



# Analytics & Research

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**Research, Analytics & Big Data**  
**Not an “either/or” scenario**

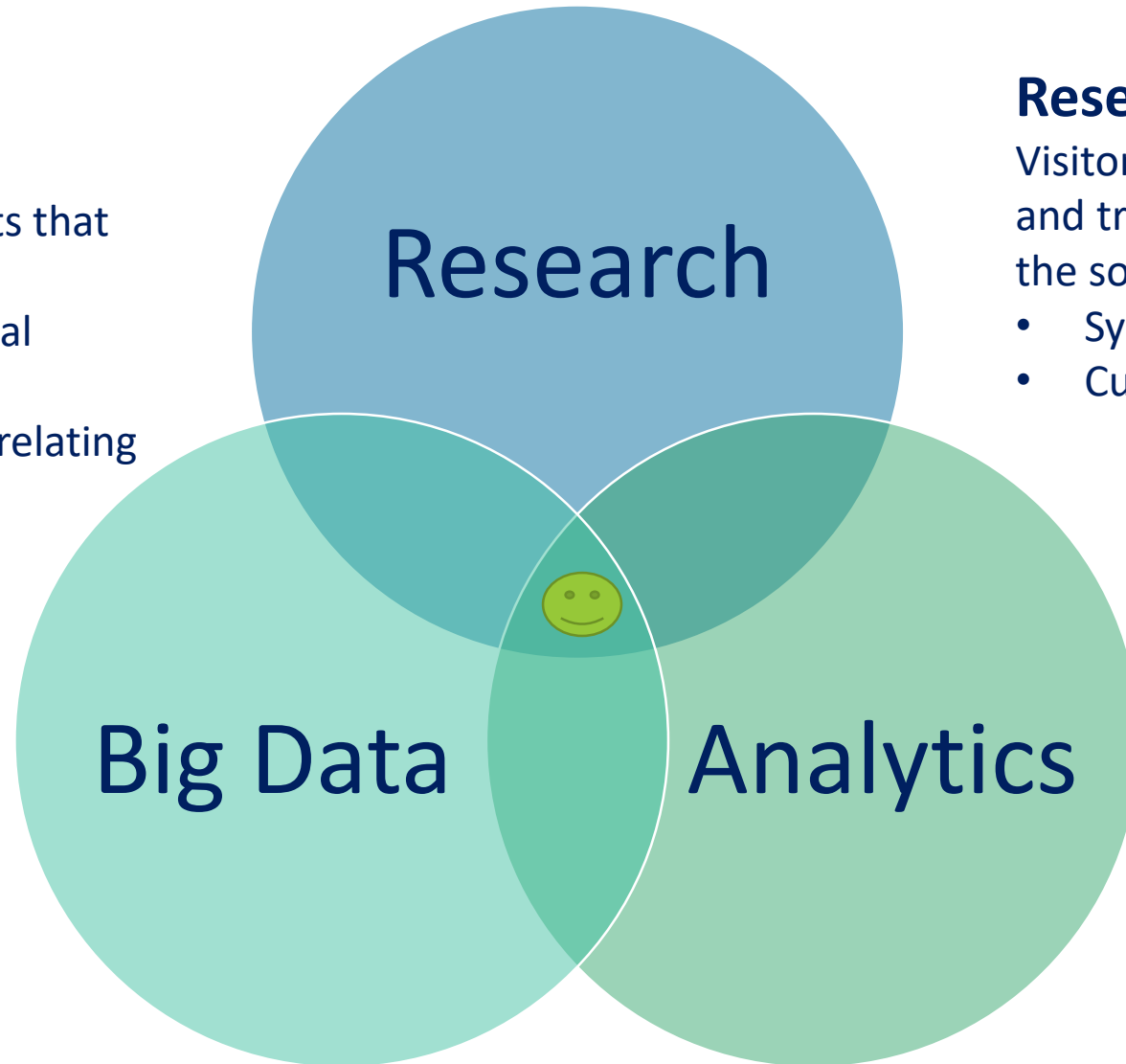
**Its more like cooking from a recipe**  
**It takes many ingredients**

# Three Approaches to Define & Quantify Your Visitor

## Big Data –

Extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions.

- Airlines
- Lodging
- Car Rental



## Research –

Visitor insight and feedback into planning and trip behavior gathered directly from the source.

