Data Literacy Empowers Your Destination:

These are the ABCs of How

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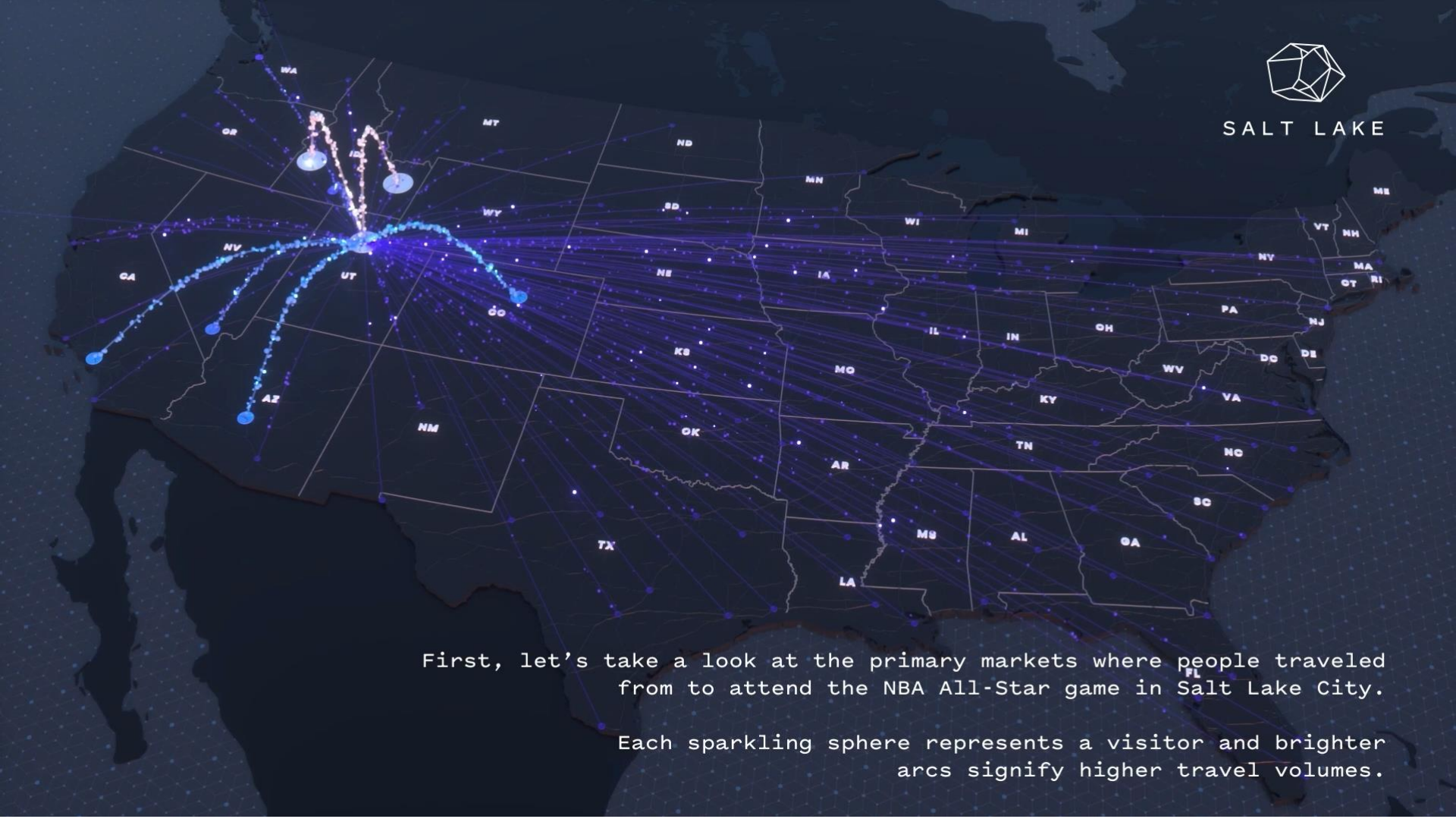


First, let’s take a look at the primary markets where people traveled from to attend the NBA All-Star game in Salt Lake City.

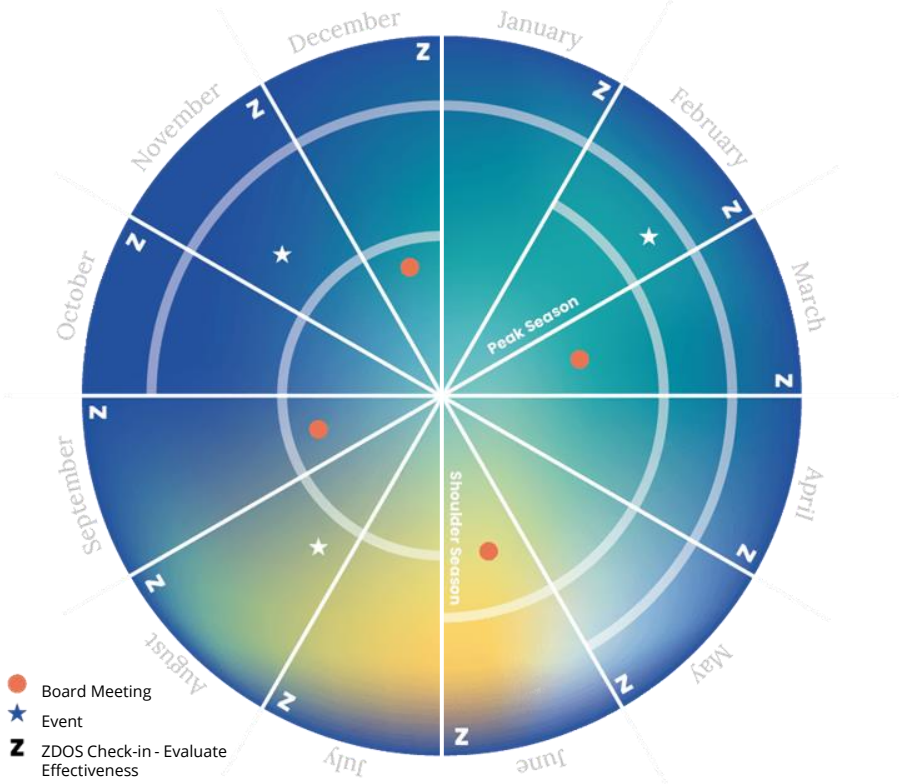
Each sparkling sphere represents a visitor and brighter arcs signify higher travel volumes.

