

What is Location Data's Untapped Potential?



**TOURISM
ECONOMICS**

AN OXFORD ECONOMICS COMPANY

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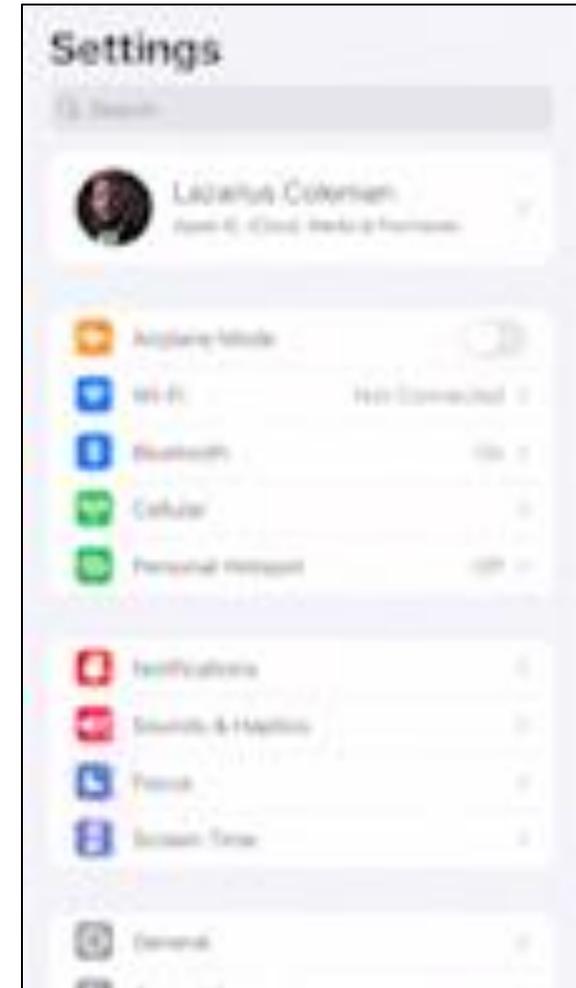
1 Is location data at risk?

2 How much is available?

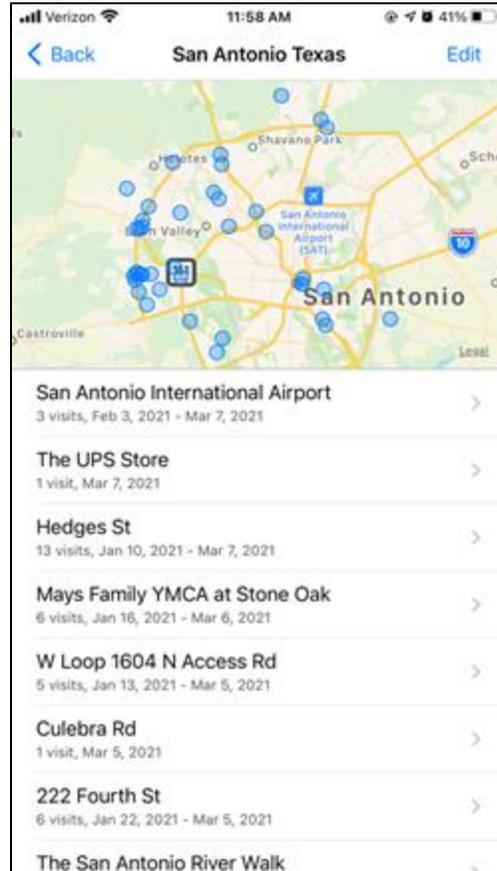
3 How can I activate it?

Do you have an iPhone?

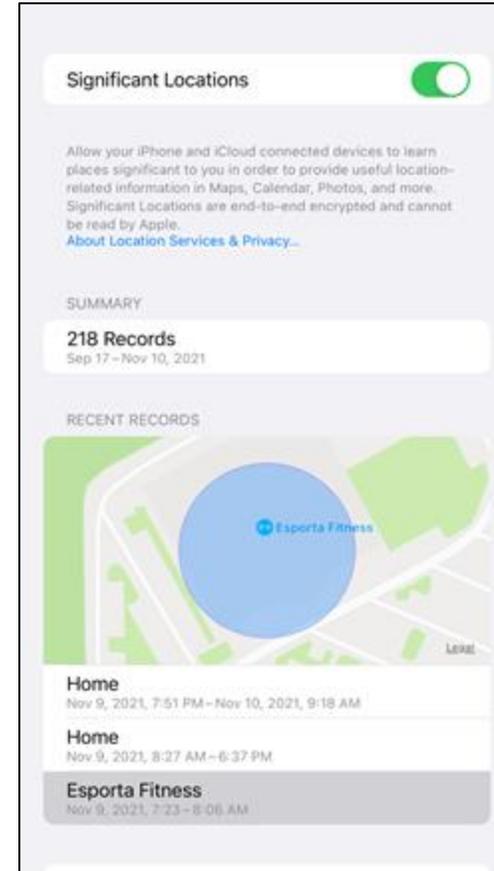
1. Go to "Settings"
2. Go to "Privacy & Security"
3. Go to "Location Services"
4. Scroll to the bottom & click "System Services"
5. Go to "Significant Locations"
6. Use Face ID / Touch ID to Authenticate
7. Under History, you'll see a list of locations you visited...click one...
8. You should see your location history...



