Who is Zartico?

Operating System

Operating System

Destination

Operating System

Destination

TECH

WAREHOUSING CONTEXT & ENRICHMENT
PLATFORM – GOOD DATA
AUTOMATED EMAIL
API
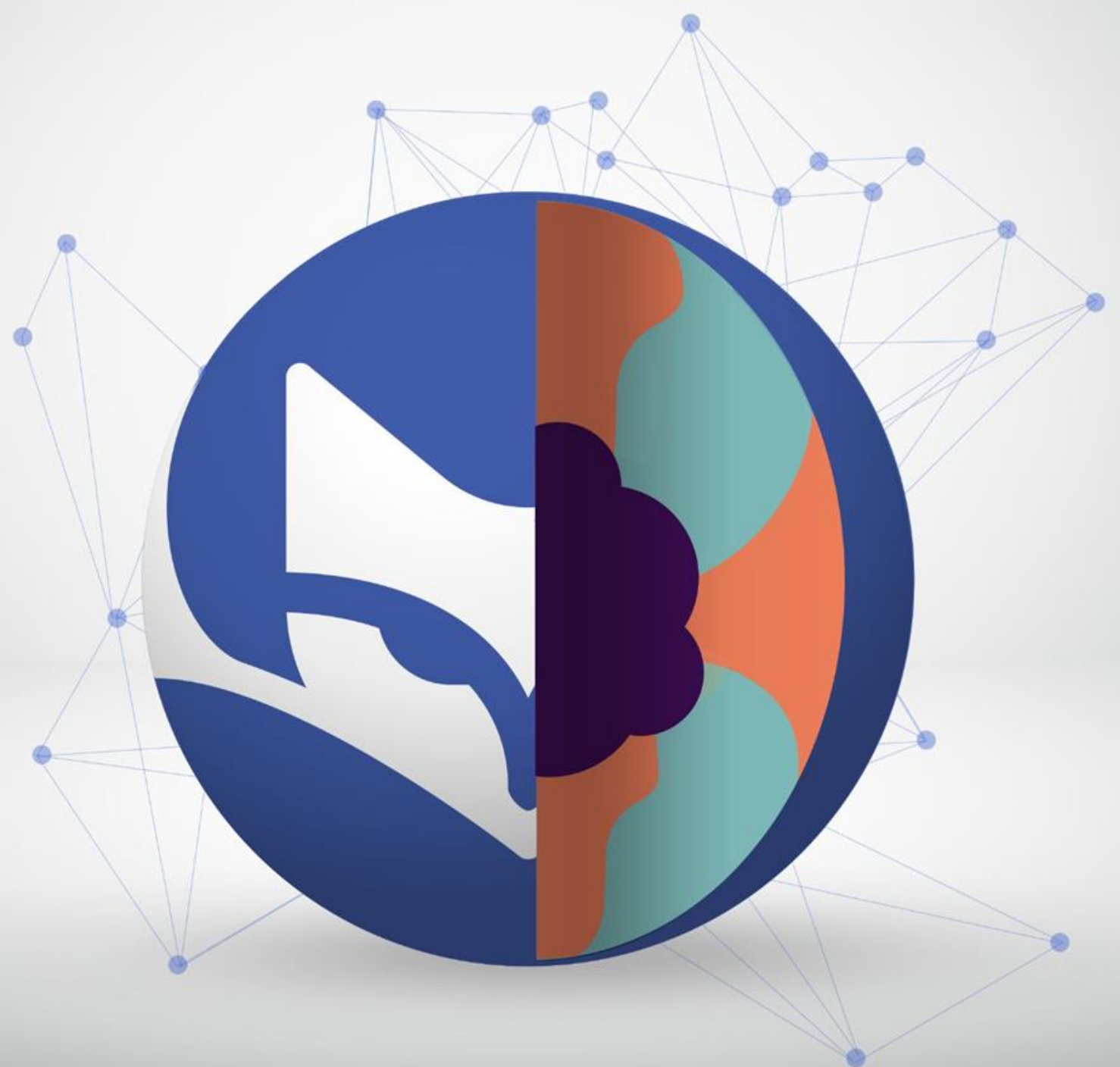ALERTS
SPEND DATA
GEOLOCATION
EVENT DATA

Operating System

Destination

TECH

WAREHOUSING CONTEXT & ENRICHMENT
PLATFORM – GOOD DATA
AUTOMATED EMAIL
API
ALERTS
DATA – SPEND, GEOLOCATION, EVENT

PEOPLE

INSIGHT THERAPISTS
EDUCATION
COMMUNITY
BEST PRACTICES

Built with DMO Experience

Jay Kinghorn
Founder & Chief Innovation Officer

Melissa Luebbe
Chief Engagement Officer

Ted Sullivan
Chief Marketing Officer

Dave Bahlman
Chief Revenue Officer

Natalie Jamieson
Senior Data Advisor

Steven Cook
Marketing Manager

Rich Bryant
Sales Director

Adam Johnson
Sales Manager

Josh Collins
Head of Product, Community & Education

Katie Cook
Data Advisor Director

Kelsey Blevins
Senior Data Advisor

Backed by Science, Objective, Transparent

Darren Dunn
Founder President

John Schmidt
Chief Software
Architect

Sarah Lehman
CEO

Ayine Ayeta
Senior Data Engineer

Chris Patino
Senior Data Engineer

Jen Baguley
Data Scientist

Greta von Zielinski
Implementation
Specialist

Pam O'Brien
Implementation
Specialist

Katie Stadius
Senior Data Advisor

Sue Sheppard
Data Engineer

Joe Heyob
Data Engineer

Kristin Thompson
Product Education
Manager

ADOPT

DROP

Words to Adopt and Drop

Adopt:
Contribution
Decisions
Insights
Intelligence
Visitor Economy

Drop:
Attribution
Dashboards
Reporting
Data
Tourism Revenue

ZARTICO

Words to Adopt and Drop

Adopt:
Meaningful
Operating System
Resilience
Intelligence Briefings
Agility

Drop:
Important
Platform
Sustainability
Board Report
Pivot

ZARTICO

Words to Adopt and Drop

Adopt:
Insight Analyst
Data-Led
Liberate
20%
Curiosity
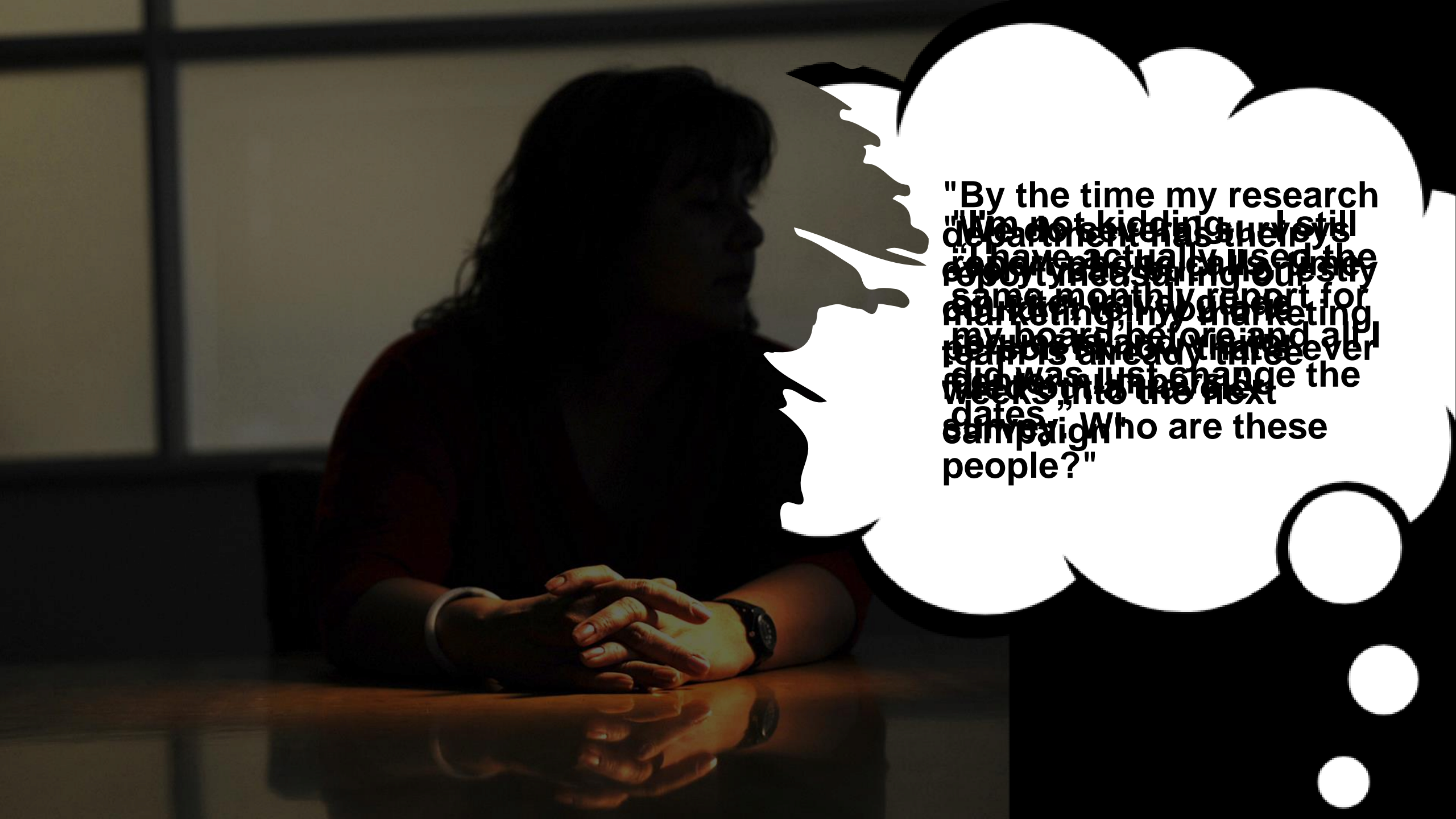
Drop:
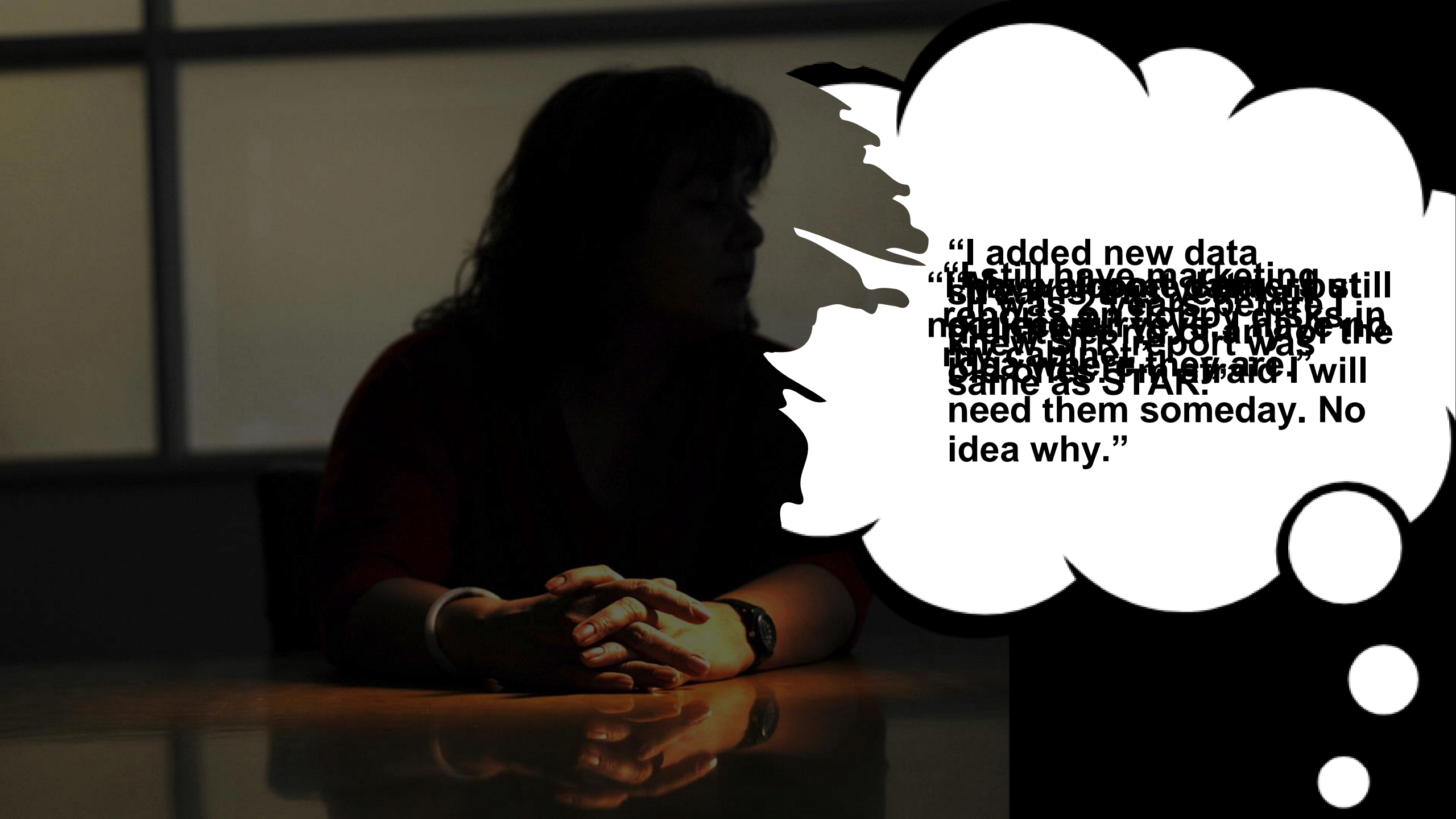Researcher
Data-Driven
Collect
80%
Fact-Finding

ZARTICO

DATA OVERLOAD

DECLUTTER
MOVES

Declutter Moves.

Top 5 Hoarding and
Decluttering remedies

1. The Closet Move
2. The OHIO Method
3. Resist Obtaining More(ROM)
4. Make Your Case
5. Vendor Input

What are all of the data streams available?

Uber Media
Key Data
AirDNA
Arrivalist
LinkedIn Ads
All The Rooms
MailChimp
MyEmma
National Parks Visitation
Basis Centro
OpenTable (Recovery Only)
BLS Quarterly Employment
Pinterest Organic
BLS Monthly Employment
SimpleView CRM
Facebook Organic
Weather (NOAA – GSOD)

Sizmek Ad Server
Facebook Ads
Snapchat
Facebook Audience Insights
STR Monthly
Google Analytics
STR Weekly
Google AdWords
State Tax Data
Google Campaign Manager
TSA U.S.
Instagram Organic
Twitter Organic
Instagram Ads
Twitter Ads
VisaVue
YouTube

COMPETITIVE BENCHMARKING

COMPETITION = PROGRESS

Why is it innovative and essential?

ZARTICO

Things we compete on:

Poaching staff
Product recruitment
Ad channels
Logo and slogan envy
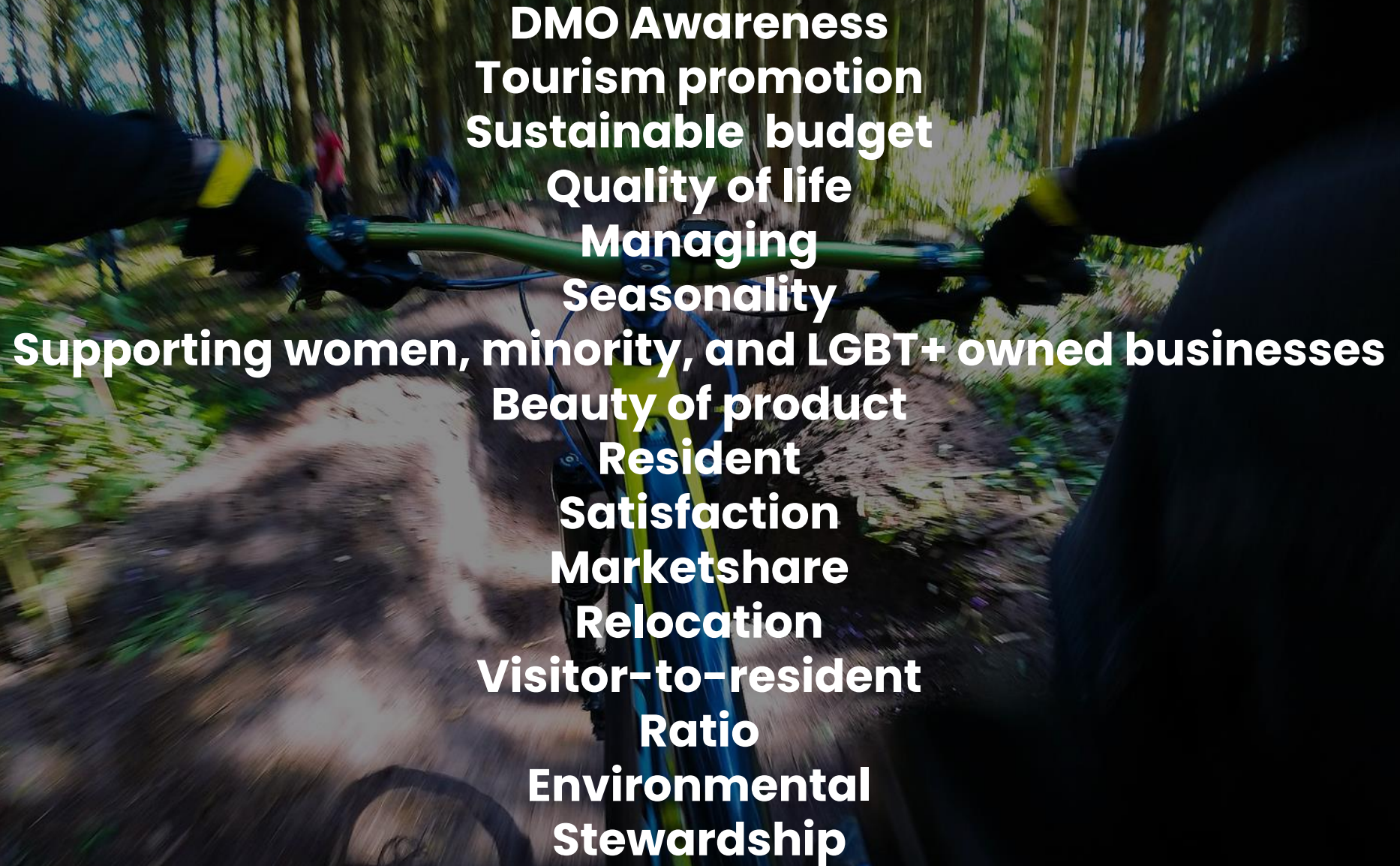
Conventions
Budget boasting
CEO salary
Campaign awards

ZARTICO

What do we wish we could compete on?