Powering the
Possibilities
of Place

Annual Strategic Planning

January	**February**	**March** Board Meeting - Report
April	**May** Summer Campaign	**June** Board Meeting - Report
July	**August** Membership Drive	**September** Board Meeting - Report
October Planning Season & Information Gathering	**November**	**December** Board Meeting - Report

Continuous Strategic Planning



Data

is information that's been collected and organized.

Data literacy

is the ability to understand and communicate data.

Old Lens:

Our marketing plan was successful and **visitor volume increased 12% this year**.

Strategic Lens:

Our marketing partnership with **Salinas Valley farmers** to increase **off-season visitation** through culinary travel was successful.

Summer hotel occupancy remained steady, while **shoulder season visitation and spend increased 12%.**

Overall, our visitor economy contributed **$24.5M in tax revenues** back to our community, helping to fund **new bike paths and community gardens.**

Use the ABCs

Always start with strategy.

Big data is unique.

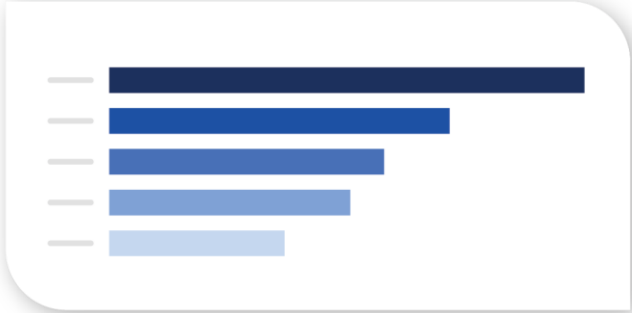
Context around why.

Draw meaningful conclusions.

Expect data limitations.

Find the trends and patterns.

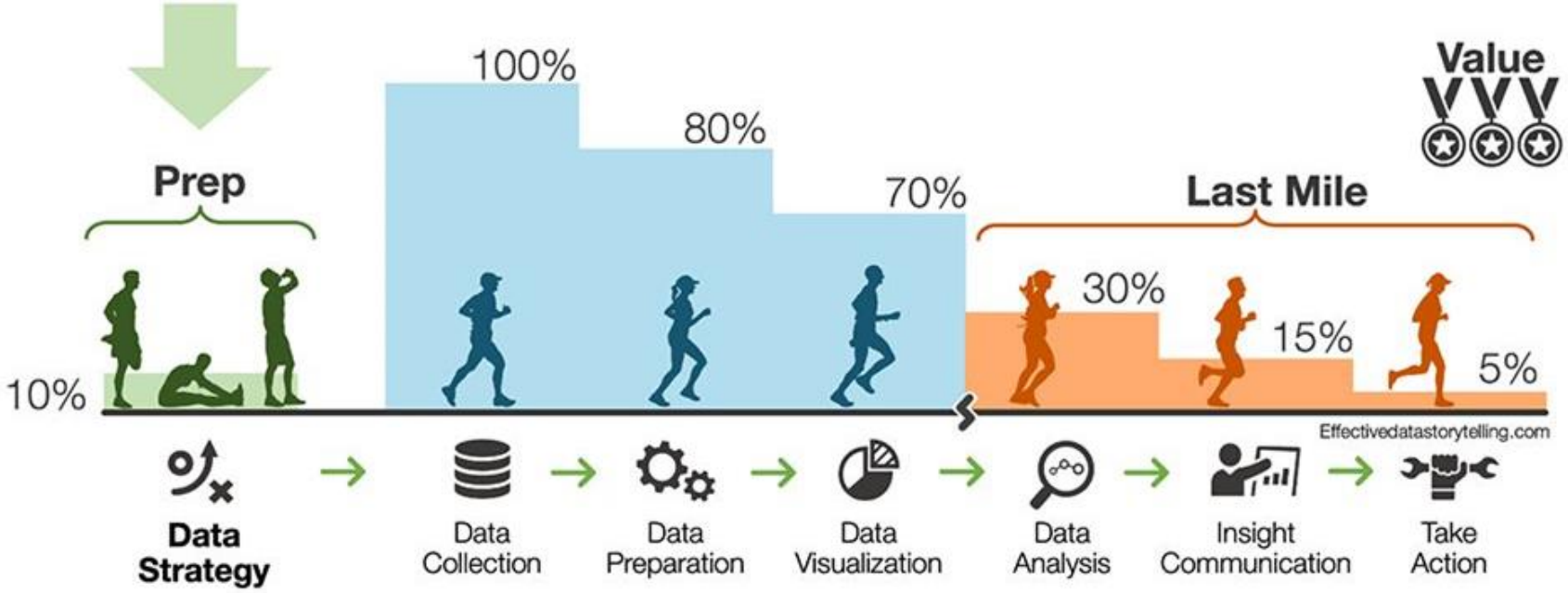
Always start with strategy



- Know what you want to find out
- Know your data sources, and what questions they can answer
- Draft a statement: “I want to understand _____, so I am going to look at _____.”