You should see one of these images

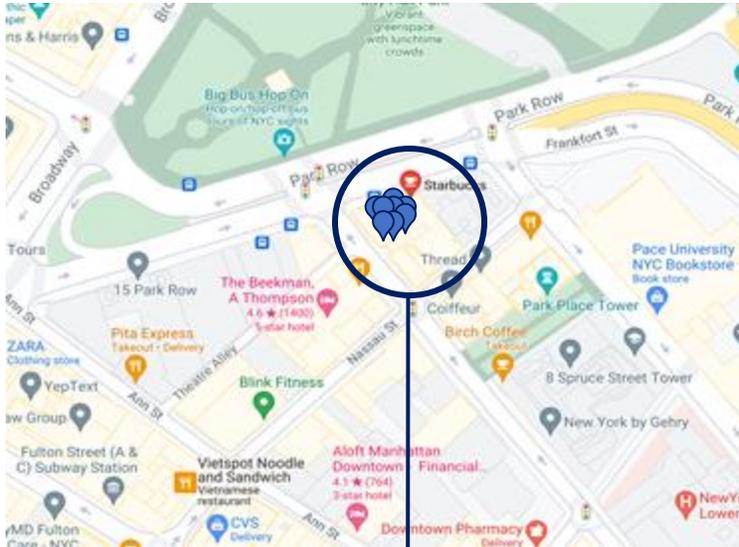


iOS 14

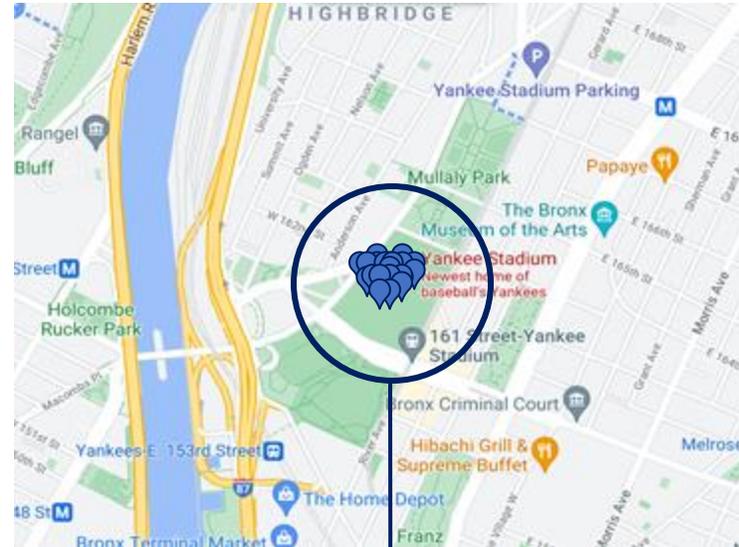


iOS 15 or later

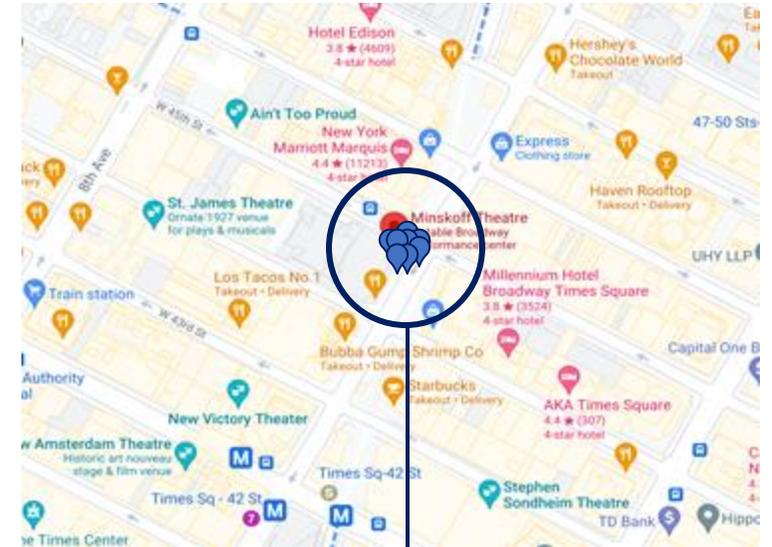
Location data can tell a power story



Attraction 1:
Starbucks - 15
people



Attraction 2:
Yankees Game - 54,000
people



Attraction 3:
Broadway Show - 300
people

What's changed about this?

Apple released 2 updates to hinder the tracking of iPhones



App Location Data

iOS 14.5 prevented the use of Apple's device ID for retargeting their users across the web.



