

Big Data: Frightening and Enlightening



THOMPSON OKANAGAN
TOURISM ASSOCIATION

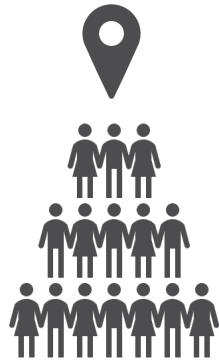


RESEARCH BIG DATA

- Analysis of visitor patterns and market segments help us understand visitor impact and volumes
- Attracting the right type of visitor to the right location at the right time of year, helping to complement resident desire to attract **Authentic Experiencers** and **Cultural Explorers**.



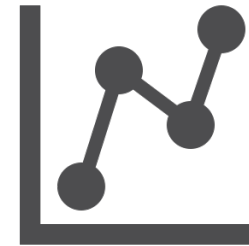
Mobile Insights
Deliver Visitor
Data



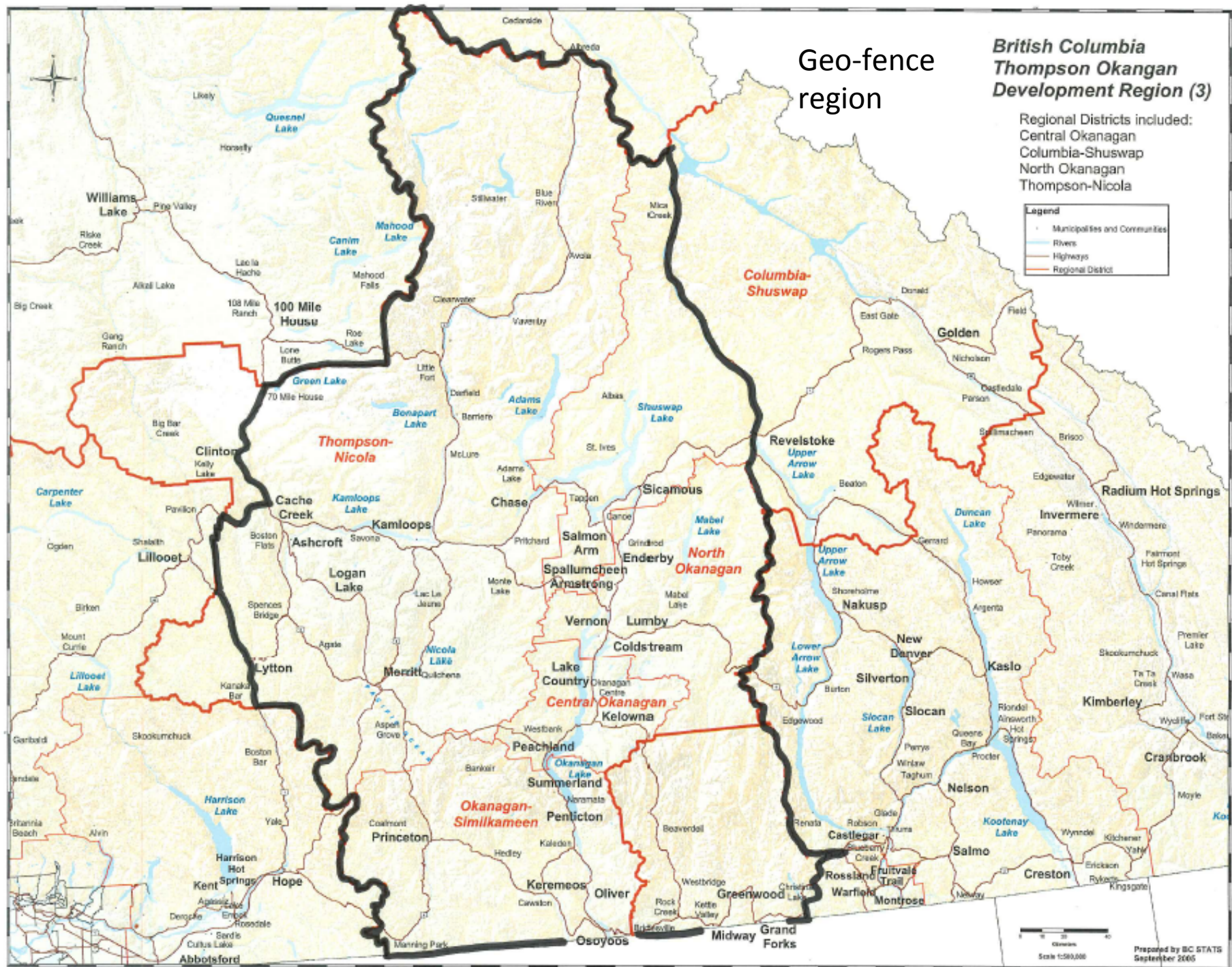
EnviroNics Analysis
including Explorer
Quotient Profiling