ZARTICO

What do we wish we could compete on?

DMO Awareness
Tourism promotion
Sustainable budget
Quality of life
Managing Seasonality
Supporting women, minority, and LGBT+ owned businesses
Beauty of product
Resident Satisfaction
Marketshare
Relocation
Visitor-to-resident Ratio
Environmental Stewardship

ZARTICO

With a clean slate... what are we measuring differently this year?

- **VISITOR CONTRIBUTION & SPENDING**
- **GEOLOCATION – MOVEMENT**
- **VISITOR-TO-RESIDENT RATIO**
- **RESIDENT SENTIMENT**
- **SPENDING – CREDIT CARD**
- **MARKET SHARE**

ZARTICO

5 Things To Do Right Now!

1. Closet Move - If you haven't used it in one year **get rid of it**.

1. Focus on **OUTCOMES** not just results.

1. Embrace **5 new KPIS**. Hard ones!

1. If the data doesn't help the **Visitor Experience**, Resident Happiness or Organizational Transformation then don't use it.

1. Proactively send stakeholders and lawmakers a **new report** with new new insights. Show them something they've never seen before.

ZARTICO

Emily Epley
Travel and Tourism Director

VISIT
CLEVELAND
COUNTY
LAND OF RHYTHM & ROOTS

Path To Here

Project Goal:
Identify Cleveland County Visitors with Actionable Data to Inform Tourism's Strategic Path Forward.

VISIT Cleveland County and the Tourism Advisory Council set a goal to engage a partner to provide measurable, quantifiable and actionable data to inform Travel and Tourism's strategic path forward. Data acquisition and application is the first of three phases which include:

- Data
- Messaging/Branding
- Website Design and Development

Data is the foundational piece for the strategic path forward.
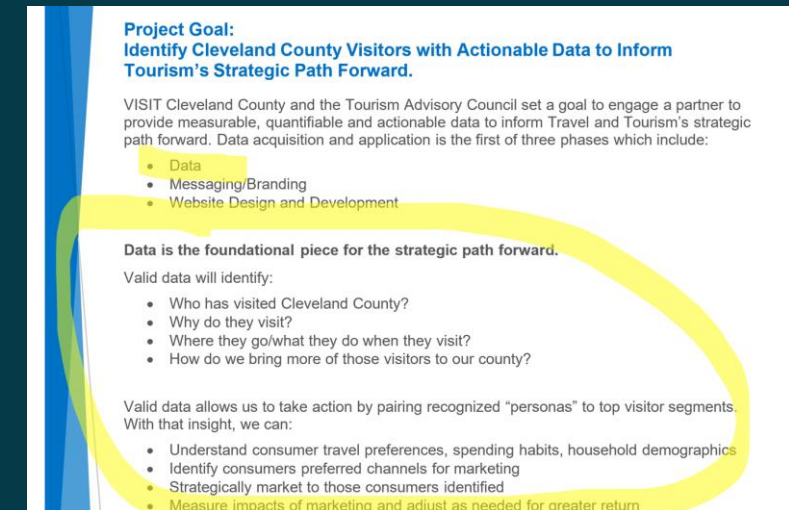
Valid data will identify:

- Who has visited Cleveland County?
- Why do they visit?
- Where they go/what they do when they visit?
- How do we bring more of those visitors to our county?

Valid data allows us to take action by pairing recognized "personas" to top visitor segments. With that insight, we can:

- Understand consumer travel preferences, spending habits, household demographics
- Identify consumers preferred channels for marketing
- Strategically market to those consumers identified
- Measure impacts of marketing and adjust as needed for greater return

Desired Outcomes For Using Data

- Identify and understand our visitor economy
- Apply information to make informed strategic decisions
- Teach and support our tourism partners to do the same
- Validate impacts of tourism to County leadership as a meaningful driver of economic impacts to greater $$ support.

Project Goal:
Identify Cleveland County Visitors with Actionable Data to Inform Tourism's Strategic Path Forward.

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Data Driven Decisions: Who are our Visitors?

What I'm Excited About

- Robust
- Unlimited POIs
- Pulls in greater % of devices
- Access to numerous data sources
- Integrated into a single tool
- Easy to navigate
- Easy to share information

Visitor Origin

What are your top origin markets & how do they travel to your destination? ⍰

Source: Near

Trip Type:
- ■ Short Trip
- ■ Day Trip
- ■ Long Day Trip
- ■ Overnight Stay

Location - Top 10 Origin Markets

Common Evening Metro

- Charlotte, NC
- Greenville-Spartanburg, SC-Asheville, NC-Anderson,SC
- Greensboro-High Point-Winston Salem, NC
- Atlanta, GA
- Raleigh-Durham (Fayetteville), NC
- Myrtle Beach-Florence, SC
- Columbia, SC
- Wilmington, NC
- Charleston, SC
- Tampa-St. Petersburg (Sarasota), FL

0 10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170

Location - Device Count

VISITOR Origin

Trip Type:
- Short Trip
- Day Trip
- Long Day Trip
- Overnight Stay

1. Charlotte NC ✓
2. Raleigh-Durham (Fayetteville) NC ✓
3. Atlanta GA ✓
4. (not set)
5. Greensboro-High Point-Winston Salem NC ✓
6. Greenville-Spartanburg-Asheville-Anderson ✓
7. Washington DC (Hagerstown MD)
8. Knoxville TN
9. New York, NY
10. Nashville TN

Charlotte, NC
Greenville-Spartanburg, SC-Asheville, NC-Anderson,SC
Greensboro-High Point-Winston Salem, NC
Atlanta, GA
Raleigh-Durham (Fayetteville), NC
Myrtle Beach-Florence, SC
Columbia, SC
Wilmington, NC
Charleston, SC
Tampa-St. Petersburg (Sarasota), FL

Visitor FLOW - PLaces

Visitor FLOW - PLaces

Visitor FLOW - PLaces

Visitor FLOW - Neighborhoods

Visitor FLOW

File Message Help Acrobat Attachments Tell me what you want to do

Mon 3/14/2022 7:01 PM

monathefox@zartico.com

[CCSPAM (SR)] - 2 - Visitor Flow - Neighborhoods - 03-14-2022

To ✓ Emily Epley

🛈 Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

📄 2 - Visitor Flow - Neighborhoods 03-14-2022.pdf
539 KB

📄 Open PDFs in Adobe Acrobat ✕

2 - Visitor Flow - Neighborhoods

Hello, Your scheduled email is ready. You can download the dashboard in attachments.

Visit the interactive version of the dashboard in **Visit Cleveland County NC** .

Understanding the Visitor Economy

Emily Epley
Travel and Tourism Director

VISIT CLEVELAND COUNTY
LAND OF RHYTHM & ROOTS
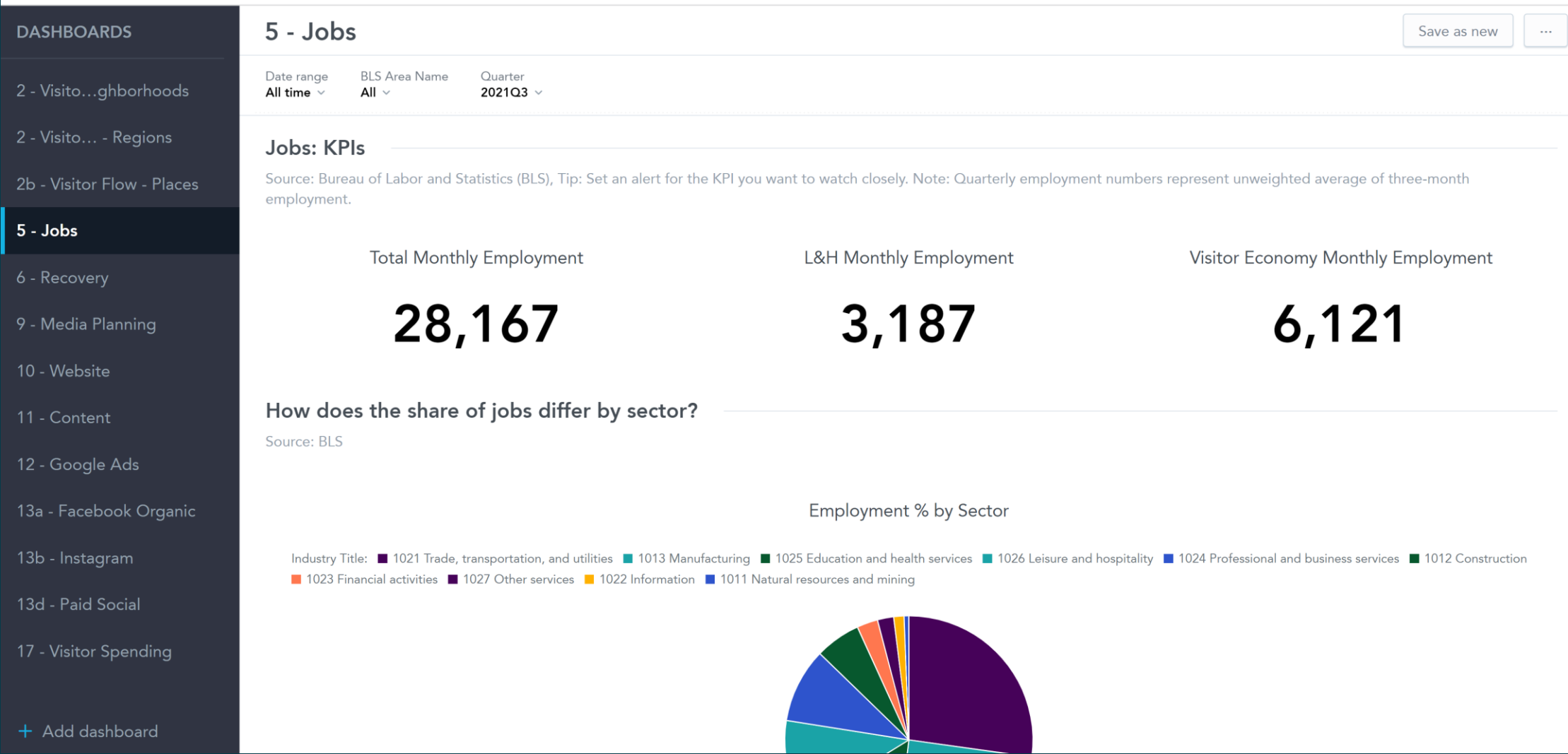
Using Data to Elevate Intelligence

Nick Breedlove

Executive Director, Jackson County NC TDA

Top 10 Origin Markets: 2019 vs 2021

	October 2019	% of Total	October 2021	% of Total	Trends
1.	Charlotte, NC	12.9%	Greenville-Spartanburg, SC-Asheville, NC-Anderson,SC	13.1%	**Greenville DMA moves to #1**
2.	Atlanta, GA	12.4%	Charlotte, NC	12.1%	
3.	Greenville-Spartanburg, SC-Asheville, NC-Anderson,SC	12.0%	Atlanta, GA	10.9%	
4.	Raleigh-Durham (Fayetteville), NC	8.3%	Raleigh-Durham (Fayetteville), NC	5.5%	**No change to the middle of the pack**
5.	Greensboro-High Point-Winston Salem, NC	4.8%	Greensboro-High Point-Winston Salem, NC	4.9%	
6.	Tampa-St. Petersburg (Sarasota), FL	4.0%	Tampa-St. Petersburg (Sarasota), FL	4.2%	
7.	Orlando-Daytona Beach-Melbourne, FL	3.2%	Chattanooga, TN	3.4%	**Chattanooga newly in top 10 this year. Was #14 in 2019.**
8.	Jacksonville, FL	2.4%	Orlando-Daytona Beach-Melbourne, FL	3.2%	
9.	Charleston, SC	2.0%	Knoxville, TN	2.5%	
10.	Knoxville, TN	1.9%	Jacksonville, FL	2.0%	
	Total	**63.9%**	**Total**	**61.8%**	

While Raleigh Was #4 Visitor Market They're the #2 Spender

Atlanta, GA	10.2%
Raleigh-Durham (Fayetteville), NC	9.6%
Charlotte, NC	9.0%
Jacksonville, FL	7.3%
Greensboro-High Point-Winston Salem, NC	4.3%
Tampa-St. Petersburg (Sarasota), FL	4.2%
Greenville-Spartanburg, SC-Asheville, NC-Anderson,SC	3.8%
Columbia, SC	3.7%
Charleston, SC	3.5%
Orlando-Daytona Beach-Melbourne, FL	3.2%
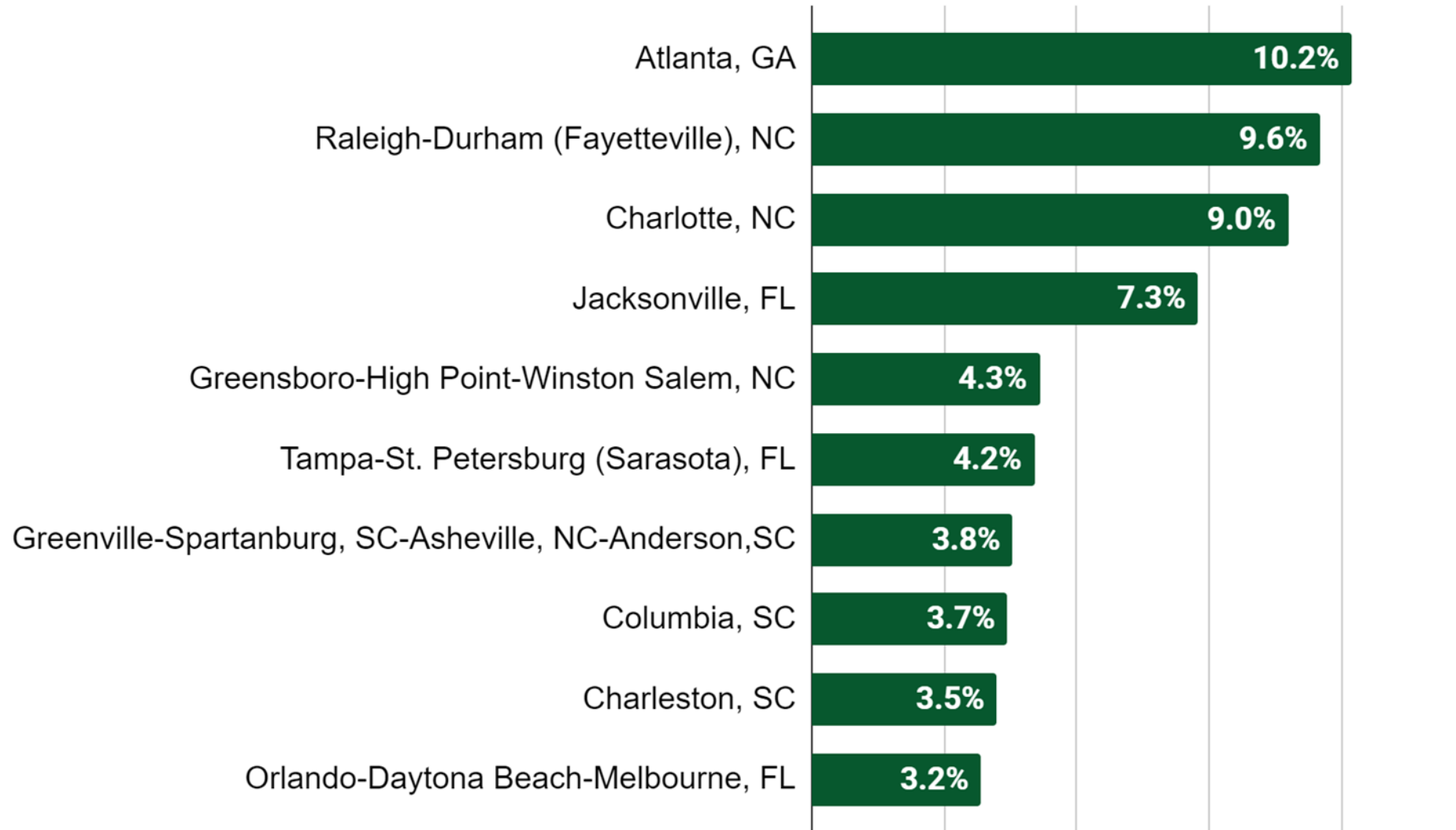
Raleigh Spent a Significant Amount on Transportation