Data Strategy:

The Essential Preparation for the Analytics Marathon



Credit: Brent Dykes, effectivedatastorytelling.com

Big Data is unique

- Large amounts of data
- Collected passively
- Through digital interactions
- With great variety and high velocity

B

What is Big Data?

Large **amounts** of data

Collected **passively** from **digital** interactions

With great **variety** and a high rate of **velocity**

Key Features of Big Data

Volume	Variety	Velocity	Veracity	Value	Variability
Amount of data from many sources	Many types of data	Data generated very quickly	Data is volatile & needs to be checked	Data collection drives business value	Data can be used and formatted many ways

Examples of Big Data

Event Data

300+ Global Event Sources

40+ Million Events Worldwide

12 Month Look Into the Future

Spend Data

90 Million Cards

10 Billion Transactions Annually

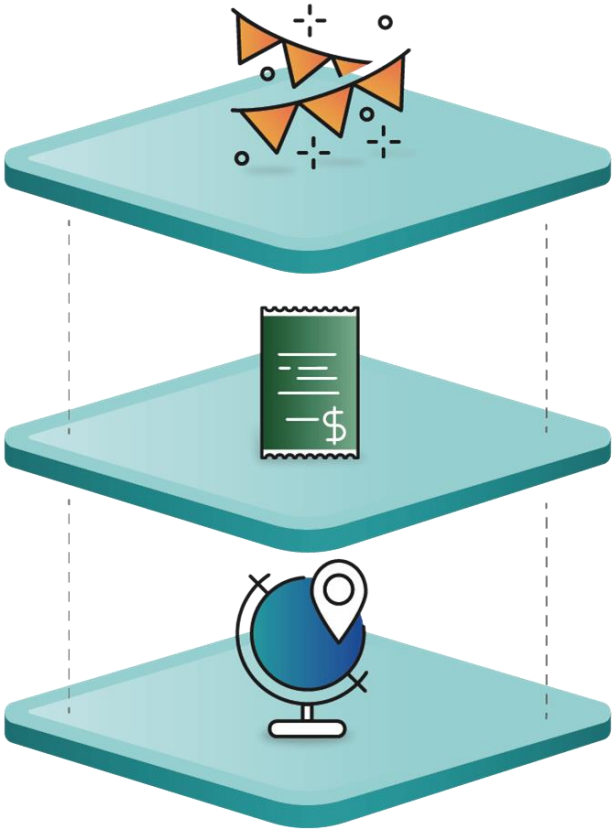
4 Brands Credit & Debit Cards

Movement Data

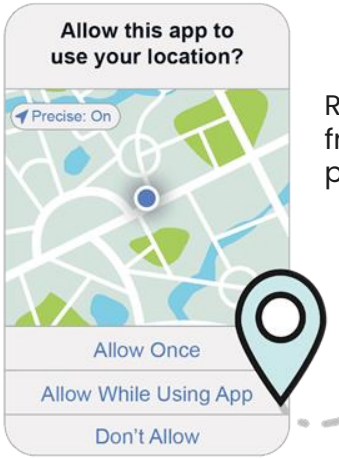
19 Trillion Location Observations: Largest Commercially Available

Daily Visibility of Both Visitors & Residents

1.6 Billion Global Devices in 180+ Countries



Our Movement Data is Different



Raw data ingested from our data partners

Normalized by our team of PhDs, GIS experts, engineers, and data scientists who ensure what you receive in ZDOS™ is accurate

