



TOURISM ECONOMICS

AN OXFORD ECONOMICS COMPANY

Our Clients From Across the Globe

Serving 1000+ destinations, organizations and associations



Introducing

SYMPHONY

MAKE YOUR DATA SING



TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

The Symphony Engine



SYMPHONY

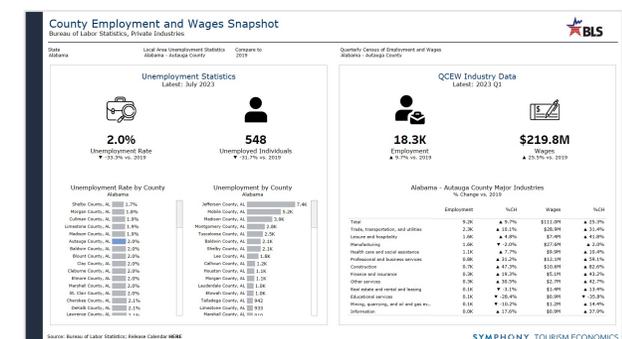
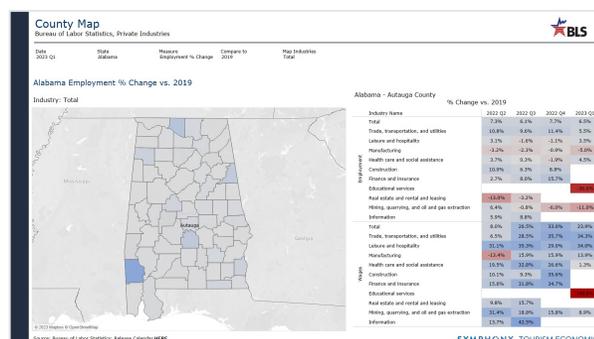
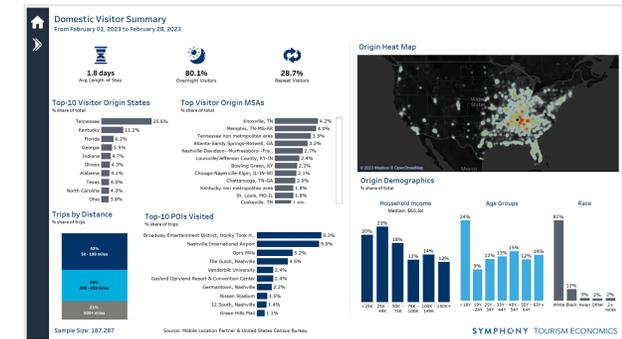
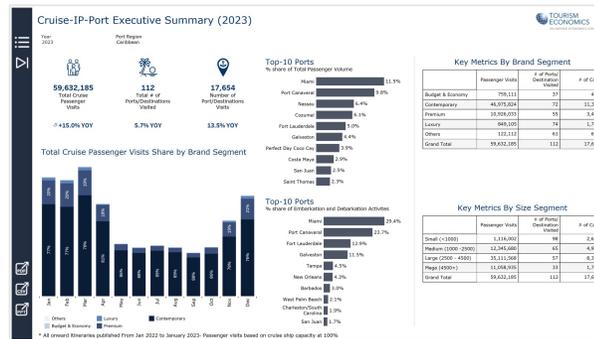
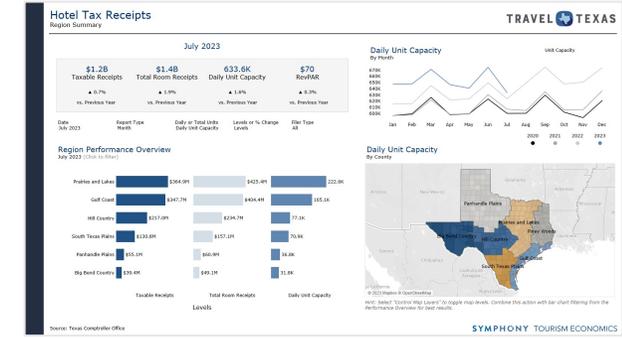
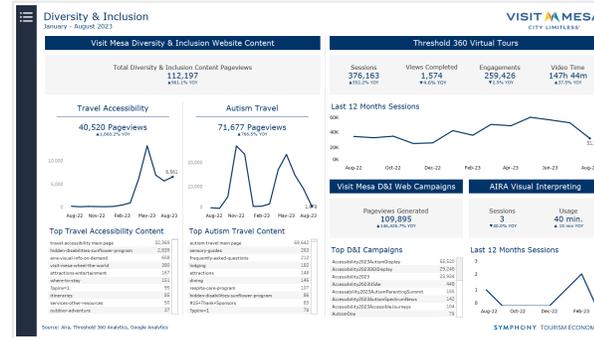
Make your data sing.



