

# Research Tracking and Measurement

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OCTOBER 21, 2013



# Overview

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- Brand Health
- Program Metrics
- Visitor Exit Survey
- Business Index
- Analysis / Presentation

Brand Health  
Budget - 20k

## Quantitative Research Study – RTO12.ca

- ❑ 2012 – 1230 sample
- ❑ 2013 – 530 sample
- ❑ Awareness of Explorers' Edge amongst the all-important Ontario Explorers segment:  
Coordinated Analysis

## 2014 Quantitative Research Study

- ❑ Consult RTO's
- ❑ Track brand health

## Program Metrics

Budget N/A

- Included

## Signature Programs

- Fuel and Fun
- Explore the Edge
- Booking, Redemption, Travel Patterns, Consumer insight

## Marketing

- Website Visits / Unique URL's
- Outbound Traffic
- Time on Site

# Visitor Exit Survey

Budget \$7,300

- In-House

## Visitor Exit Survey

- In-house tracking & Design
- I-Pad
- Incentive, gas card

## Regional Operators

- KOA Parry Sound, Cleveland's House, Sunny Point Resort, Motel 6, Hidden Valley, Sherwood Inn, Tally Ho

# Business Index

Budget \$11,000

1. HST
2. Rounds of Golf
3. Gate Receipts

## Data Collection

- Historic and Current
- Monthly

## Segal LLP

- example

# Business Index

Budget \$7,000

4. Occupancy

5. Provincial Park

6. Weather

## Occupancy

- PKF, Hospitality & Tourism Business Advisors
- Accommodation Industry Tracking Tool
- 18 Accommodations in RTO12

## Weather & Provincial Park

- Cloud / Project Management
- Precipitation
- Arrowhead & Algonquin

Online  
Presentation  
Budget \$3,500

Browse Categories:

1 - Overall Destination Performance

2 - Visitor Sector Performance

3a - Demographics - Overall

3b - Demographics - Daytrip

3c - Demographics - Overnight

4 - National Demographics

5a - Opinions & Perceptions - Residents

5b - Opinions & Perceptions - Non-Residents



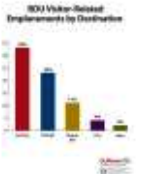

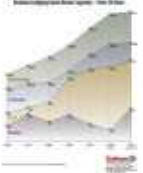
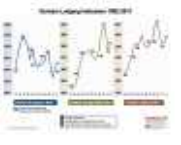
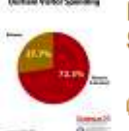

5c - Fables/Realities

6 - Perception of DCVB Performance

7 - How Destination Marketing Works

# DURHAM VISITOR RESEARCH AND STATISTICS: OVERALL DESTINATION PERFORMANCE

31 Images Found

	<b>20 Year Durham NC Scorecard</b> <a href="#">View</a> <a href="#">Download PDF</a>		<b>2010 Year-End Performance Summary</b> <a href="#">View</a> <a href="#">Download PDF</a>
	<b>City Destination of RDU Arrivals</b> <a href="#">View</a> <a href="#">Download PDF</a>		<b>Downtown Durham Public &amp; Private Investment</b> <a href="#">View</a> <a href="#">Download PDF</a>
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	<b>Durham Visitor Spending</b> <a href="#">View</a> <a href="#">Download PDF</a>		<b>Durham Visitor-Generated Tax Dollar</b> <a href="#">View</a> <a href="#">Download PDF</a>



# Analysis & Presentation

## Project Management

- \$7,200

## Jan & Mar

- \$4,000

## Strategic Direction

- \$8,000

## Industry

- \$2,000

## Cloud Ad Agents

- Project Management (5 months, \$1,400)
- Presentation (Jan & Mar)
- Coordinated Analysis

## Strategic Direction

- Industry consultation i.e. Pure Muskoka, RCMG, TNS, David Foote

## Industry Consultation

- Presentation Material / circulation

# Budget

RESEARCH TRACKING AND MEASUREMENT	
Tourism Indicator Framework	
Brand Health (Research House, Hilton Barber, Cloud)	20,000.00
Program Metrics	N/A
Visitor Exit Survey (In House)	7,300.00
Business Index	
Data Collection (Segal LLP)	11,000.00
Occupancy Rates (PKF)	7,000.00
Online Creative (Link-House)	3,500.00
Project Management (Cloud)	7,200.00
Tourism Indicator Framework	
Jan Report / Presentation (Cloud)	2,000.00
March Report / Presentation (Cloud)	2,000.00
Industry Analysis	
Pure Muskoka, RCMG, TNS, David Foote	8,000.00
Industry Presentation Material	
Creative / Hard Costs	2,000.00
<b>TOTAL BUDGET 2012/2013</b>	<b>70,000.00</b>



  
**EXPLORERS'  
EDGE**  
*Naturally Adventurous*

Questions