Legend:
- Transportation
- Specialty Retail
- Retail
- Health
- Food
- Commercial
- Accommodations

Atlanta, GA
- 15%
- 38%
- 44%

Charlotte, NC
- 10%
- 44%
- 40%

Greensboro-High Point-Winston Salem, NC
- 16%
- 40%
- 41%

Jacksonville, FL
- 12%
- 49%
- 31%

Raleigh-Durham (Fayetteville), NC
- 65%
- 10%
- 24%
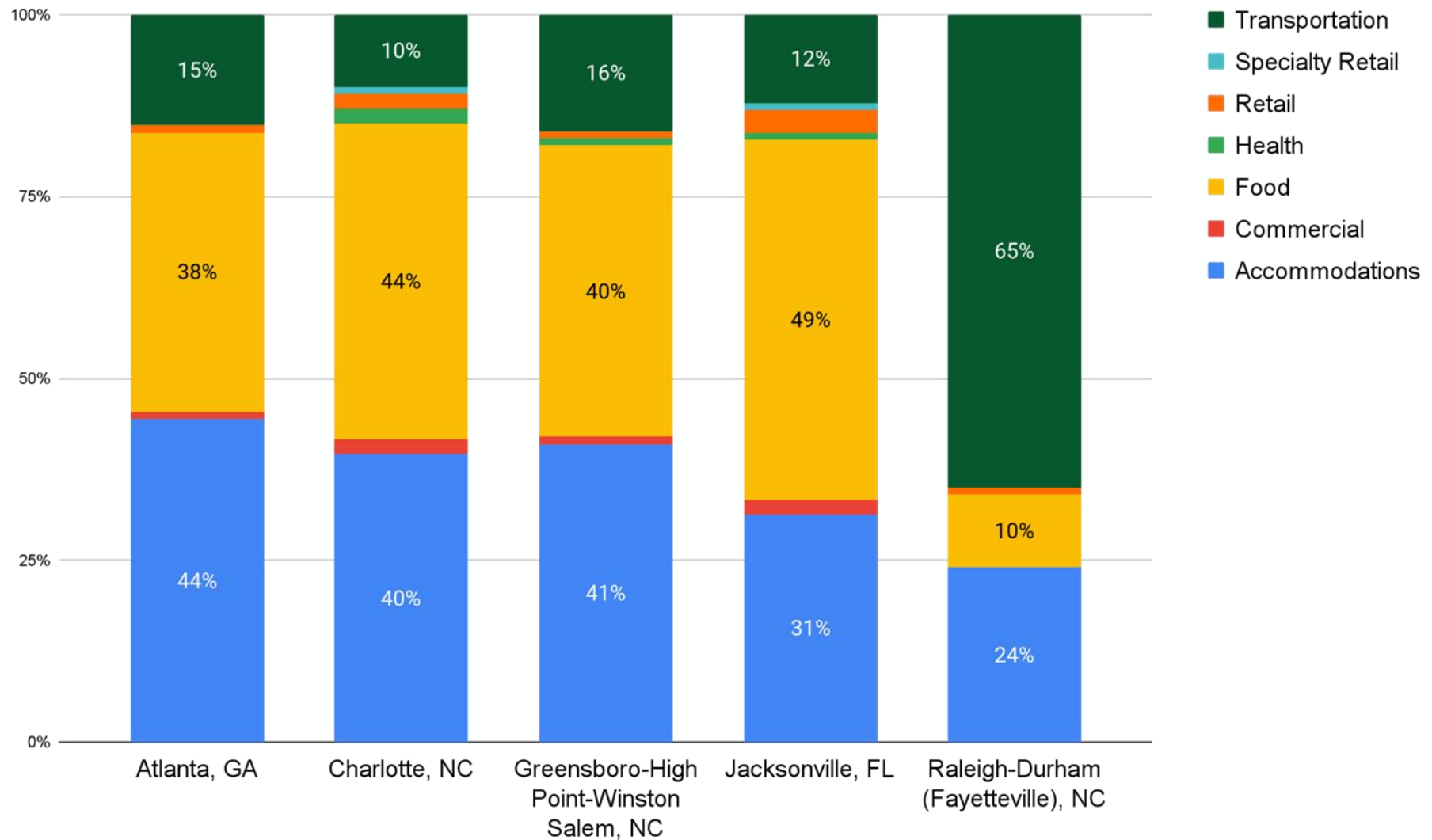
October 2021 Visitation

Blue dots are in-state visitors. Orange are out of state. Link

The Challenge
Leveraging Data to Navigate Recovery

Events Sector Disappeared

Historically NHOF hosts 300+ events annually, and event volume dropped by nearly 90%.

Group Education Went Virtual

Traditional school groups and corporate team builds were largely remote.

GA Resembled Leisure Travel

Nearly 9 in 10 attendees have historically traveled at least 50 miles from Charlotte

GA Attendance Historically Driven by Avid Out-of-towners

■ Visitor ■ Local Resident

88%

Level of NASCAR Fandom

- Avid Fan — 66.0%
- Casual Fan — 26.0%
- Not a Fan — 8.0%

NASCAR HALL OF FAME
CHARLOTTE
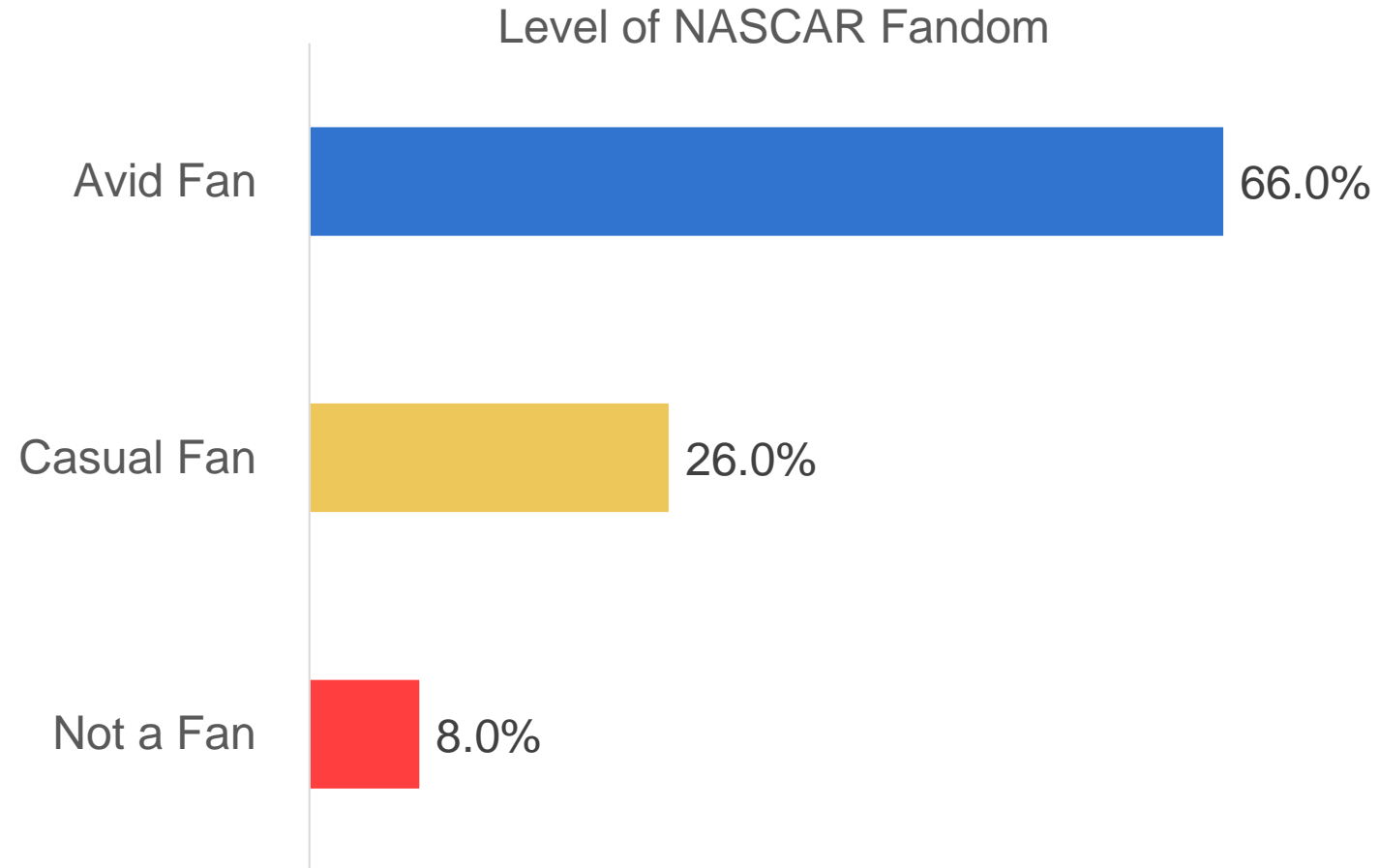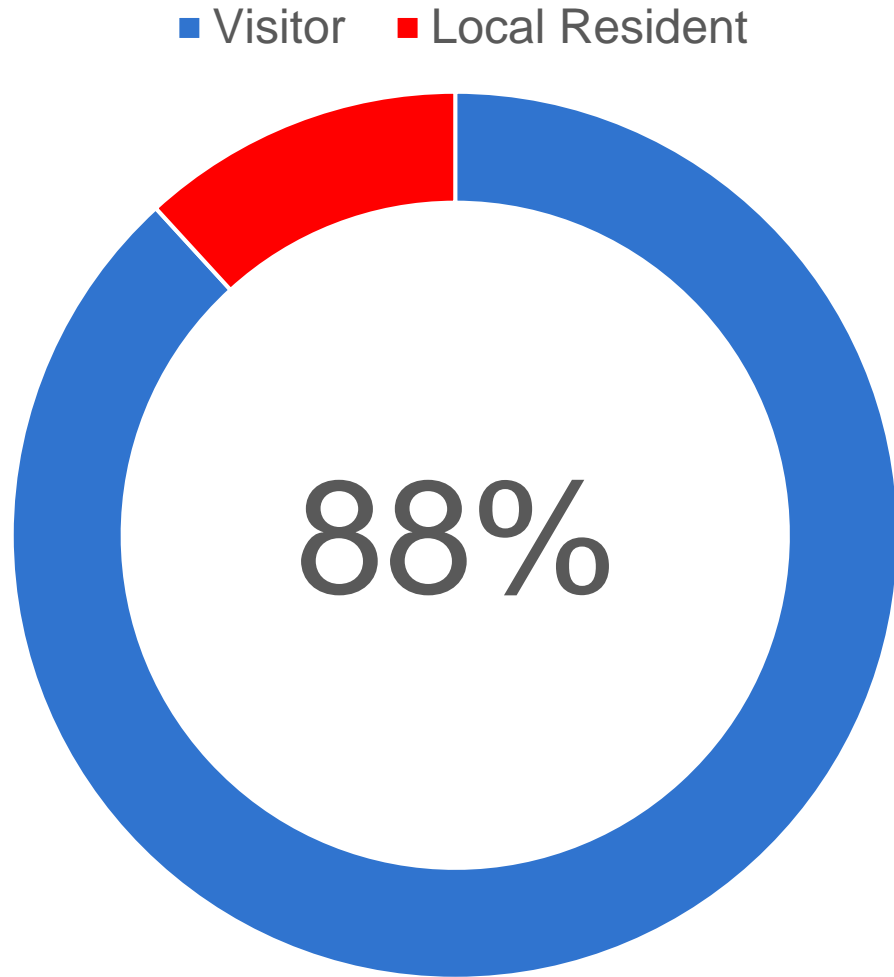
Leisure Travel Had Fluctuated with COVID Concerns
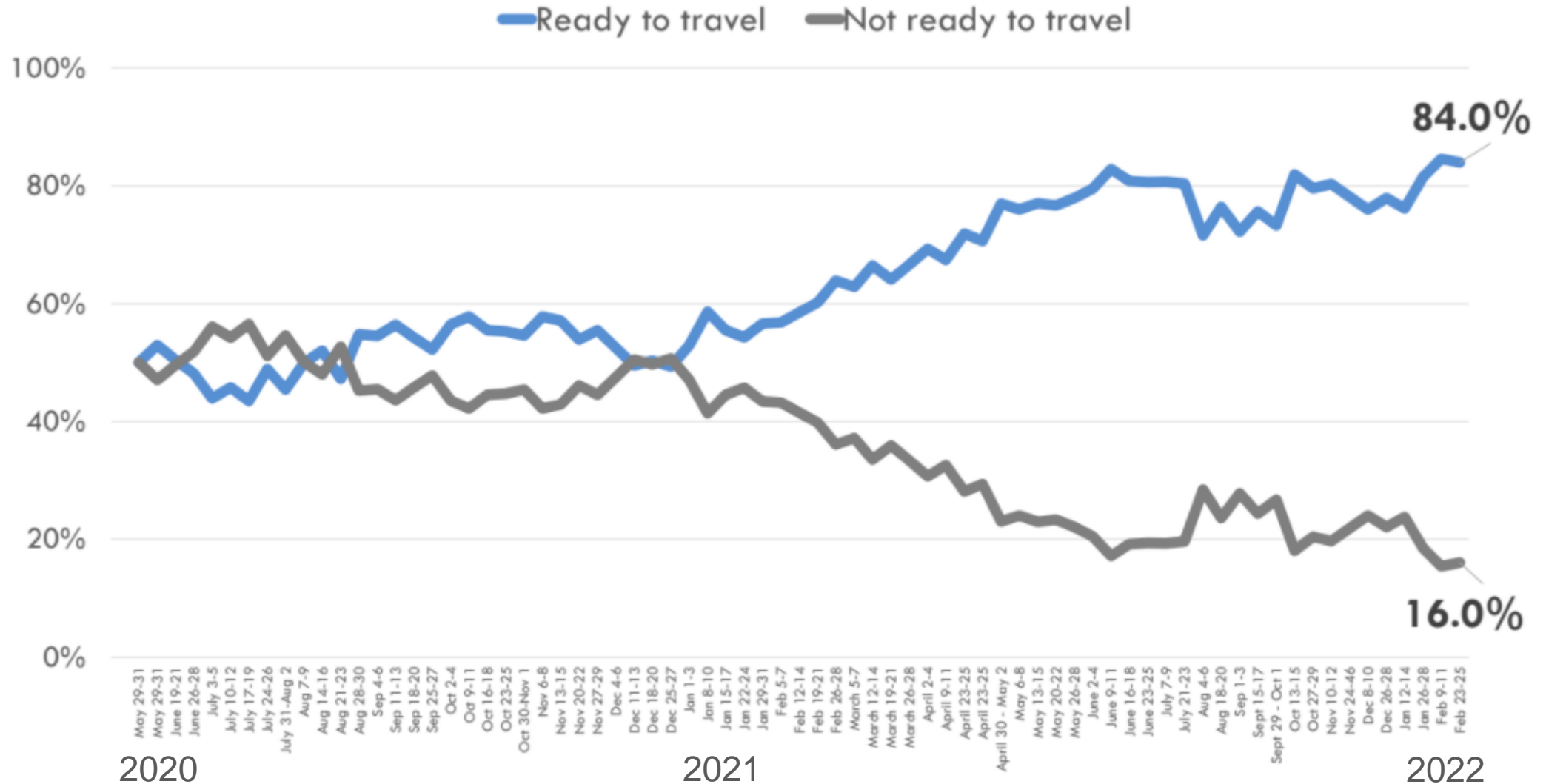
Source: Destination Analysts, Coronavirus Traveler Sentiment Index, Mar. 1, 2022

Perception of Safety Had Grown for Museums

Top 2 Box Score—% Selecting "Somewhat safe" or "Very safe"

Activity	%
Taking a road trip	81.5%
Visiting friends and relatives	77.5%
Non-team outdoor recreation	72.9%
Staying in a hotel	72.6%
Going shopping	70.6%
Dining in a restaurant	67.6%
Visiting a museum or other indoor attraction	61.6%
Visiting an amusement park or other outdoor attractions	57.8%
Visiting an observation deck	56.1%
Staying in an Airbnb or home rental	53.3%
Traveling on a commercial airline	52.6%
Traveling in a taxi/Uber/Lyft	46.0%
Attending a performance	45.9%
Traveling for business reasons	45.2%
Train travel (intercity travel - e.g., AMTRAK)	43.8%
Sporting events - Small venue	43.4%
Go to a casino	41.4%
Sporting events - Large venue	39.9%
Attending a conference or convention	37.3%
Traveling outside the United States	34.2%
Traveling by bus or motor coach on a group tour	33.4%
Traveling on a cruise line	31.7%
Intercity bus travel	30.7%

52.0%

Museums Ranked 7th

Perception of Safety Trend

% Somewhat Unsafe and % Very Unsafe

Date	%
Jan. 25, 2021:	51.2%
Apr. 26, 2021:	29.4%
Jun. 29, 2021:	17.6%

% Somewhat Safe and % Very Safe

Date	%
Sep. 7, 2021:	44.4%
Nov. 1, 2021:	53.0%
Dec. 14, 2021:	52.5%
Mar. 1, 2022:	61.6%