Types of Data

Data are compiled from four major categories:

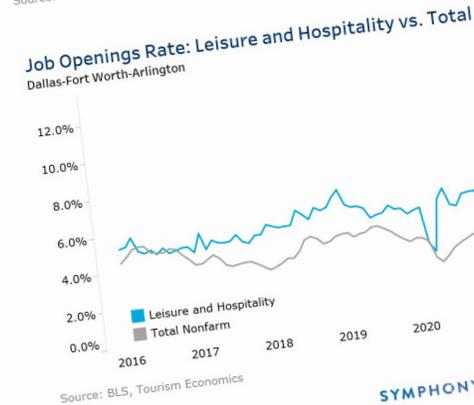
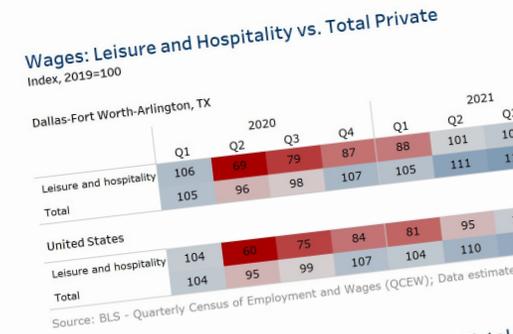
1. Internal DMO KPIs and market tracking
2. Current vendor data for DMO
3. Proprietary Oxford & Tourism Economics data and forecasts
4. SYMPHONY partner and third-party data



Workforce Intelligence

Monitor and predict the recovery of the travel industry workforce with Tourism Economics' destination-specific proprietary monthly data and analysis.

- Employment trends
- Wage details
- Occupational analysis (sales, management, etc.)
- Demographics (age, race, education, gender)
- Job openings and quit rates
- 3-year annual forecasts
- Delivered as a new module in SYMPHONY





TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

CLIENT **EXAMPLES**

VISITOR CARD SPENDING

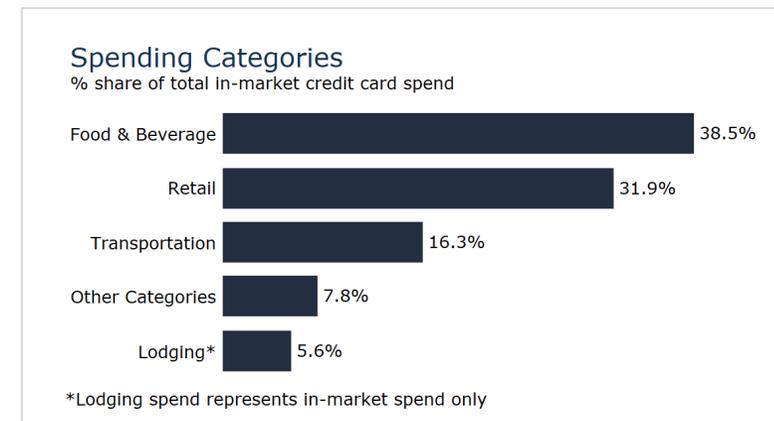
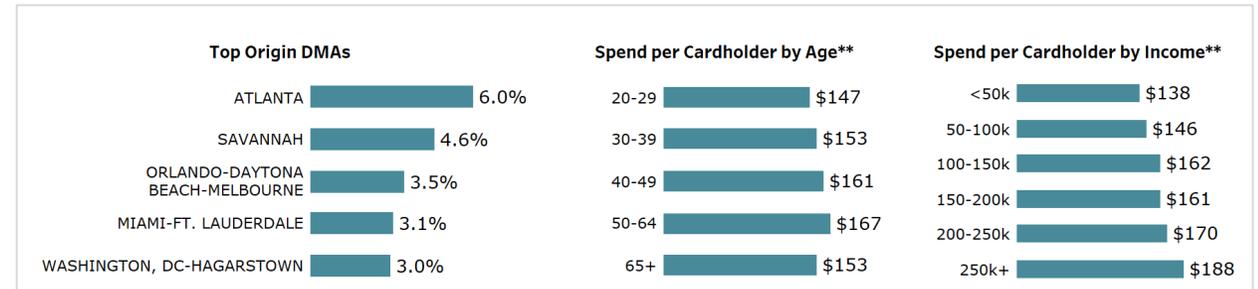
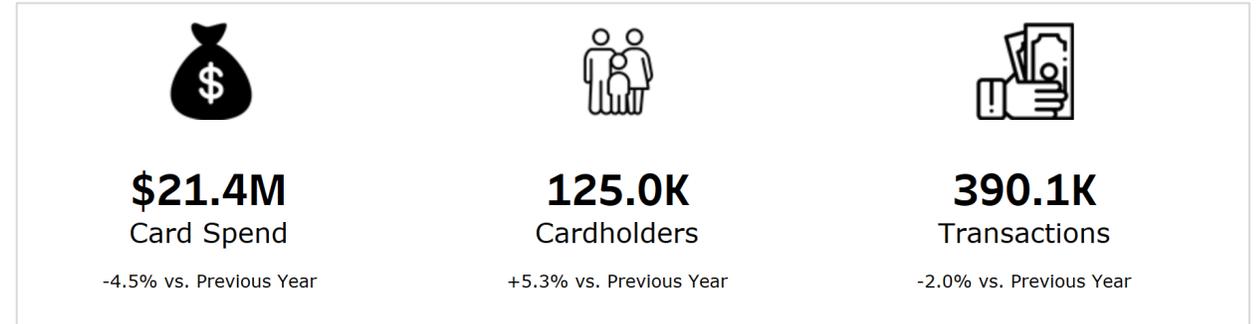
- Visitor card swipes occurring in your destination
- Billing zip different than destination zips
- This can be broken up by age, income, origin & spending categories

