



ZARTICO

Powering the possibilities of place



ZARTICO

Zartico powers the possibilities of place. Makers of the first Destination Operating System® (ZDOS®), Zartico harnesses and streamlines big data, science, AI, and technology to provide unprecedented visibility into the movement of people and economic opportunities.

Founded in 2019, our company was built for tourism professionals by tourism professionals to solve the industry's toughest challenges, improve resident quality of life and visitor experience, and facilitate organizational change within one of the world's largest economic engines.

Our team is continually growing as we engage some of the best and most accomplished professionals in tourism, software development, and data science. Currently staffed at over 65 employees, including several Ph.D. data scientists, we have thoughtfully recruited and situated each employee to provide the best product and service we can offer.

We work with 250+ destinations across North America, including more than a dozen state tourism offices.

[Zartico has] made a huge impact on our industry in a very short amount of time. I believe it's the wave of the future, what DMOs will be doing analyzing data and determining and explaining to their stakeholders the value of what they're doing on a daily basis. Zartico provides that platform.”
- Bruce Dalton,
President and CEO,
Visit Aurora, Colorado

Headquarters:
Salt Lake City
Utah

Founded in
2019

Working with
250+
North American
Destinations



Some Current Clients:



Powering the possibilities of place



Strategic Planning Principles



Zartico powers the possibilities of place...

The world is defined by places. Zooming out to view your destination from 30,000 feet lets you see the whole picture.

This allows you to *respond* rather than *react*. A “zoom out” approach enables you to:

- Identify — with your stakeholders — where the destination wants to be in 5, 10, or 20 years and what you need to put in place to reach your goal
- Create a road map to get there
- Frame this year’s plan as one chapter in the story — not the whole book
- Maximize marketing ROI with precise, calculated tactics
- Transparently communicate progress toward the longer vision every step of the way

Zartico equips your organization with the data insights and understanding to pursue any possibility for your destination.

By understanding the “why” of the trends and patterns you see within your destination, you can prepare for “what’s next” and shape a future where everyone thrives.

The Zartico Destination Operating System® (ZDOS®) delivers the data insights that fuel innovation and impact as defined through four key strategic planning principles.

At Zartico, we believe effective destination leaders champion strategic planning as a continuous, ongoing process.



Destination Leadership

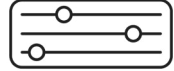
Guiding your community forward

Step into your role as stewards of your destination by aligning the visitor economy with your community values. Actively manage what exists today and envision what it can become tomorrow — but don't do it alone! Invite community stakeholders in the process.

Information is power, and data intelligence is an invaluable tool in collaborative conversations about product development, managing visitation trends, and engaging with the businesses, places, and neighborhoods that make up your destination.

Key actions to take:

- Develop a regular cadence of reviewing ZDOS® and acting on your findings
- Zoom out — look for trends, not absolutes
- Set alerts and emails in ZDOS®
- Share intelligence through auto-deploy reports with industry and community leaders



Demand Optimization

Creating your balanced visitor economy

Build a sustainable visitor economy by balancing volume and value. Optimize economic impact, visitor distribution (across time and geography), product development opportunities, and market segmentation.

Right-size your demand generation efforts to meet your community's needs, managing crowding or compression while creating robust opportunities for a wide array of economic sectors.

Use ZDOS® to unlock intelligence such as:

- Market segmentation opportunities based on spending and visitation habits
- Opportunities to maintain, manage, or accelerate activity within the visitor economy
- Behavioral trends to inform the feasibility of new destination amenities

Influencing the Quality Visit

A quality visit contributes more value than cost to your visitor economy. And what defines a quality visit is unique to your destination. Here are some attributes to consider:

- ✓ An overnight or multi-day trip, contributing extended tax revenue and spending for local benefit
- ✓ Occurs during low-demand periods
- ✓ High engagement with your recommendations of how, when, and where to visit
- ✓ Supports locally owned businesses, keeping profits within the community
- ✓ Is shared with friends on social media, creating ambassadors for your destination
- ✓ Provides reasons to return

Use ZDOS® insights to pinpoint — then target — the markets, seasons, and demographics most likely to generate quality visits for your community.





Marketing Strategy

Maximizing your return on investment with calculated tactics

Efficiently and effectively reach and engage the ideal visitor through strategic marketing that represents the destination's brand, resonates with the target audience, and converts to a quality visit.

Apply robust insights to your paid, earned, and owned media channels. Develop web content, PR pitches, and advertising creative based on behavioral trends, then fine-tune your distribution strategy.