IP Location Data

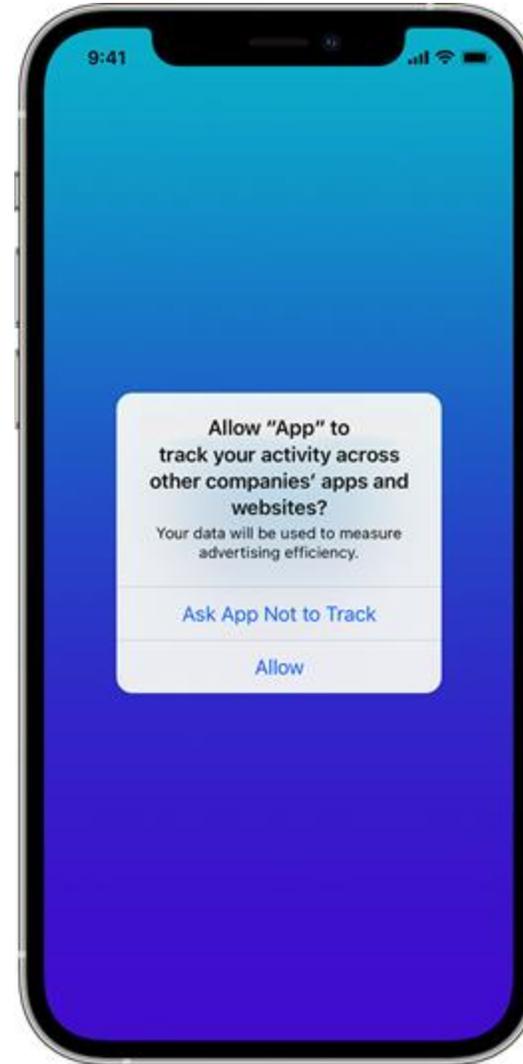
iOS 15 prevents the tracking of iPhone location without explicit permission.

But it really just meant we had to give permission for tracking...



App Location Data

iOS 14.5 prevented the use of Apple's device ID for retargeting their users across the web.



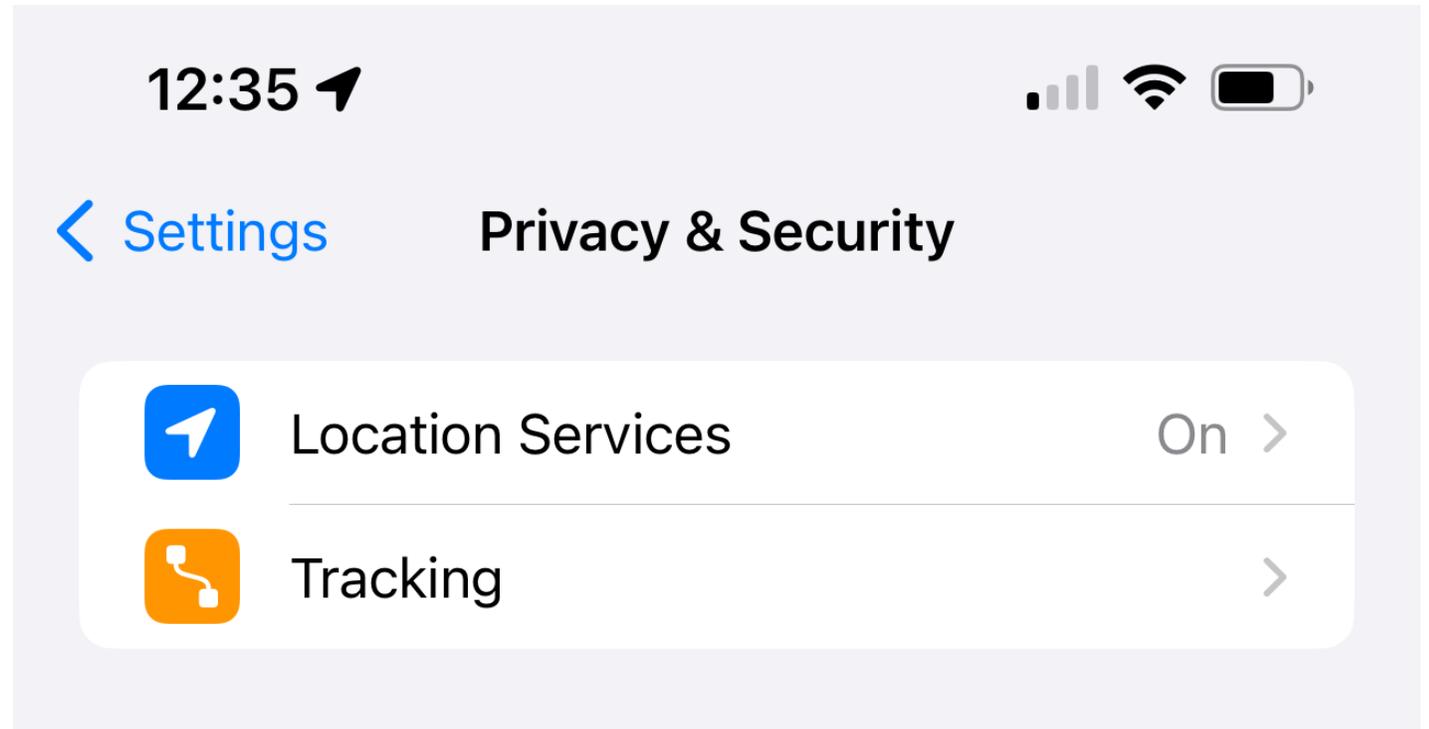
When apps ask for our permission, we likely say...



