



Drive Your Data **into the Future**

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Meet the Expert



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Simpleview

Unlocking the Power of Data

Embracing the future of data means that DMOs must develop an **intentional data strategy**.

The data-driven DMO of the future...

- Understands the role data plays in developing their destination strategy
- Can transform disparate data sources into proof points for business outcomes
- Can engage stakeholders in a meaningful way to show the value of DMO impact
- Has the right team in place to tell the story



Ask the Right Questions ...

- How do I aggregate my data in a way that helps me **make better decisions and inform stakeholders?**
- What is the best way to look at my data sources to **decipher trends** to make more data-informed decisions?
- How can I **promote better data accessibility** in my destination ecosystem?
- How should my DMO think about the employee of tomorrow to **get the most out of our data strategy today?**



... Get the Right Answers

It's not unattainable — even if you have limited resources, you can still make significant progress.

- **Strategy** — defining the approach for destination impact in a way that is measurable and defensible
- **Alignment** — working with stakeholders on the metrics that matter
- **Execution** — finding the right people to execute on your data strategy



What Strategies do DMOs Use to Drive Insights?



We understand the challenge. **We have the solutions you need most.**

Combine Multiple Data Sources to Enhance the Impact of Marketing Initiatives

One of the biggest challenges DMOs face is showing the impact of their marketing efforts:

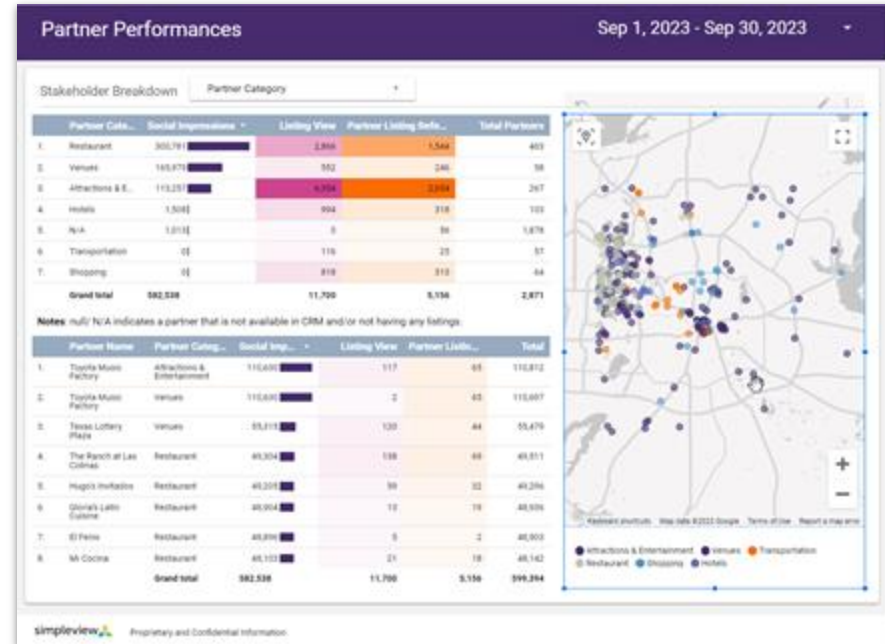
- In a 2022 survey conducted by Simpleview, **unifying data for more impactful measurement** was the #1 thing DMOs were excited about coming in the future
- Leveraging Google Analytics, social media analytics, and 3rd party partner data, we are able to **measure beyond the click**
- **Informs new metrics** like cost-per action, number of pass purchases, and can be further segmented by channel



Demonstrate the Tangible Value DMOs Deliver to Partners & Local Enterprises

DMOs consistently seek enhanced methods to deliver value to their stakeholders.

