

STATE TOURISM OFFICE WEBSITE USER & CONVERSION STUDY COOPERATIVE RESEARCH PROGRAM SUMMARY

OVERVIEW

Destination Analysts will conduct a Website User and Conversion Study on the consumer sites of participating State Tourism Offices as part of a cooperative research effort to develop profiles of travelers who use these official destination websites and estimate the Return on Investment these websites bring to their respective state's economies. While each participating State Tourism Office will receive an individual research study and custom report, the anonymized aggregate data from all participants' findings will provide important benchmarks on state tourism website site performance and the overall impact of investing in this tourism marketing asset. In addition, the integration of Google Analytics data with survey data will generate more detailed and accurate key performance metrics for State Tourism Offices as well as more comprehensive understanding of mobile usage.

This study uses a dual survey methodology to capture data from site users and visitors to the state. To account for seasonality, have a robust data set for analysis and segmentation, and produce annualized metrics, users of each participating state tourism office's website will be surveyed between April 2017 and April 2018.

KEY OBJECTIVES & METRICS PRODUCED

The primary purpose of this research is to achieve the following:

1. **Determine Website Return on Investment:** The total amount of direct visitor spending in the state that is generated by and attributable to the state tourism office's consumer website (i.e., the total amount of visitor spending in the state that would NOT have occurred in the absence of the website). Ultimate conversion/economic impact metrics produced include: 1) Every true, unique visitor to the website results in \$X in direct visitor spending impact to the state, and 2) In 2017, the website generated \$X million in incremental direct visitor spending in the state.
2. **Develop Website User Profile(s):** Demographic, psychographic, attitudinal and behavioral information about website users—including point in travel consideration process, type of traveler, residence, media accessed, desired travel/destination experiences, as well as content sought and intended tasks on the site.
3. **Report Comprehensive and Detailed Key Site Performance Metrics:** Using combined user survey and Google Analytics data, analyze and report site performance and user behavior by critical user

segments. Sample include: Site users subject to conversion by the site looked at X number of pages, spent X minutes on the site and engaged most with X pages.

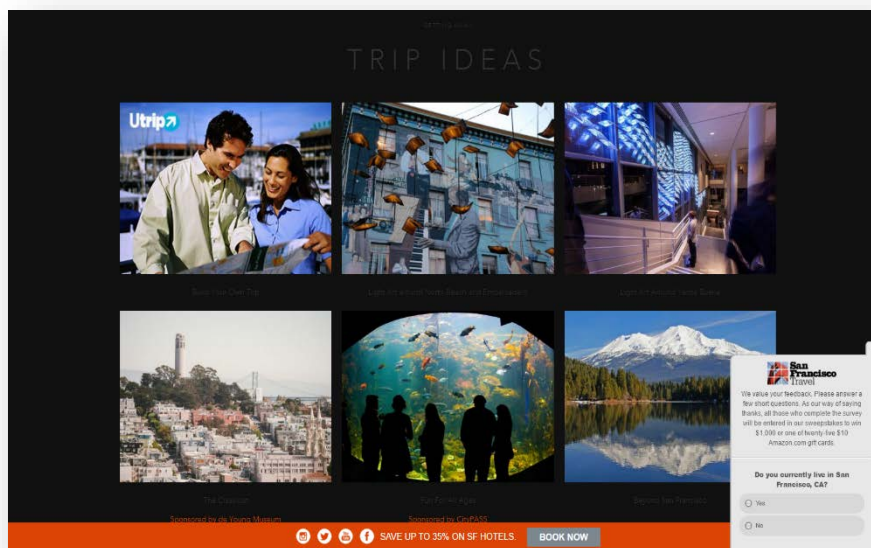
PROCESS

Destination Analysts will use a dual survey approach—comprised of a Website User Intercept Survey and a Website User Follow-up Survey—to develop a user profile and estimate incremental visitation and economic impact to the participating state from their website.

The first survey—the Website User Intercept Survey—will randomly intercept users as they enter the website—through a Javascript based sliding invitation—and collect information needed to later survey these visitors about their actual travel behavior and motivations, as well as data relevant to developing website user profiles. A second survey—the Website User Follow-Up Survey—will be sent via an email invitation the month after the website visitor identified that they would likely have visited the state (if uncertain, the user will be emailed the Website User Follow-Up Survey email invitation three months after their site visit). The two surveys combined will collect all data necessary for conversion analysis (and ROI estimation). Both surveys will have appropriate survey incentives.

Both surveys have options for customization, including logo, and select colors. The Website User Follow-up Survey email invitation will be customized with the state tourism office’s logo and destination image. The state tourism office will review and approve the intercept survey invitation and follow-up survey invitation email. [Please see example screen shots following.]

Destination Analysts will manage all aspects of the research process. Minimal to no state tourism office staff time will be required.



Above: Screenshot of the Website User Intercept Survey pop-up invitation on the homepage of SFTravel.com.



Greetings,

On behalf of San Francisco Travel thank you for visiting our website, SanFrancisco.Travel.