Cons:

- Incomplete spending picture
- Underreports Lodging / Transportation

Pros:

- ✓ Massive coverage / volume
- ✓ Deterministic retargeting
- ✓ Align content with origin, age, income & season



Which businesses did visitors swipe their credit cards at?

Merchant Detail

Period: March 2023

Month: Report Type:

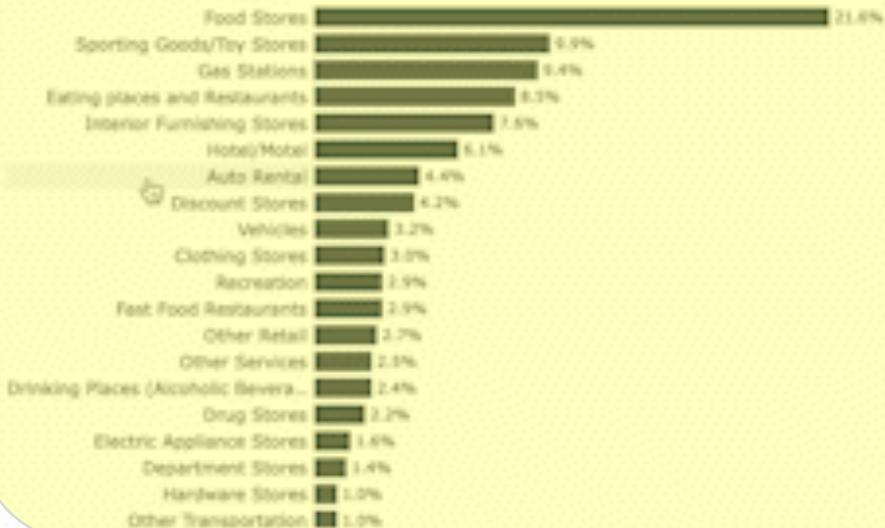
Category Groups

% Share of total in-market credit card spend



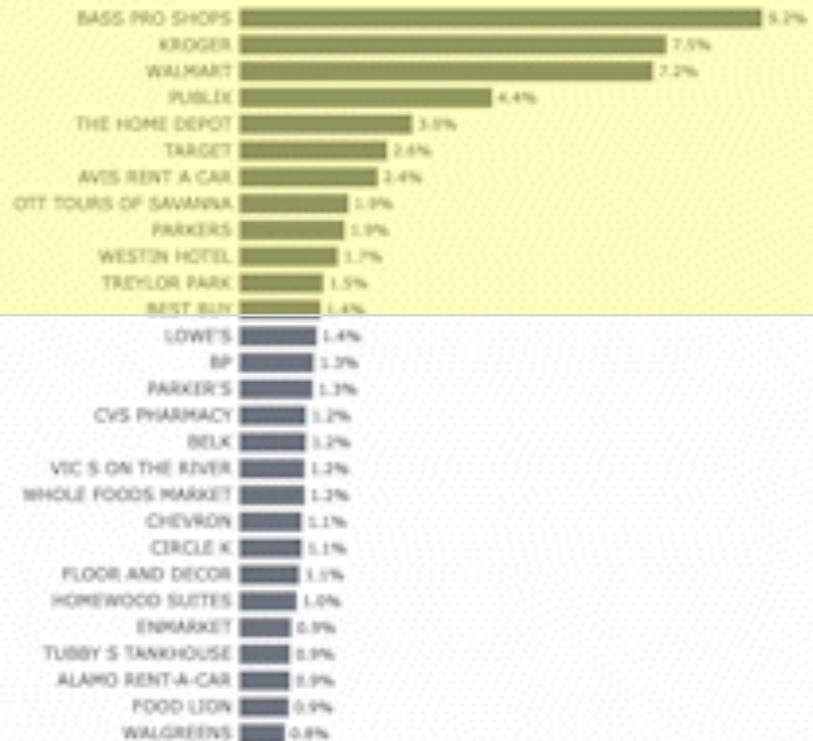
Category Breakout**

% Share of total in-market credit card spend



Merchant Name**

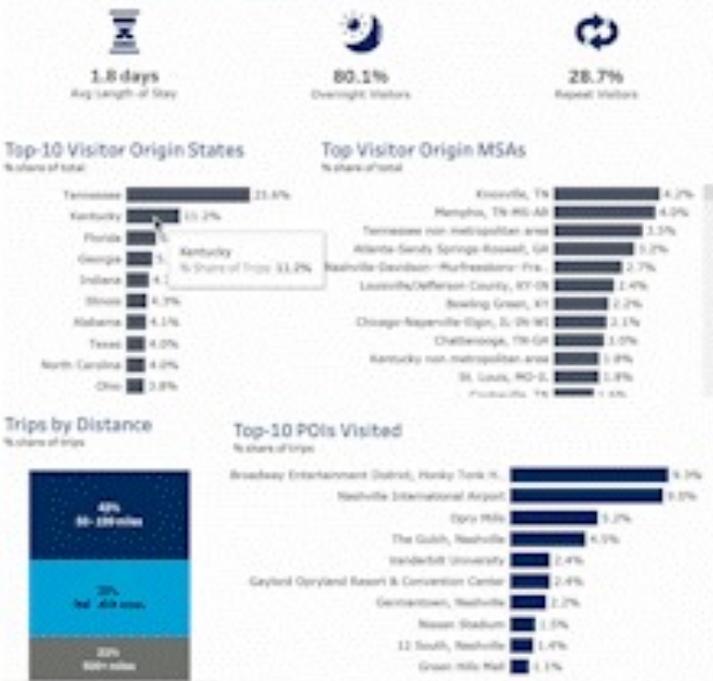