Place-Based Strategy

Geographic Boundary

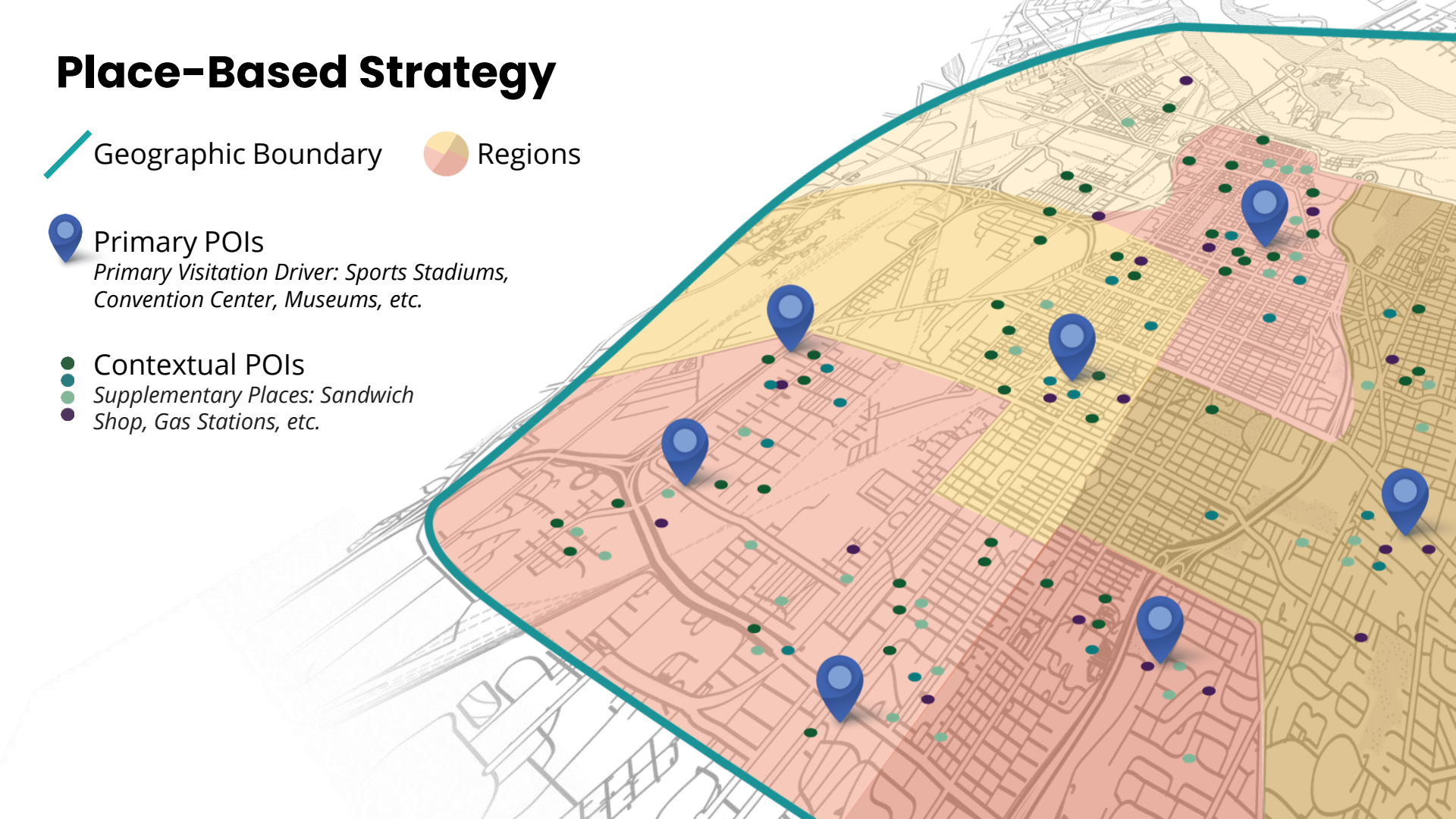
Regions

Primary POIs

Primary Visitation Driver: Sports Stadiums, Convention Center, Museums, etc.

Contextual POIs

Supplementary Places: Sandwich Shop, Gas Stations, etc.



Context around why

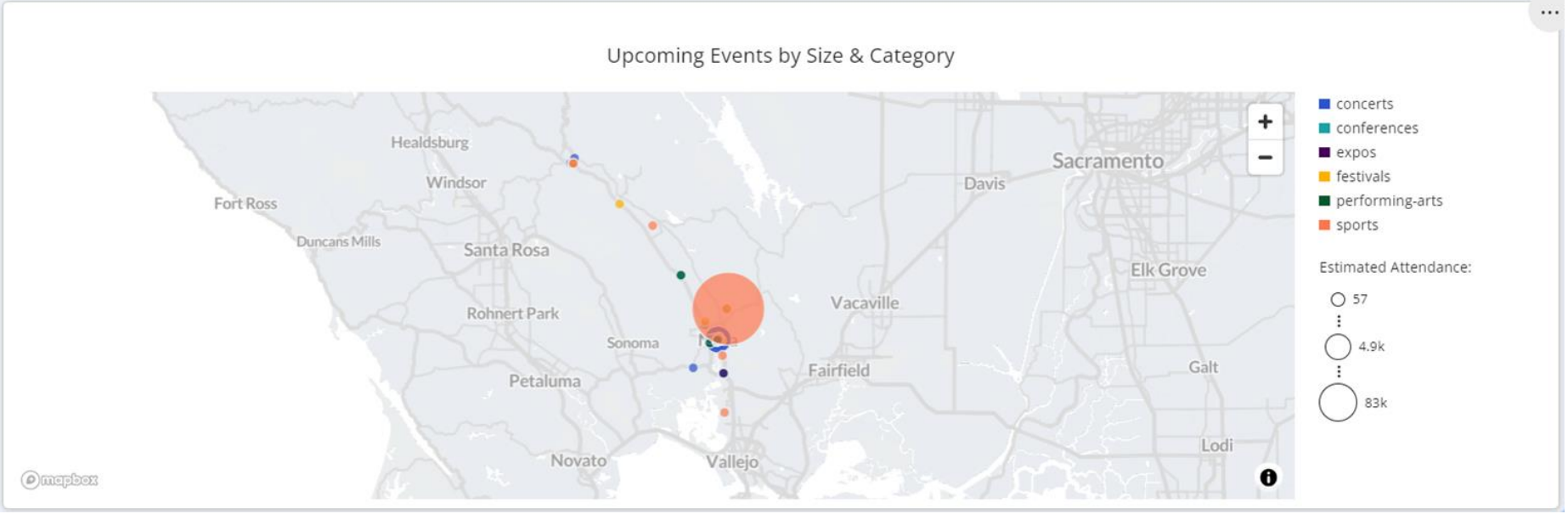
- What is the current environment we’re in and what has changed ?
- How is privacy changing the landscape?
- Why might there be a surge or drop in visitation?

C

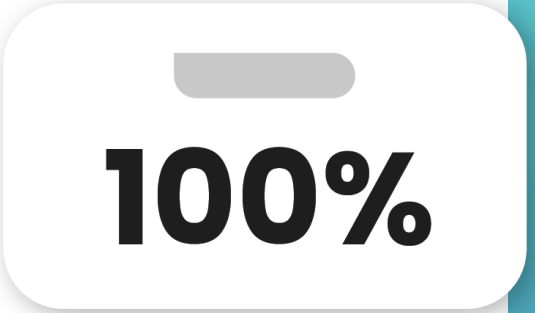
What demand was being created

How do my upcoming events vary by Region?

Source: PredictHQ. Note: Events below include Conferences, Expos, Festivals, Concerts, Sports and Performing-Arts only. Other event types in the Category filter at the top are not tied to these insights. Tip: Click into any event category for more event details.



