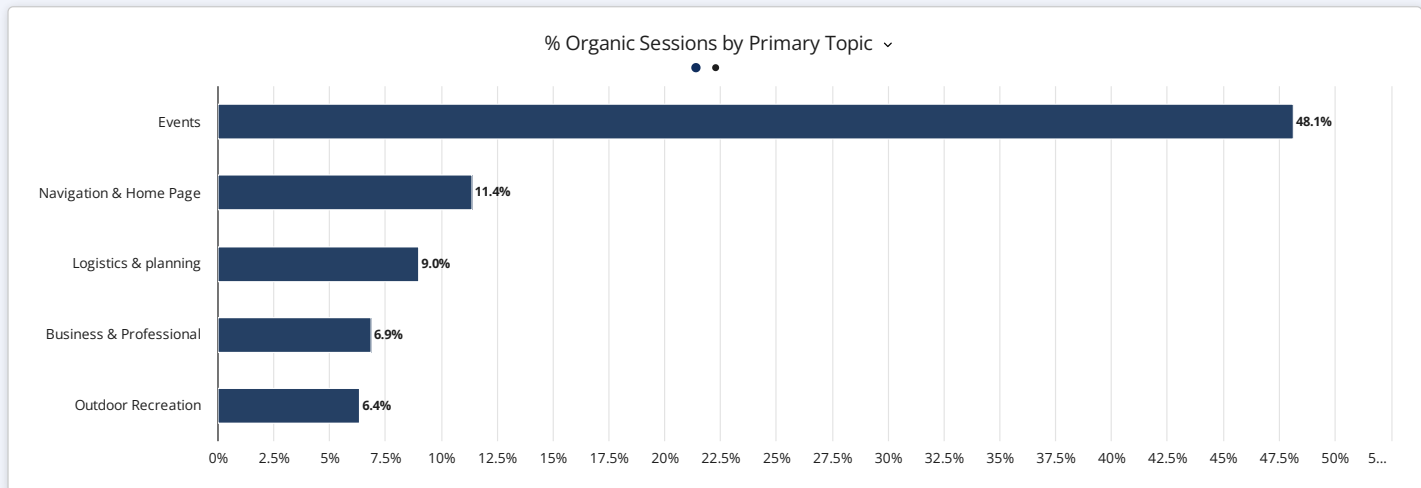
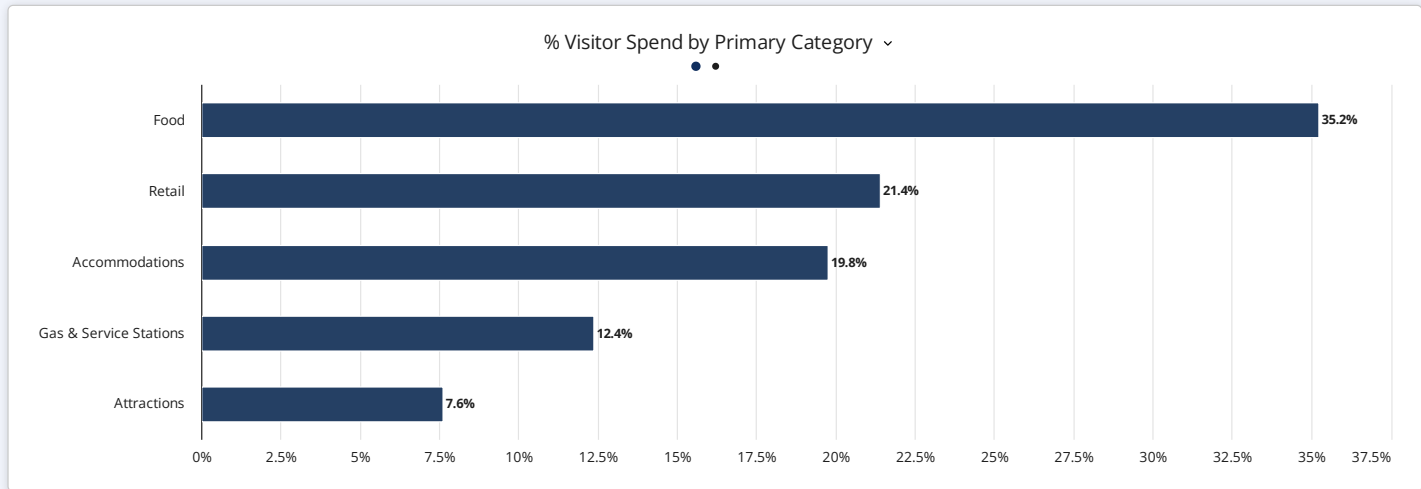
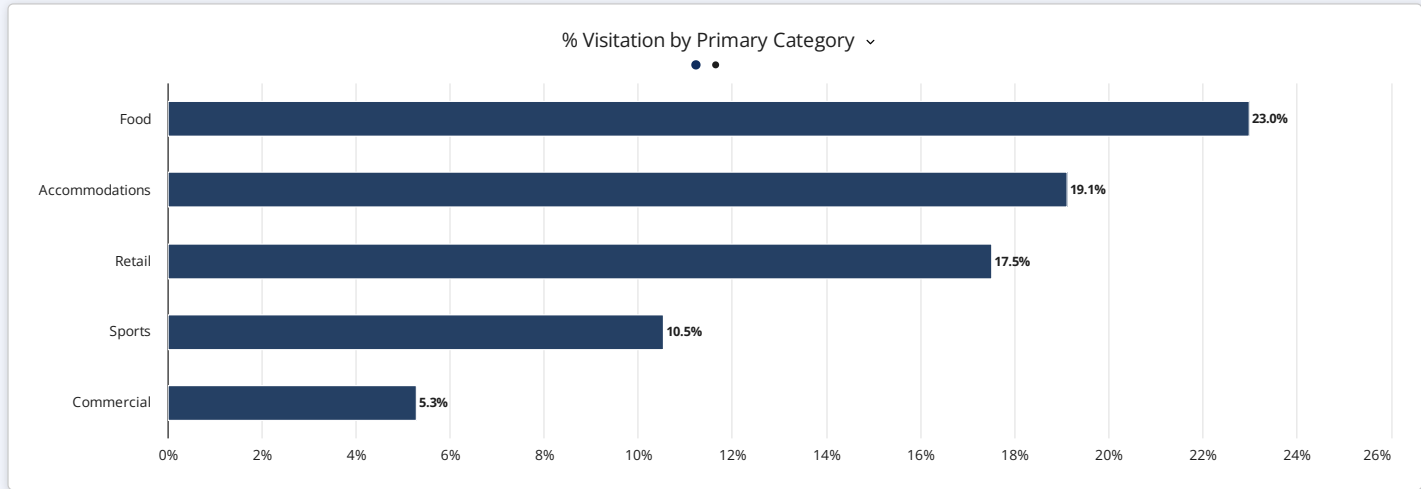
Source: Zartico Geolocation Data. This insight is limited to your top 10 origin markets (based on visitation %) and is not tied to the visitor state or Market Area filter. Use this insight to understand of your top markets, which are most likely to be observed at traditional accommodations.



# What content, messaging, and creative strategies should I be using?

Sources: Zartico Geolocation Data, Zartico Spend Data and Google Analytics. Use the below insights on visitor movement, spend, and website behavior to inform your marketing strategies and visitor personas.

Use the filters above to drill into Market Areas or states that you are interested in targeting or are your top origin markets from above.



Sample Size Reference & Diagnostics

The Sample Size metrics provide a reference for the number of unique cardholders (Zartico Spend Data) and the number of unique devices (Zartico Geolocation Data) used in the insights above. These values are controlled by the combination of filters selected at the top of the module. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directionally, but less precise owing to a smaller sample size. In these cases, eliminating filter criteria at the top of the module or widening the date range will increase the sample size and increase both accuracy and confidence in the data. The date metrics shows the dates visitor spend and location data is loaded through.

Visitor Cardholder Count Sample Size	Visitor Spending - Max Date	Visitor Device Count Sample Size	Location - Max Date
63,401	2024-03-08	196,743	2024-03-16