% Share of total in-market credit card spend



Source: TransUnion/Comcast/Signal; *Lodging spend represents in-market spend only; **Sample which includes merchant level detail

Domestic Visitor Summary

From February 01, 2023 to February 28, 2023



MOBILE LOCATION DATA

- Visitor phone behavior while traveling
- CEL & CDL determines where the devices lives
- Can approximate age, income & ethnicity

Cons:

- International requires thought
- Fluctuates from time to time
- Can get you in trouble as a standalone dataset

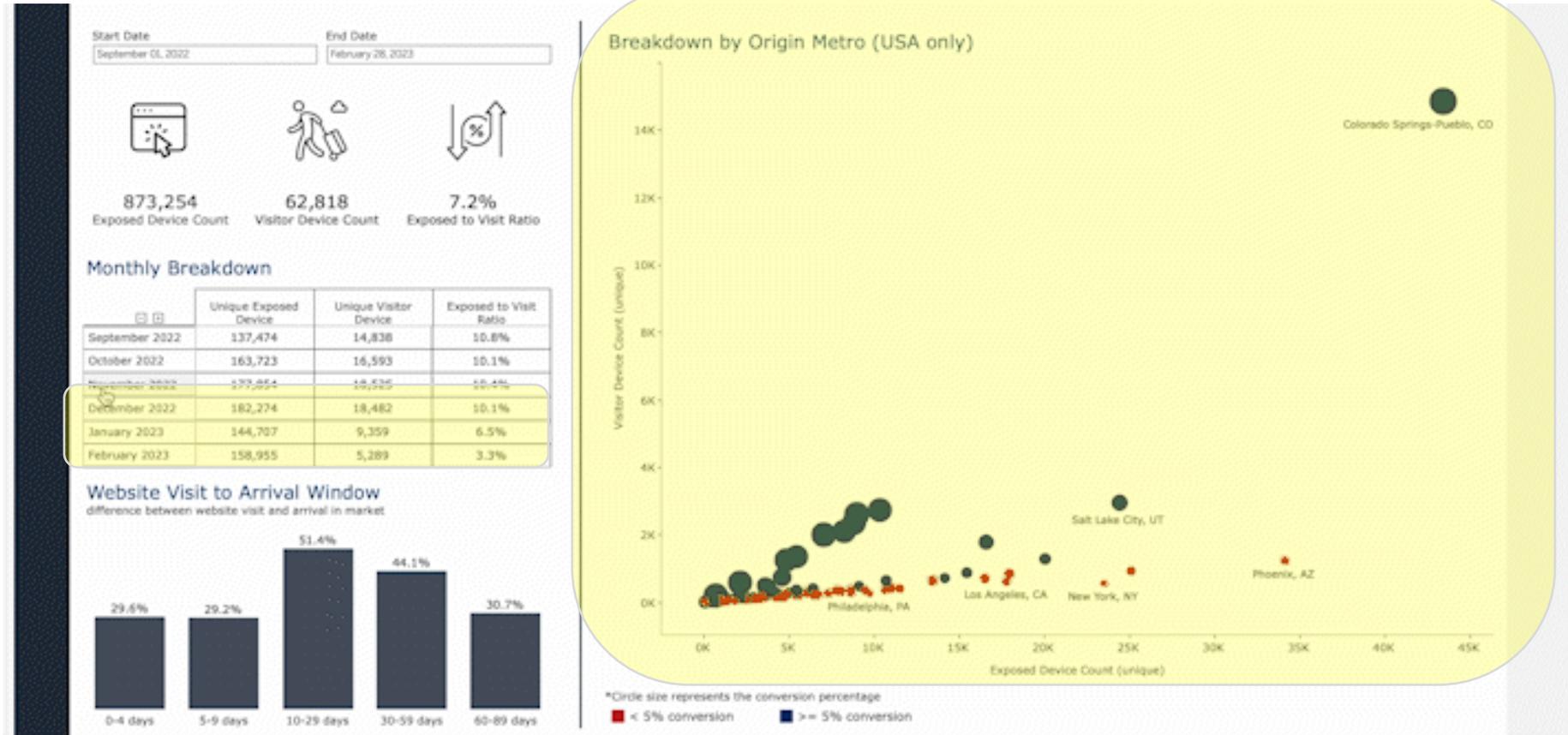
Pros:

