



NYSTIA Meeting
Mobile Insight Trends & Rove Program Updates

Date: December 15, 2022

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NYS Makes the Nice List!



He's making a database
He's sorting it twice

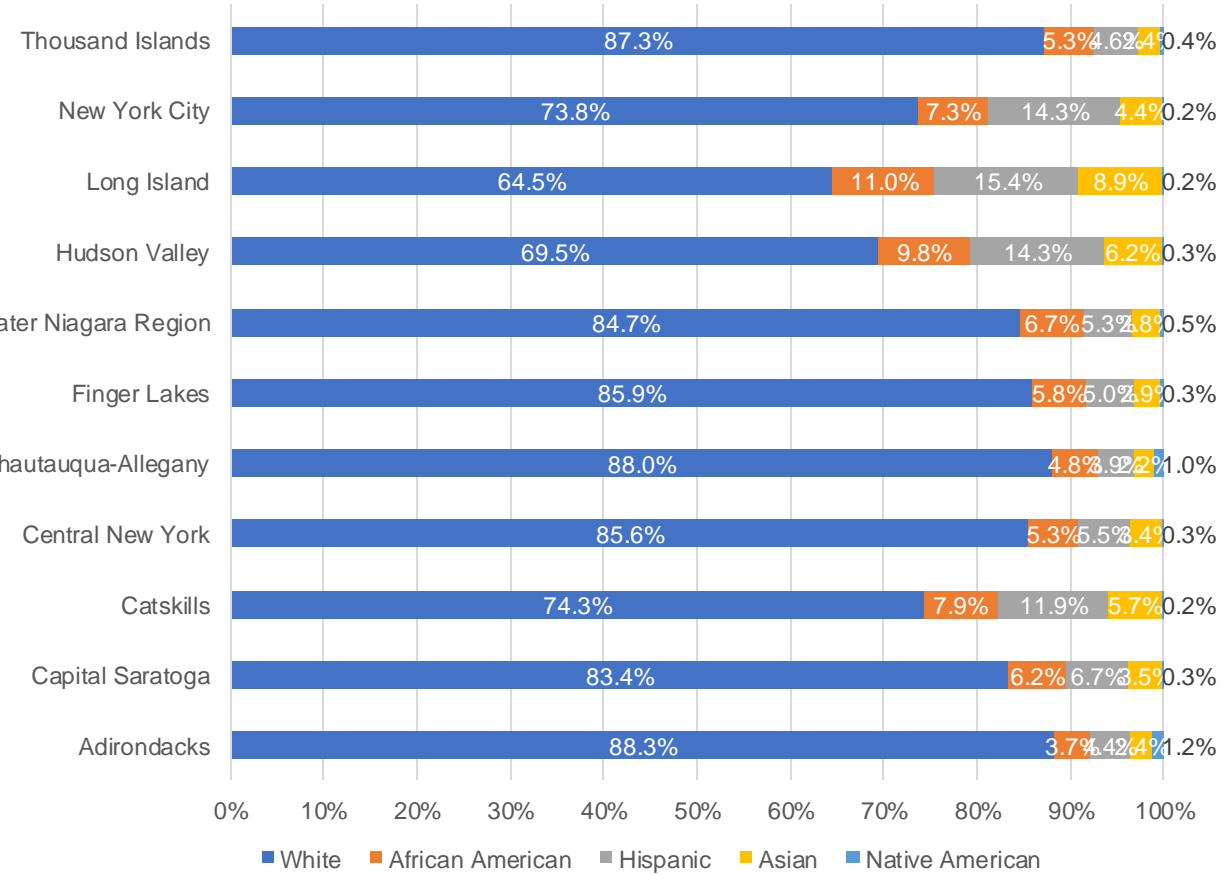
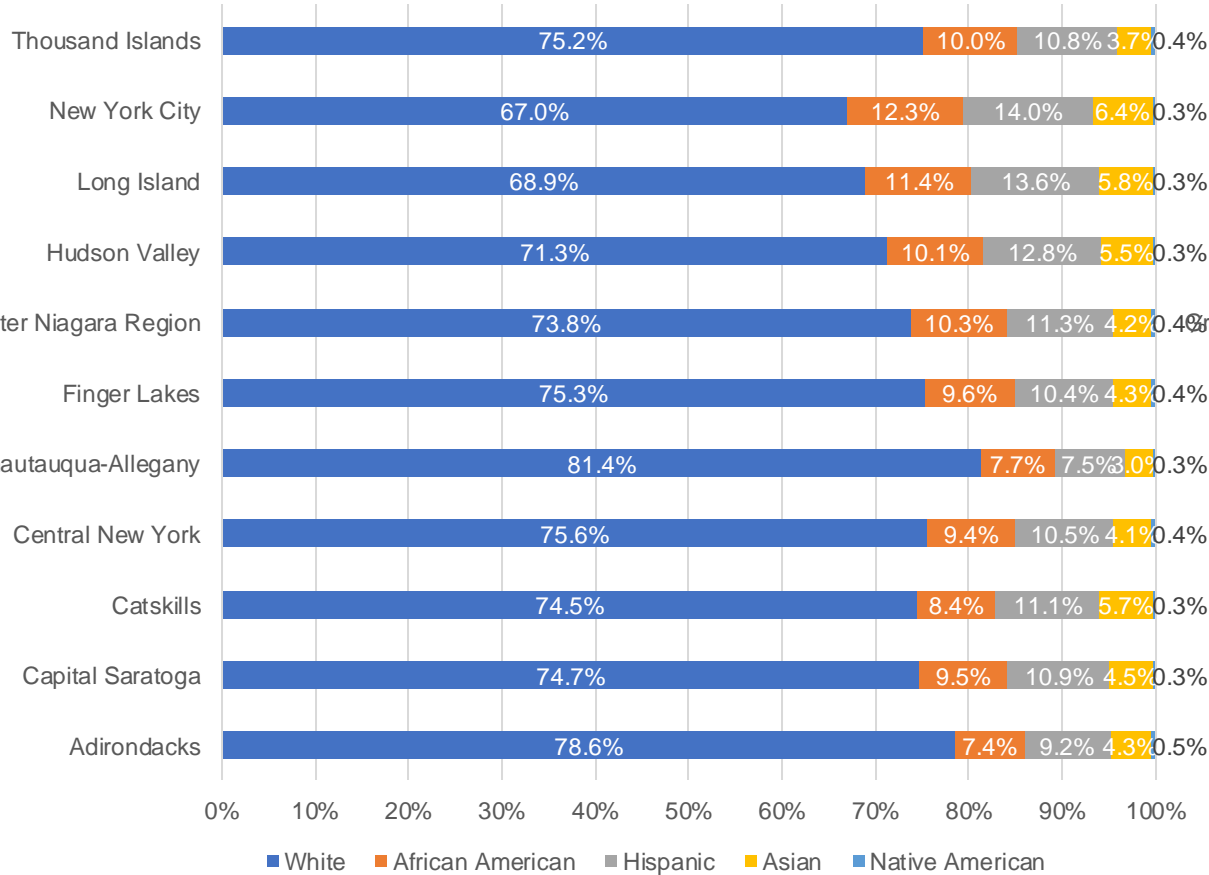
```
SELECT *  
FROM contacts  
WHERE behaviour = 'nice'
```