Source: Destination Analysts, Coronavirus Traveler Sentiment Index, Mar. 1, 2022

NASCAR HALL OF FAME
CHARLOTTE

Attendance Trends Closely Followed COVID Trends

Legend: Attendance Index (blue bars), Monthly COVID Cases (red line)

Pre-COVID Attendance = 100

Left axis: 0 to 140 (Attendance Index)
Right axis: 0 to 25 Millions (Monthly COVID Cases)

Months: September, October, November, December (2020); January, February, March, April, May, June, July, August, September, October, November, December (2021); January, February (2022)
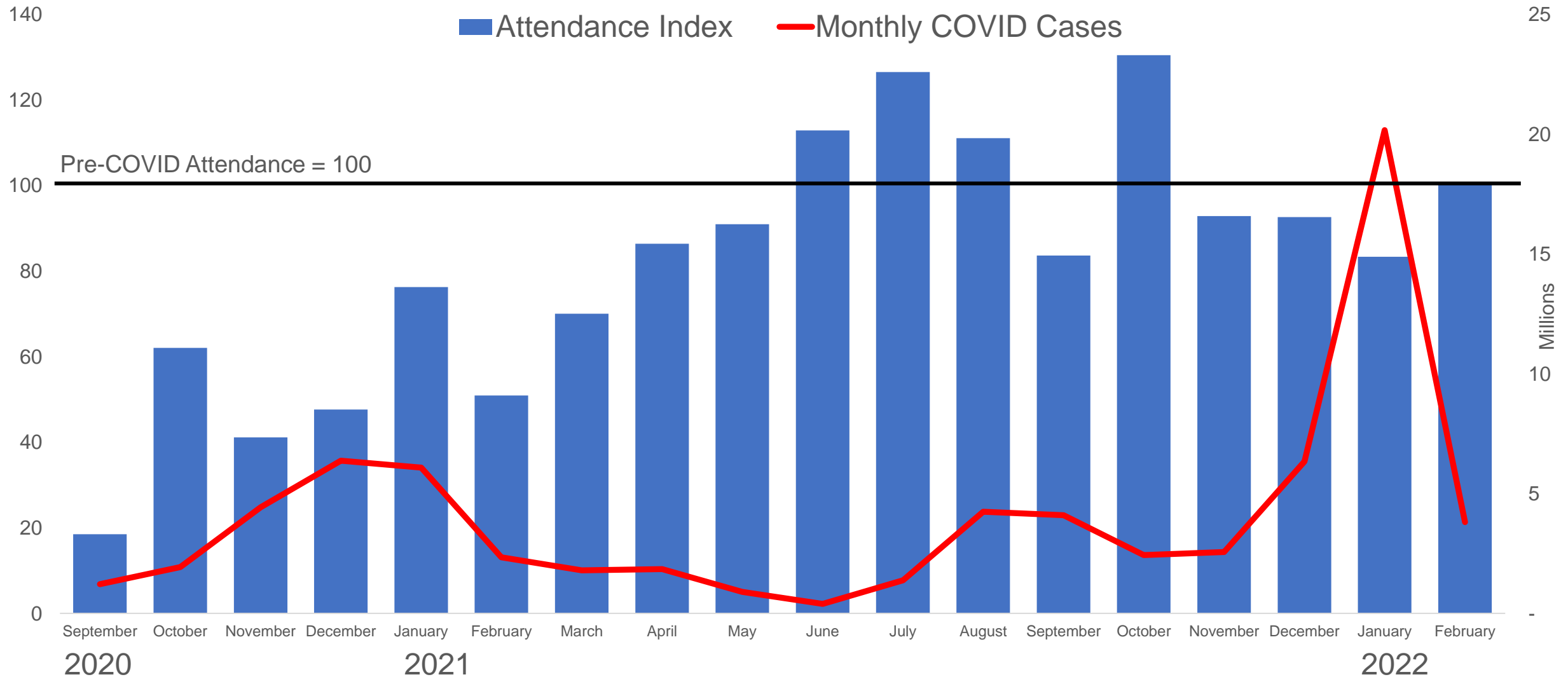
Source: NHOF, Daily Operating Attendance, CDC, New Daily Cases

NASCAR HALL OF FAME
CHARLOTTE

Media Efforts

Website Visitation

Attendance

Rather than assume that our success was a product or solely dependent on the current COVID environment, we needed to try and connect the dots between previously disparate data systems to inform and align collaborative teams.

Website Has Been Strong Indicator of Future Attendance

Legend: ■ Daily Operating Attendance — Website Sessions

NASCAR HALL of FAME®
CHARLOTTE

Media Strategy to Target Avid Fans, Leverage Proximity

Richmond

RR RICHMOND RACEWAY

Roanoke

Bristol Motor Speedway

MARTINSVILLE SPEEDWAY

NASHVILLE SUPERSPEEDWAY

Greensboro

Raleigh

Nashville

Knoxville

CHARLOTTE MOTOR SPEEDWAY

Birmingham Chattanooga

Greenville

DARLINGTON RACEWAY

TALLADEGA SUPERSPEEDWAY

ATLANTA MOTOR SPEEDWAY

TARGET MARKETS VS. FEEDER MARKETS

	Raleigh Greenville Greensboro Columbia Roanoke	Washington, D.C. Philadelphia Atlanta Orlando Cleveland	New York Boston Los Angeles Miami Chicago
Charlotte			

17.2%	23.1%	24.9%	34.8%

| 0 | 50 | | 200 | | 500+ | |

Miles From Charlotte

Jacksonville

DAYTONA INTERNATIONAL SPEEDWAY

Orlando

NASCAR HALL OF FAME®
CHARLOTTE

Saw Target Markets Drive 41% of Total Website Visitation

Legend: ■ Target Web Sessions ■ Other Web Sessions

September 2020, October, November, December, January 2021, February, March, April, May, June, July, August, September, October, November, December, January 2022, February

Source: Google Analytics, nascarhall.com

NASCAR HALL OF FAME
CHARLOTTE

Web Visitors Had Three Primary Uses of nascarhall.com

Categories (legend):
- **Trip Planning** (blue)
- **Curated Content** (red)
- **Special Events/Promos** (yellow)

935K Total Website Sessions

293K Homepage Views

Bar chart data (horizontal axis: 0 to 60,000):

Trip Planning (blue):
- tickets
- plan-a-visit
- explore/gear-shop
- account/login
- plan-a-visit/field-trips
- about-the-hall
- explore/exhibits
- plan-a-visit/girl-scouts-program

Curated Content (red):
- when-dale-earnhardt-shocked-the-nascar-world
- hall-of-famers/inductees
- wins-by-car-number
- mark-martins-1998-ford-taurus
- david-pearsons-wild-rides
- team-owner-wins-top-10-list
- pioneer-wendell-scott
- late-bloomers
- class-of-2021-dale-jr
- allison-and-yates-built-a-winning-team

Special Events/Promos (yellow):
- induction-weekend
- events
- events/kids-go-free-summer
- events/kids-go-free-halloween-weekend
- dukes-mayo-classic
- holidays
- events/kids-go-free-spring

Source: Google Analytics, nascarhall.com, Page Sessions

NASCAR HALL OF FAME® CHARLOTTE

NHOF Visitor Markets Resemble Advertising/Website

Horizontal bar chart of NHOF visitor markets (approximate values):

Market	Value
Charlotte NC	~28,500
Raleigh-Durham (Fayetteville) NC	~11,500
Greenville-Spartanburg-Asheville-Anderson	~10,000
Greensboro-High Point-Winston Salem NC	~8,000
Columbia SC	~6,000
Atlanta GA	~5,500
Charleston SC	~3,000
Greenville-New Bern-Washington NC	~2,800
Florence-Myrtle Beach SC	~2,600
Orlando-Daytona Beach-Melbourne FL	~2,200
New York, NY	~2,000
Nashville TN	~1,800
Milwaukee WI	~1,500
Miami-Ft. Lauderdale FL	~1,400
Tampa-St. Petersburg (Sarasota) FL	~1,300
Washington DC (Hagerstown MD)	~1,300
Knoxville TN	~1,200
Wilmington NC	~1,100
Philadelphia PA	~900
Tri-Cities TN-VA	~850
Birmingham (Ann and Tusc) AL	~800
Roanoke-Lynchburg VA	~750
Chattanooga, TN	~600
Chicago, IL	~500
Dallas-Fort Worth	~450

86% NHOF Attendance From Regional Drive Markets

Source: Near, Visitor Devices, Home Origin Market

NASCAR HALL OF FAME CHARLOTTE

NHOF Boosted Tourism Recovery Through Leisure Travel

7th
Most Visited Place in Charlotte

Legend:
- **Daytrip** (red)
- **Overnight Stay** (blue)

Categories (top to bottom):
- Southpark Mall
- Charlotte Convention Center
- Bank Of America Stadium
- Spectrum Center
- Truist Field
- Epicentre
- Lake Norman
- Freedom Park
- Nascar Hall Of Fame
- Charlotte Premium Outlets
- Birkdale Village
- Carolina Place Mall
- Top Golf North Charlotte
- Mecklenburg County Sportsplex
- Northlake Mall
- 7Th Street Public Market
- Nevin Park
- Blumenthal Performing Arts Center
- Mint Museum Uptown
- U.S. National Whitewater Center
- Carowinds
- The Metropolitan
- Spirit Square Center For Arts & Education
- Knight Theater
- Bojangles' Entertainment Complex

X-axis: 0 — 50,000 — 100,000 — 150,000 — 200,000 — 250,000 — 300,000

Source: Near, Visitor Devices Count

NASCAR HALL OF FAME CHARLOTTE

NHOF Visitors Generate Broader Economic Impact

Average per party trip spending = **$771.82**
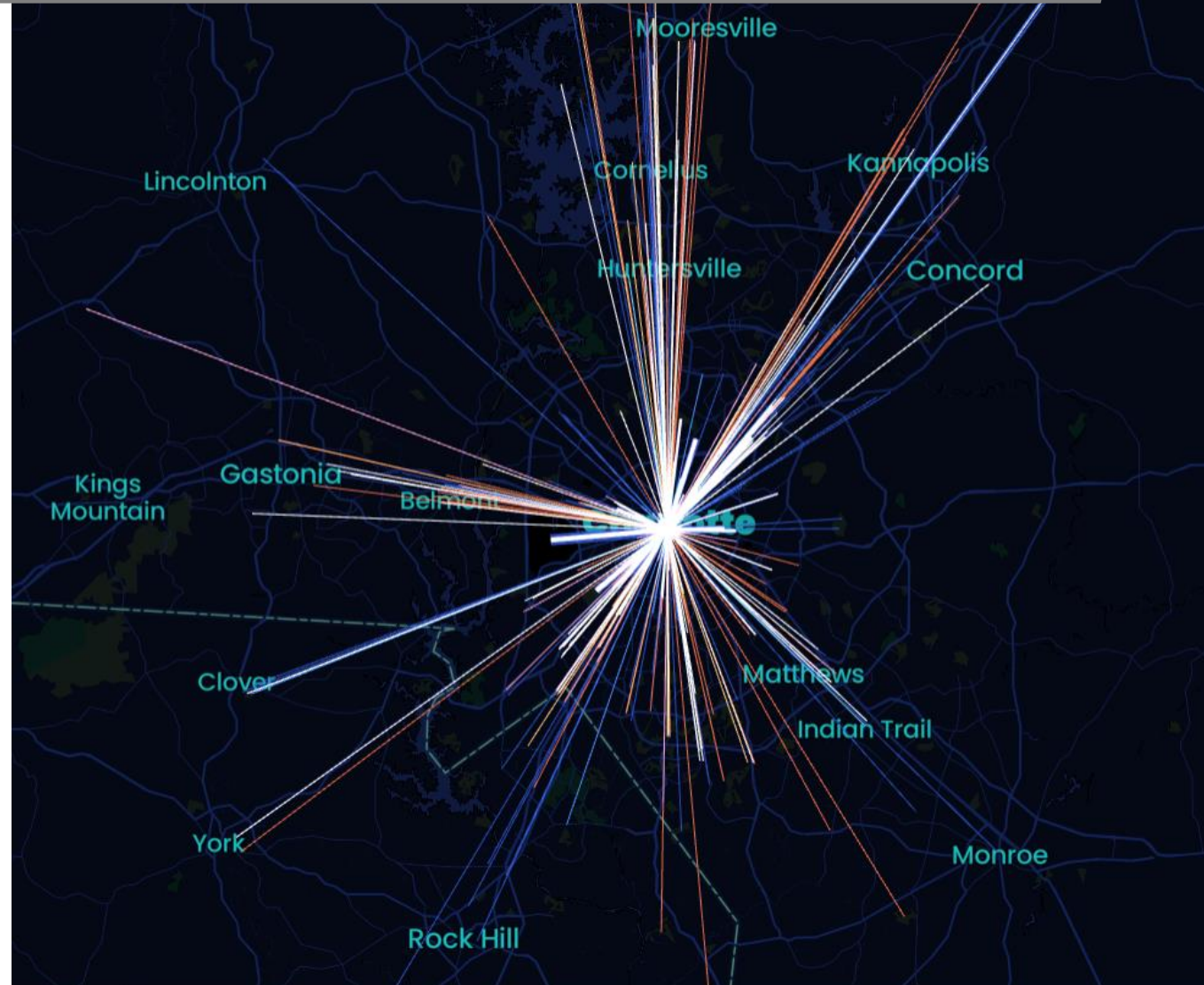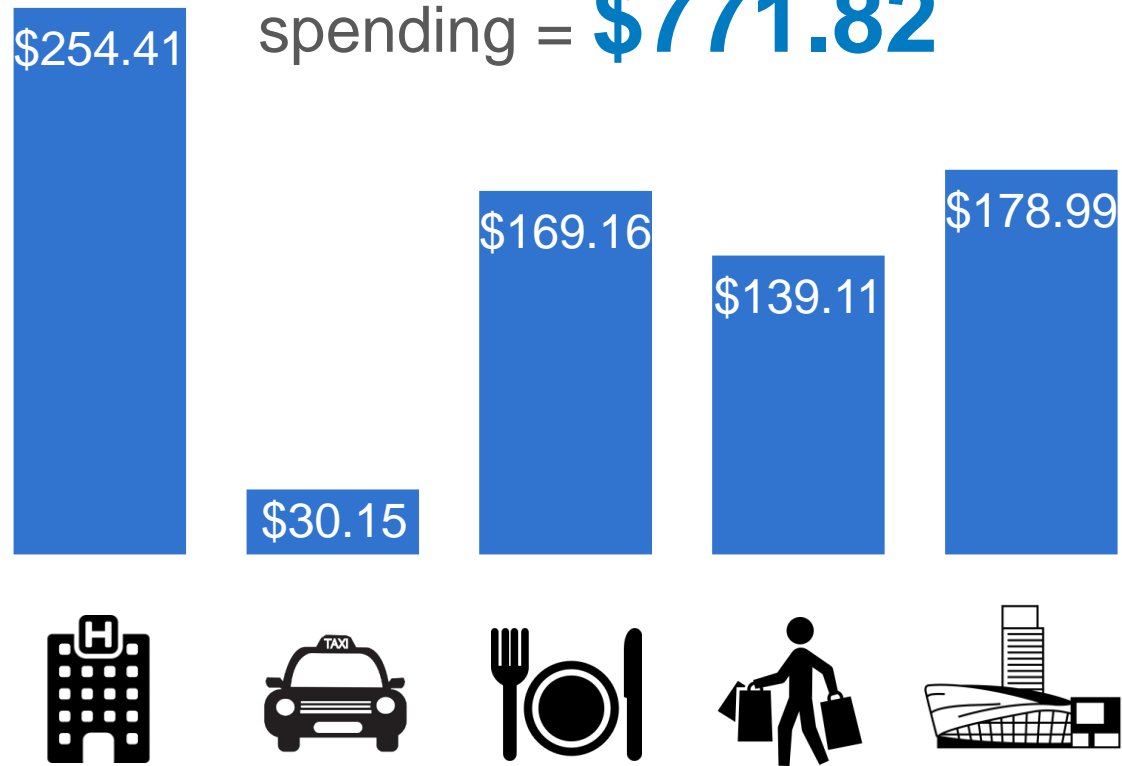
$254.41

$30.15

$169.16

$139.11

$178.99

Source: Zartico Custom Visualization, NHOF Attendees, CRVA Research, FY21 Economic Impact