Use in Marketing
Initiatives to Hyper-
Target Potential
Visitors



Analyze Return on
Investment by Number of
People Who Saw Ads
That Actually Visited
Destination

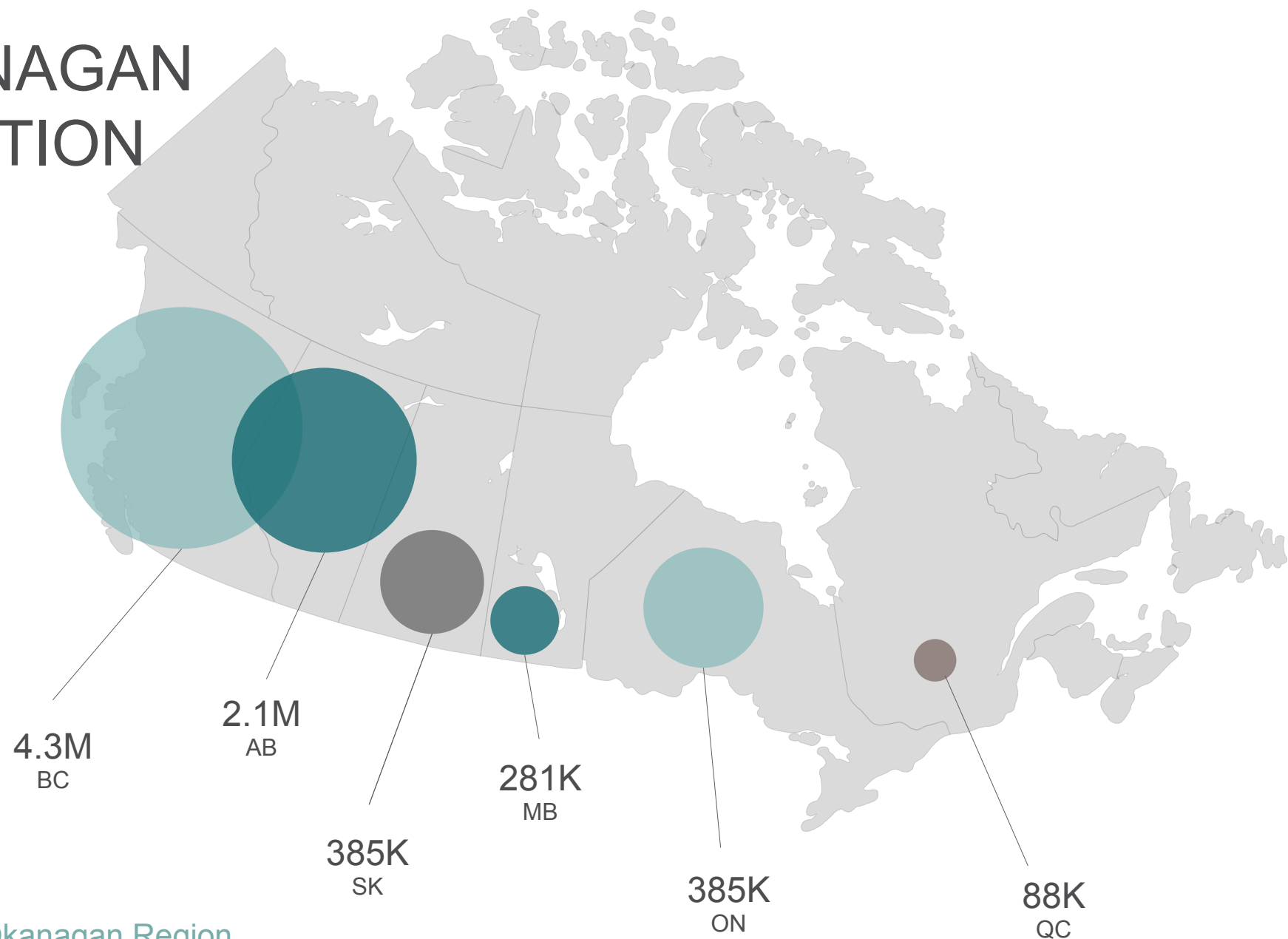


THOMPSON OKANAGAN DOMESTIC VISITATION

YEAR TO DATE - Jan – Sept
2019

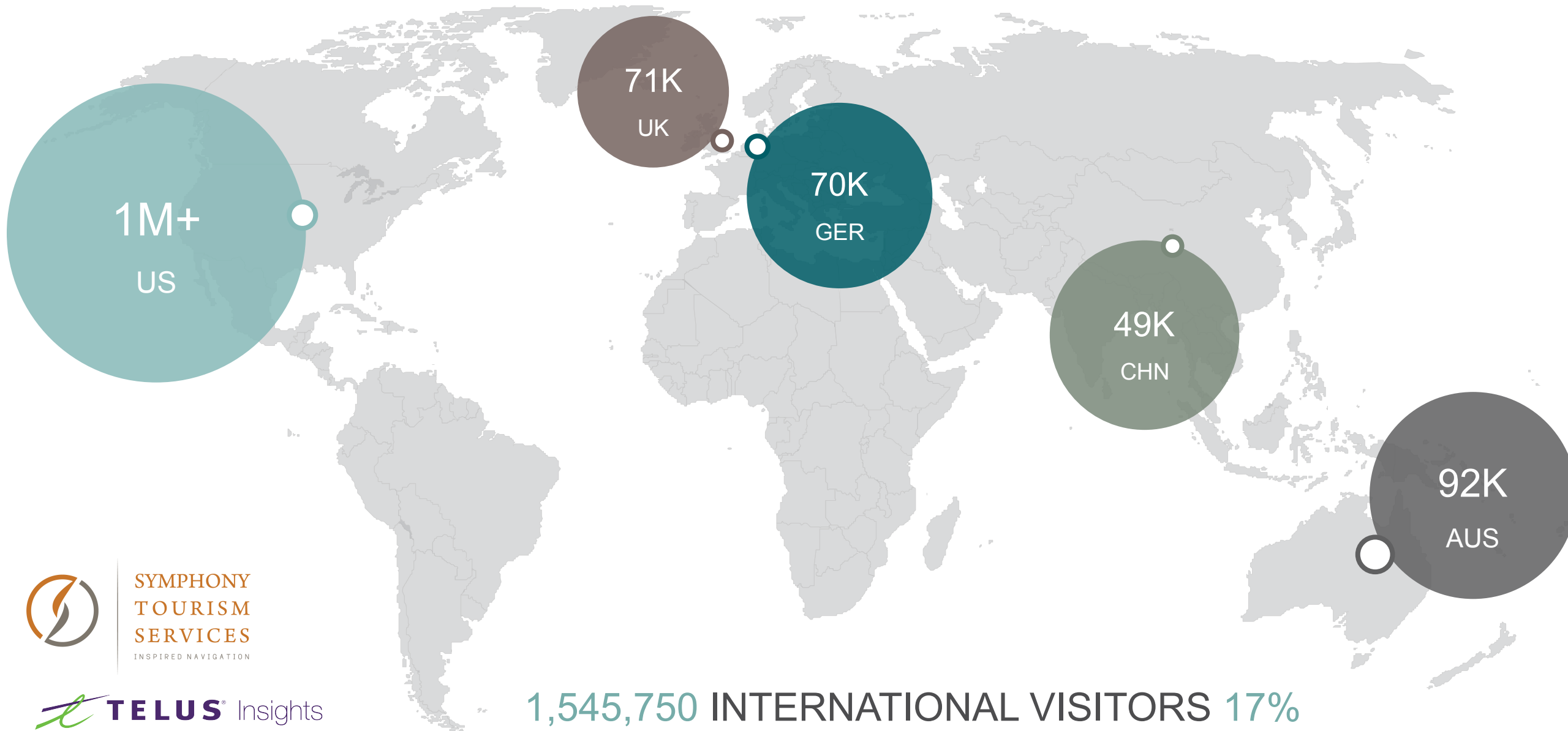
TOTAL OVERNIGHT STAYS