Use ZDOS® to unlock intelligence such as:

- Visitor profiles and personas to facilitate personalization strategies
- Traveler planning cycles to inform marketing timing
- Near real-time performance metrics to support optimization and iteration



Impact Reporting

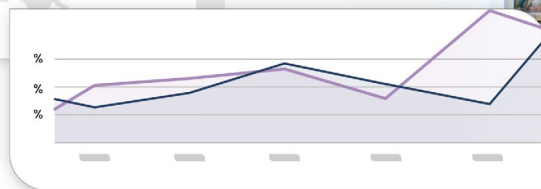
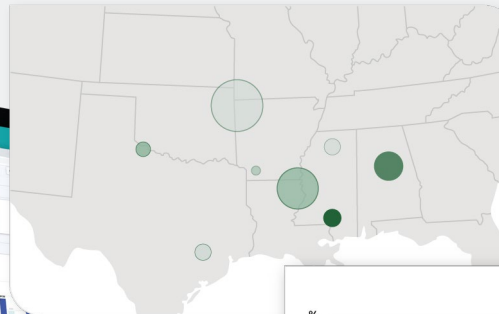
Leveraging your performance trends as a catalyst for future action

Think beyond traditional performance dashboards by using integrated data, backed by science and layered for context, to tell the full story of tourism's impact and spark future action.

Meaningful reporting is about so much more than big totals and year-over-year increases. Instead, focus on metrics and performance indicators that point you down the next path and close the loop on continuous strategic planning.

Use ZDOS® to unlock intelligence such as:

- Performance compared to past baselines, competitive benchmarks, and future goals
- Observed lift in visitation, spending, and bookings
- An integrated view of the full visitor economy



ZDOS[®]

DESTINATION

Zartico Destination Operating System[®]

ZDOS[®] (short for the Zartico Destination Operating System[®]) is a strategic planning solution that uses proprietary data science, AI, benchmarking, and insights to empower place-based decisions today and the possibilities of tomorrow.

ZDOS[®] Destination was built by destination professionals for destination leaders, combining years of domain and industry experience with cutting-edge data science and mapping expertise.

Our solution puts **actionable destination intelligence** right at your fingertips so you can:

- Keep an eye on the health of your visitor economy — and easily share a snapshot with community leaders and stakeholders
- Identify and attract high-value visitors based on origin market and travel behaviors
- Understand visitation patterns, including times of compression and opportunities to generate demand
- Demonstrate the value of the visitor economy to elected officials and local residents
- Measure destination performance against past milestones and industry benchmarks
- Align exceptional visitor experiences with resident sentiment and quality of life

Integrated Data Model

The ZDOS® strategic planning tool is fueled by our proprietary Integrated Data Model. Only Zartico combines the highest frequency and highest resolution lodging data*, geolocation data, spending data, and event data in a single solution for both residents and visitors. Layered together, these data sets create a complete picture of what's happening in your destination.



Only Zartico Data:



Lodging Data*

Zartico's newest licensed data source provides deep visibility into the visitor economy, with insights built on daily transactional data for 13MM+ hotel rooms and short-term vacation rental units, including 135+ national hotel brands.



Spending Data

We collect anonymized data from more than 3,000 financial institutions representing 140 million credit and debit cards — and counting. With over 8.8 billion annual transactions from all four card networks, we can provide detailed spending information on visitors and residents in your destination.

- 2+ billion data points refreshed weekly
- Merchant categories relevant to your visitor economy
- Cardholder demographics, including origin market, age, and household income
- Historical data from January 1, 2021



Event Data

Only Zartico integrates over 40 million events from 300+ sources worldwide every single day. All event types — sourced from Ticketmaster, SeatGeek, Live Nation, Eventbrite, and others — flow into the Integrated Data Model to increase the visibility destinations have on the events impacting their communities.

- 2+ billion data points refreshed daily
- 12-month look into the future
- Venue and attendance data
- Historical data from January 1, 2021



Geolocation Data

Geolocation data is a powerful tool to understand and anticipate when, where, and how people move through and engage with a destination. Every 24 hours, we ingest data from more than 1.6 billion mobile devices from over 180 countries — the highest frequency and highest resolution geolocation data stream commercially available on the market.