- Syndicated
- Custom

## Analytics –

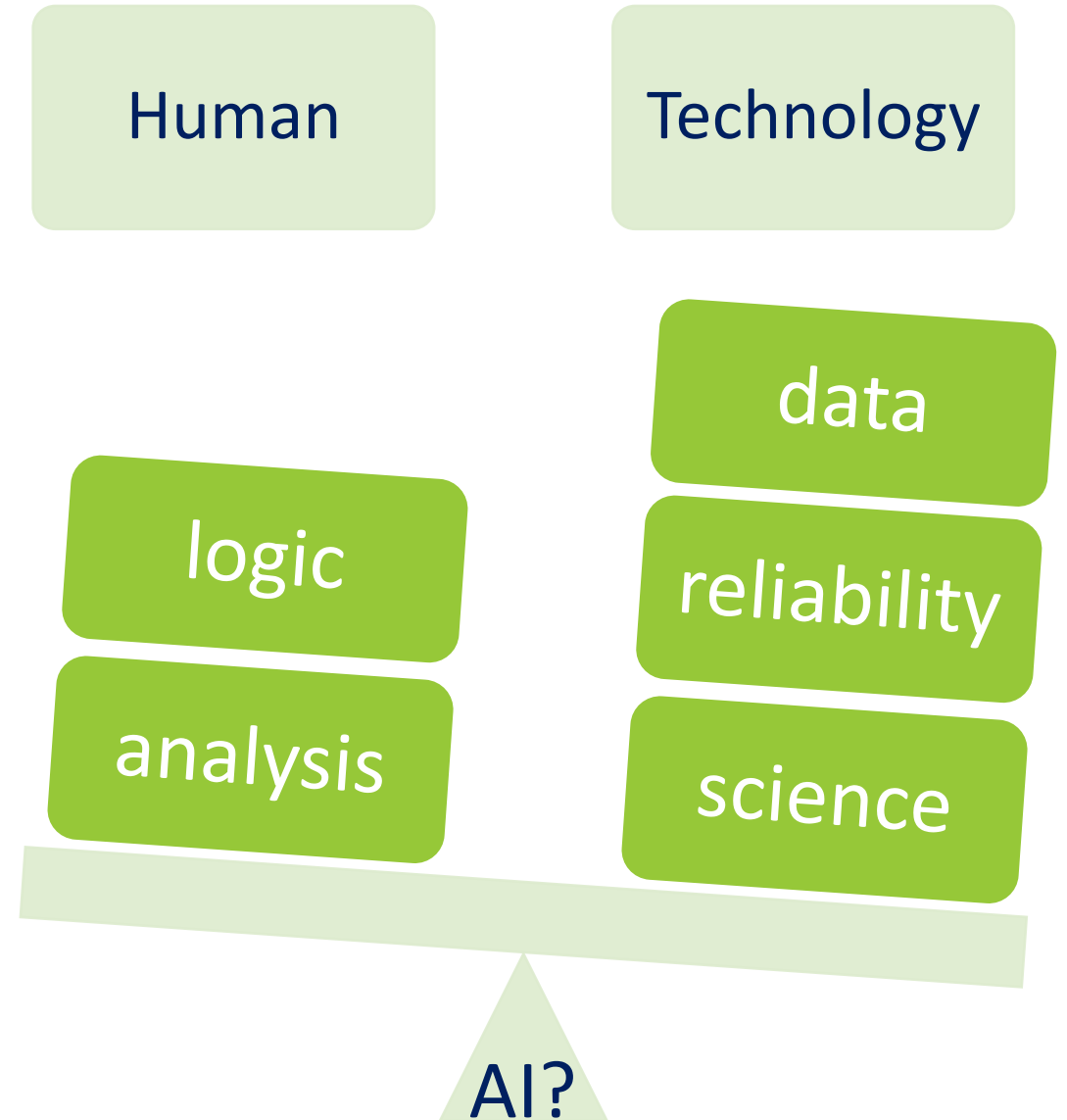
Typically Key Performance Indicators (KPIs) gathered to measure the performance of a market or customer group.

- Dashboards
- Web & social media data
- Lodging market

# The Constant Conundrum

**Marketers must ask themselves:**

- **What do I need to know?**
- **What is my budget?**
- **How much will it cost?**
- **How reliable will it be?**
- **Will it be actionable?**



# Case Study: Oxford, Mississippi

KPI's from Multiple sources:

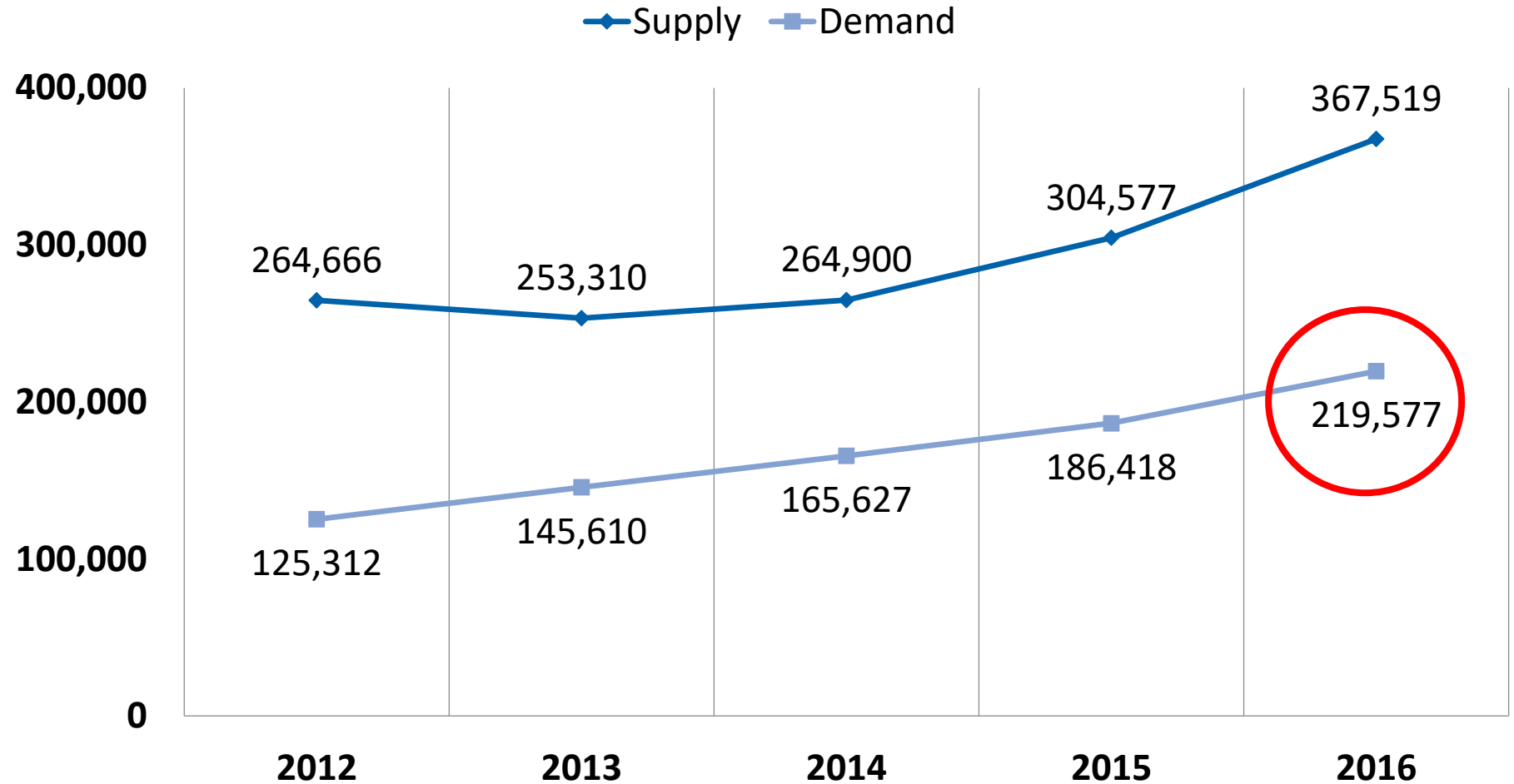
- STR Lodging Data
- Visitor profile research
- MDA Economic Impact

## Comparing calendar year 2016 to 2012 -

- **31% increase in lodging room inventory with three new hotels.**
- **The average length of stay has increased, travel party size has increased and satisfaction has increased.**
- **Total lodging revenue has increased 119%.**
- **Visitor spending has increased 46%.**
- **500 jobs have been added, a 33% increase in travel industry workforce.**
- **Tax relief per Lafayette County household has increased 36%.**
- **2016 travel industry capital investment in Lafayette County was \$22M ranking the County 4<sup>th</sup> in the State.**