- ✓ Directional understanding of visitor behavior
- ✓ Website Attribution
- ✓ Cross Visitation Reports / Event Analysis

Example

Website & Media Attribution

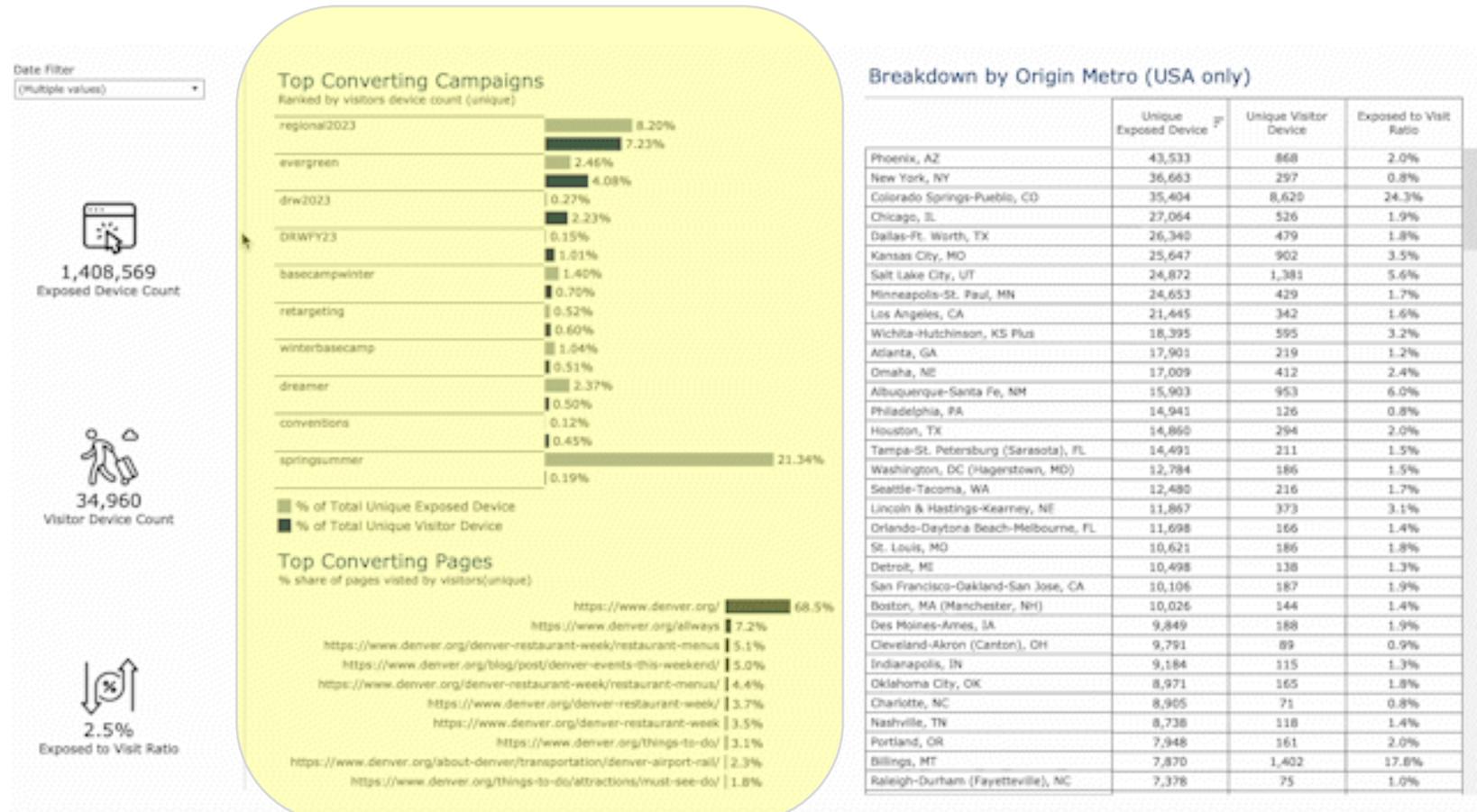
How is our website performing in the winter months? Where are people coming from?