- 2+ billion data points refreshed daily
- 19+ trillion observations of visitor and resident movement
- Normalized using leading data science methodologies
- Historical data from January 1, 2021



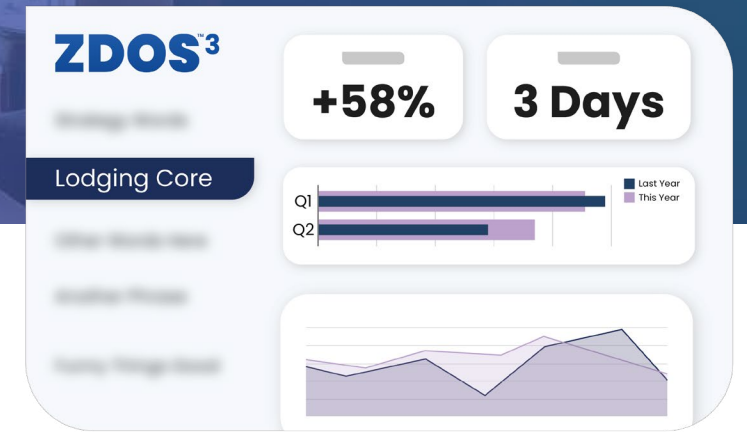
Your Data:

- Web & Marketing
(Google Analytics, Google Campaign Manager, etc.)
- CRM Platform
- Custom Data Sets
(member lists, local research, etc. Must be assessed; additional cost of \$15,000-25,000)

*Zartico Lodging Data is a package upgrade.

NEW! Zartico Lodging Data*

Hotel and Short-Term Vacation Rentals



Largest commercially available lodging data set — 13MM+ hotel rooms and short-term vacation rental

Daily granularity/ weekly refresh — based on actual inventory direct from the GDS

Competitive benchmarking against selected markets

Future pacing (6-month forward look) available in ZDOS® for the first time ever!

The Clearest View of Lodging Performance

New lodging modules pull accommodations data directly into your Zartico Destination Operating System®, providing you with high-level performance indicators like occupancy, ADR, and length of stay — and so much more.

- Pinpoint the visitor origin markets driving demand — including bookings by international travelers
- Identify need periods and marketing opportunities based on the pacing of actual future bookings
- Compare historic and future performance against competitive markets
- Focus on identifying and attracting the right customer — influencing quality visits that have a positive impact on your community

Why Visualize Lodging Data in the ZDOS®?

Lodging is a critical element of the visitor economy for travelers and destination organizations alike. Bringing these vital insights into ZDOS® spotlights answers to key questions about lodging performance — including quick, surface-level stats (What was our community's average daily rate last summer?) and deeper, strategic explorations (How can we activate marketing efforts to regain market share we've lost to a competing destination?). Plus:

- Cross-reference lodging performance against geolocation, spending, and event data to understand the factors that impact demand
- Access support and training to learn new ways to apply lodging insights to your strategic plans
- Freely share insights and reports with local stakeholders

“This gives us an opportunity to do a deeper dive as to what’s going into the community so we can create a better calendar for when we’re talking to potential clients. But we can also help those people who we didn’t know were coming in, in terms of making their experience better. From a sales and hospitality standpoint, [Zartico lodging data] will make us more streamlined and allow us to offer better services.”

Terri Reifsteck, VP of Marketing, Experience Champaign-Urbana

*Zartico Lodging Data is a package upgrade.