But here's the thing...

Go back into your settings and allow me to show you something...

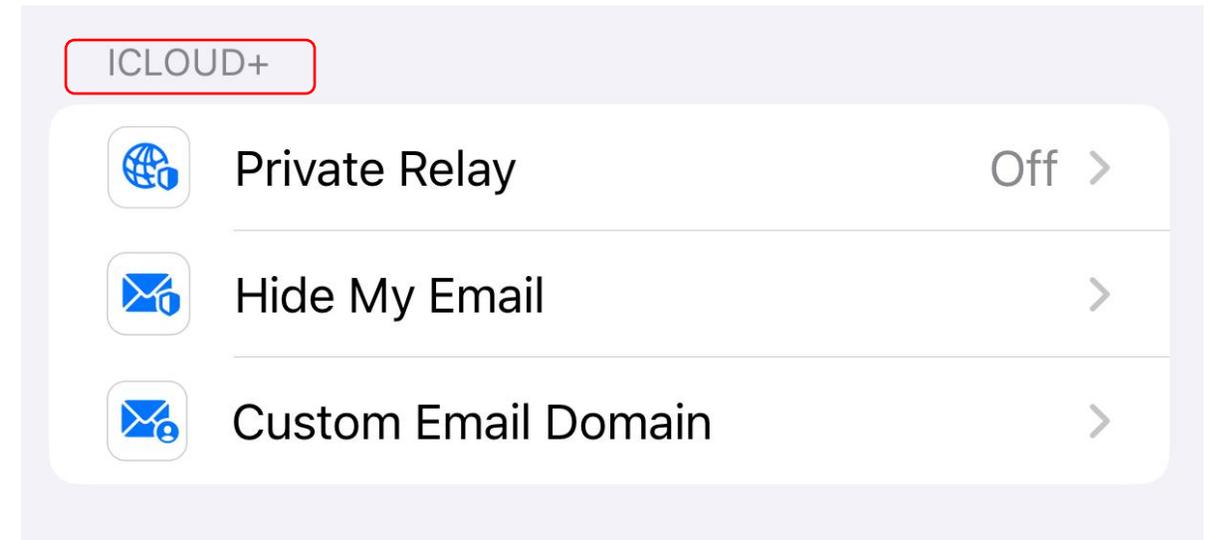
1. Go to "Settings"
2. Go to "Privacy & Security"



Question: What's the difference between tracking and location services?

Now go back to settings and click your picture...

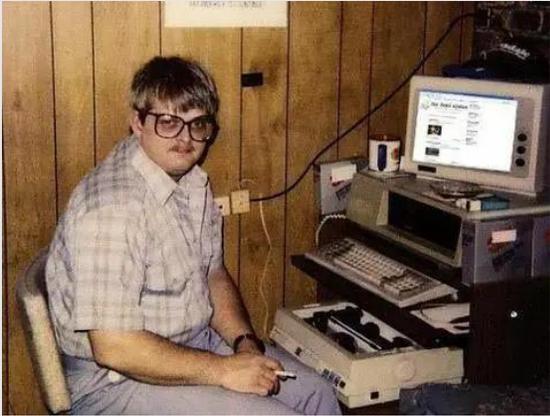
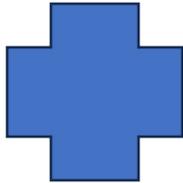
1. Go to “Settings”
2. Click your picture / Apple ID (top)
3. Click iCloud
4. Look under “iCloud+”
5. Are you even subscribed to iCloud+?



If not subscribed, no privacy features...

- 1** Is location data at risk?
- 2** How much is available?
- 3** How can I activate it?

How did we get here?