Draw Meaningful Conclusions



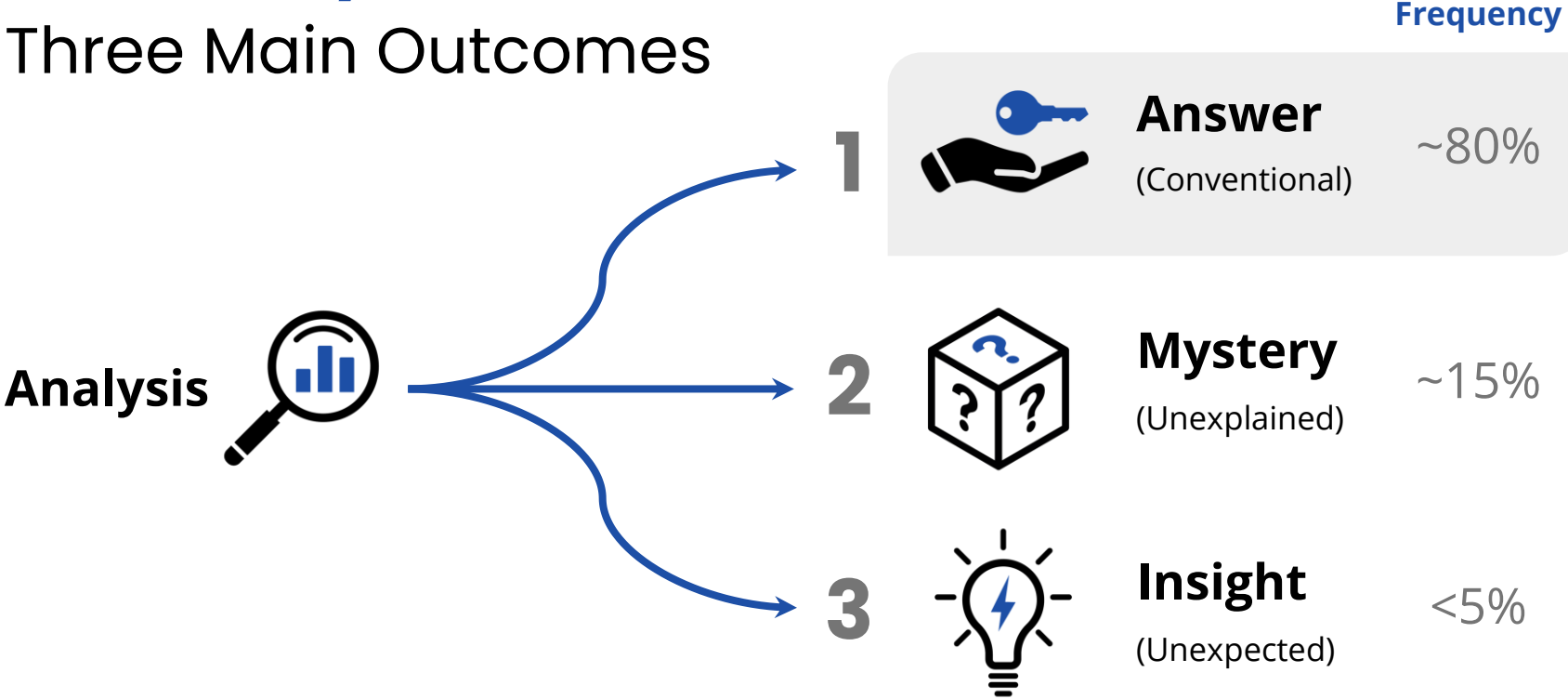
- When looking at data you can find three things: Answers, Mysteries, and Insights

- Don’t jump to conclusions – Understand correlation vs. causation

D

Data Analysis:

Three Main Outcomes



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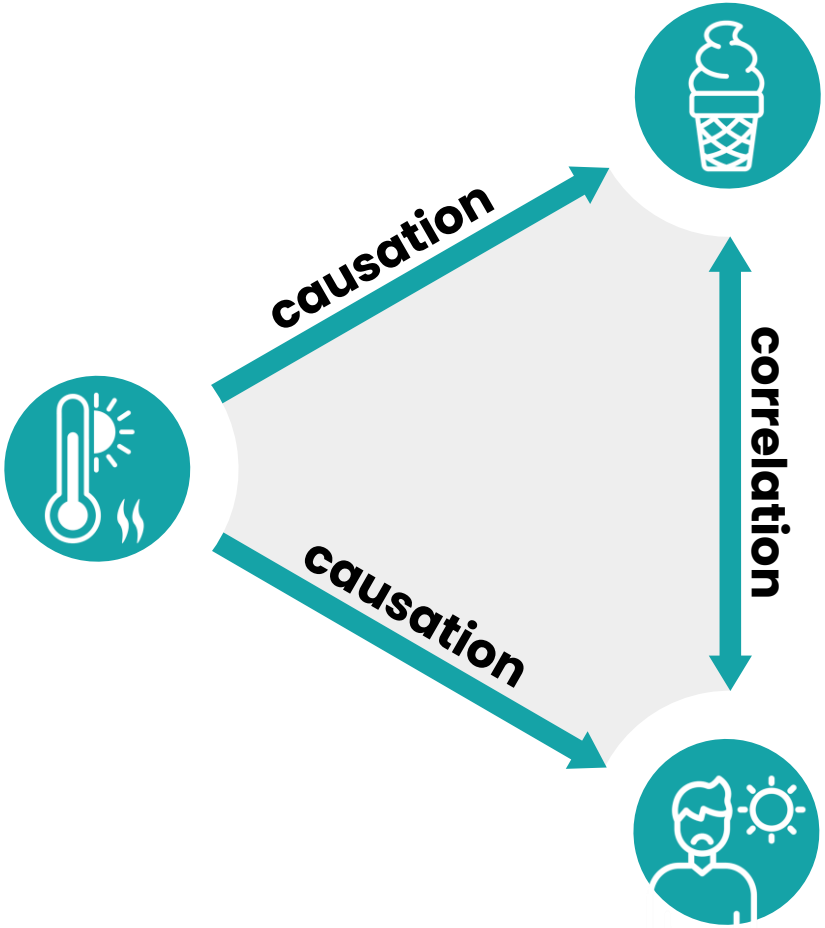
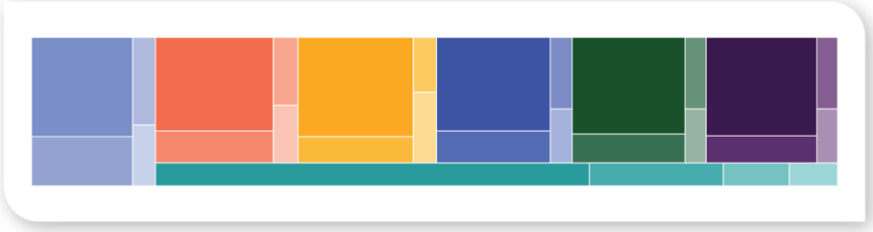