9,195,030

7,649,280 DOMESTIC
VISITORS 83%



Excludes Residents of the Thompson Okanagan Region

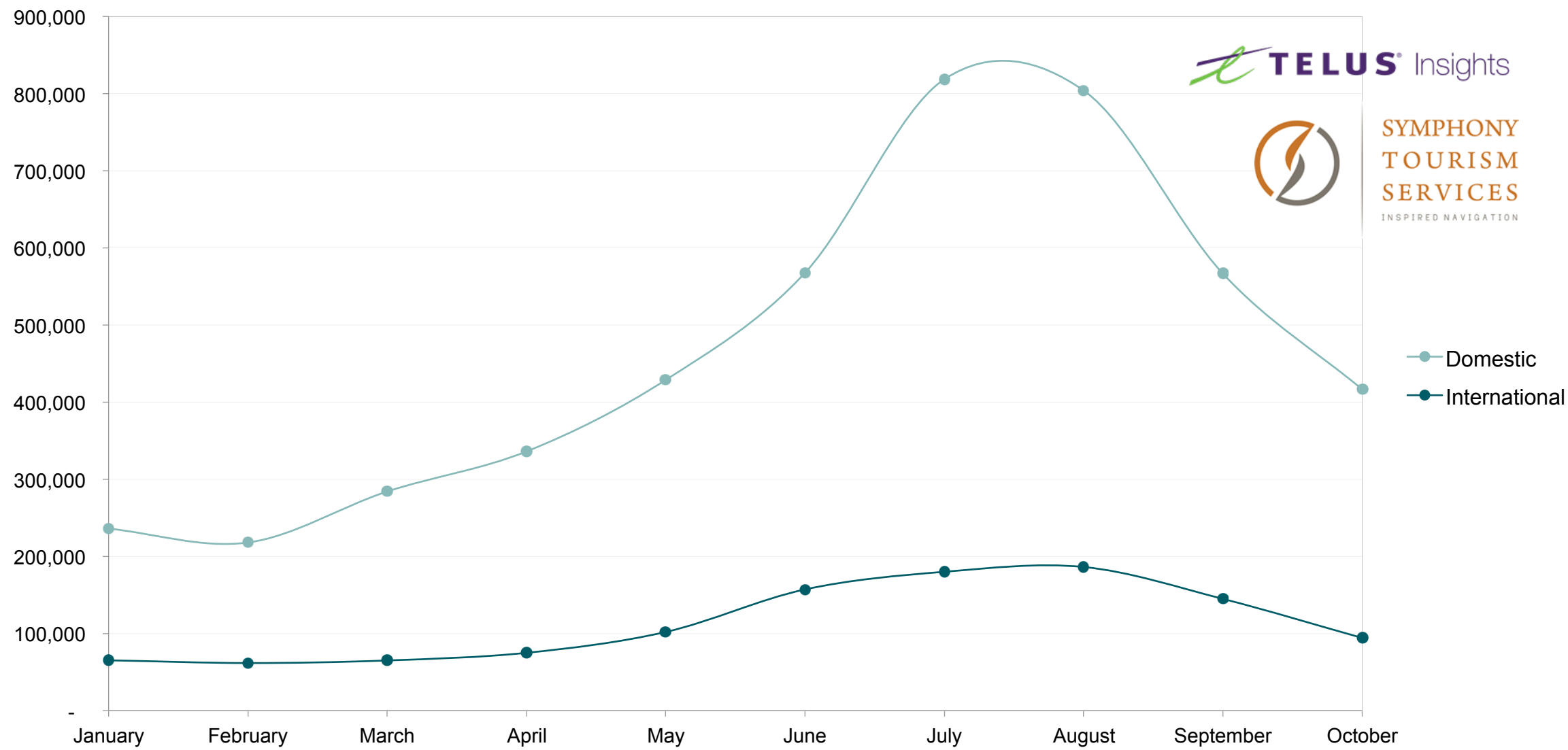
INTERNATIONAL VISITATION 2019 TO DATE



SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION

 **TELUS** Insights

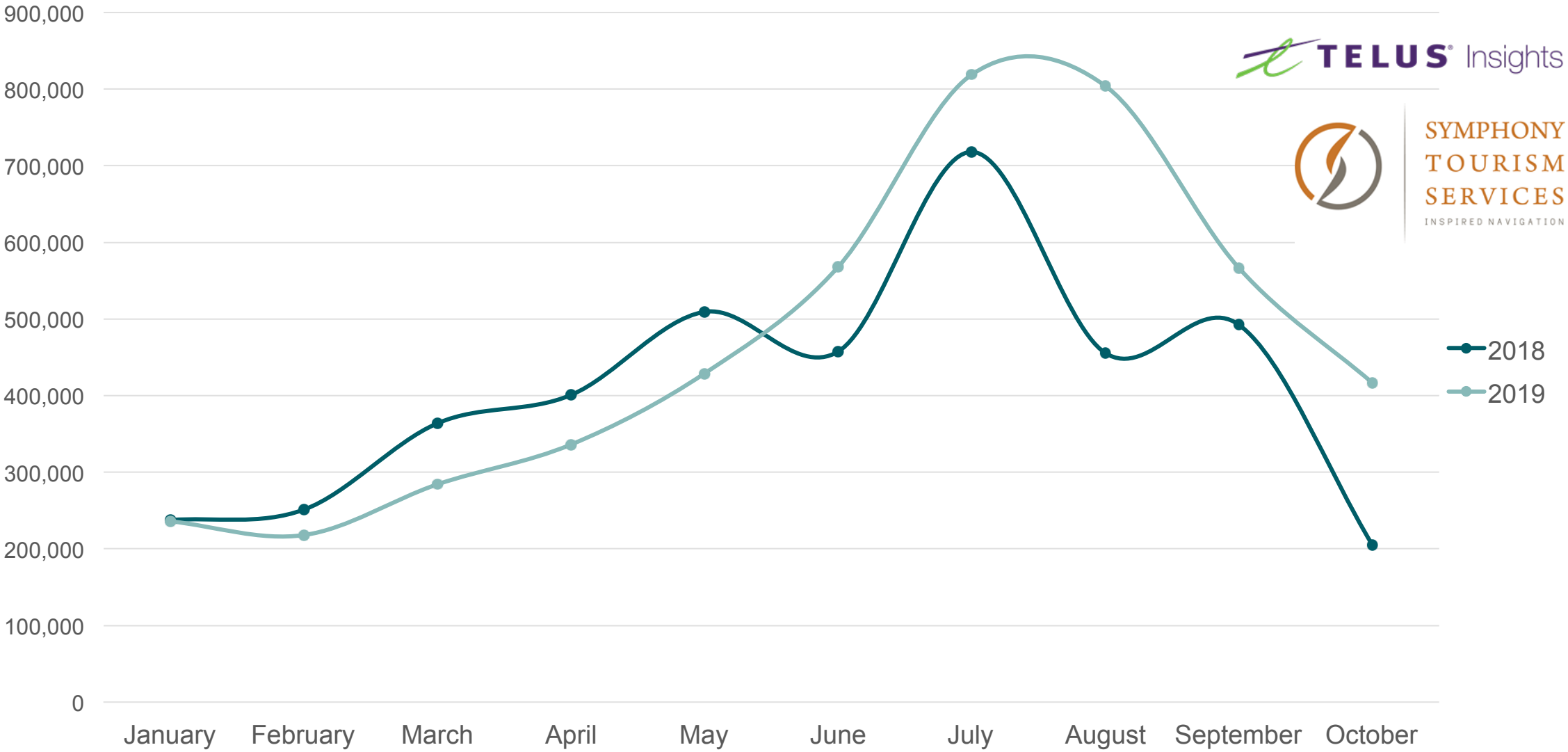
REGIONAL VISITATION YTD 2019