SQL Clause is coming to town

Out of state U.S. visitors to NY regions are generally more diverse than instate visitors

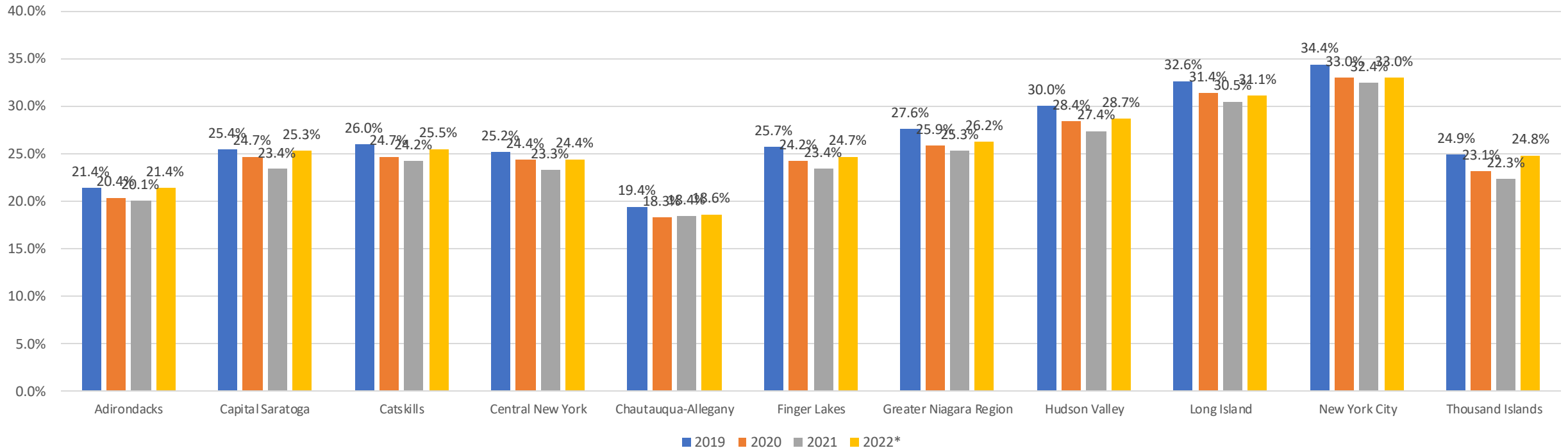
Domestic Visitors Jan 1 – Nov 30 2022

In State Visitors Jan 1 – Nov 30 2022



Out of state U.S. visitors: 2019 – 2022 Ethnicity Distribution By Region

Domestic Visitors - % of Non-White Visitors by Region

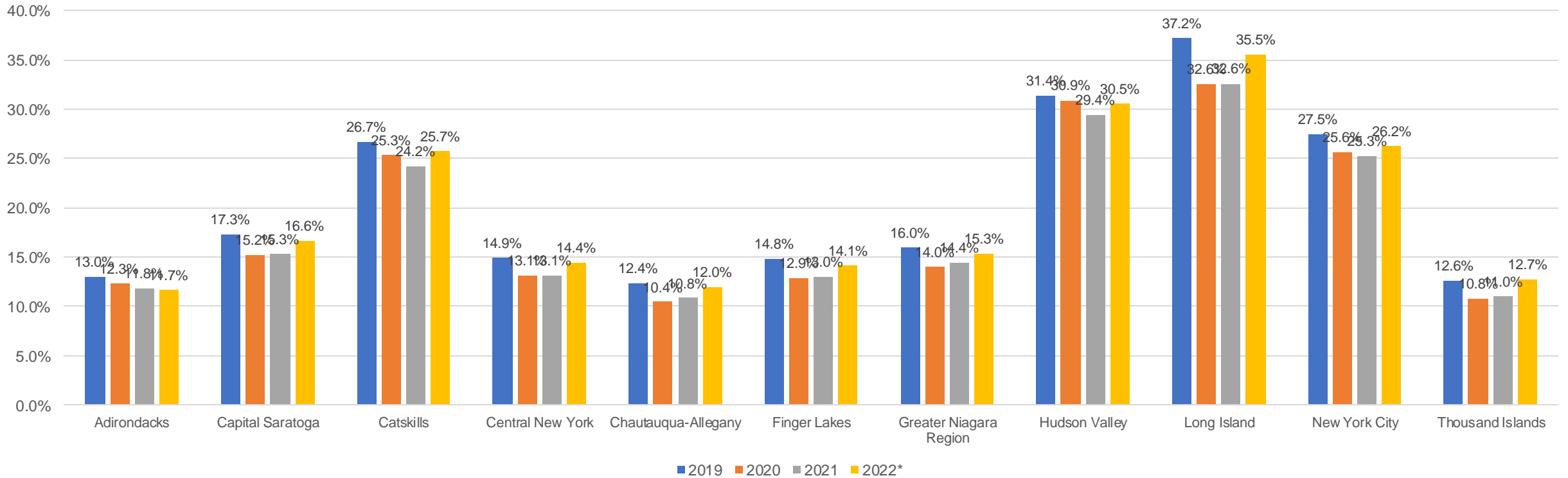


- 2020 and 2021 saw a drop in diversity of visitors across all regions of New York State
- Diversity of Domestic visitors has increased in 2022

Demographic data provided by the [U.S. Census Bureau - American Community Survey \(ACS\)](#) Data applies to sample of U.S. Visitors ONLY
 *Jan- Nov 30 2022

In-state U.S. visitors: 2019 – 2022 Ethnicity Distribution By Region

In State Visitors - % of Non-White Visitors by Region



- 2020 and 2021 saw a drop in diversity of In-State visitors across all regions of New York State
- Diversity of In-State visitors has increased in 2022

Demographic data provided by the [U.S. Census Bureau - American Community Survey \(ACS\)](#) Data applies to sample of U.S. Visitors ONLY
*Jan- Nov 30 2022

In Rove News...

- EDA Grant /Dataset Updates
 - Mobile location Data (Near)
 - Short Term Rental Data (AirDNA)
 - Rating and Review – Destination Performance Data
 - Survey Data (Visitor Satisfaction, Resident Sentiment, Workforce)
 - Epsilon Digital Media
 - Visa Data
 - **Canadian Visitor Profile Data**
 - Destination Insights Platform (The SHED)
- Updated Dashboards
 - Mobile Location Data
 - Short-Term Rental Data
- State Level Data Integration
 - Historical Tourism Economics Data (Beta Version)
 - **New York State Labor Data**





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Thank you and happy holidays!

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New York State
T❤️**URISM**SM
Industry Association