causation
causation
correlation

Expect Data Limitations



- Your data isn’t like a crystal ball –
  more like camera angles filming a sports match

- Are there other factors influencing the data sampling rate

- Adjust your expectations and know the limits
  of your data

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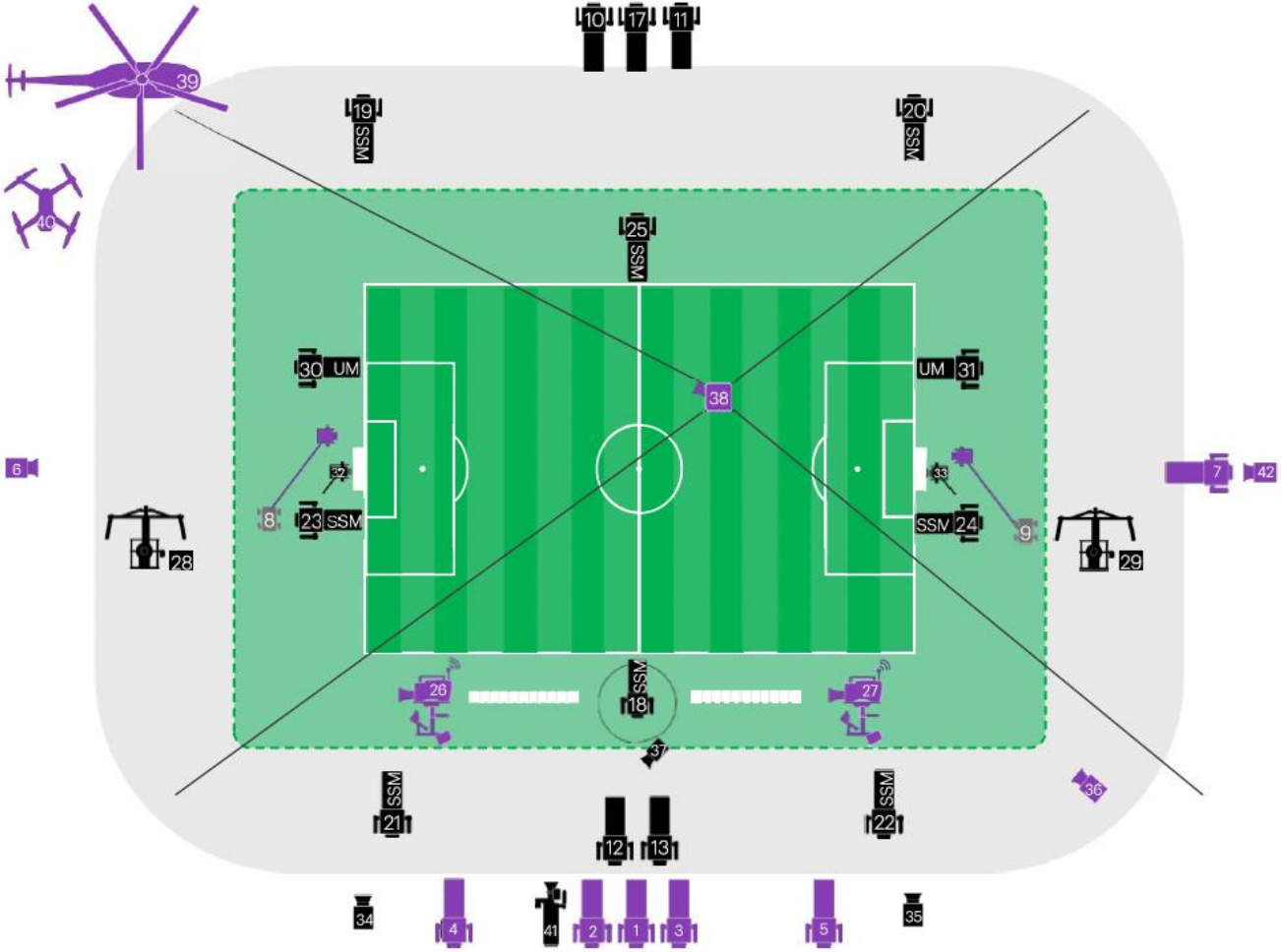
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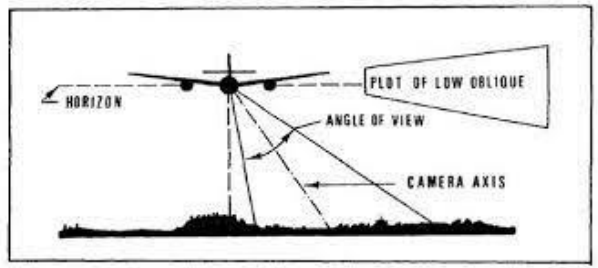
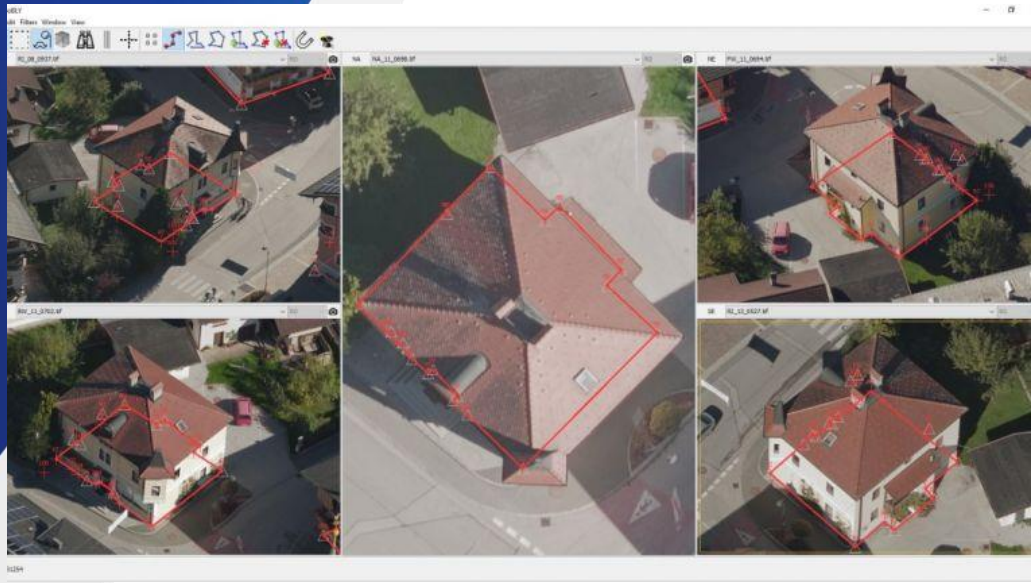
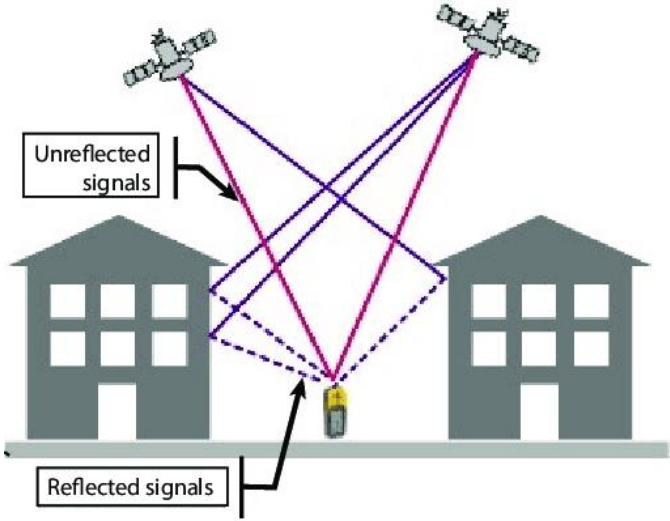
Movement Data Error







