



Agenda Item: Presentation of Tourism Impact Dashboard (Michael Woody/Zartico 10 Minutes)

Background: Zartico is a Destination Operating System that facilitates cross-dataset analysis for richer, quicker insights without manual reporting.

For Galveston, the platform offers a real-time snapshot of how the tourism industry is performing by overlaying the following reports on one custom dashboard:

- STR - Smith Travel Research hotel reports
- AirDNA vacation rental reports
- Hot Tax Collections
- IDSS - CRM group booking data
- Visitor analysis including origin markets
- Google Analytics website performance
- Social Media performance - paid/organic
- Tourism employment

Katie Cook with Zartico will present an overview of the dashboard.

Key Performance Indicators

Sources: STR, AirDNA and Google Analytics

STR - % Occupancy (Daily)

62.4%

↑ 24% change | 50.2% prev. year

STR - ADR (Daily)

\$137

↑ 32% change | \$104 prev. year

STR - RevPAR (Daily)

\$91

↑ 67% change | \$54 prev. year

Website Sessions

307,959

↑ 35% change | 228,129 prev. 90d

AirDNA - Occupancy %

54%

↑ 5% change | 52% prev. year

AirDNA - ADR

\$287

↑ 13% change | \$254 prev. year

AirDNA - RevPAR

\$161

↑ 18% change | \$137 prev. year

Faebok Unpaid Reach

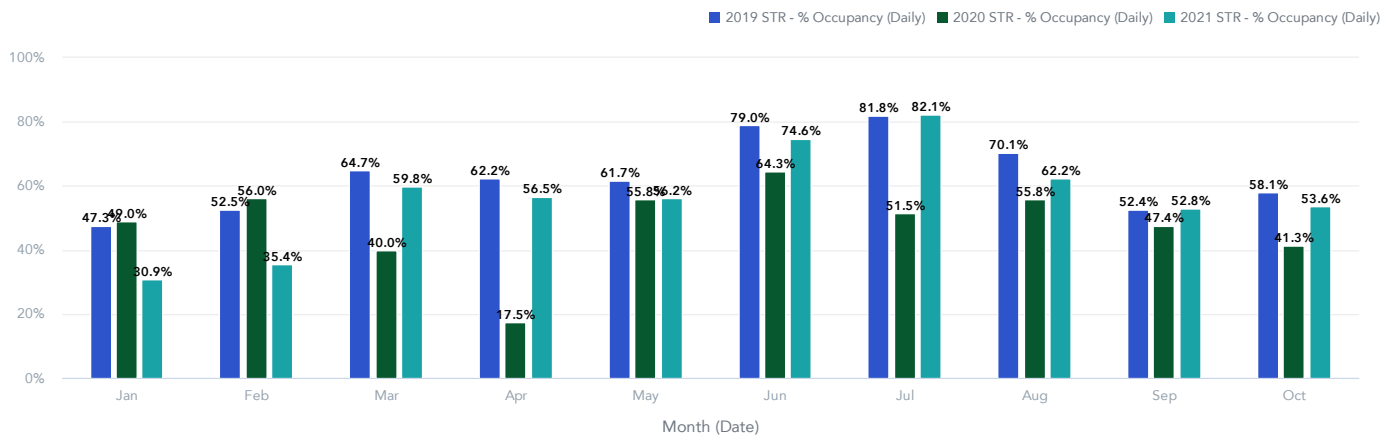
15,244,012

↓ -31% change | 22,104,897 prev. 90d

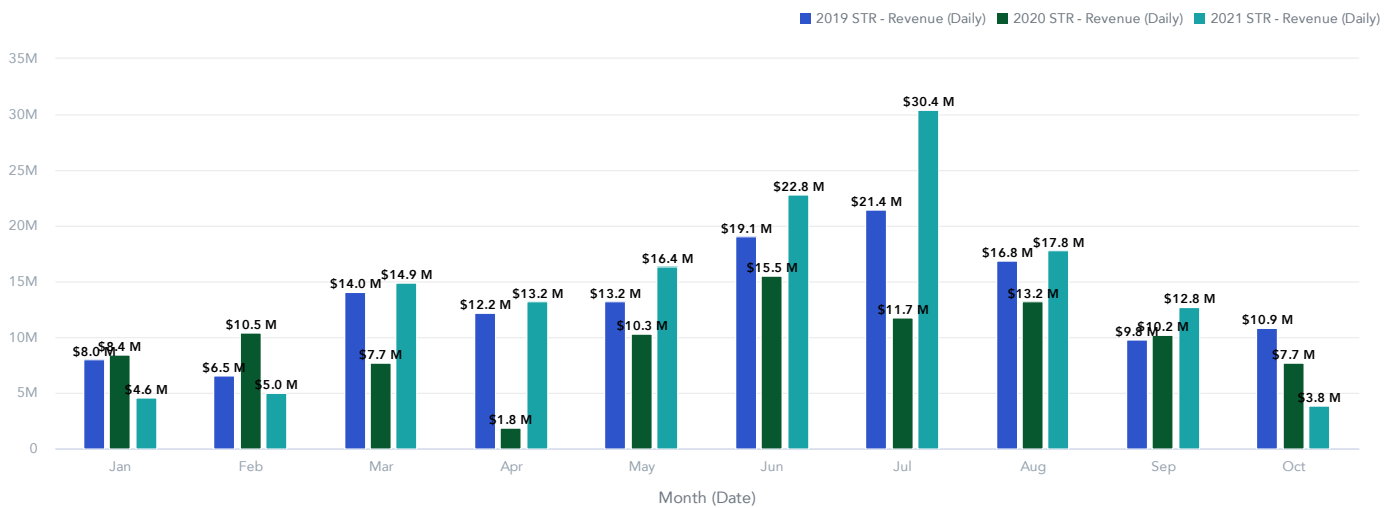
Hotel Performance

Source: STR

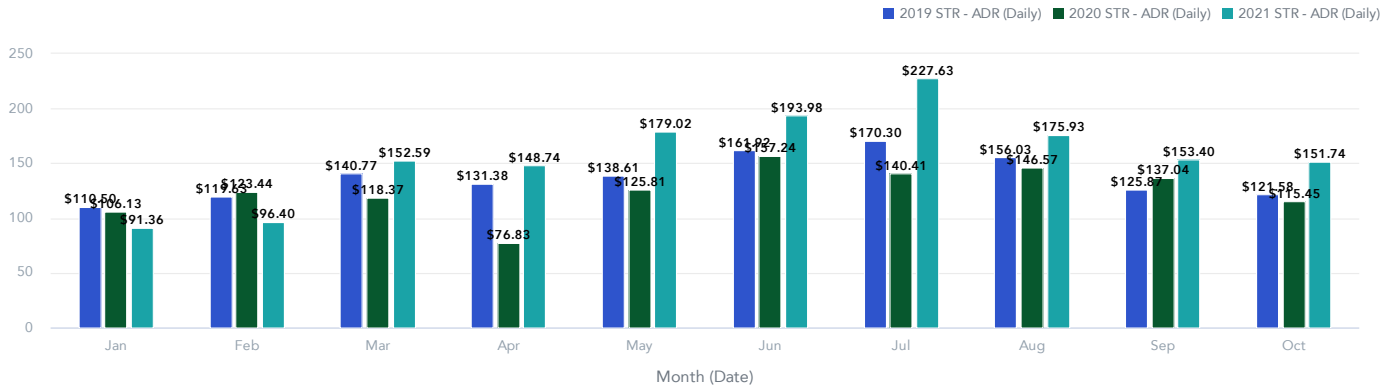
STR Occupancy 2019 - 2021



STR Revenue 2019 - 2021



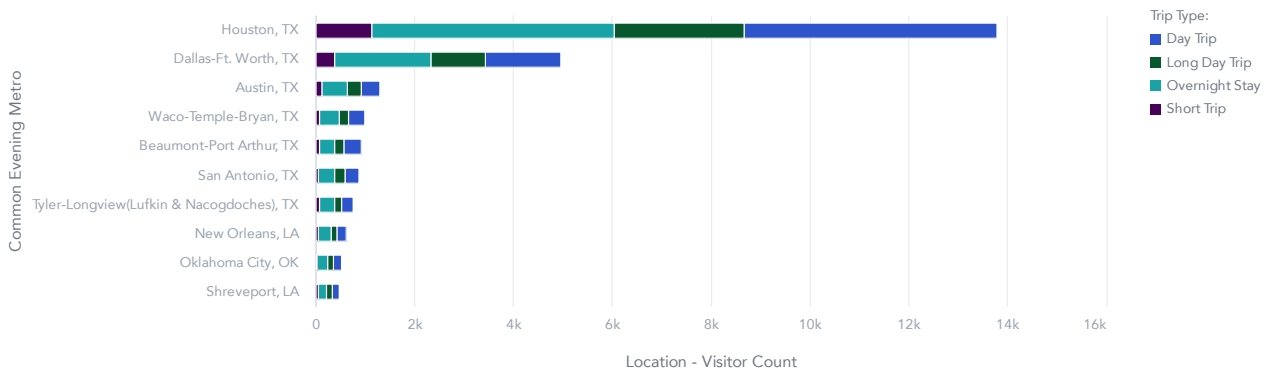
