

Agenda Item: Presentation of 2019 Marketing Data, Trends and Points of Interest by Arrivalist

Background:

The Galveston Island CVB has been working with Arrivalist for four years to measure the impact of its online marketing efforts. The partnership has resulted in better optimization of ad placements and a thorough understanding of visitor origin markets. Currently Arrivalist works with more than 100 destination marketing organizations across the country.

In 2018, Arrivalist launched a new program to provide a level of data granularity and accuracy not available by any other vendor. The new system answers the following questions:

- Which markets do visitors travel from?
- How many arrivals were influenced by media compared to those not exposed?
- How long are visitors in market and what are the key points of interest they are visiting?

This information is invaluable to better understand our visitors, improve advertising effectiveness and identify movement across the island.

Matt Clement will be giving a year-over-year overview on the results for Galveston Island.

Funding Source:

TD 62-5305 – Included in this year's advertising plan