Example

Website Attribution

What content on our website is most popular among actual visitors?





TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

PINELLAS COUNTY



**ST. PETE
CLEARWATER**



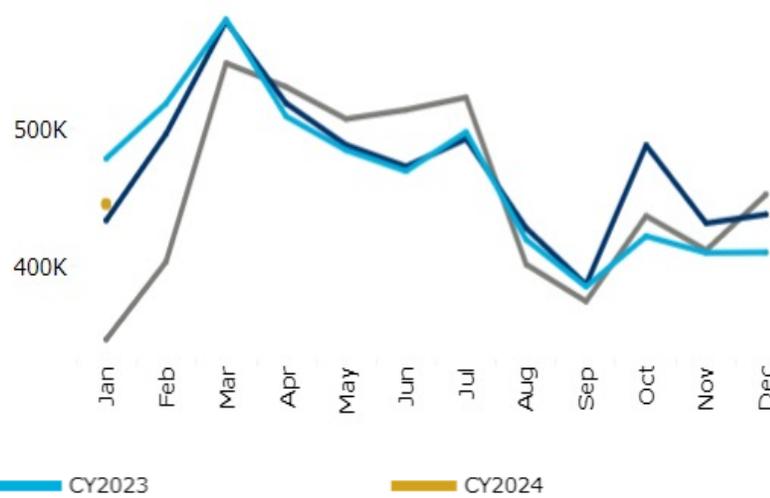
Hotel Trends for the county are evolving



Total Supply



Demand



Revenue



- Supply continues to increase as does demand, even though January demand was down from last year, it is still ahead of previous years.

