



Agenda Item: Presentation Of Entrada Insights Data Aggregator And Dashboard (Melody Smith and Entrada, 15 Minutes)

Background: Entrada Insights is a Destination Intelligence Platform that facilitates cross-dataset analysis for richer, quicker insights without manual reporting. The company was created by destination professionals and specializes in tourism reporting.

The platform will allow the Park Board to overlay the following reports into a custom dashboard:

- STR - Smith Travel Research hotel reports
- AirDNA vacation rental reports
- Hot Tax Collections
- Sales Tax Collections
- YDrink alcohol sales tax report
- Tempest/Google Analytics website performance
- Social Media performance - paid/organic
- IDSS - CRM group booking data
- Cision – media coverage reporting
- Port of Galveston cruise calendar
- TripAdvisor
- Tourism employment

The platform also includes UberMedia location data, which allows for deeper insights into visitor segmentation patterns, origin markets, length of stay, and the ability to group points-of-interest by categories such as hotels, attractions, and restaurants.

This information will provide insight into traffic flow during events, city-wide conferences, and holidays. It will help to optimize marketing efforts and guide community development and sustainability efforts.

Entrada will present an overview of the platform and dashboard.