**Abundant
Location Data
Provides Lens
Into Key
Consumer
Trends &
Movement**

750 MILLION

GLOBAL ACTIVITIES / MONTH

300 MILLION

DOMESTIC U.S. ACTIVITIES / MONTH

58 MILLION

DOMESTIC U.S. ACTIVITIES / DAY

200+

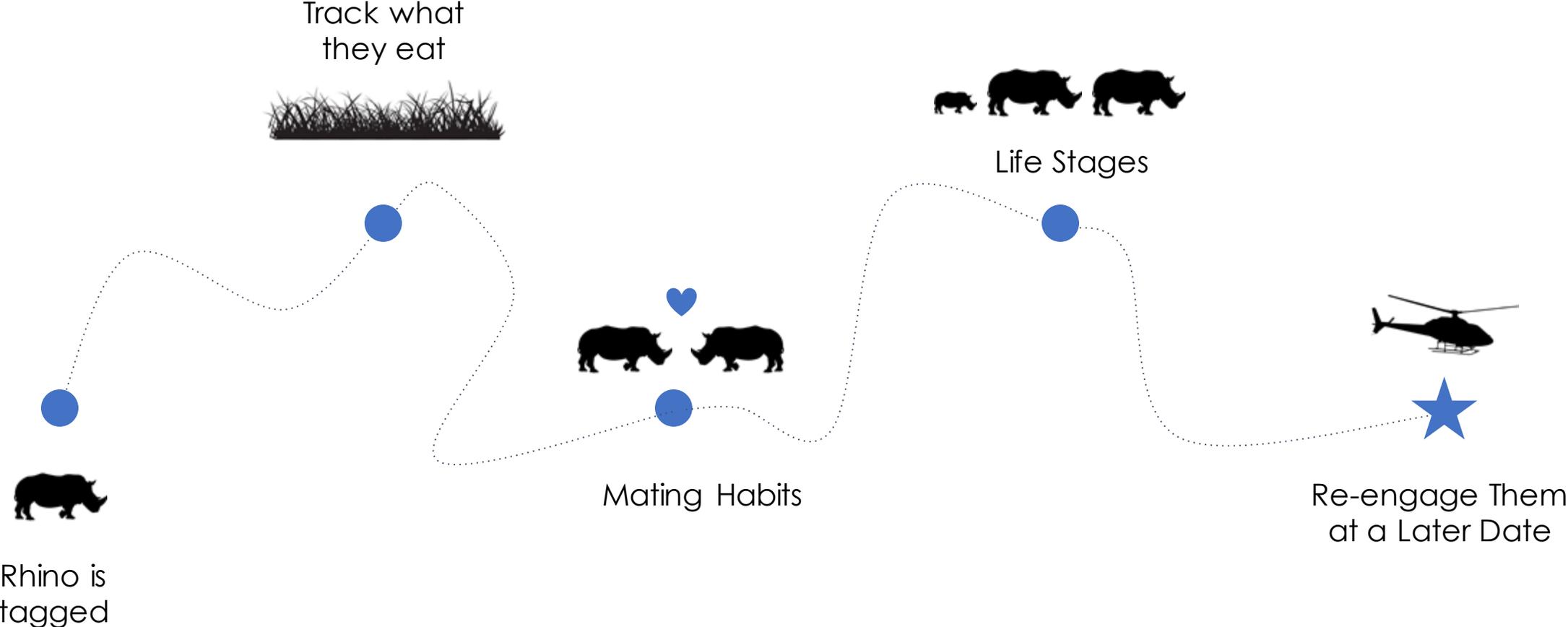
AVG. DATA POINTS PER USER / DAY

- 1** Is location data at risk?
- 2** How much is available?
- 3** How can I activate it?

Internet tracking is like Rhino Tagging...



Tagging allows you to track formerly private behaviors...



Your devices are the Rhino, allowing us to track formerly private behaviors...



Where can you activate this information?



Display



Video



Native



Connected
TV



Social

This is how ads follow you around the web...



"Jane" browses winter coats on your site



"Jane" sees your retargeting ad on other sites



"Jane" returns to buy a coat on your site

This allows you to do powerful marketing activations...

Great data will allow you to:



Re-target past visitors & lookalike target



Know **who's coming** by origin & seasonality



Measure how your ads relate to business outcomes



Report on results with **confidence** to stakeholders



Wisely re-invest funds to drive revenue

Attribution in action...