THANK YOU

BACKGROUND —
STATE & NATIONAL PARK VISITATION TRENDS

North Carolina State & National Park Attendance
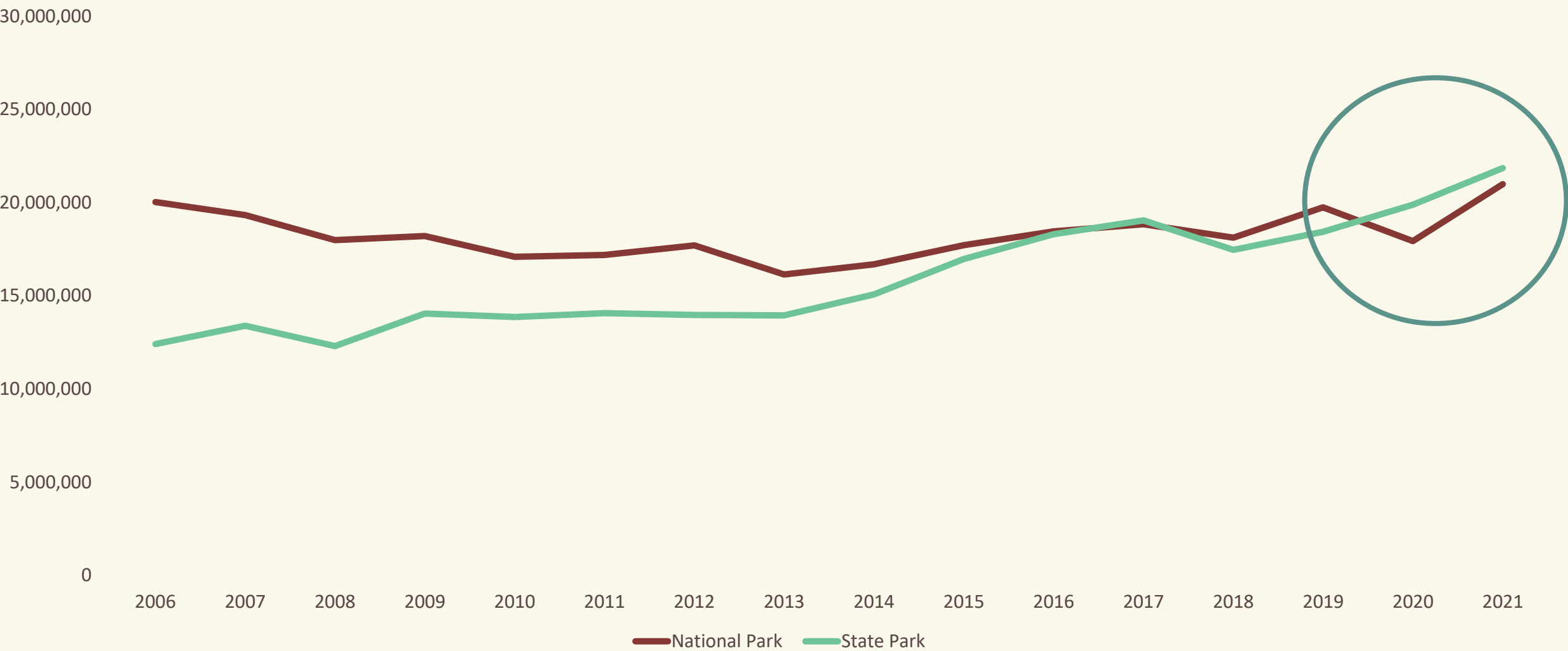
National Park ——— State Park ———

In late 2020, we began a partnership with Zartico and have since continued to build and refine our Destination Operating System

State & National Park Year-Over-Year Visitor VS. Resident Makeup

2019: Half of these outdoor attractions had over 60% visitor share

Resident % of Total

Visitor % of Total

William B. Umstead State Park
45%/55%

Croatan National Forest
60%/40%

Blue Ridge Parkway
65%/35%

Pisgah National Forest
80%/20%
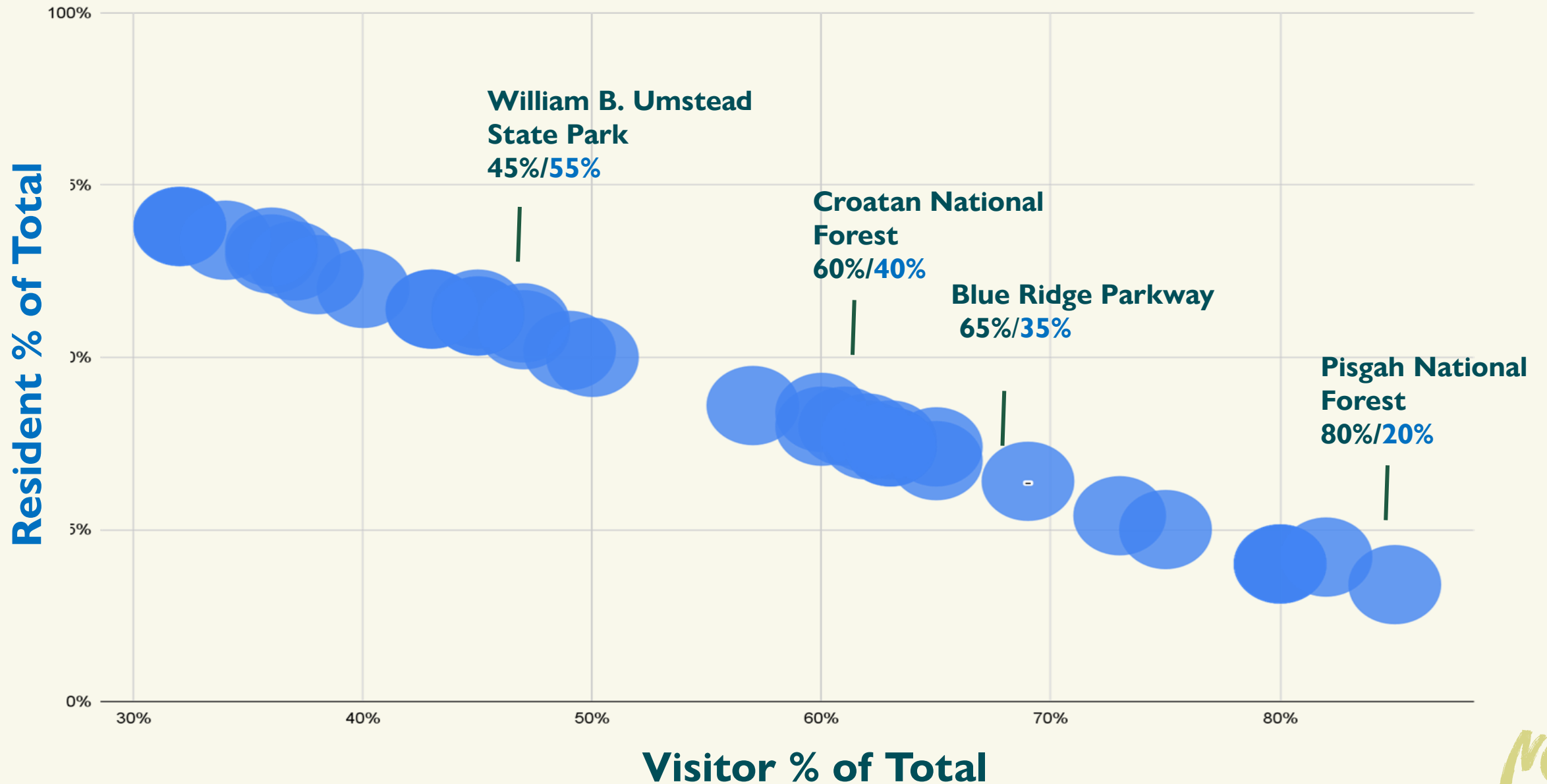
2020: Only one fourth saw over a 60% visitor share

William B. Umstead State Park
23%/77%

Croatan National Forest
50%/50%

Blue Ridge Parkway
66%/34%

Pisgah National Forest
80%/20%

Resident % of Total

Visitor % of Total
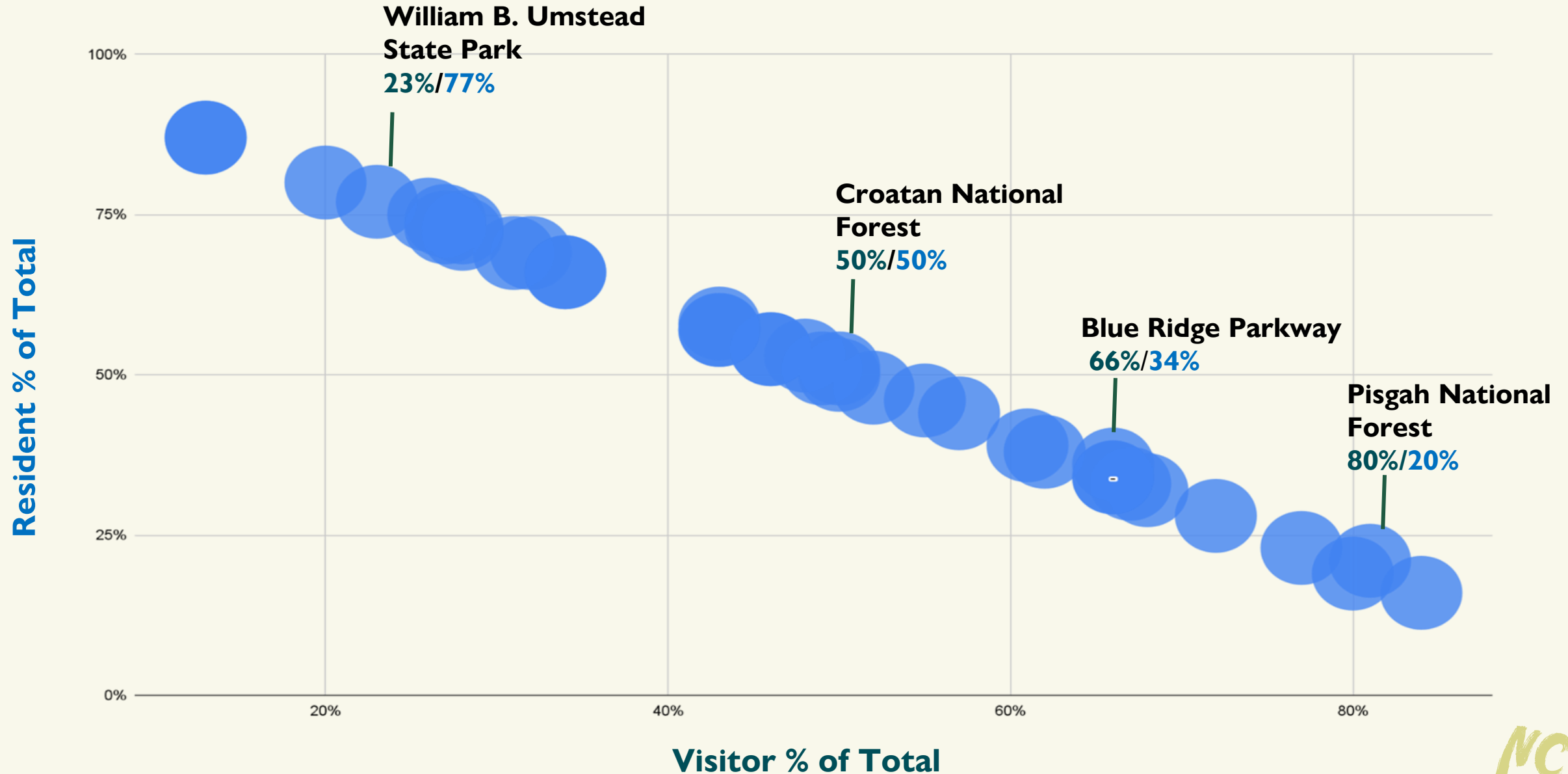
2021: Progress but no significant change from 2020

William B. Umstead State Park
27%/73%

Croatan National Forest
43%/57%

Blue Ridge Parkway
67%/33%

Pisgah National Forest
78%/22%

Resident % of Total

Visitor % of Total

NC
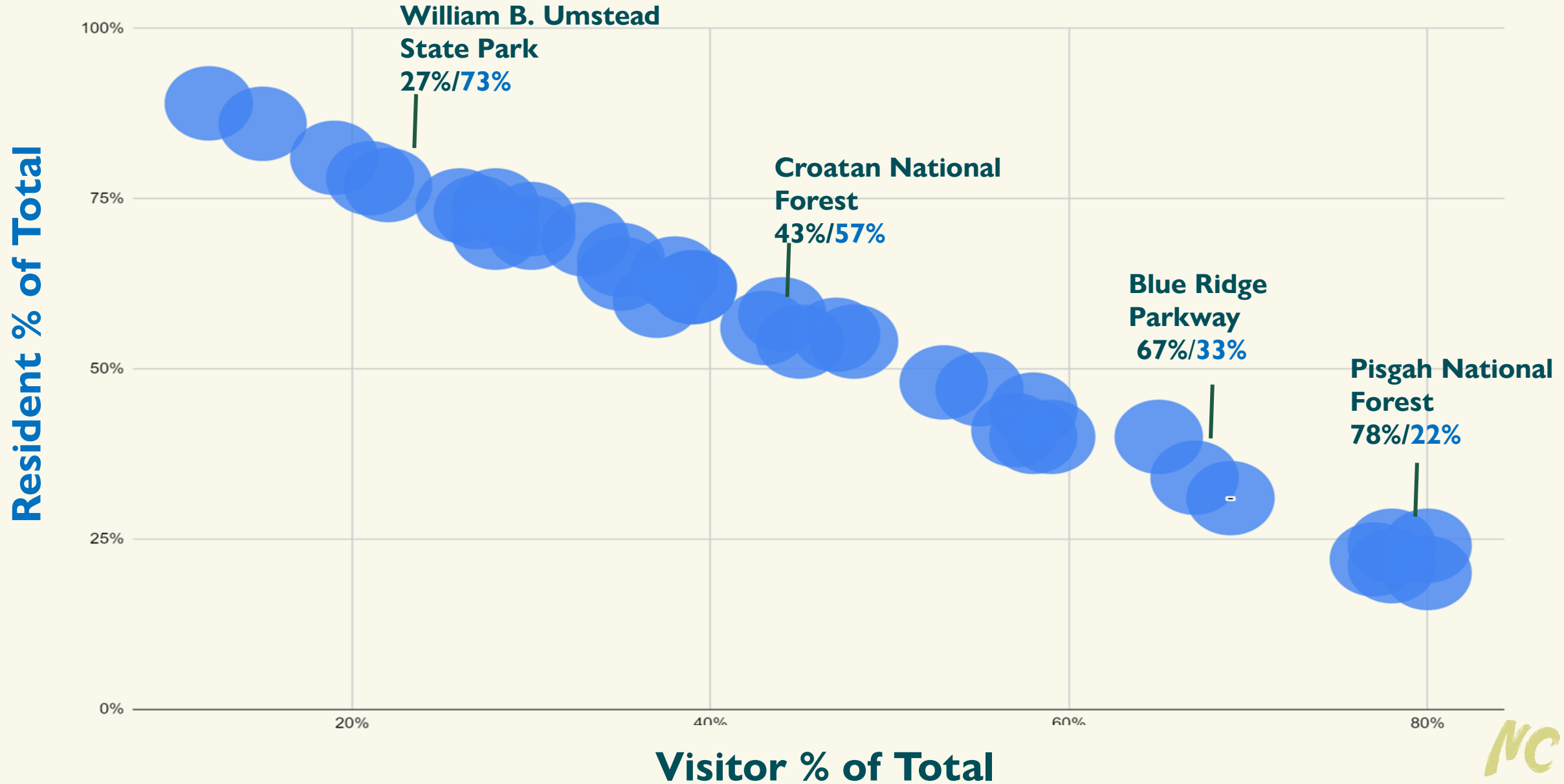
How Have Out-of-State Visitor Origin Markets of Park Visitors Changed?

