2020 Research Summit
Data Platforms:
Your Needs, Barriers, and Opportunities

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FRANKE COLLEGE OF FORESTRY AND CONSERVATION
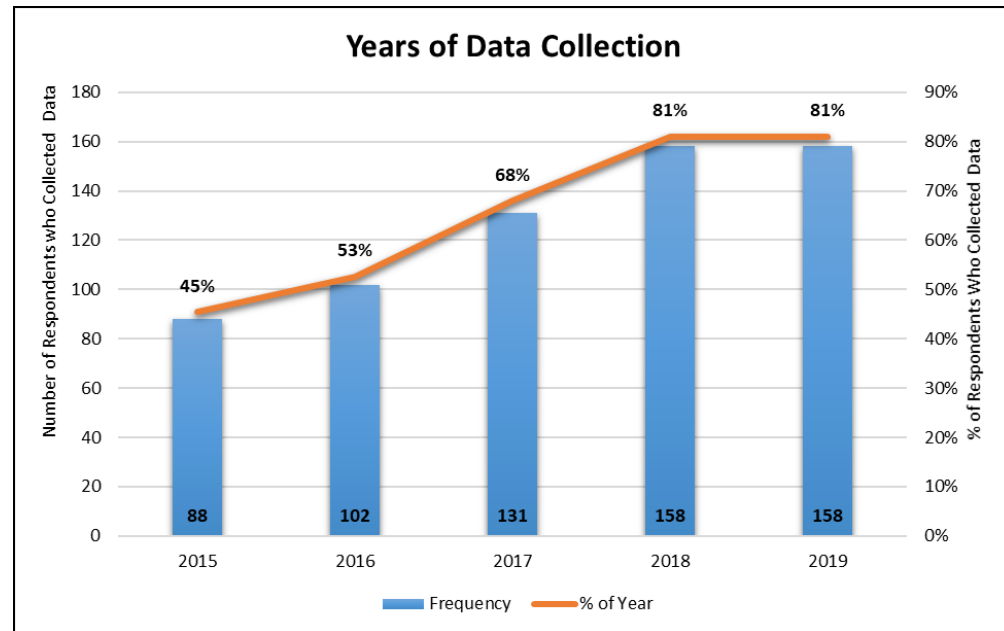
Data, Analysts, and Analytics are Everywhere

DestiMetrics

HEADWATERS ECONOMICS

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U.S. TRAVEL ASSOCIATION

INSTITUTE FOR TOURISM & RECREATION RESEARCH

NATIONAL PARK SERVICE

Skift

Nsight

MONTANA OFFICE OF TOURISM AND BUSINESS DEVELOPMENT

AIRDNA

Destination Analysts

ARRIVALIST
Measuring the Way Media Moves Us.

VisaVue

Longwoods INTERNATIONAL

UberMedia

TOURISM ECONOMICS
AN OXFORD ECONOMICS COMPANY

SOJERN

Omnitrak

Dean Runyan Associates

Acquiring Data

		Frequency	Proportion
Was the data purchased from an outside source, freely available from an outside source, or self-collected.	Free	87	45%
	Purchased	55	29%
	Self-Collected	50	26%
	Total	**192**	**100%**

Years of Data Collection

Year	Frequency	% of Year
2015	88	45%
2016	102	53%
2017	131	68%
2018	158	81%
2019	158	81%

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		Frequency	Proportion
Do you know what methodology was used to collect the data?	No	36	19%
	Somewhat	45	24%
	Yes	105	56%
	Total	**186**	**100%**

Why are you using data?

YoY Growth	Demographics	Marketing	Content Performance
Marketing Forecasts	Economic Trends	Industry Tracking	Grant Writing
Business Plans	Production Assistance	Reputation Monitoring	Global Tourism Trends