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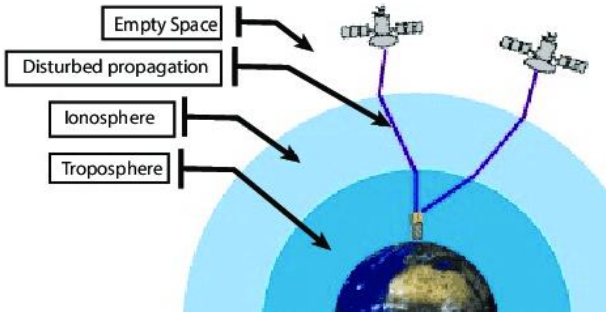

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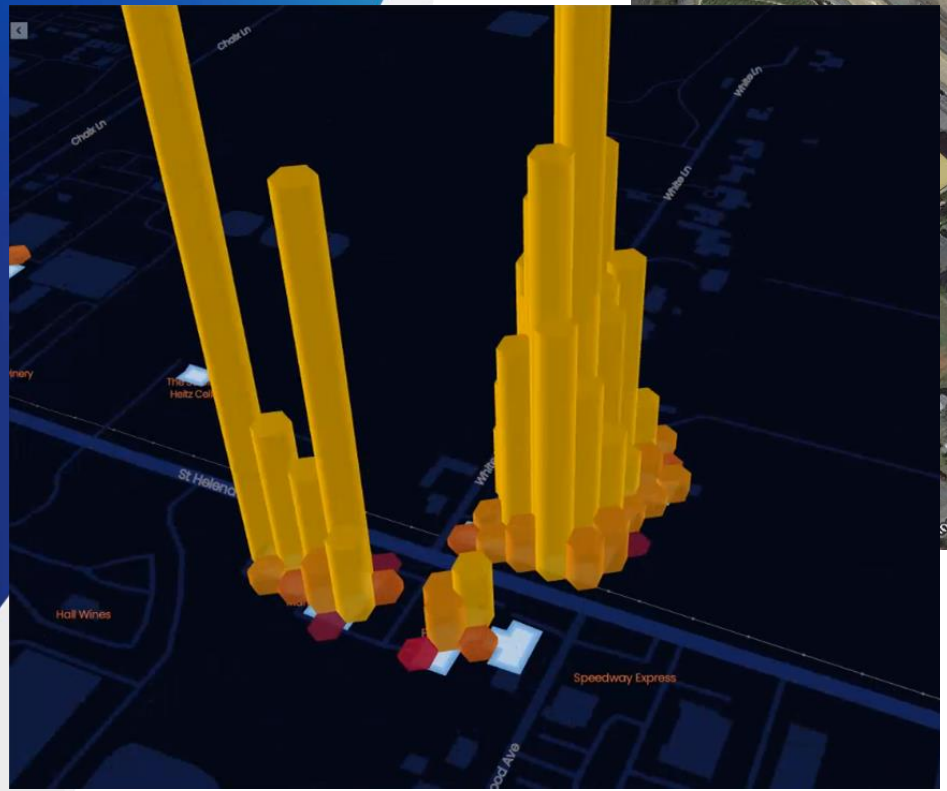