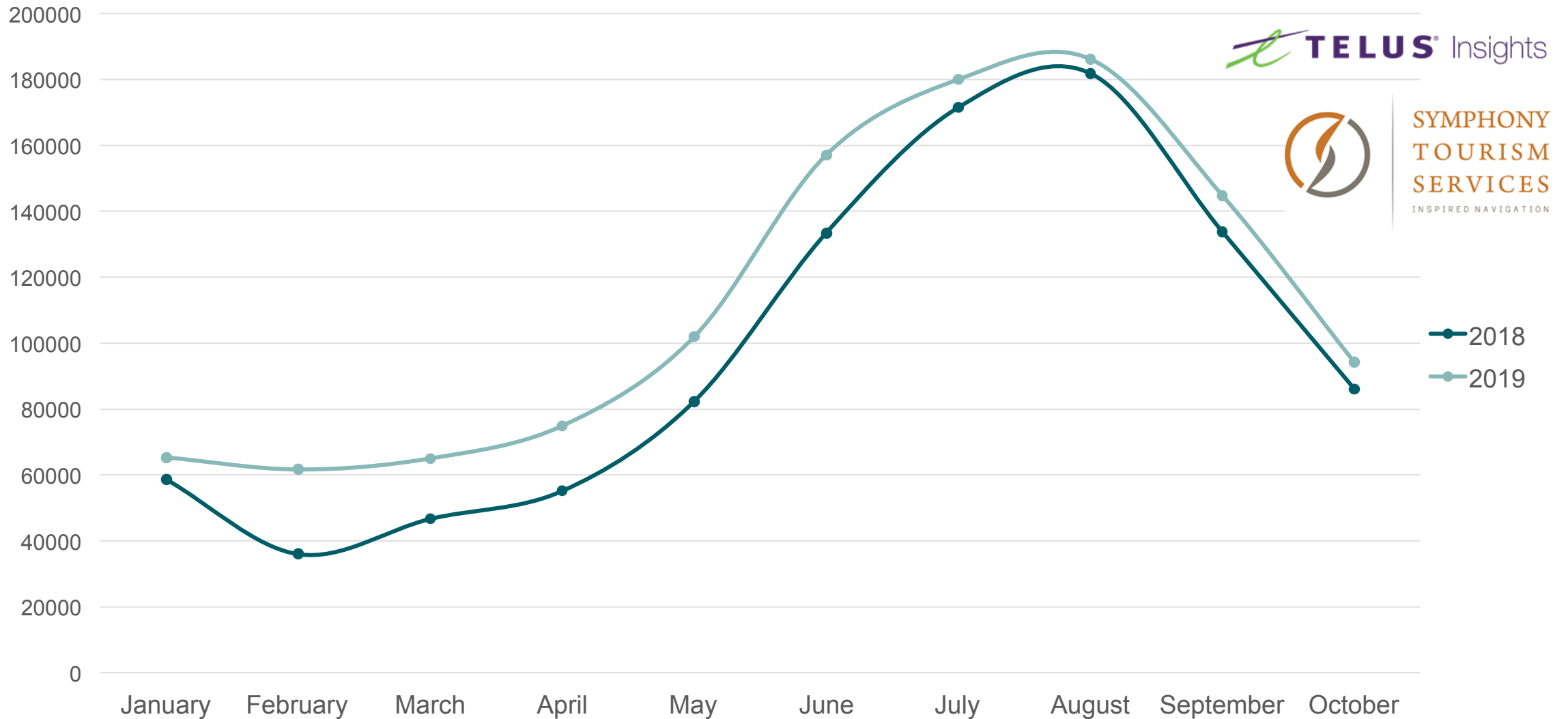
 TELUS® Insights

 SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION

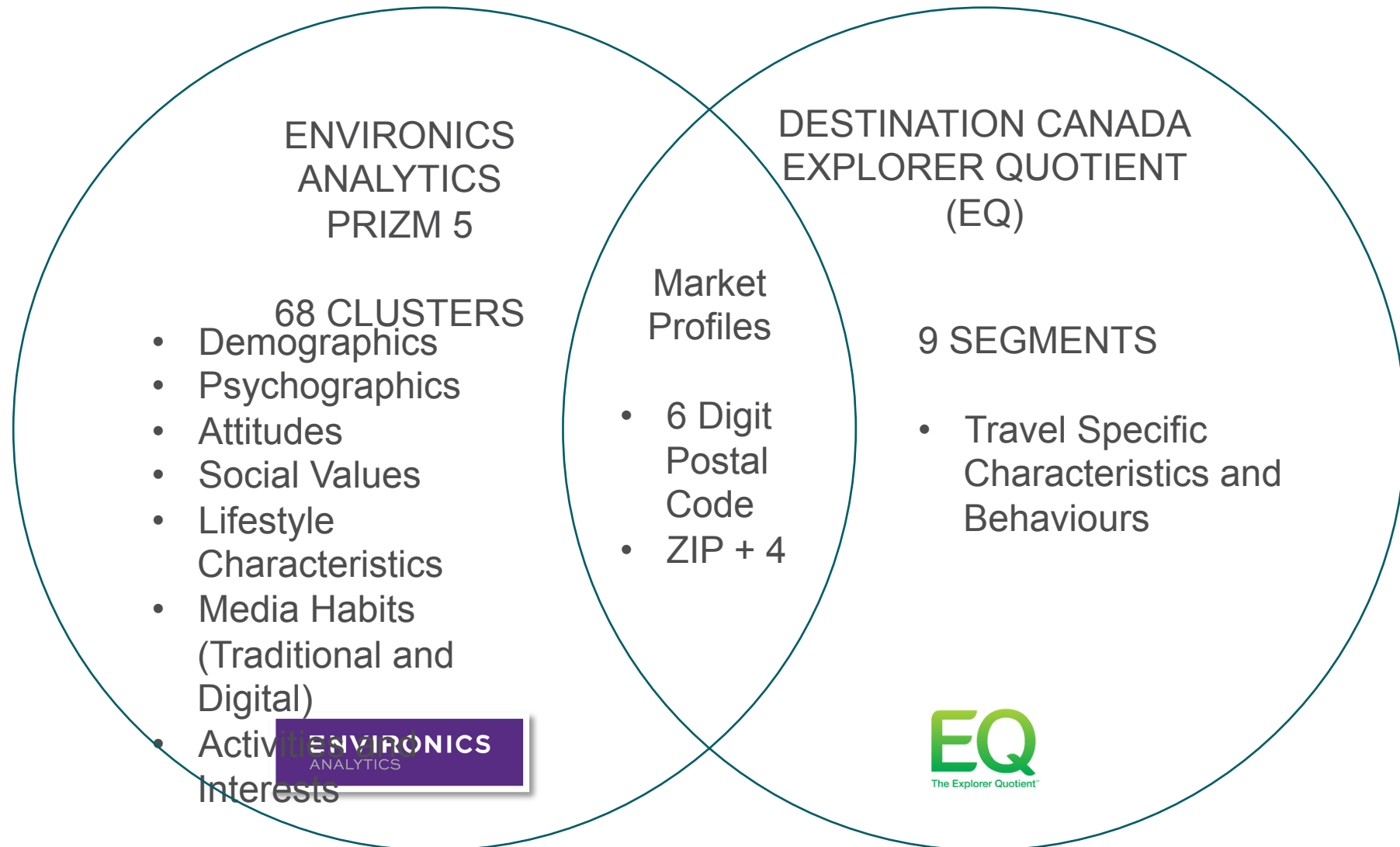
