

	Z-Light	Base
<b>Package</b>	<b>1</b>	<b>1</b>
<b>Annual Visitor + Resident Population:</b>	<b>Any</b>	<b>&lt;2M</b>
<b>Base Package Pricing</b>	<b>\$15,000</b>	<b>\$25,000</b>
<b>All Packages Include</b>		
Set-up, Warehousing, and Maintenance	✓	✓
Geolocation, Event, & Spending Data Sets	No event data	✓
<b>ZDOS Product Innovation</b>		
Zartico Benchmarks		✓
Zartico Indices		✓
Zartico Insight Modules: Visitor Snapshot, Strategic Planning, Profile Builder, Impact Report, Event Report		✓
Sample Size / Trend Assessment	✓	✓
Analytic Designer Function		
Website Contribution		\$15,000
<b>Destination Performance</b>		
Zartico Lodging Data (Hotel and Short-Term Vacation Rental)	See separate pricing for details	See separate pricing for details
Tax		\$2,500
<b>Normalized Geolocation Data</b>		
<i>Geolocation Data Provided through Zartico with 24 Hour Refresh</i>		
Granularity: Daily View	Monthly View	✓
High-definition visibility into origin market, visitor and resident flow to essential destination places/points of interest		✓
Length of Stay Segmentation: Day Trip & Overnight Stay	✓	✓
Historical Data: January 1, 2021 through present	Current & Previous Year	✓
Feeder Markets	Top 5	✓
Regions		✓
Political Districts		
Out of Boundary POIs (Outside of funding boundary)		1
Places of Impact (POIs)		
- Primary POIs: Visitation Drivers (Attractions)		
- Contextual POIs: Visitation Suppliers (Gas Stations, Fast Food, Etc.)		
- Access to the Zartico Place-Based Strategy (within funding boundary)	No POI View	✓
<b>Visitor Value (Normalized Credit + Debit Card Data provided through Zartico)</b>		
Visitor Spend: January 1, 2021 through Present	Monthly View	✓
<b>Events Performance (Event data provided through Zartico)</b>		
Events View: January 1, 2021 through 12 months in the Future		✓
CRM - Group Sales: Simpleview or iDSS		
<b>Strategy, Support &amp; Community</b>		
U.S. Based Customer Success Manager	✓	✓
Monthly Strategy Sessions	Quarterly	✓
Community-Based Education offerings		
Access to online user community, user meetups, invitation to Zarticon annual user webinars with trends and case studies	✓	✓
Remote Training	✓	✓
Annual In-person Training		
Dynamic Visualizations & Strategy POV ( Each additional is \$5000)	N/A	1
<b>Marketing Performance</b>		
<i>(Data provided by Destination: Google Analytics, Google Campaign Manager)</i>		
Website + Content Performance (GA4)	✓	✓