## SUPPLY VS DEMAND 5-YR TREND

1. Room Demand:  
• STR Lodging Data



Source: STR Lodging Market Trend Report Oxford, MS

## 2. Lodging Market Segmentation: Hotelier Survey

- Room supply
- Room demand
- Segmentation

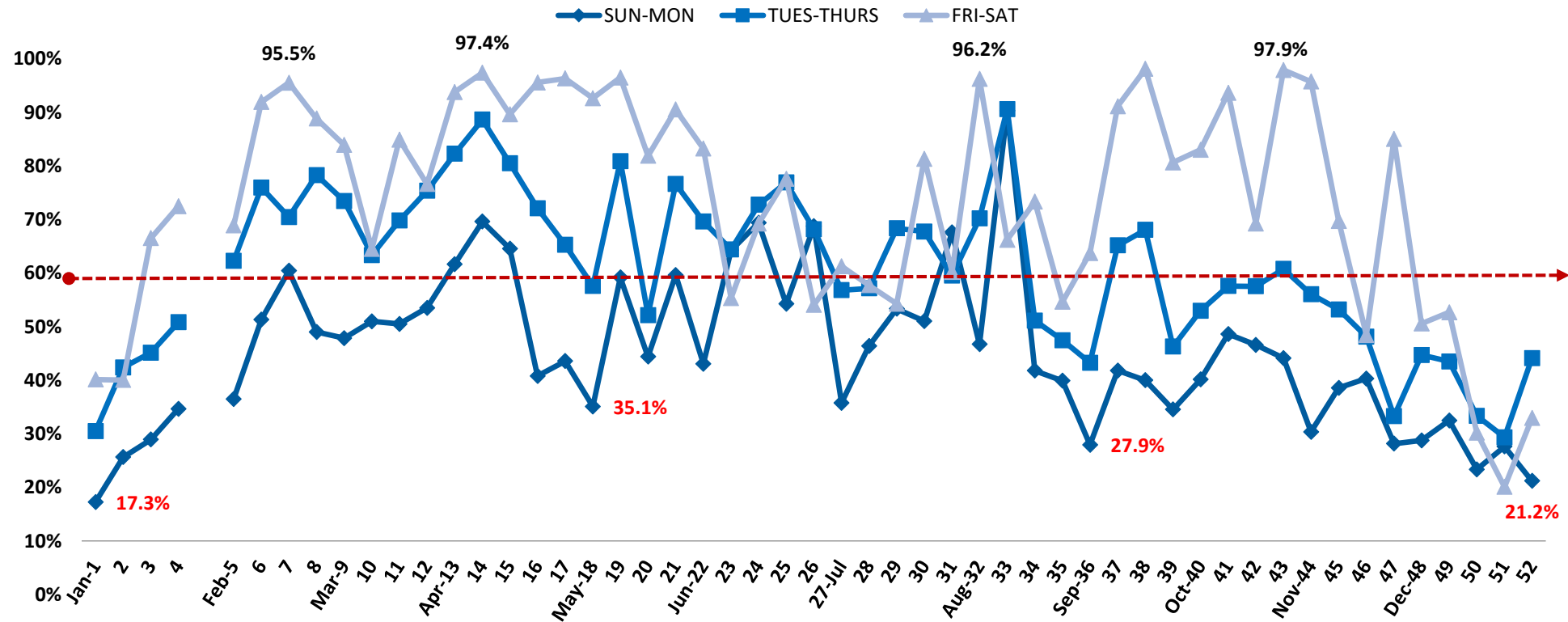
2016	Lodging Market Segmentation	Rm Nights
<b>40.9%</b>	<b>Group / Conference / Meeting</b>	<b>89,806</b>
15.9%	Corporate / Association / Government	
8.1%	University related	
7.4%	Weddings / reunions / family events	
5.3%	Sports Tournaments	
3.7%	SMERF (social, military, religious, fraternal)	
0.5%	Group Tour / Motorcoach	
<b>26.0%</b>	<b>University-related Transient</b>	<b>57,090</b>
<b>19.6%</b>	<b>Business Transient</b>	<b>43,037</b>
<b>12.9%</b>	<b>Leisure Transient</b>	<b>28,325</b>
<b>0.6%</b>	<b>Other</b>	<b>1,317</b>
<b>100%</b>	<b>TOTAL</b>	<b>219,577</b>



# Case Study: Oxford, MS

## 52 WEEK OCCUPANCY TREND JAN, 2017 & FEB – DEC, 2016

3. Identify need periods:
- Summer
  - Autumn weeknights
  - Sunday-Monday



Daily Occupancy %'s	# of days	% of YR
Days reported at 60% - 69%	65	17.8%
Days reported at 70% - 79%	48	13.2%
Days reported at 80% - 89%	32	8.8%
Days reported at 90% - 100%	39	10.7%