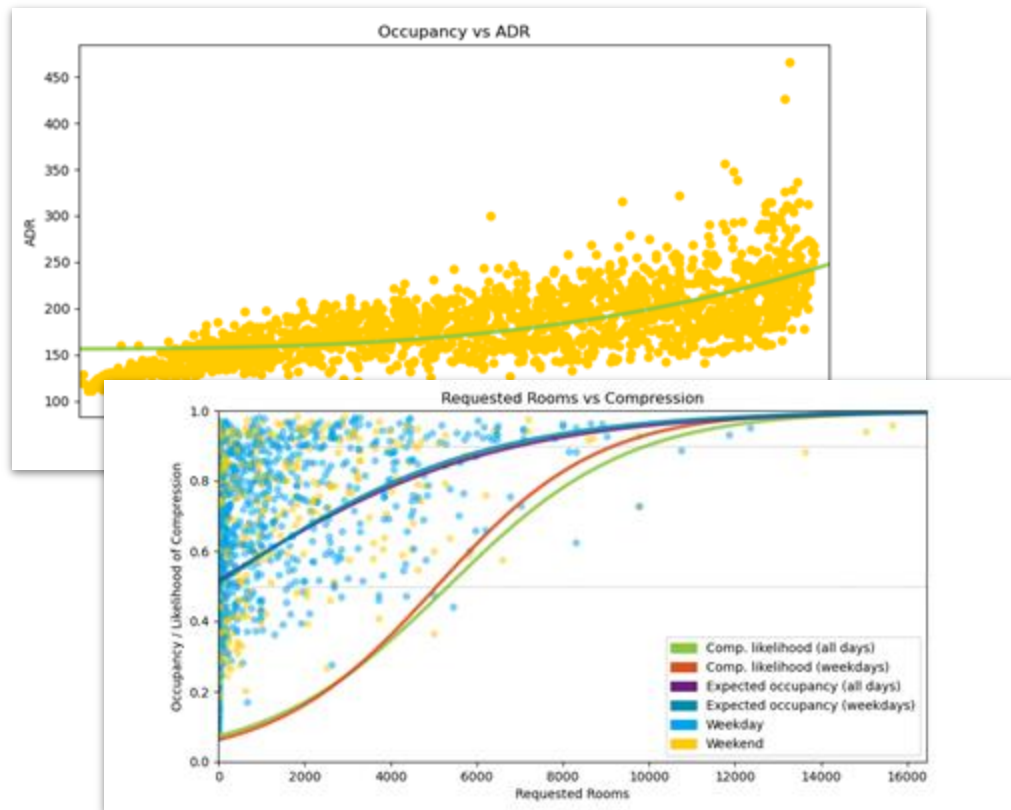
- The partner performance dashboard provides insights into the content marketing value and reach the DMO regularly provides to their partners
- Integrates CRM listing data, social media mentions, web data (including partner referrals), and blog mentions into a comprehensive partner value dashboard
- Dashboard can be sorted by partner category including restaurants, attractions, hotels, shopping and more



Utilize Advanced Data Science to Gain Enhanced Insights into Meeting Sales

With **deep data analysis**, we were able to find that city-wide room sales directly contribute to increased revenue both by increasing ADR and by filling empty rooms.

- Using CRM sales data against STR occupancy data to **measure the effect** of DMO meetings sales on destination hotel metrics
- Able to find that for every 1,000 citywide rooms sold, this CVB would get \$13.36 ADR on all days, \$14.46 on weekdays
- Additionally, for every 1,000 citywide rooms sold, \$22.07 RevPAR on all days, \$23.98 on weekdays



What is Simpleview Data Engine?

It's the newest, most complete reporting solution for DMOs. **We collect, standardize, and clean your data from across the internet and compile it into a data warehouse.**

From there, you can use the vast data visualization capabilities to generate reports and dashboards to share with internal and external stakeholders.



Drive Your Data into the Future

The Power of Reporting in YOUR Hands

COLLECT



Data
Pipelines

CONNECT



Data
Warehouse

EXPLORE



Business
Intelligence

Data Warehouse

Data Centralized

- Single source of **truth**
- **Clear** data definitions
- Cloud-based **scalable** storage
- **Flexible** database and API connectors
- Data blending and cloud **transformations**
- Social data, Google Analytics, CRM, events, traveler data, spend data, and more





VIMAL VYAS

Vice President of Data, Security, and
Digital Innovation | Visit Raleigh



Simpleview Data Engine has been a game-changer for Visit Raleigh, providing us with a comprehensive and reliable source of data that's easy to access and understand," said Vimal Vyas, vice president of data, security, and digital innovation at Visit Raleigh. **"We can now quickly identify trends, measure performance, and adjust our strategies in real-time. It's quite simply the future of DMOs."**



Thank **you**

Patrick Eichen

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