What metrics are you in need of?
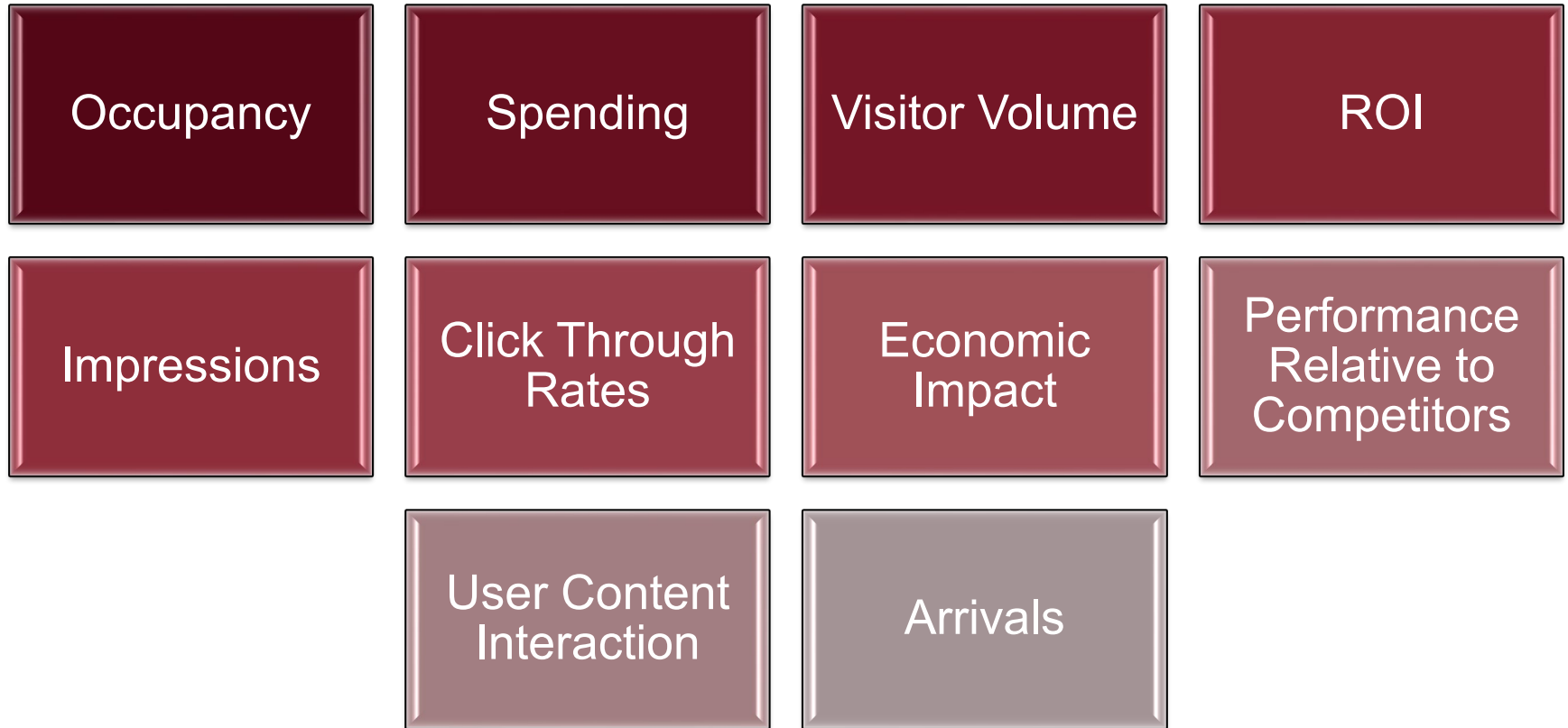
Occupancy	Spending	Visitor Volume	ROI
Impressions	Click Through Rates	Economic Impact	Performance Relative to Competitors
	User Content Interaction	Arrivals	

Most Commonly Cited Sources, Metrics, and Uses

Platform/Source	Data/Metric Provided	Uses	Purchased
Destimetrics	Lodging Occupancy	Year over Year Growth	Yes
ITRR	Spending/Visitation/Reports	Industry Specific Information	No
Economic Info Center	Census/Economic Data	Data Analysis, Mapping, Demographics	No
Google Analytics/Adwords	Advertising ROI	Marketing, Website Traffic, Budgeting	No
Search Engine Traffic	Volume of Online Traffic	Marketing, Website Traffic	-
Trip Advisor Analytics	Performance Relative to Competitors	Benchmarking Performance, Monitoring Online Reputation	Yes
Facebook Analytics	User Interaction with Content	Ad/Content Performance	No
Voices of Montana	Public/Industry Information	State-wide trends, Marketing forecasts	No
Destination Analysts	Economic Impact Analysis/ROI	Campaign Performance, Trend Info, Industry Studies	No

Most Commonly Cited Sources, Metrics, and Uses

Platform/Source	Data/Metric Provided	Uses	Purchased
Smith Travel Research	Performance Reports, Lodging Occupancy	Market forecasting, Data Tracking	Yes
Resort Tax Collections	Economic, Tourism Impact Stats and Reports	Economic Trends	No
Lodging Tax Collections	Economic, Tourism Impact Stats and Reports	Economic Trends	No
National Park Visitation Statistics	Visitation Counts	Tourist volume information	No
Skift	Marketing Plans, Industry Research	Global and Micro-industry Trends, Market Estimates	Yes
Nsight	Analyze Tourist Data	Tracking Data, Marketing	Both
VisaVue	Visitor Spending Information	Tracking Expenditures and Transactions	Yes
U.S. Travel Association	Travel Trends and Reports	General Tourism Industry Tracking	Both

Barriers to Data Collection and/or Use?

What are the biggest barriers to collecting your own data?

22% of respondents indicated time was a barrier.

Barriers to Data Collection and/or Use?

What are the biggest barriers to purchasing data from an outside source?

62% of respondents indicated cost was a barrier.

Barriers to Data Collection and/or Use?

What are the biggest barriers to using freely available data sources?

30% indicated uncertainty of where to find or how to use free resources

Barriers to Data Collection and/or Use?

What barriers are contributing to your uncertainty about collecting new data?

Opportunities and Goals Moving Forward

- Sorry, we can't get you more money.

- But, we do want to minimize your uncertainties on:
  - Identify your data needs based on your research or marketing needs;
  - Where to find appropriate data;
  - And importantly free to access data;
  - How to gauge reliability of the data;
  - What to do with it once you find it;

Opportunities and Goals Moving Forward

We've started compiling a list of entities that are willing to share data with us, that we can then put out on our site. These include:

- MOTBD
- CVB's
- Airports
- Museums
- Breweries

- Outfitters
- Non-profits
- Lodging Facilities (e.g. B&Bs)
- Parks & Recreation Departments

Opportunities and Goals Moving Forward

Data and Resource Hub

As we move forward, we will be identifying just what it is that these entities have and how it can be either displayed through our websites, or links provided to direct users to them and their resources.