**Total # of Days 60% or higher occupancy**  
**184 nights = 50.4% of the year**

## 4. Visitor Profile Research to identify best target audiences:

- Summer

### 2016 Visitor Profile

- Typical overnight leisure travel party composition is **middle aged adults or families with children**. Most are well-educated and are retired or professionals.
- The majority of travelers to Oxford come from the **3 to 6 hour drive radius among contiguous states**.
- **Overall trip satisfaction for visitors to Oxford is VERY high**; Overnight (4.82), Daytrip (4.68), Business/Conference/Meeting (4.82), University related (4.81), Team Sports (4.78) on a 5.0 scale. Visitor amenities that rated the highest among all segments were: range of choices and quality for dining out, overall appeal of attractions, and evening activities/entertainment/nightlife.
- **The average daily spending per visitor segment is as follows:**
  - **Leisure Overnight = \$663.06; Leisure Daytrip = \$360.78**
  - **Business/Conference/Meeting = \$304.09**
  - **University Related = \$638.61**
  - **Team Sports = \$691.78**

# Case Study: Asheville, North Carolina

# Visitor Profile Research Provides Insights on Target Audience



# Target Segments used in Smart TV advertising



# Data Metrics inform effectiveness and efficiency

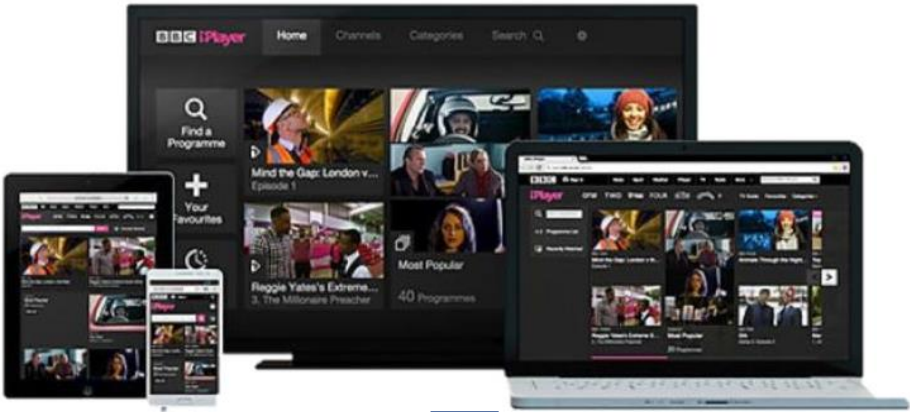
<b>A02</b>	
<b>Platinum Prosperity</b>	
Wealthy and established empty-nesting couples residing in suburban and in-town homes	
<b>Who We Are</b>	<b>Key Features</b>
HOH Age : 51-65	<ul style="list-style-type: none"> <li>Luxury products</li> <li>Empty-nesters</li> <li>Political donor</li> <li>Country club members</li> <li>Philanthropic</li> <li>Investment-savvy</li> </ul>
Estimated Income : \$175K+	
Household Size : 2 Persons	
Children Age : 13-18	
<b>Channel Preference</b>	
Direct Mail, Cable TV, Internet	
5.71% (Index 200)	



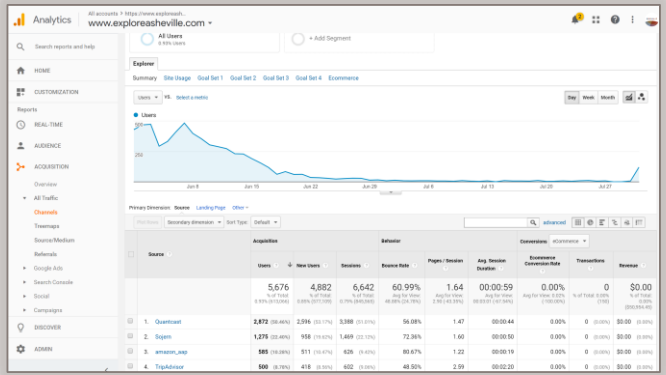
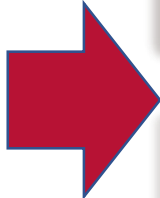
<b>C13</b>	
<b>Silver Sophisticates</b>	
Mature, upscale couples and singles in suburban homes	
<b>Who We Are</b>	<b>Key Features</b>
HOH Age : 51-65	<ul style="list-style-type: none"> <li>Retiring in comfort</li> <li>Experienced travelers</li> <li>Art connoisseurs</li> <li>Philanthropic</li> <li>Retirement investments</li> <li>Ecological lifestyles</li> </ul>
Estimated Income : \$50K-\$150K	
Household Size : 3 Persons	
<b>Channel Preference</b>	
Direct Mail, Cable TV, Internet	
6.66% (Index 141)	



Research based on 12 months of VISA credit card data via Buxton.



Vendor delivers new insights on viewing habits of target audience segments after campaign which helps inform future buys.



Google Analytics



Arrivalist

Ad Effectiveness Study determines Recall & ROI

# Contact Information

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