To ensure that our website is best serving travelers like you, we'd like to ask for your help with a [brief travel questionnaire](#). When you recently came to our website you indicated that you would be willing to participate in this effort.

Above: Screenshot of the Website User Follow-up Survey email invitation for SFTravel.com.



Thanks so much for your help.

As our way of saying thanks, all completed surveys will be entered in a sweepstakes to win a \$250 Visa gift card or one of five \$50 Amazon.com e-gift cards.

To begin, please complete the questions below and then click the "Next Page" button to continue.

For survey tracking purposes, please enter the e-mail address where you received this survey invitation:

Email address:

20% 40% 60% 80% 100%

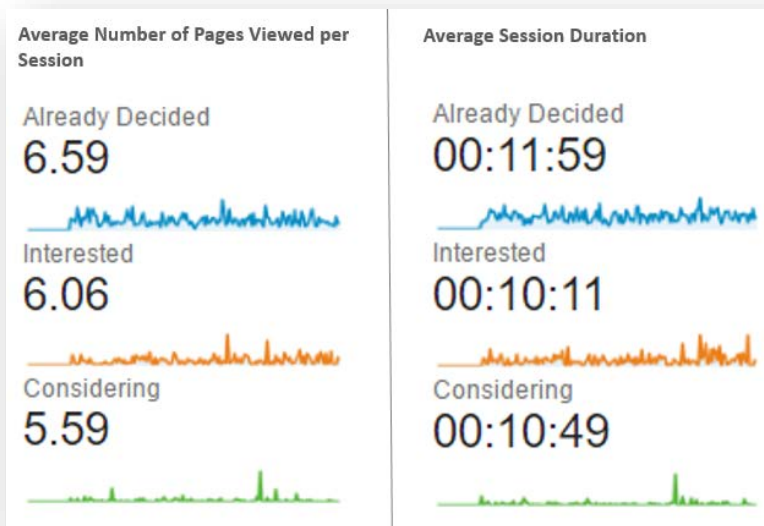
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Above: Screenshot of the Website User Follow-up Survey for SFTravel.com.

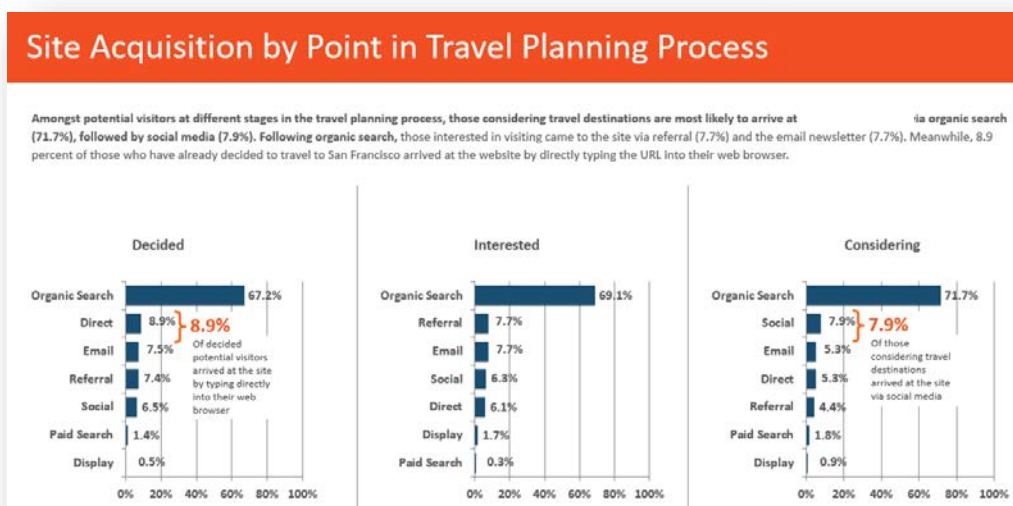
GOOGLE ANALYTICS INTEGRATION & MOBILE USER SEGMENTATION ANALYSIS

Data from the Website User Intercept Survey will be integrated with the site’s Google Analytics data. An analysis of site behaviors and key site performance metrics by user groups identified through their survey responses—for example, those undecided on the destination vs. those already decided, residents vs out- of-state site users—will be performed. [See samples below]

Data from those who are using the site on a mobile device and respond to the survey on such will also be segmented. Destination Analysts will prepare a custom analysis of the state tourism website’s mobile user which takes a deep look at behavioral, profile and ROI differences of this user group versus traditional device users.



Left: Example of findings from the Google Analytics integration illustrating average number of pages viewed per session and average session duration for website users who are potential visitors at different stages of the travel planning process.



Above: Example of findings from the Google Analytics integration illustrating how website users who are potential visitors at different stages of the travel planning process arrived at the DMO website.

CUSTOM SURVEY QUESTIONS

Participating state tourism offices have the option to add one custom question to the end of the Website User Intercept Survey and up to two custom questions to the latter part of the Website User Follow-Up Survey. Destination Analysts will work directly with each participating state tourism office to develop these two questions and add them to the online survey instrument before the project launches. Guidelines for these custom questions will be provided with the base survey questionnaires after the state tourism office confirms its participation in this study.