2019 Top 10

Market	Percent
Greenville-Spartanburg, SC-Asheville, NC-Anderson,SC	7.7%
Atlanta, GA	4.5%
Knoxville, TN	4.4%
Columbia, SC	4.3%
Charleston, SC	3.8%
Nashville, TN	3.7%
Myrtle Beach-Florence, SC	2.8%
Washington, DC (Hagerstown, MD)	2.6%
Orlando-Daytona Beach-Melbourne, FL	2.5%
Tampa-St. Petersburg (Sarasota), FL	2.2%

2021 Top 10

Market	Percent
Greenville-Spartanburg, SC-Asheville, NC-Anderson,SC	7.0%
Knoxville, TN	5.6%
Atlanta, GA	5.2%
Nashville, TN	3.1%
Columbia, SC	2.9%
Orlando-Daytona Beach-Melbourne, FL	2.8%
Tampa-St. Petersburg (Sarasota), FL	2.5%
Tri-Cities, TN VA	2.4%
Chicago, IL	2.4%
Cincinnati, OH	2.1%

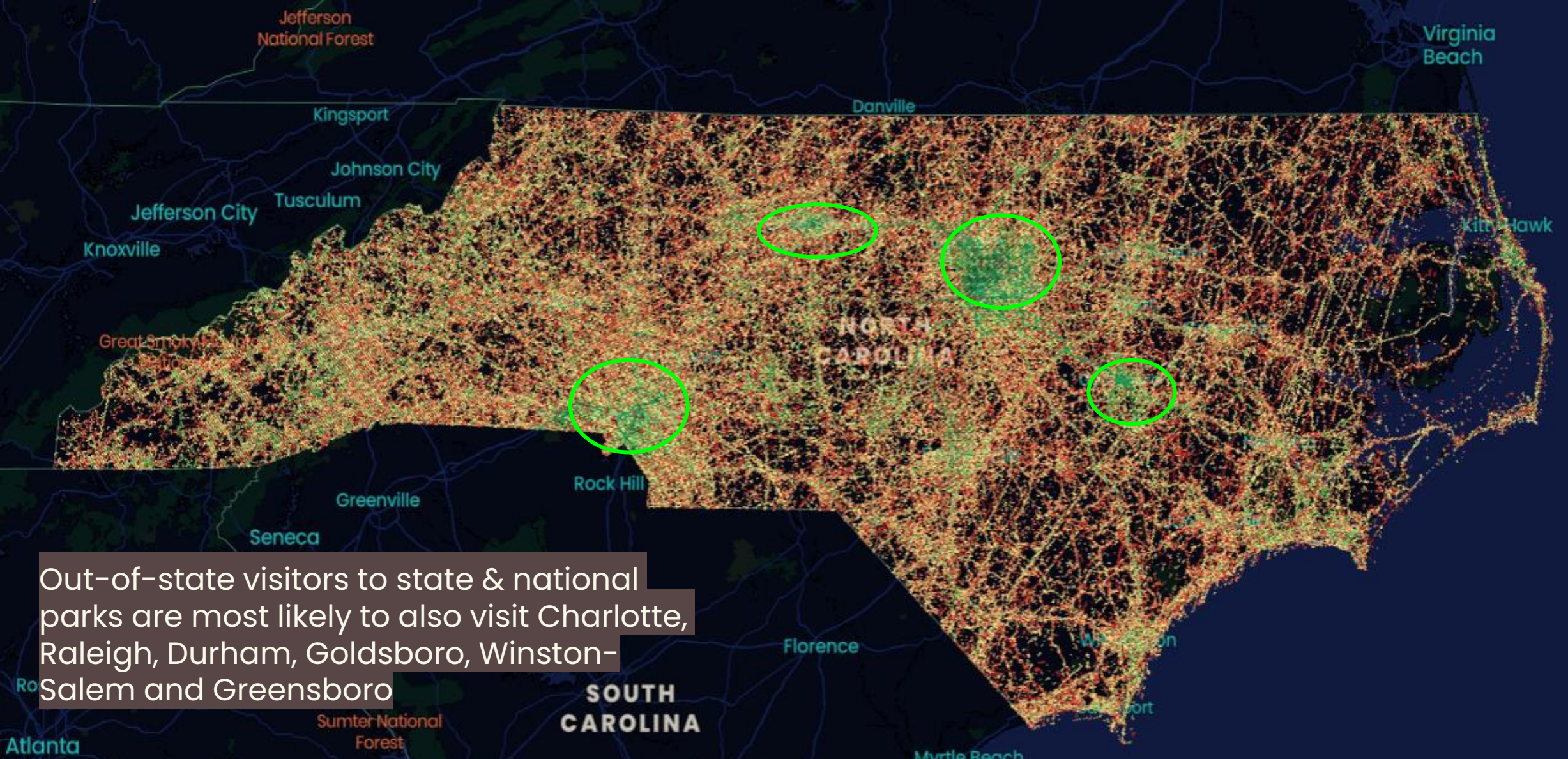Where else in the state do out-of-state park visitors explore?

Year-Over-Year State & National Park Visitor Dispersion

2019 Out-of-State Visitor Dispersion

All out-of-state visitor devices that visited a state or national park and plotting where else in the state they were observed

Out-of-state visitors to state & national parks are most likely to also visit Charlotte, Raleigh, Durham, Goldsboro, Winston-Salem and Greensboro

2019: Zooming In

Out of these cities, out-of-state visitors to state & national parks are most likely to be concentrated in Raleigh

2020 Out-of-State Visitor Dispersion

All out-of-state visitor devices that visited a state or national park and plotting where else in the state they were observed
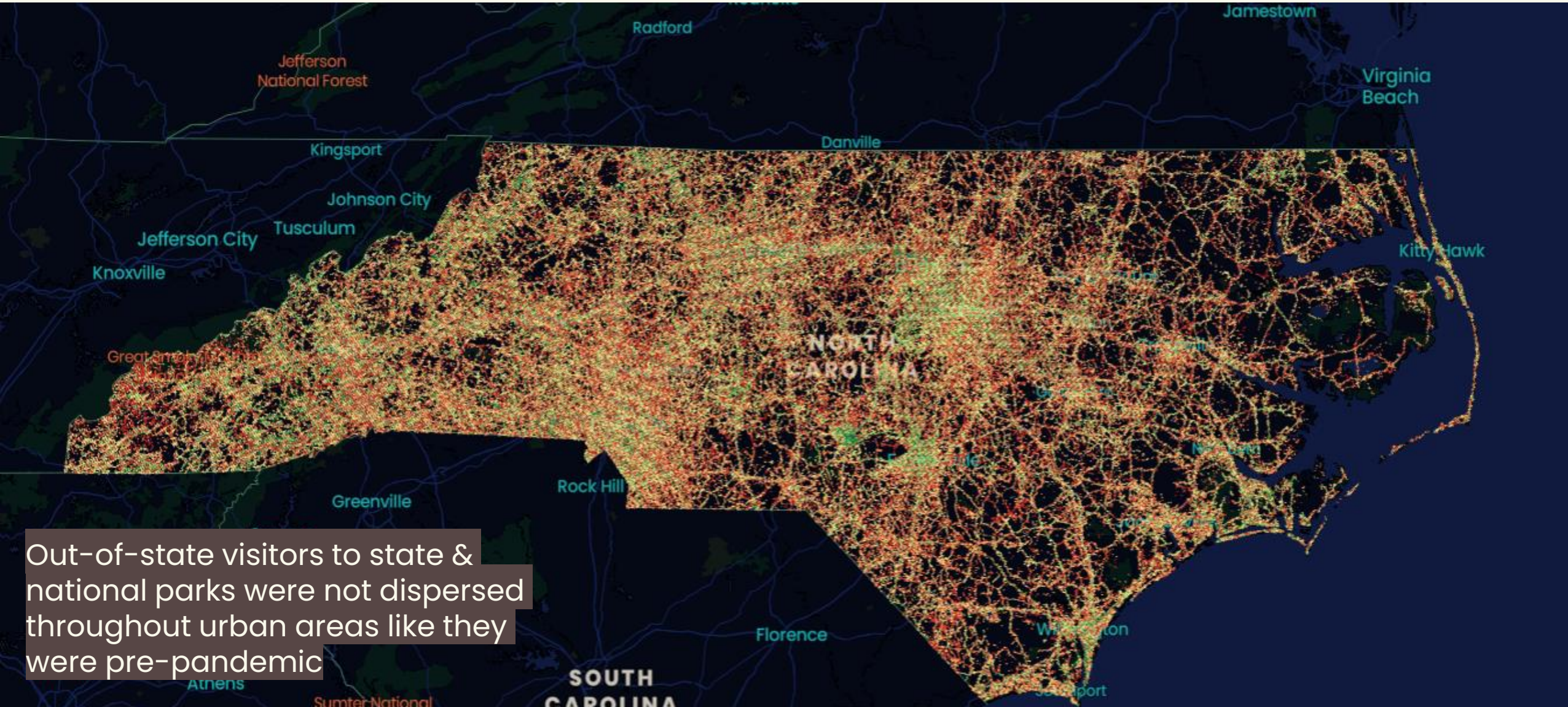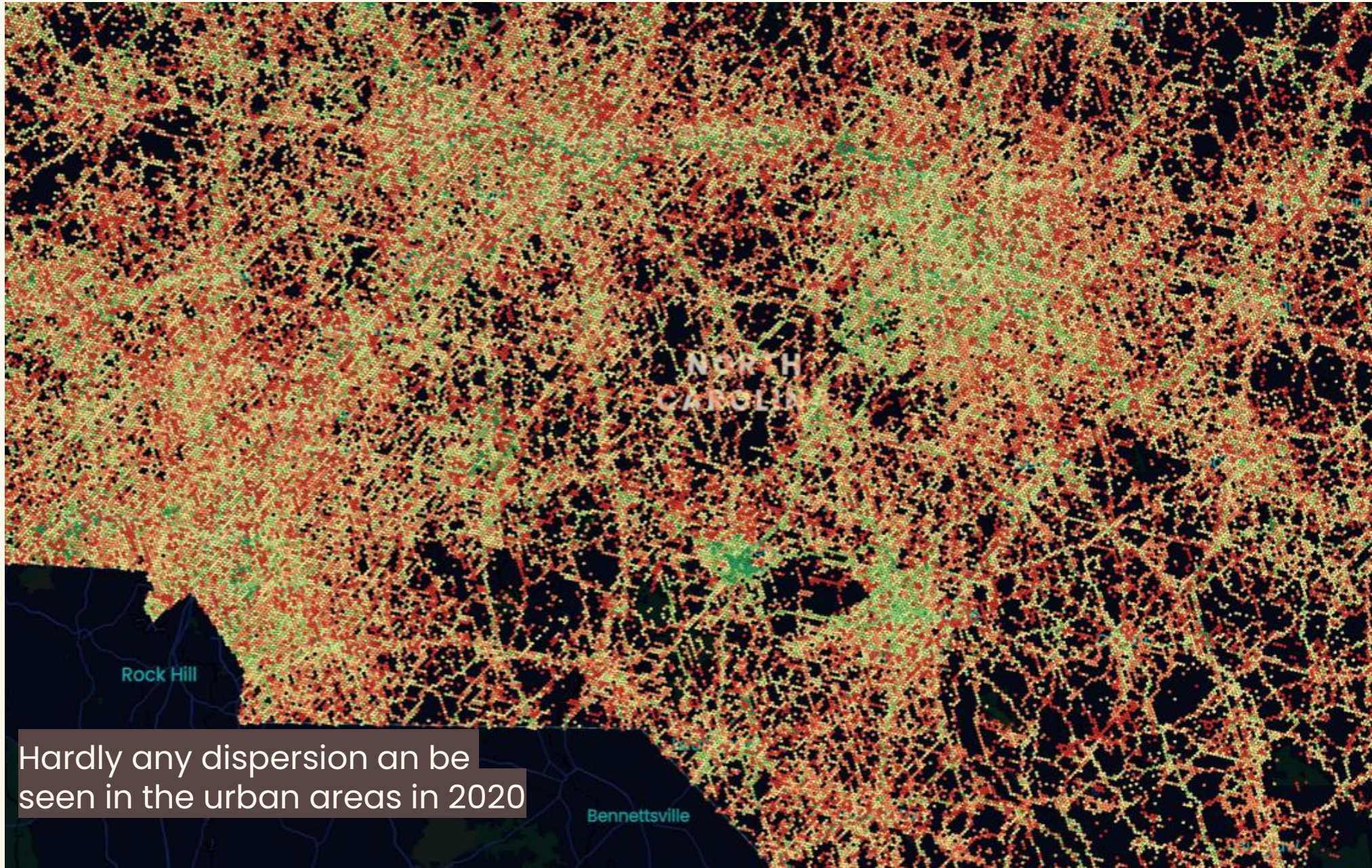
Out-of-state visitors to state & national parks were not dispersed throughout urban areas like they were pre-pandemic

2020: Zooming In

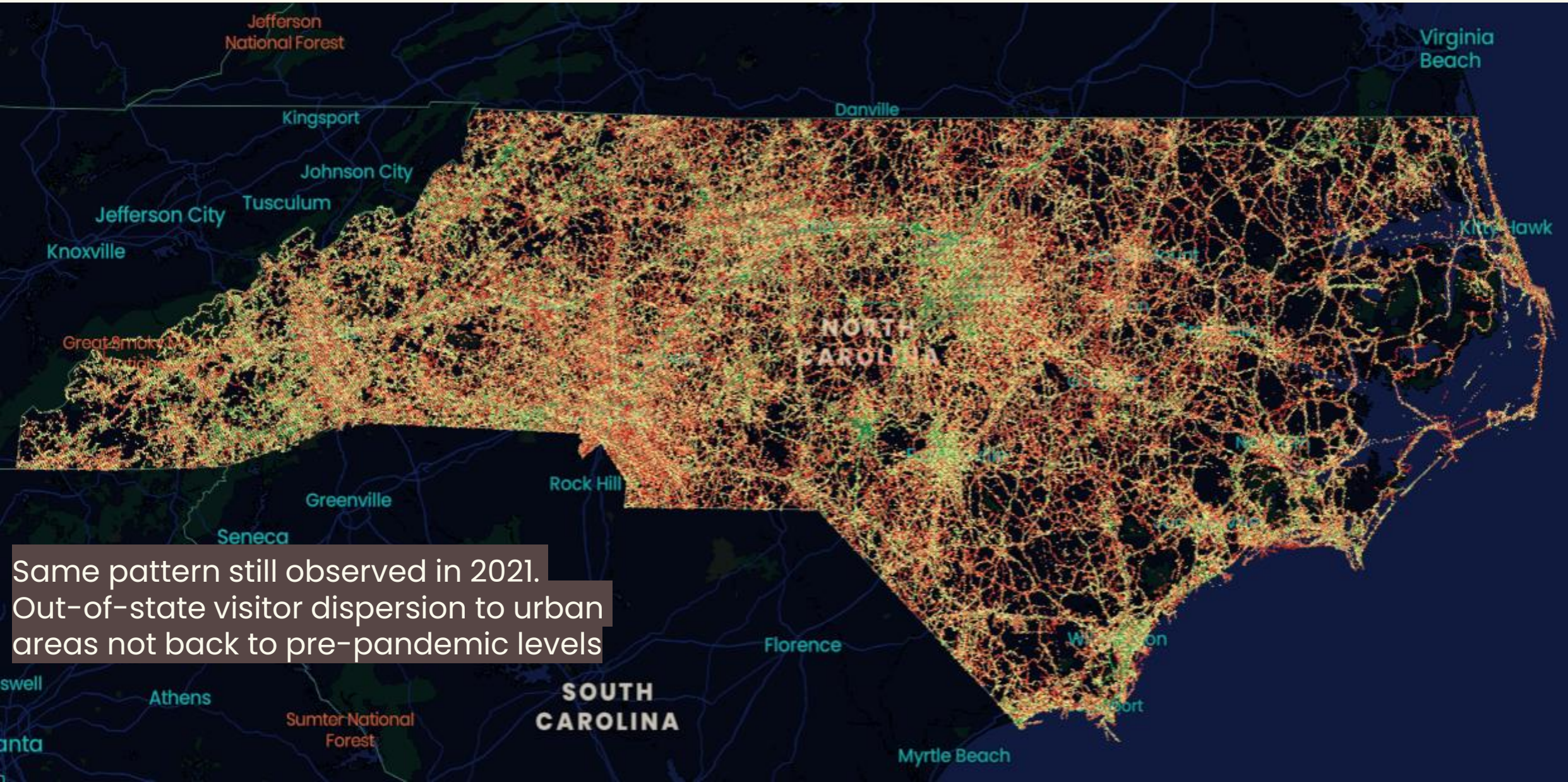Hardly any dispersion an be seen in the urban areas in 2020

However, of the 3 Geographic Regions, the Mountain Region held the most similar dispersion patterns in 2020 compared to pre-pandemic