Visitor Cardholder Count Sample Size

15,824

Visitor Device Count Sample Size

12,243

Visitor Cardholder Count Sample Size

1,443

Visitor Device Count Sample Size

745

Visitor Cardholder Count Sample Size

721

Visitor Device Count Sample Size

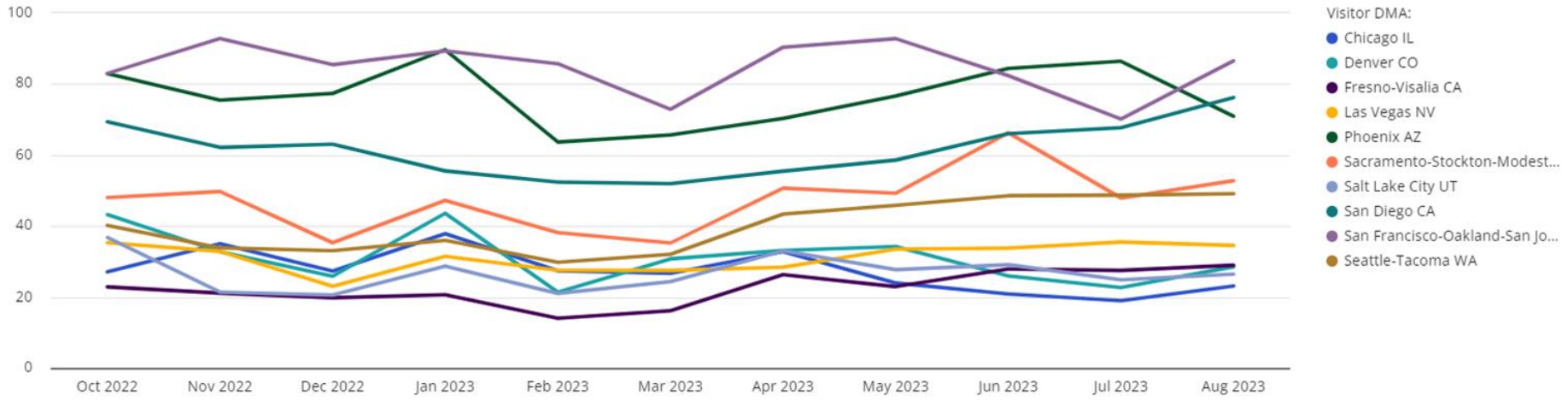
434

Find the Trends and Patterns

- It’s not what you see, but the relationship between them that is the most meaningful

- Look for relationships by having a baseline

Market Index

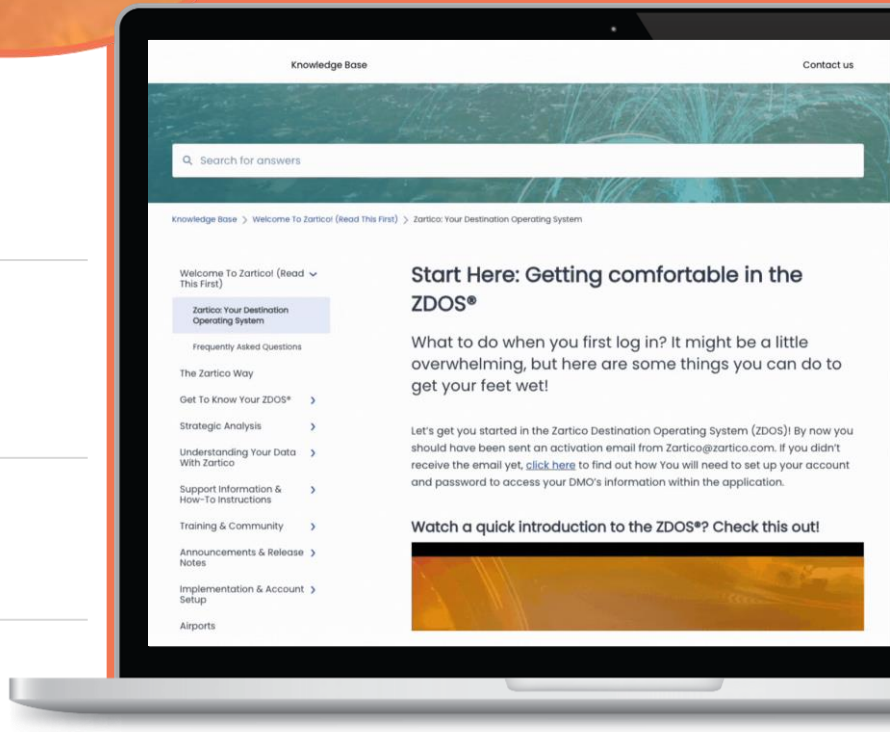


Education & Community

Self-Service Access to All ZDOS™ Information

The Zartico Way

Zartico Academy Self-Paced Learning	Virtual Community Meetups
Zartico Knowledge Base	Zarticoach Training Sessions
ZDOS™ Certification Program	Prompts and Tutorials
Step-By-Step Guides	Zarticon User Conference



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Thank you!

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