Start Date: September 01, 2022 | End Date: February 28, 2023



873,254
Exposed Device Count



62,818
Visitor Device Count



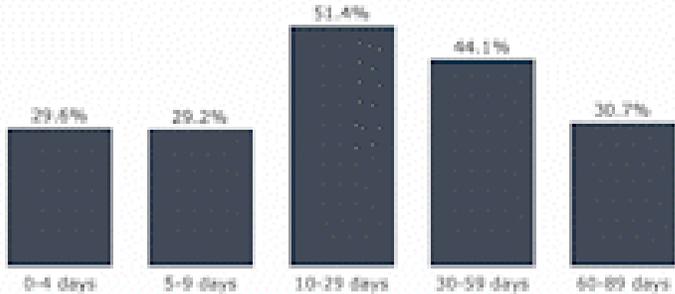
7.2%
Exposed to Visit Ratio

Monthly Breakdown

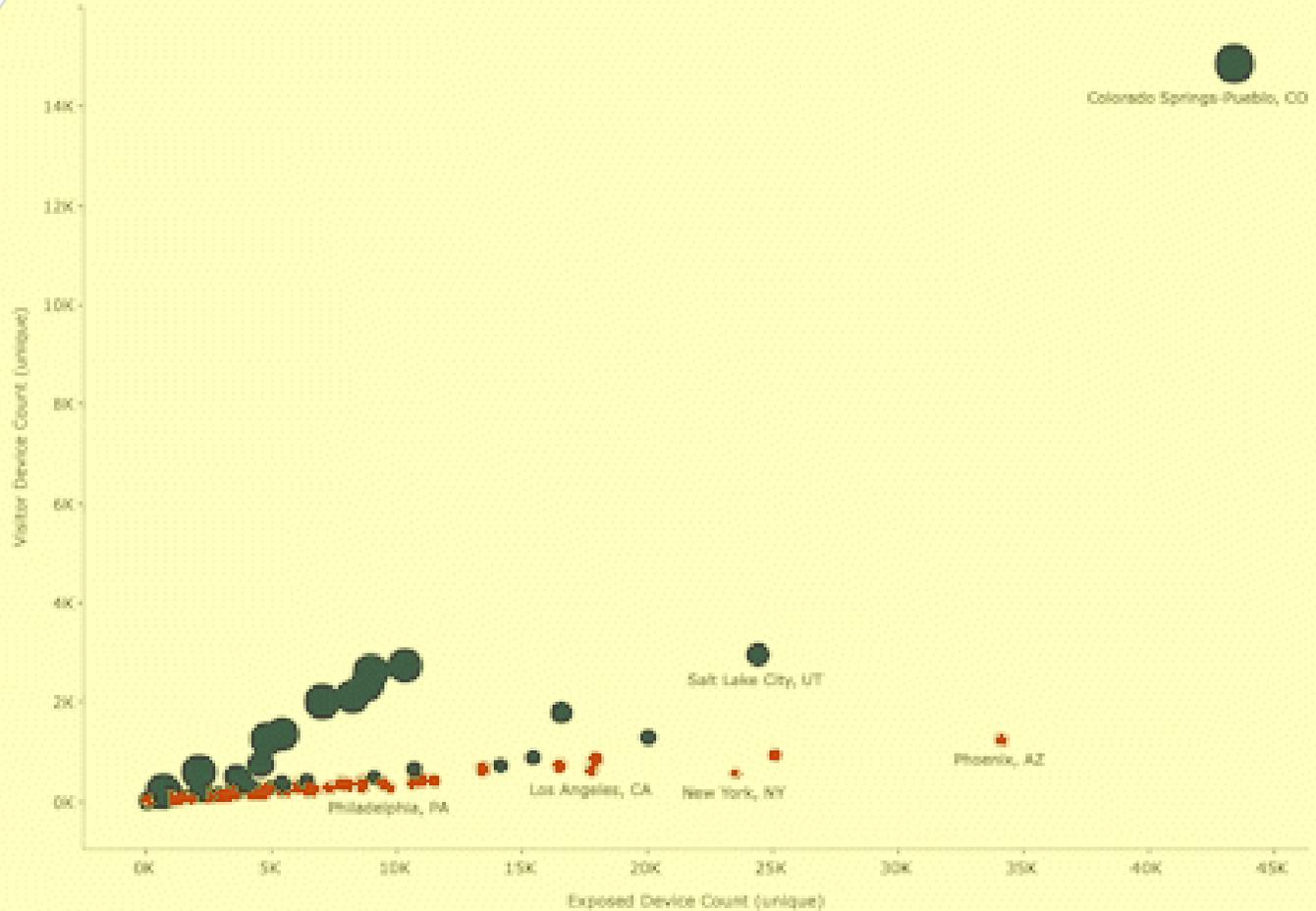
Month	Unique Exposed Device	Unique Visitor Device	Exposed to Visit Ratio
September 2022	137,474	14,838	10.8%
October 2022	163,723	16,593	10.1%
November 2022	177,854	18,525	10.4%
December 2022	182,274	18,482	10.1%
January 2023	144,707	9,359	6.5%
February 2023	158,955	5,289	3.3%

Website Visit to Arrival Window

Difference between website visit and arrival in market



Breakdown by Origin Metro (USA only)



Circle size represents the conversion percentage
■ < 5% conversion ■ >= 5% conversion

What content drove visitation?

Date Filter
(Multiple values)



