



GLACIER COUNTRY
MONTANA

FY18 nSight Research Cooperative





nSight Research Overview

- + Collects hotel segment search and booking behavior for travelers shopping for hotels across the country.
- + Reporting is based on the demand for hotels across a destination for the timeframes specified along with the source markets and persona segments of audiences.



nSight Data Sources

- + Daily capture of 80 - 120 million shopper looks and books



DAILY CAPTURE OF
80 MILLION
SHOPPER LOOKS & BOOKS



DATA FROM
5,000
TRAVEL WEBSITES

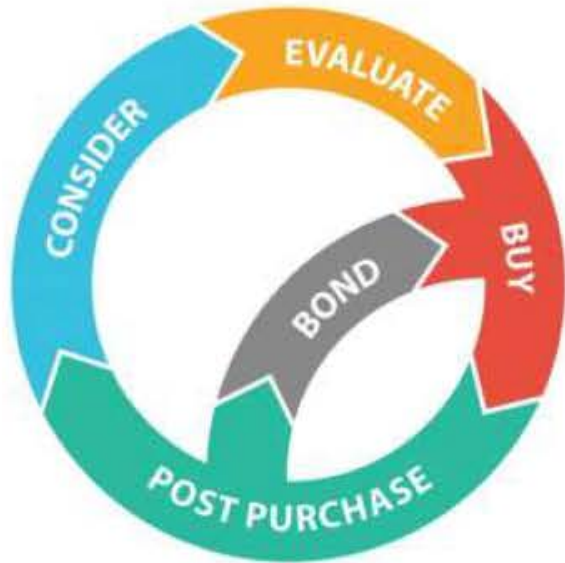


DATABASE OF
30 BILLION
CONSUMER DATA POINTS



nSight Data Sources

- + Data from over 5,000 travel websites and OTAs



exelate

U.S. TRAVEL
ASSOCIATION

Expedia
MediaSolutions

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TRAVEL &
TOURISM
COUNCIL

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nsight

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Implementation
Partners

Knowledge
Partners

Marketing
Partners

Destination
Clients
(working with local hotels)



Reports Provided

- + nCompass Seasonal Marketing Report (Quarterly)
 - Sources of traveler demand for the upcoming travel season using historical data.
 - Who's traveling for the upcoming campaign season.
 - Primary use is for campaign strategy and planning.

- + nCompass Monthly Marketing Reports (Monthly)
 - Forward-looking data to identify the target audiences broken down by cities/states/countries for audiences who are shopping for arrival (check-in dates) in the next 90 days.
 - Current demand for the next 90 days as opposed to historical demand for the timeframe.



Reports Provided

- + Research Reporting Bundled - (Weekly/Monthly/Quarterly)
 - Snapshot Report – Weekly
 - Reports month over month and year-over-year changes in travel intent and demand from key source markets for demand “last week”.
 - Monthly Summary Report – Monthly
 - Similar to the snapshot report but summarizing monthly demand to the market for the prior month.
 - Annual Report – Quarterly
 - Rolling annual report produced monthly and summarizing demand and sources of travelers for the past year by quarter.



Cooperative Structure

- + Glacier Country Tourism, Discover Kalispell, Destination Missoula and Explore Whitefish
 - Glacier Country Tourism provided reports for the full region and for the three CVBs
 - Each CVB is provided its own reports directly along with an individual dashboard login
- + Decision factors for choosing this research cooperative option
 - Cost was at a level where all four partners could participate
 - Data available on a regional and CVB level
 - Hotel booking specific is a benefit to CVBs, TBIDs, partners/members (heads-in-beds)
 - Help identify top markets and emerging markets



nSight Contact Information

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