2021 Out-of-State Visitor Dispersion

Same pattern still observed in 2021. Out-of-state visitor dispersion to urban areas not back to pre-pandemic levels
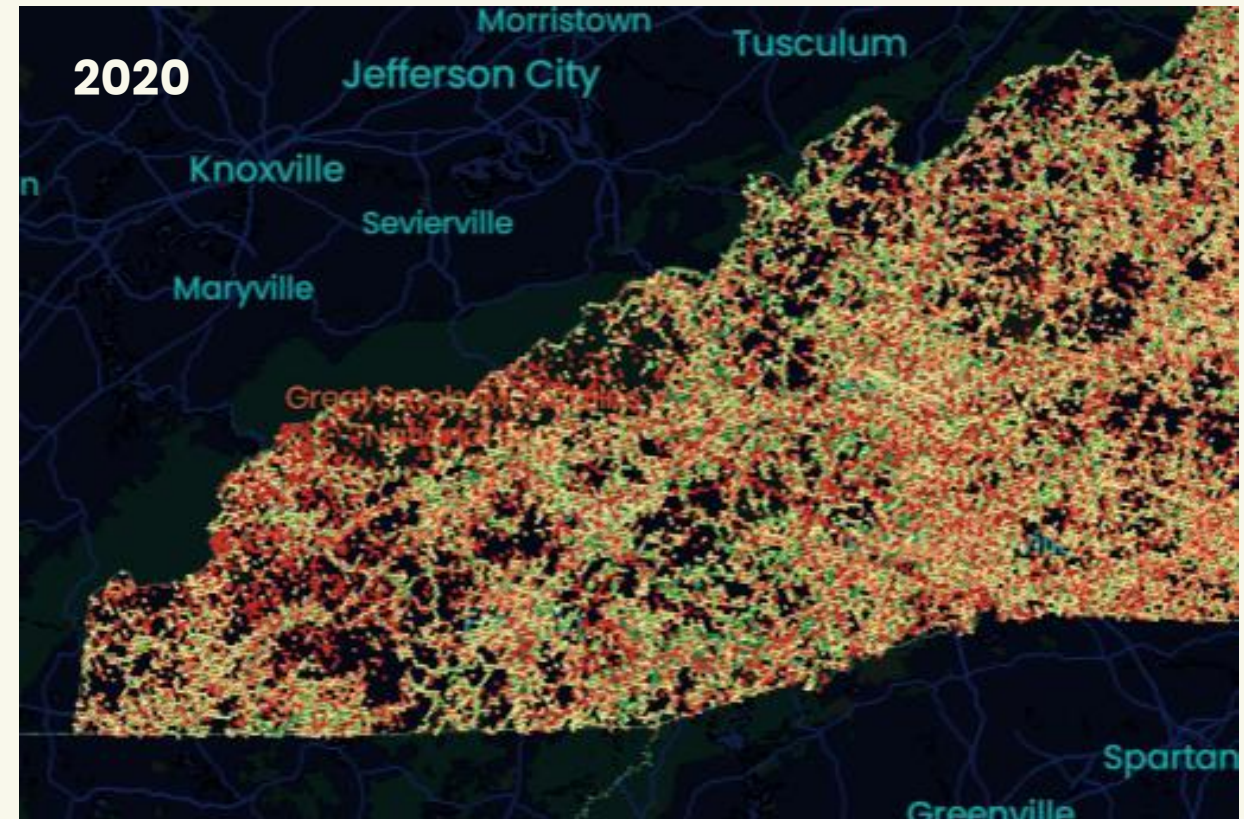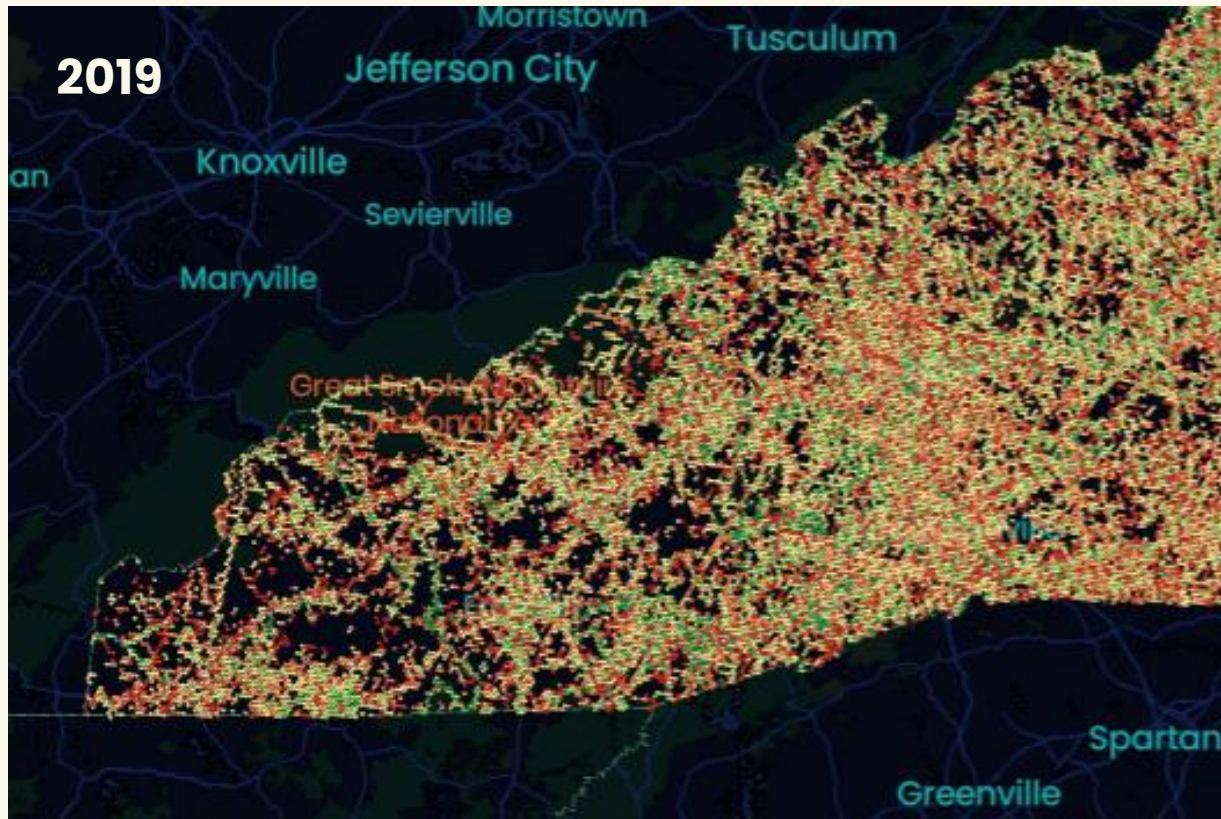
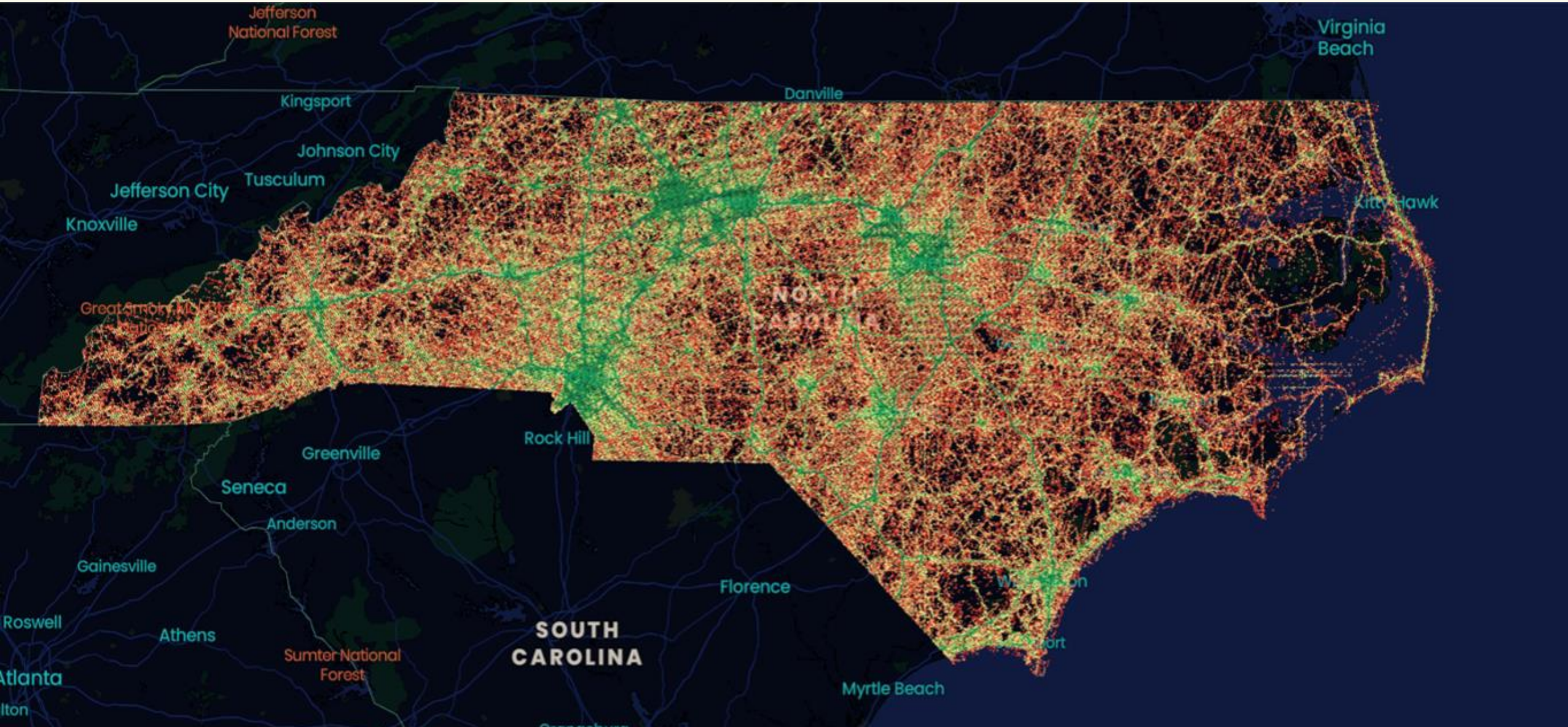# Where else in the state do out-of-state urban area visitors explore?

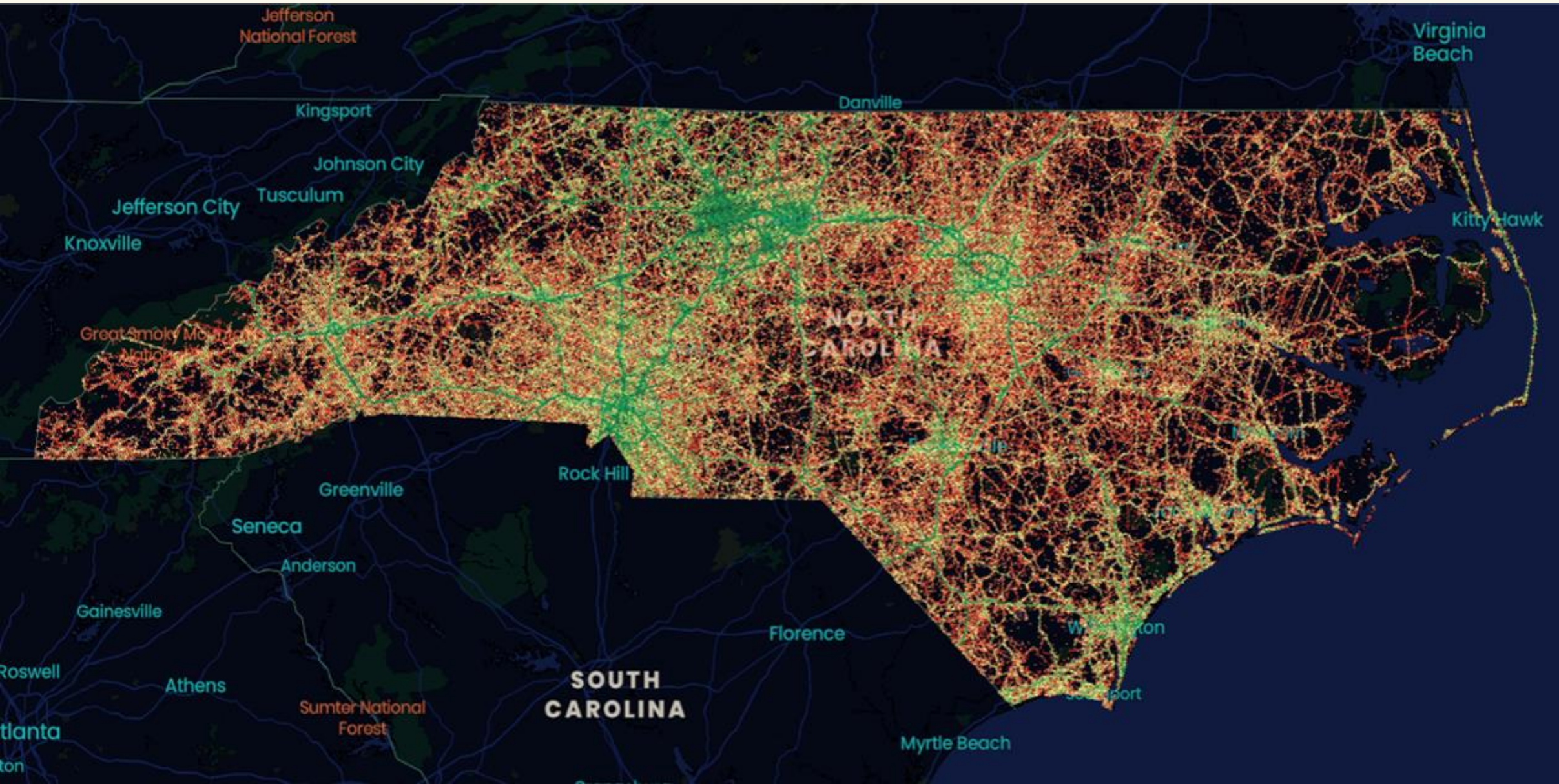# Year-Over-Year Urban Area Visitor Dispersion

2019 Out-of-State Visitor Dispersion

All out-of-state visitor devices that visited an urban area and plotting where else in the state they were observed
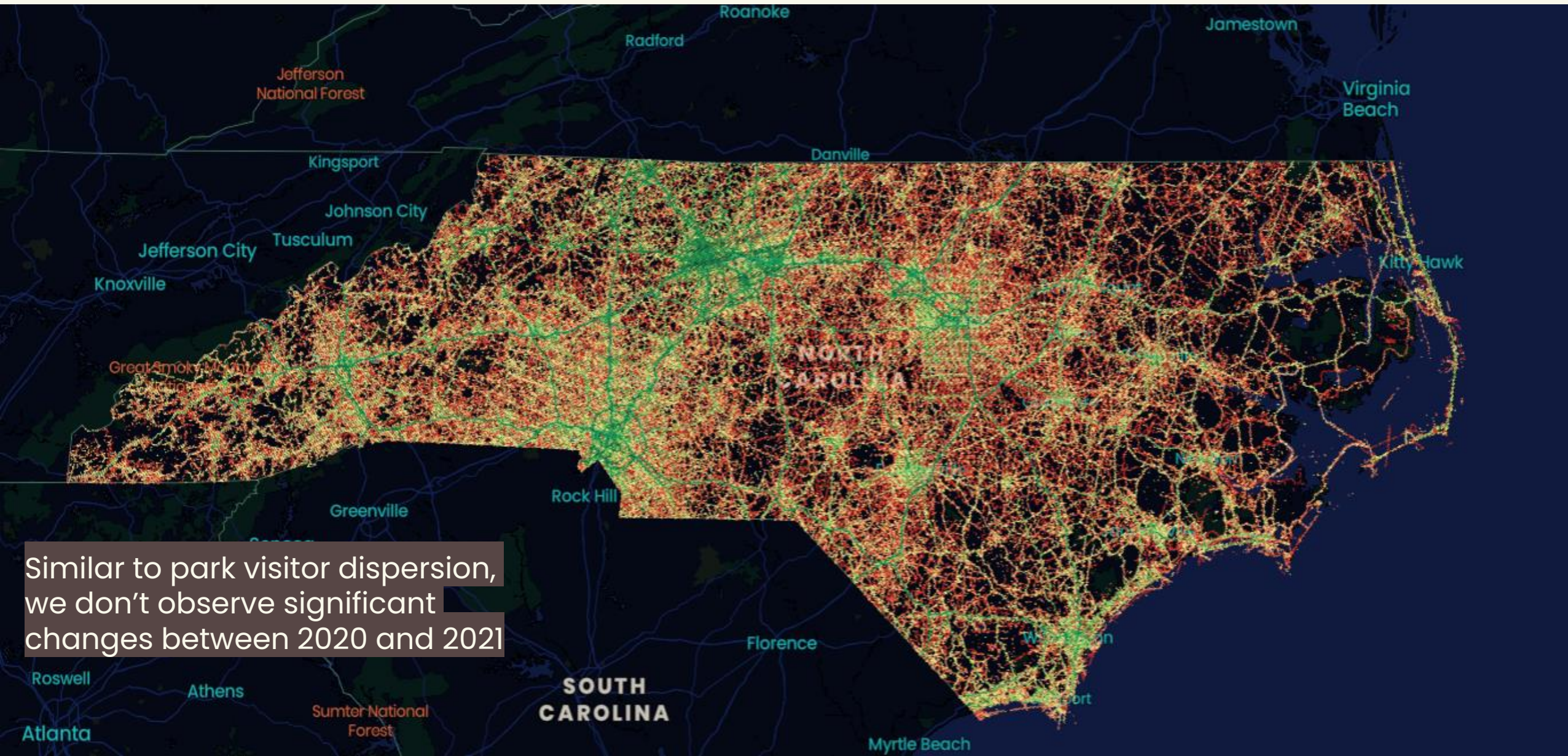
2020 Out-of-State Visitor Dispersion

2021 Out-of-State Visitor Dispersion

Similar to park visitor dispersion, we don't observe significant changes between 2020 and 2021

Examining the Relationship Between State/National Park Visitation with Urban Area Visitation
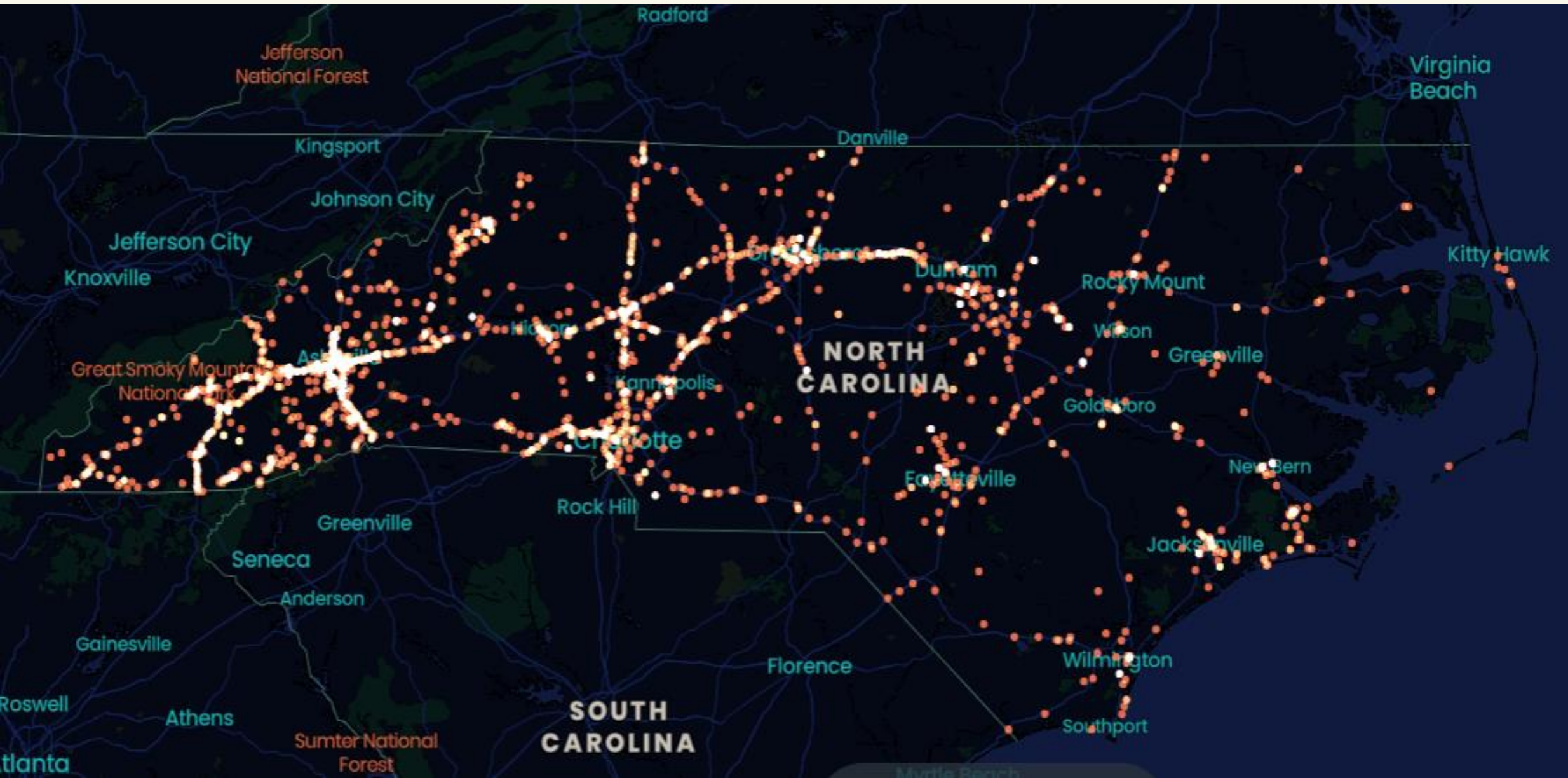
2019 Atlanta Visitor Dispersion

