Driving economic growth through visitor satisfaction
Table of Contents

1. The importance of measuring your brand experience
2. Overview of the NYSTIA data co-op program
3. How it can help you
Welcome to a new era of marketing in which your brand is defined by those who experience it...
...and where marketing our destination is no longer enough, we must now think about managing our destination.
By focusing on how visitors experience your destination.
Because a positive visitor experience has an impact on the bottom line.

- Expenditures: +27% more per person per visit than the average visitor
- Word of mouth: 4.5x more likely to recommend the destination
- Repeat visitation: 3x more likely to visit the destination again

Source:
TRAVELSAT France 2018 (Destination Pyrenees – mountain and cultural destination in South of France, 2900+ interviews)
TRAVELSAT US/CAN 2015-18 (All markets & US/CAN destination; 3000+ interviews)
NYSTIA Co-op
Program Overview
TRAVELSAT: Measuring the New York State Brand Experience
NYSTIA Co-op Program

Through collaboration between NYSTIA and Rove Marketing, NYSTIA members can gain access to TRAVELSAT, a data platform that collects visitor sentiment data using social and survey-based data to monitor and analyze the destination’s visitor experience.
Where destination marketing meets destination development

TRAVELSAT® is the leading global tourism research platform that collects traveler sentiment data. Now you can measure and globally benchmark your travel brand KPIs against your competitive markets and traveler segments.
What our client’s say

FRANCE
TRAVELSAT© is a very useful solution in the current competitive context so to monitor satisfaction and visitor experience on a regular basis.

ARUBA
We have received a great feedback on the TRAVELSAT© report mapping our visitors satisfaction and sentiment.

THAILAND
Your PATA TRAVELSAT© Report on our APAC destinations’ competitiveness was rated excellent by our members!

IRELAND
TRAVELSAT© is a good leading-edge research product with the credibility to inspire DMOs.

AIRBNB
Your TRAVELSAT© data are fascinating and have helped us a lot for measuring our guest experience and satisfaction impact at destination level.

COPENHAGEN
TRAVELSAT© results are now fully embedded into our destination strategy.
TRAVELSAT data will help you:

1. understand the strengths and weaknesses of your destination (by season, by neighborhood, attraction, hotel, restaurant, nationality, …)
2. compare your performance against other regions,
3. understand visitors’ perceptions of your destination,
4. improve your visitor experience,
5. provide valuable data to your partners,
6. and build your partners’ online reputation.
Online Rating and Review Data
Online rating and review data

Analyze the visitor experience using data from major global travel review platforms

Review Content
Collect traveler review data across hotels, restaurants, and attractions.

Analyze
Analyze destinations, businesses, sectors, travelers, regions, source, nationality, ratings, seasons against benchmarks and segments.

Distribute
Share content across your industry.
Rating and review data from travel sites is collected and visualized on a dashboard.

6-12 months of historical data on day one.

Data can be analyzed to produce tailored industry reports, monitor destination performance, and track online perceptions.

Downloadable PDF reports and data can be exported for deeper analysis.
Visitor Satisfaction Survey
60+ competitive dimensions covering all aspects of the visitor experience

**Overall experience (KPIs)**
- Overall expectations fulfillment
- Intention to recommend
- Intention to repeat visit
- Intention to repeat visit in the same region/another
- Overall value for money

**Accommodation**
- Overall quality
- Hospitality of personnel
- Value for money

**Local food experience**
- Overall quality
- Diversity/choice
- Hospitality of restaurant personnel
- Value for money

**Transportation experience**
- Cost of transportation to reach the destination
- Accessibility of public transport
- Hospitality of personnel
- Price of public transportation
- Hospitality at entry point
- Taxi Service
- Parking convenience
- Transportation infrastructure
- Access to and from airport
- Signage – finding your way

**Cultural and leisure attractions**
- Diversity / range of leisure and cultural activities
- Theatre, opera,
- Amusement / Theme / Water parks
- Price of leisure activities
- Guided tours
- Nightlife

**Natural Attractions (Parks, Campgrounds, etc...)**
- Beauty
- Diversity
- Accessibility
- Cleanliness / upkeep
- Safety

**Shopping**
- Range of shopping possibilities
- Value for money
- Hospitality of personnel
- Opening hours/days
- Quality of crafts