Domestic Overnight Visitation

Last 12 months January 2024



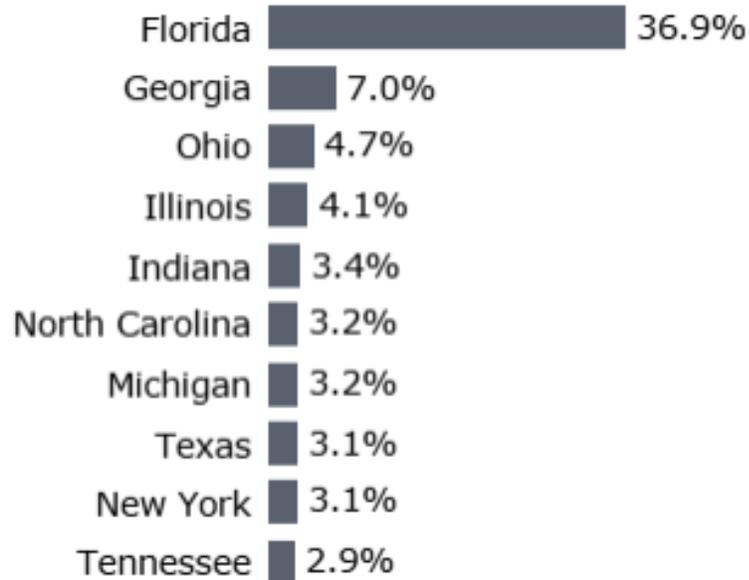
2.9 days
Avg Length of Stay



49.8%
Repeat

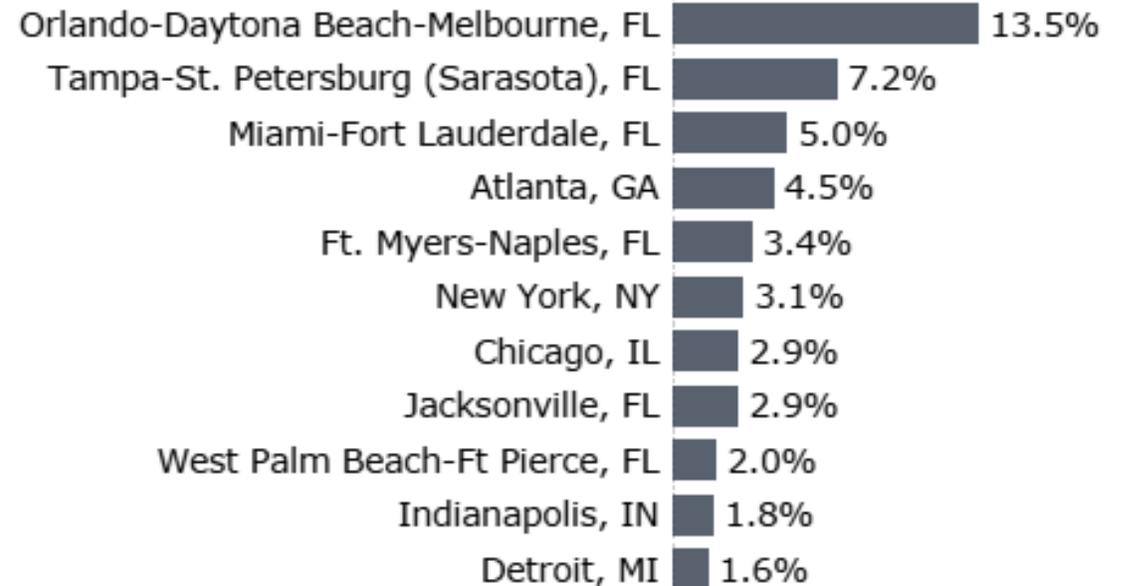
Top Visitor Origin States

% share of total



Top Visitor Origin DMAs

% share of total



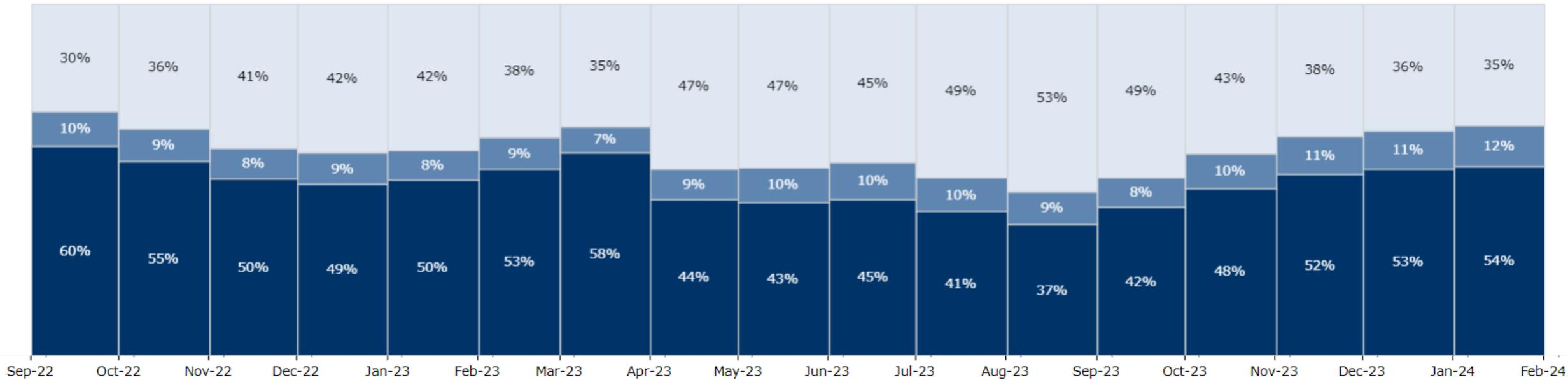
Domestic Visitation

January 2024



Distance Share Trend

Distance ■ 50 - 249 miles ■ 250 - 499 miles ■ 500+ miles



January 2024

Visitor Spending

DMA Name	Share of Cardholders	Share of Transactions	Spend per Transaction
Orlando-Daytona Beach-Melbourne, FL	11.3%	8.4%	\$44
New York, NY	3.6%	4.1%	\$63
Ft. Myers-Naples, FL	4.9%	4.4%	\$54
Miami-Ft. Lauderdale, FL	5.0%	4.7%	\$48
Boston-Manchester, MA-NH	2.2%	3.0%	\$64
Chicago, IL	2.1%	2.8%	\$66
West Palm Beach-Ft. Pierce, FL	3.2%	3.1%	\$47
Philadelphia, PA	2.0%	2.1%	\$62
Detroit, MI	1.5%	2.1%	\$61
Cleveland-Akron-Canton, OH	1.1%	1.7%	\$61

Over 70% of visitor spend came from outside of Florida markets with New York, Boston and Chicago showing the highest spend per transaction