All Atlanta visitors that were observed at a state or national park **and** an urban city. This map plots where they were concentrated
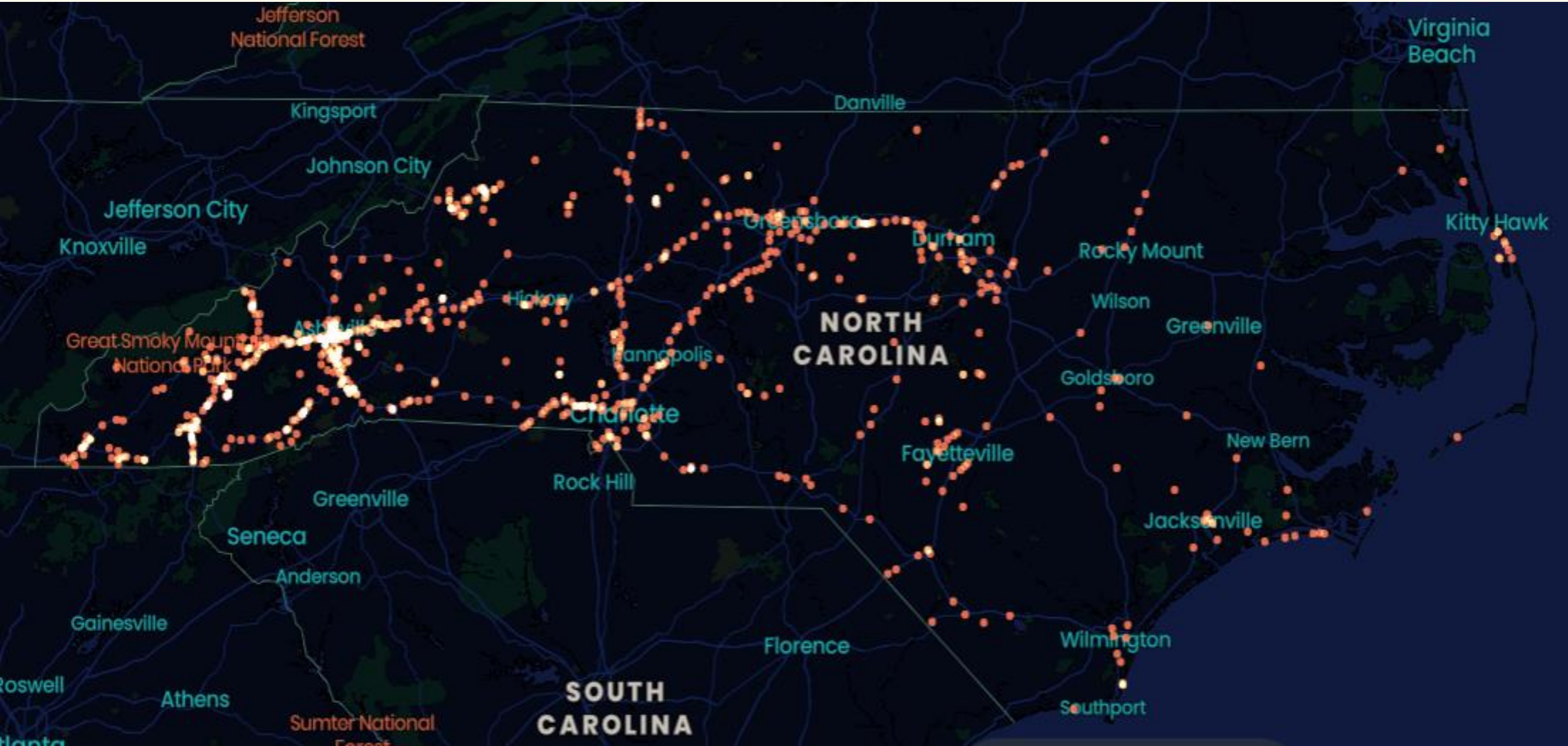
Atlanta visitors that visited state & national parks in 2019 also visited almost every urban city throughout the state

2020 Atlanta Visitor Dispersion

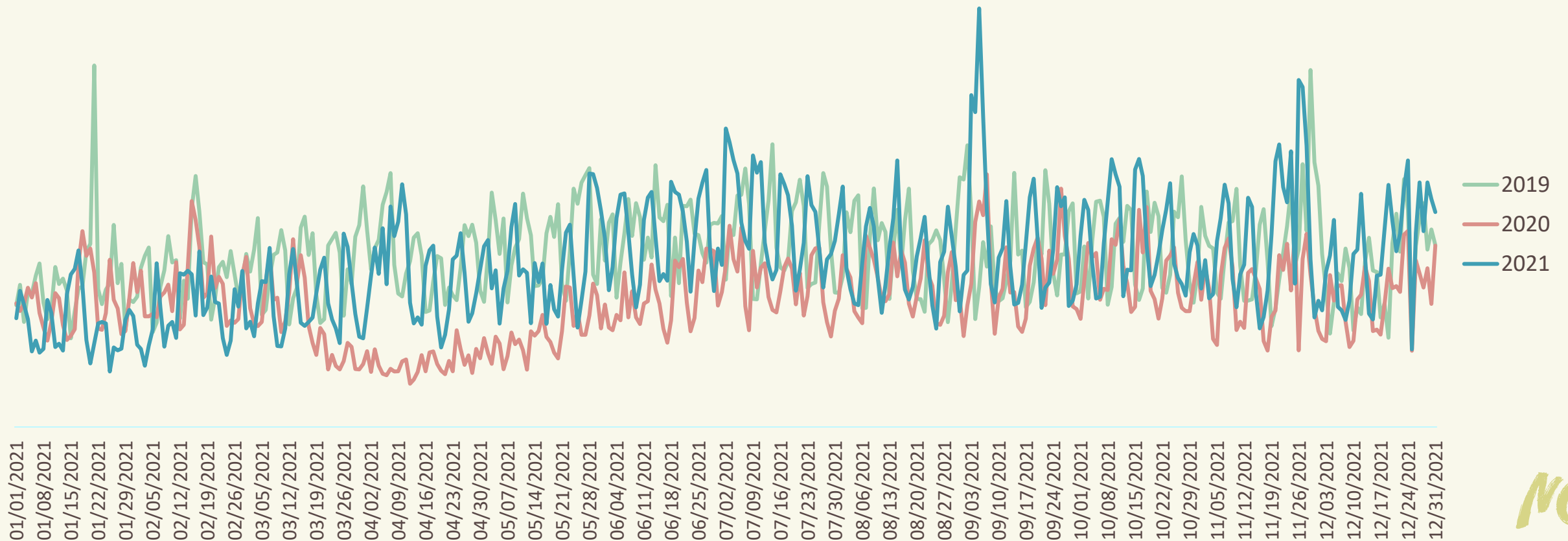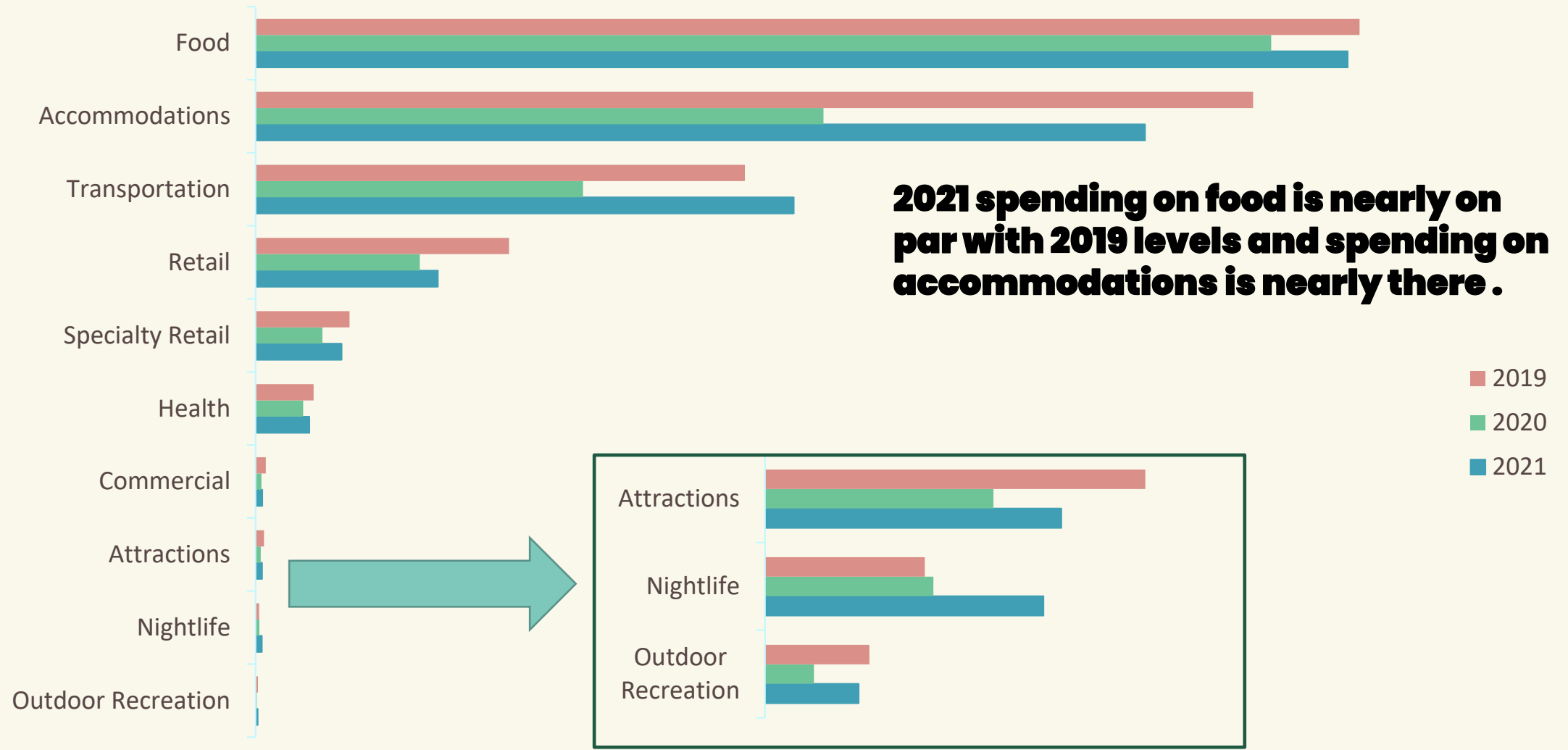**2021: The Atlanta visitor is not observed nearly as much in urban cities as they were pre-pandemic**

2021: What else do we know about the Atlanta market? They're still spending in NC…

Visitor Spending by Day

2019
2020
2021

Cardholder Spending by Category - Atlanta Market

2021 spending on food is nearly on par with 2019 levels and spending on accommodations is nearly there .

Legend:
- 2019
- 2020
- 2021

"Nightlife" = Bands, Orchestras, and Miscellaneous Entertainers (Not Elsewhere Classified) & Drinking Places (Alcoholic Beverages), Bars, Taverns, Cocktail lounges, Nightclubs and Discotheques

Atlanta Spending More on Outdoor Recreation Than Nearly All Other Nearby Markets

Outdoor Recreation Spending - 2021

Market	
Richmond-Petersburg, VA	
Atlanta, GA	
Greenville-Spartanburg, SC-Asheville, NC-Anderson,SC	
Washington, DC (Hagerstown, MD)	
Charleston, SC	
Roanoke-Lynchburg, VA	
Norfolk-Portsmouth-Newport News, VA	
Columbia, SC	
Myrtle Beach-Florence, SC	
Knoxville, TN	

NC
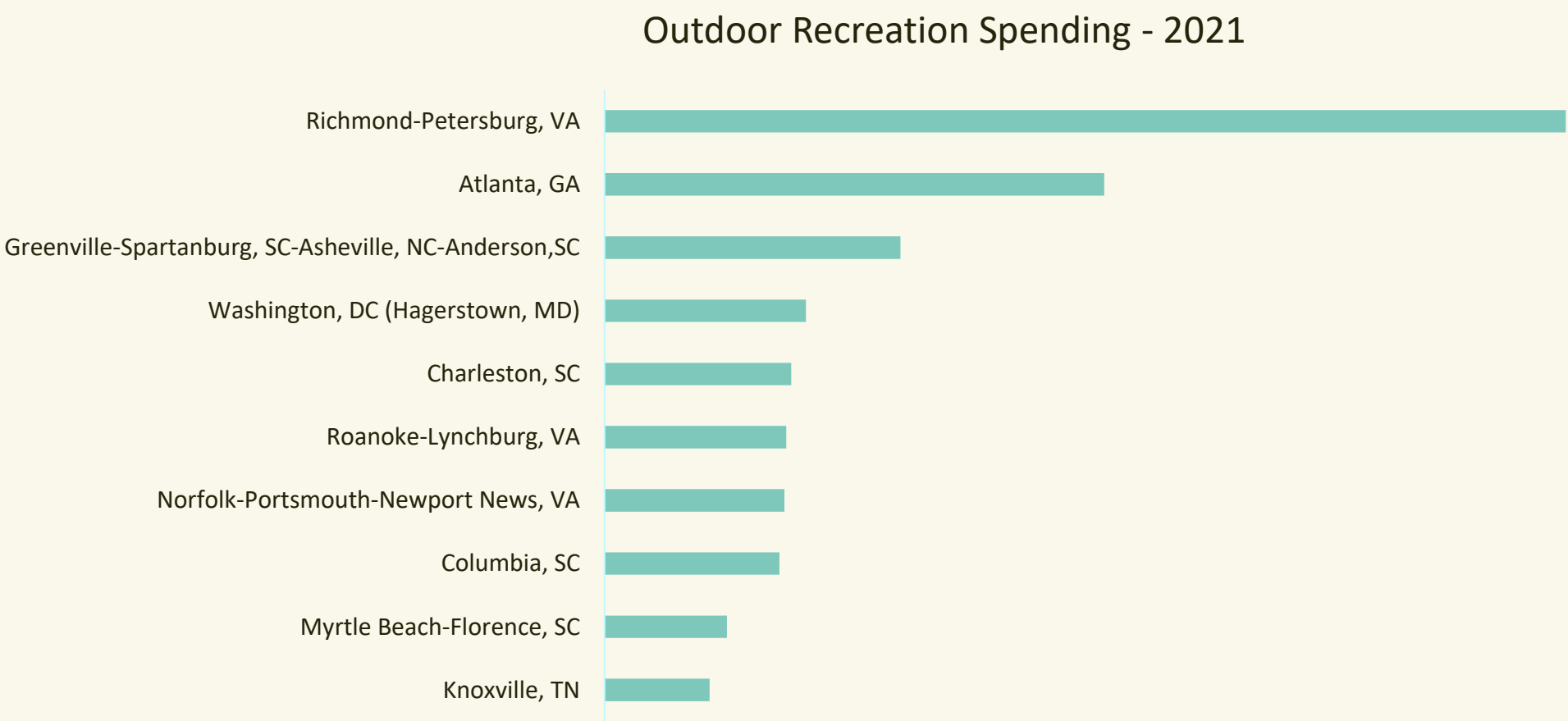
NOW WHAT?

- Not everything that is interesting is relevant and sometimes it takes a lot of digging, sorting, filtering and asking questions to know the difference.

- Understanding the distinct needs and interests of your individual markets is crucial, so the more market data you can get access to, the better.

- Markets change, comp sets change, interests change, demographics change and you have to continually manage your data to keep up with all the change.

- Sometimes you have to get into the weeds to develop a clear picture.

THANK YOU!

QUESTIONS?