

## **EXECUTIVE SUMMARY**

### **Review and discuss new Return on Investment (ROI) measurement techniques**

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**OBJECTIVE:** Review new ROI measures that the tourism office is implementing to track the response to our marketing efforts.

**CONSIDERATIONS:** Staff is continually looking for new ways to better measure the effectiveness of our marketing efforts. Research Data Services, Inc. has recently implemented some new measures in our northern markets.

1. Identify the clusters by zip code in NY, Chicago, and Philadelphia that match our visitor demographics.
2. Match these clusters against census data to further define the zip codes where our typical visitor resides.
3. Purchase e-mail addresses in those zip code clusters.
4. Survey these addresses to determine travel habits and familiarity with Florida and our competitive set including Florida beach destinations, Bahamas, Carolinas and ask open end questions of other travel destination preferences.
5. Identify baseline data in each market.
6. Measure monthly the actual visitation from each feeder market against promotional efforts.

Miles Media Group, Inc. has implemented additional Intentions to Travel that measure response to our media purchases through inquiries to our website, [www.paradisecoast.com](http://www.paradisecoast.com)

Paradise Advertising and Marketing, Inc is tracking the media performance in each target market and reporting on a monthly basis the effectiveness of the media strategy.

All of these methods, coupled with data from our media network contacts, will form a final report that will measure the pull through of our marketing efforts to actual visitor stays and other travel expenditures in our community.

**FISCAL IMPACT:** Staff has dedicated an additional \$25,000 to Research Data Services, Inc. and an additional \$25,000 to Miles Media for enhanced website design and analytics and \$20,000 to Book Direct, Inc for a new hotel booking engine on our consumer website. These funds are all from the additional funds received from the beach renourishment reserves.

**RECOMMENDATION:** Review for Information purposes only.

**SUBMITTED BY:** Jack Wert, Tourism Director