International Trends

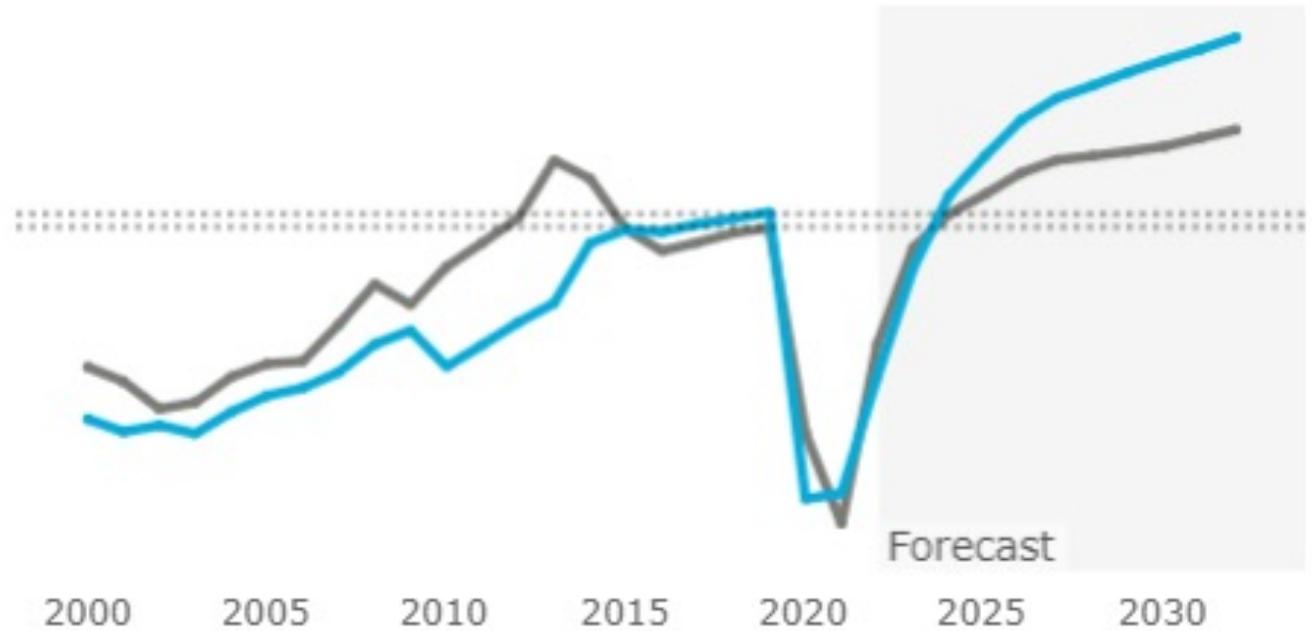
Forecast 2023

2023 Visitation to Tampa-St. Pete., FL

Compared to Previous Year

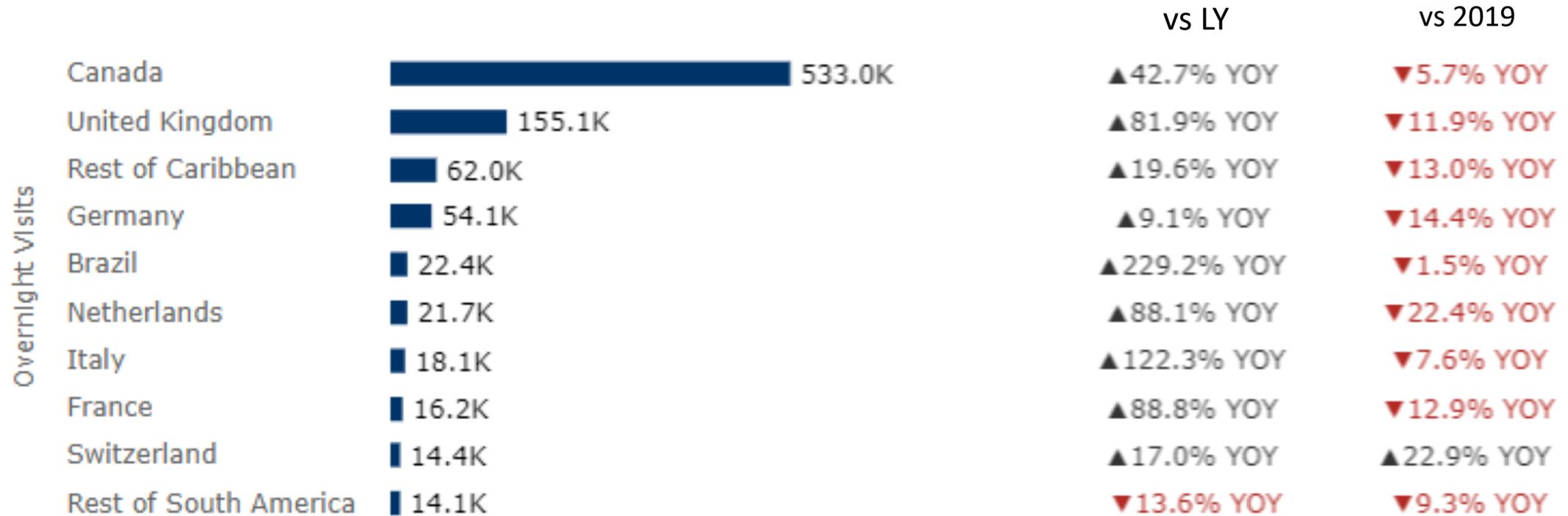
Overseas North America

(Multiple values)



International Trends

YTD December 2023



SYMPHONY

The Why



It wasn't until our partnership with Tourism Economics' SYMPHONY, that the **data and the insights came to life.**

Chuck Davison, President & CEO, Visit SLO CAL



Uniquely composed
intelligence hub



Best-in-class reporting
and custom integration



Actionable insights
stakeholders understand



Unparalleled efficiency
for dynamic teams