DOMESTIC REGIONAL VISITATION YTD 2019



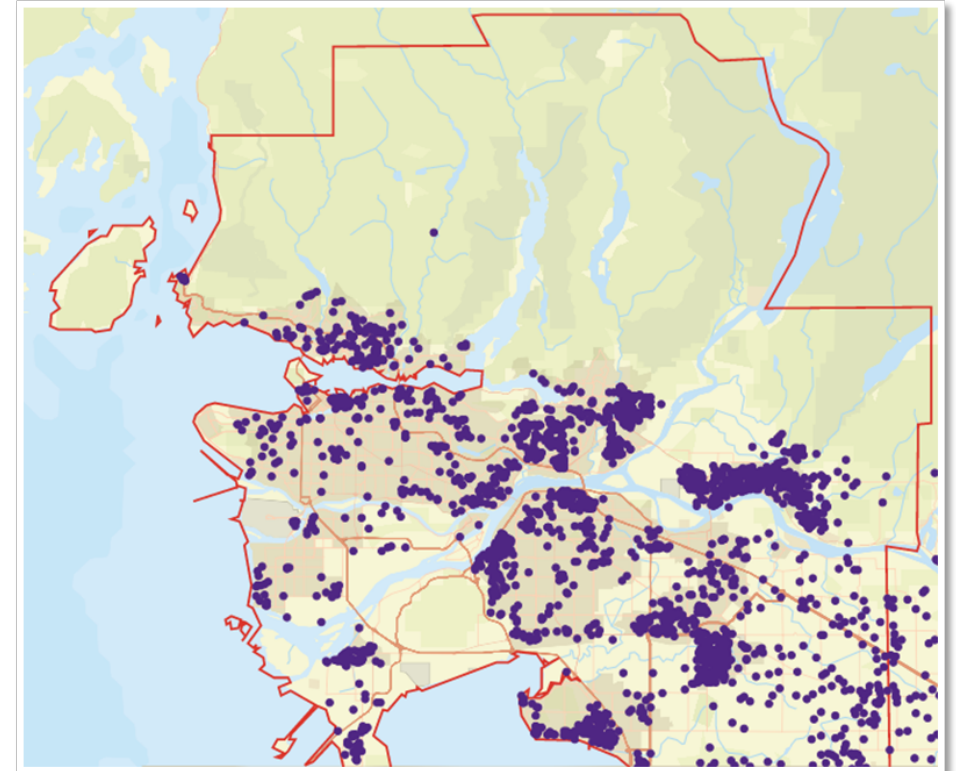
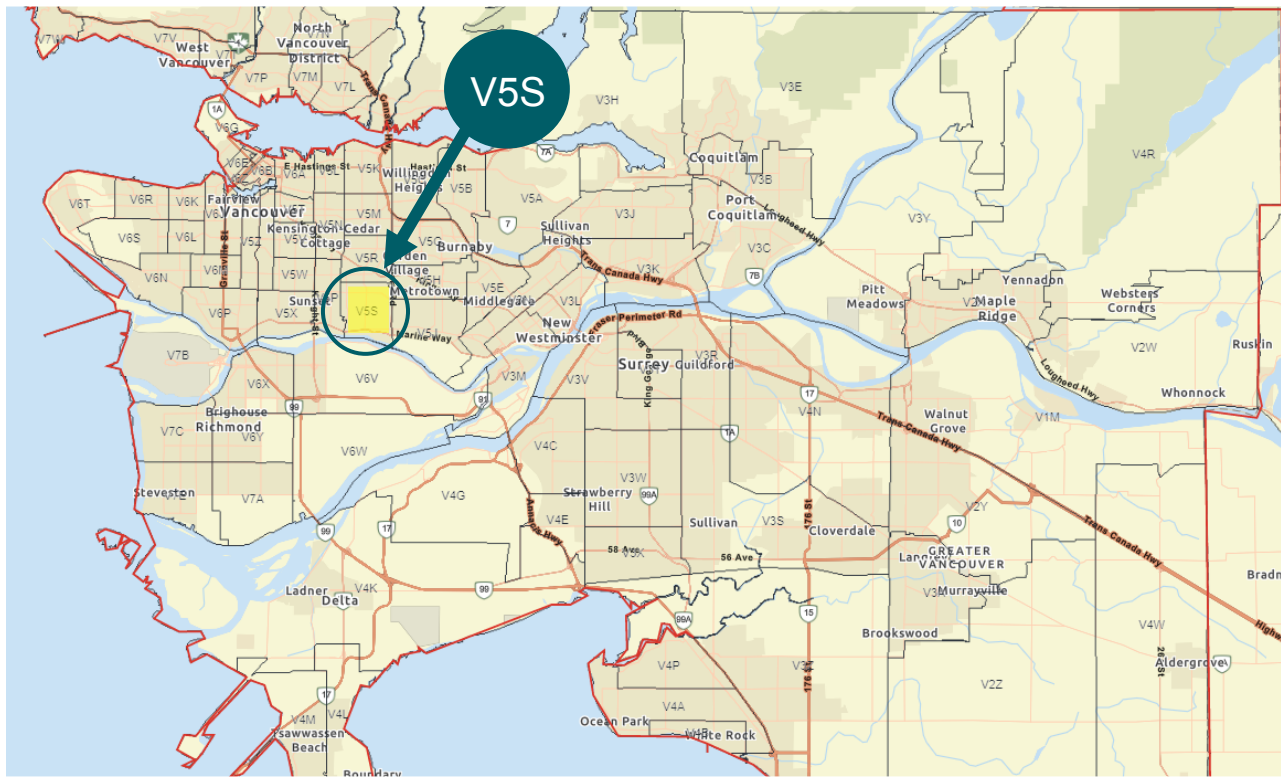
INTERNATIONAL REGIONAL VISITATION YTD 2019