1,408,569
Exposed Device Count



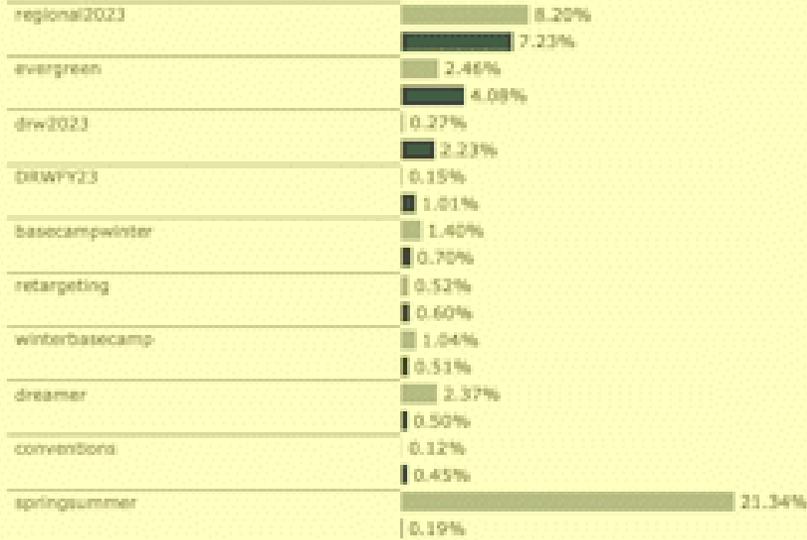
34,960
Visitor Device Count



2.5%
Exposed to Visit Ratio

Top Converting Campaigns

Ranked by visitors device count (unique)

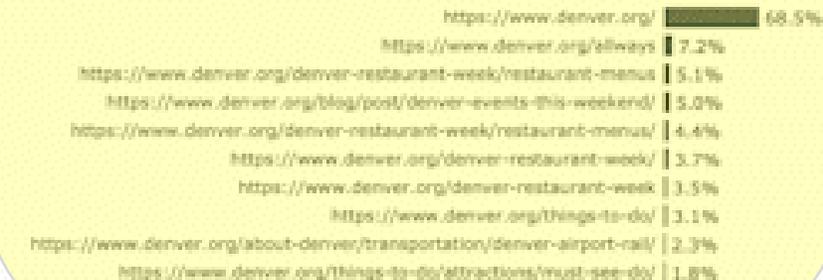


■ % of Total Unique Exposed Device

■ % of Total Unique Visitor Device

Top Converting Pages

% share of pages visited by visitors(unique)



Breakdown by Origin Metro (USA only)

Origin Metro	Unique Exposed Device	Unique Visitor Device	Exposed to Visit Ratio
Phoenix, AZ	43,533	868	2.0%
New York, NY	36,663	297	0.8%
Colorado Springs-Pueblo, CO	35,404	8,620	24.3%
Chicago, IL	27,064	526	1.9%
Dallas-Ft. Worth, TX	26,340	479	1.8%
Kansas City, MO	25,647	902	3.5%
Salt Lake City, UT	24,872	1,383	5.6%
Minneapolis-St. Paul, MN	24,653	429	1.7%
Los Angeles, CA	21,445	342	1.6%
Wichita-Hutchinson, KS Plus	18,395	595	3.2%
Atlanta, GA	17,901	219	1.2%
Omaha, NE	17,009	412	2.4%
Albuquerque-Santa Fe, NM	15,903	953	6.0%
Philadelphia, PA	14,941	126	0.8%
Houston, TX	14,860	294	2.0%
Tampa-St. Petersburg (Sarasota), FL	14,491	211	1.5%
Washington, DC (Hagerstown, MD)	12,784	186	1.5%
Seattle-Tacoma, WA	12,480	218	1.7%
Lincoln & Hastings-Kearney, NE	11,867	373	3.1%
Orlando-Daytona Beach-Melbourne, FL	11,698	166	1.4%
St. Louis, MO	10,621	186	1.8%
Detroit, MI	10,498	138	1.3%
San Francisco-Oakland-San Jose, CA	10,106	187	1.9%
Boston, MA (Manchester, NH)	10,026	144	1.4%
Des Moines-Ames, IA	9,849	188	1.9%
Cleveland-Akron (Canton), OH	9,791	89	0.9%
Indianapolis, IN	9,184	115	1.3%
Oklahoma City, OK	8,971	165	1.8%
Charlotte, NC	8,965	71	0.8%
Nashville, TN	8,738	118	1.4%
Portland, OR	7,948	161	2.0%
Billings, MT	7,870	1,402	17.8%
Raleigh-Durham (Fayetteville), NC	7,378	75	1.0%

VISIT BALTIMORE EXAMPLE

Visitors to Horseshoe Casino Baltimore

Date: January 01, 2022 to December 31, 2022

Visitor Breakdown

Unique Visitors



78.6%

of out-of-town visitors to Horseshoe Casino Baltimore stayed overnight

Visits Breakdown

Total Visits

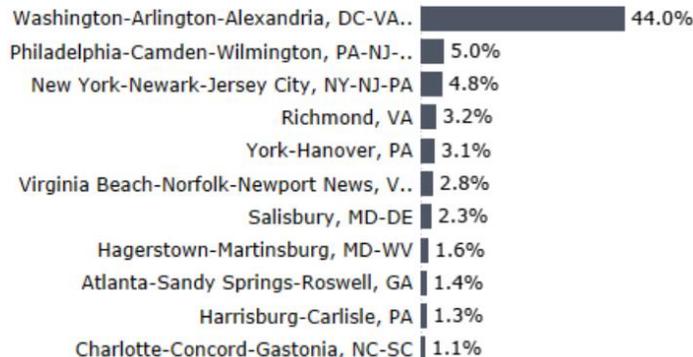


41.7%

of out-of-town visitors to Horseshoe Casino Baltimore had no prior visits to Baltimore in previous 12 months