STR ADR 2019 - 2021



Top 10 Origin Markets

Source: Near

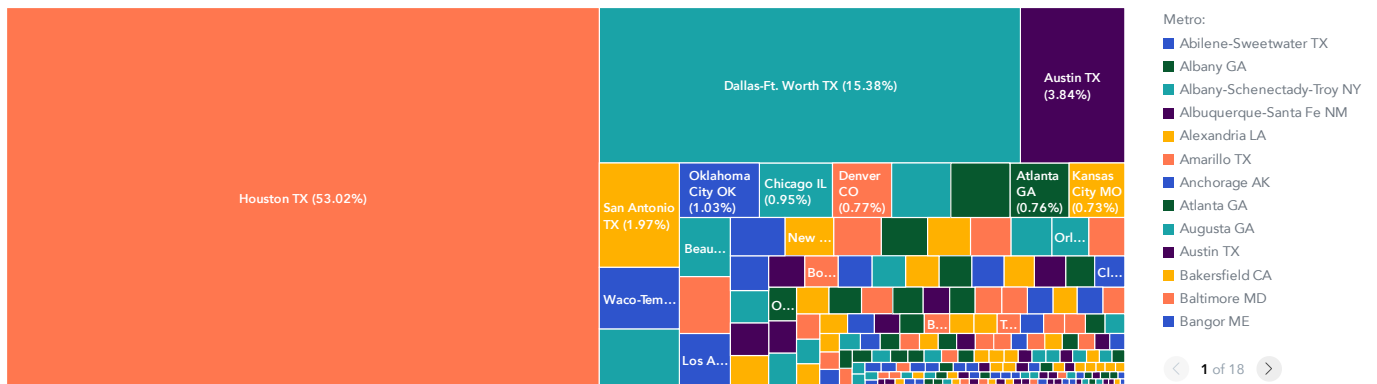
Top Origin Markets by Trip Type



Website Organic Visits by Metro

Source: Google Analytics

Website Organic Visits - By Metro Area



Group Sales KPIs

Leads Generated

77

↗ **126%** | 34
change | prev. year

Lead Room Nights Generated

36,605

↗ **234%** | 10,947
change | prev. year

Lead Attendees

27,915

↗ **105%** | 13,638
change | prev. year

Lead EIC

\$60.1 K

↗ **53%** | \$39.3 K
change | prev. year

Definites Booked

44

↗ **120%** | 20
change | prev. year

Definite Room Nights

15,345

↗ **112%** | 7,250
change | prev. year

Definite Attendees

20,979

↗ **46%** | 14,410
change | prev. year

Definite EIC

\$11.7 M

↗ **17%** | \$10.0 M
change | prev. year