**Historical attractions (museums, churches,..)**
- Diversity and range
- Management and maintenance
- Hospitality of personnel
- Entrance fees
- Convenience of visiting attraction

**Visitor Information Centers**
- Number of information centers available
- Efficiency of personnel
- Opening hours/days

**Environment**
- Cleanliness of public areas
- Cleanliness outside cities
- Architecture and urban development
- Air quality

**Local people hospitality and safety feeling**
- Hospitality of local inhabitants
- Ease of communication with local people
- Safety, feeling of security

**Business / MICE specific**
- CVB
- Convention center quality
- Hospitality
- Communication / Technology
- Signage
NYSTIA New York State Brand Experience Reports

Deliver insights to improve the visitor experience for each region or destination

**Benchmarking Analysis Report**
Benchmark ratings and reviews by time, region, sentiment, competitive set, or other. Uncover insights to improve the experience, improve online ratings, and fuel front line staff.

**Reports for Attractions/Hotels/Restaurants**
Regions have direct access to prepare tailored reports for their regional partners.

**Recommendations and Best Practices**
Collaborate across the state to improve faster by identify leading performers and sharing best practices.
Better insights, Better decisions
How TRAVELSAT data can help your region or DMO?

Destination Planning
- Reach new segments
- Grow repeat visitation
- Drive year-round visitation

Attract more visitors

Partner Engagement
- Share data with partners
- Help manage their online reviews

Support your partners

Brand Management
- Identify your strengths and weaknesses
- What are you best at?
- How is your experience different?

Build your brand

Product Development
- Improve visitor satisfaction
- Manage service expectations
- Identify and address pain points

Improve the experience
Funding Considerations

• Regions can share costs with local partners
• Program costs are managed through NYSTIA
• Eligible for Matching Funds Program
## Simple pricing for regions and DMO’s

### Ratings and Review Dashboard

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of properties included</td>
<td>up to 200 (selected by the region)</td>
</tr>
<tr>
<td>Number of partners accessing the platform</td>
<td>up to 15</td>
</tr>
<tr>
<td>Quarterly NYSTIA Brand Experience Reports</td>
<td></td>
</tr>
<tr>
<td>Annual NYSTIA Brand Experience Reports</td>
<td></td>
</tr>
<tr>
<td>Price* (per year)</td>
<td>$25K</td>
</tr>
</tbody>
</table>

*Minimum 12-month commitment with 90-day notice for cancellation thereafter.

### TRAVELSAT Vx Survey

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set-Up &amp; Survey Development</td>
<td>✔️</td>
</tr>
<tr>
<td>Survey Management</td>
<td>✔️</td>
</tr>
<tr>
<td>Vx Survey Analysis &amp; Report</td>
<td>✔️</td>
</tr>
<tr>
<td>Benchmarking – City / Regional Average</td>
<td>✔️</td>
</tr>
<tr>
<td>Price* (per year)</td>
<td>$18K</td>
</tr>
</tbody>
</table>
# Turnkey Implementation

## Rating and Review Data

1. Identify the list of 200 properties to be monitored.
2. Identify the list of partners to offer access to the platform.
3. Schedule a 30-min training session.
4. Up and running in app. 4 weeks.
5. 6-12 months of historical data available on day one.

## Survey Data

1. Customize the TRAVELSAT survey
2. Coding – online survey, dashboard, widget.
3. Identify points of collection.
4. Automate email communications.
5. Up and running in app. 5 weeks
Rollout timeline

- **2019**
  - Nov: Presentation to regions and partners across the state
- **2020**
  - Jan: Confirm participation
  - Feb: Implementation
  - Mar: Development of New York State Visitor Experience Annual Report
  - Apr: Presentation of report at Annual Conference

NYSTIA Annual Conference
April 22-24

Tourism Marketing Re-Imagined
Interested to learn more?

Please contact:

James Sauter  
Partner, Co-Founder  
Rove Marketing  
[james.sauter@rovemarketing.ca](mailto:james.sauter@rovemarketing.ca)  
416 817 7705

Christine Hoffer  
COO  
NYSTIA  
[christine@nystia.org](mailto:christine@nystia.org)  
518-502-4788
Thank you!