Top Origin Market by MSA

Unique Visitors, Excluding Baltimore-Columbia-Towson, MD

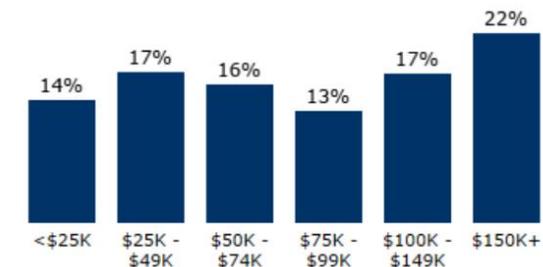


Demographics

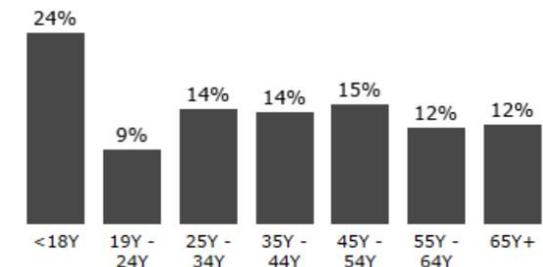
Estimated Based on Origin (Domestic only)

Household Income (in USD)

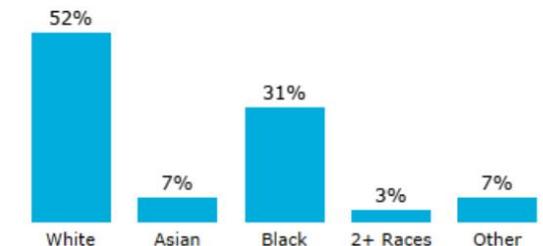
Median: \$87.9K



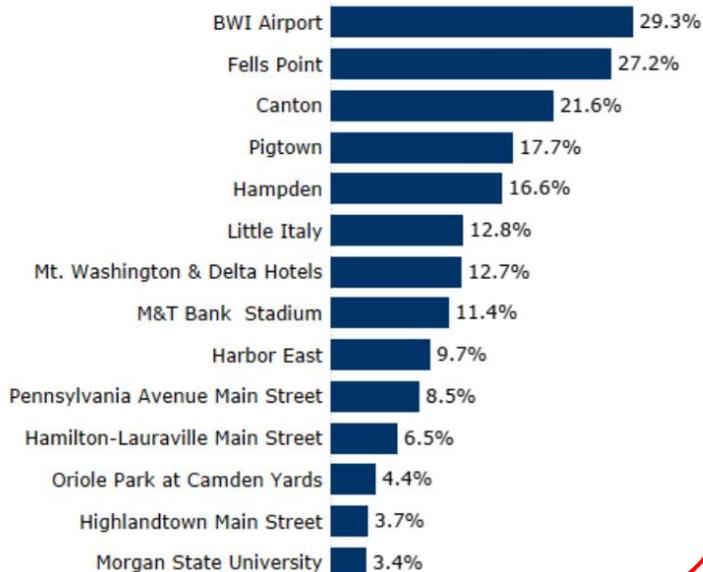
Age



Race

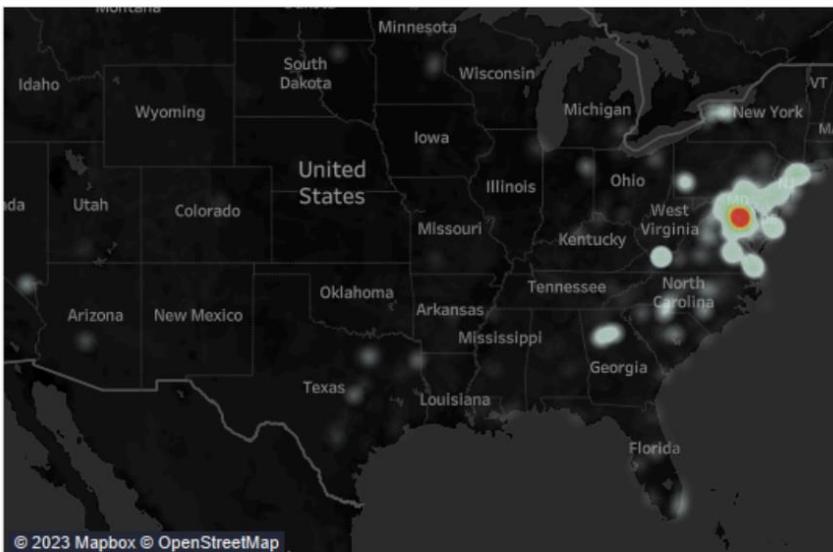


Top Cross-Visited Points of Interest



Origin Heat Map

Excluding Baltimore-Columbia-Towson, MD



Thank You!

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