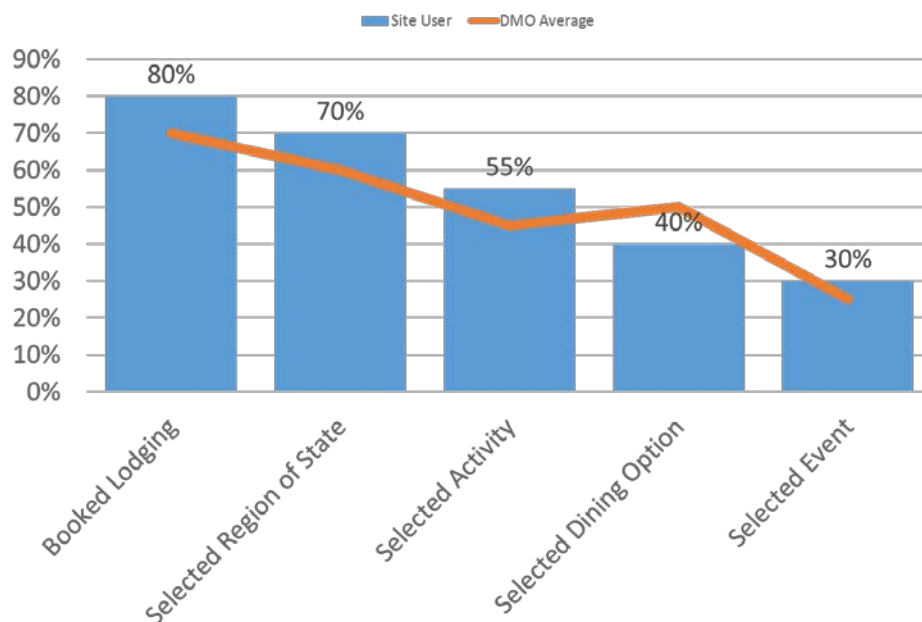
DELIVERABLES

During the study period, Destination Analysts will provide each State Tourism Office with the following:

- Website User Profile Findings and Analytics Analysis-First Quarter Update (*July 2017*)
- Complete Report of Findings (to date) and initial ROI projections—Midpoint of survey period (*November 2017*)
- Website User Profile Findings and Analytics Analysis -Third Quarter Update (*January 2018*)

At the conclusion of the project (*May 2018*), Destination Analysts will deliver the following to each participating State Tourism Office:

1. A comprehensive report on the findings of the study. This report will include an Executive Summary, Quick Facts, ROI summary & Metrics, Key Performance Metrics, Mobile Segmentation and Performance Analysis, as well as graphical representations of the survey results and detailed analysis.
2. An anonymized comparison matrix that shows how the state tourism office website performs against other participating state tourism office websites. [See sample below]



RESEARCH COSTS & APPLICATION PROCESS

The total project fee for this study—including all deliverables and incentives—is \$18,500. Miles clients receive a discounted fee of \$16,200. An invoice for half the project amount will be sent upon project commencement and the final invoice sent upon delivery of the final report of findings.

Please confirm your participation

STATE TOURISM OFFICE PROJECT TASKS

Participating DMOs must complete the following project tasks and send to Destination Analysts by **March 15, 2017**.

- Create an email address using the respective domain name (such as research@sanfrancisco.travel, etc.) that automatically forwards to Destination Analysts (research@destinationanalysts.com)
- Send a web-optimized image of the state tourism office's official (consumer) logo to be included in the email invitation and online survey instrument
- Send a web-optimized image for use in the follow-up survey email invitation
- Send RGB requests for background color, header font color and body font color for survey invitation
- Grant Google Analytics access to destinationanalysts1728@gmail.com [Note: This is solely for the purpose of analyzing survey response and site behavior recorded in GA, and will not be used for any other purpose. Destination Analysts can provide an NDA if necessary]
- Send topic for custom questions (Destination Analysts will develop the questions for the state tourism office. Guidelines for custom questions/topics will be sent with the base questionnaire)

Participating DMOs must install the Javascript that Destination Analysts provides on the pages of their website by **April 1, 2017**.



STATE TOURISM OFFICE WEBSITE USER & CONVERSION STUDY PARTICIPATION CONFIRMATION

Please complete the following information and send this form to kimberly@destinationanalysts.com by March 15, 2017. OR you may submit this information online at destinationanalysts.com/STO. If there are other forms or documents you need completed in order to authorize this project, please email them to Kimberly@destinationanalysts.com.

Organization Name: _____

Address: _____

City, State & Zip Code: _____

Authorized Contact Name: _____

Authorized Contact Email: _____

Authorized Contact Phone: _____

Authorized Contact Signature: _____

Date: _____

I understand and accept the scope of work and project fee for Destination Analysts' research services as described within this document.

Assigned staff member(s) who will be the liaison(s) to Destination Analysts (if different from above):

Staff Liaison #1: _____

Email Address: _____

Phone: _____

Staff Liaison #2: _____

Email Address: _____

Phone: _____