MARKET SEGMENTATION



TARGET MARKETS ARE IDENTIFIED DOWN TO THE POSTAL CODE LEVEL





RESEARCH BIG DATA

TOURISM SENTIMENT INDEX

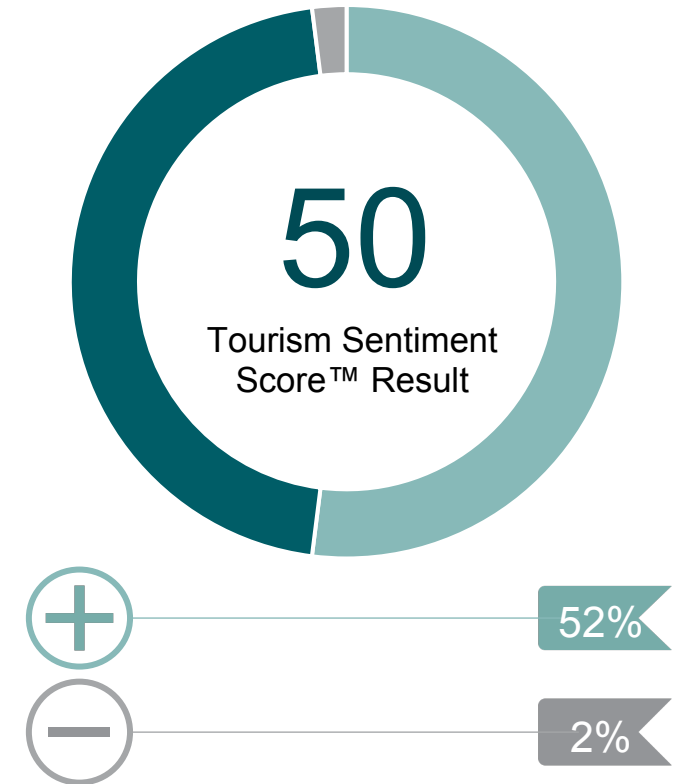
- Of all conversations online being driven by Thompson Okanagan's tourism experience or products, 52% of those conversations have been identified as destination promoters.
- Highest results in our competitive set which include Niagara Region, Napa Region, and

Southern Queensland
DESTINATION Think!

TOTA

$$[52\%] - [2\%] \times 100 =$$

\oplus % Destination Promoters \ominus % Destination Detractors



SYMPHONY
TOURISM
SERVICES
INSPIRED NAVIGATION

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