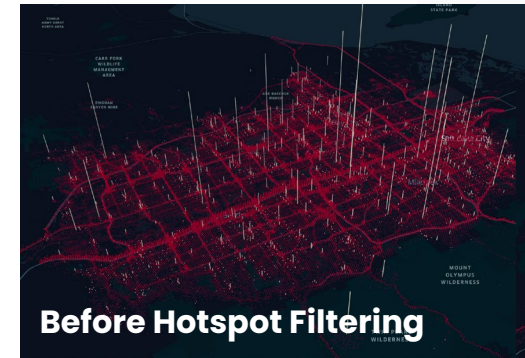
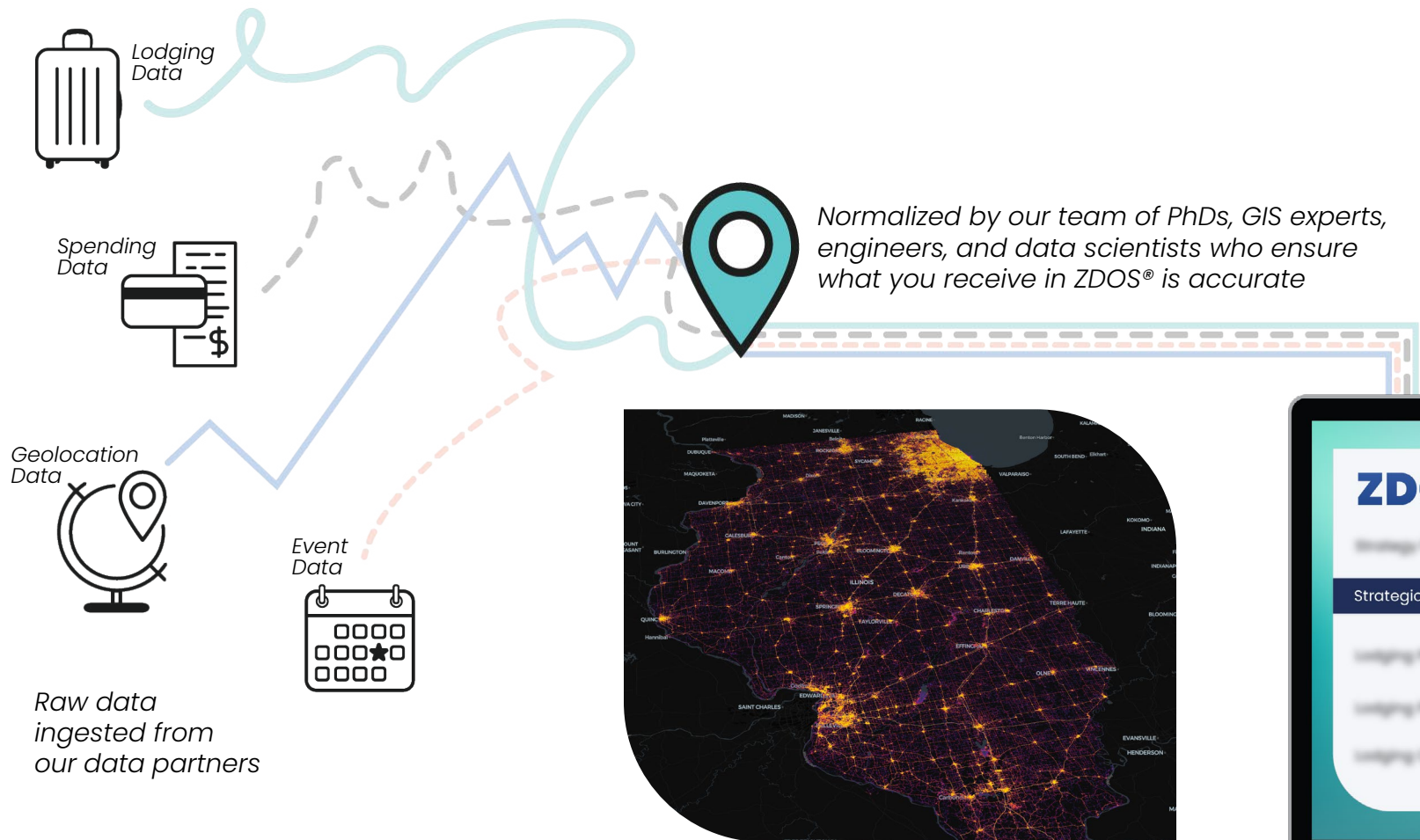
Our Data is Different

Zartico sources the largest commercially available data sets in the world to help you understand movement and spend within your destination. Receiving destination data in its raw form allows for highly granular analysis, and it also gives our dedicated team of data scientists the greatest flexibility to clean and balance the data before passing it along to clients.

Our data science team applies advanced techniques and proprietary machine learning to address innate inconsistencies and volatility in the data stream, transforming it into an information source that is accurate and reliable. Here are some of the ways we ensure your destination data is ready to answer your destination questions:

- **Normalization:** Similar to the stabilizer on a video camera, normalization smooths out variability using a statistical process that balances the data across several dimensions. *(Patent pending)*
- **Triangulation:** Our validation process measures the correlation between visitor counts and another trusted data source — such as lodging demand or occupancy — to confirm the signal we see from location data and provide clients with greater confidence in the insights.
- **Hotspot Filtering:** Hotspots are created by anomalous geolocation observations that can artificially inflate visitor counts to certain places. Our proprietary hotspot filter dynamically targets and neutralizes hotspots, while maintaining the underlying geolocation signal. *(Patent pending)*

ZDOS® is not another dashboard — it's a strategic planning tool featuring actionable insights that align with the way destination leaders make decisions.



Place-Based Strategy

Everything a destination does happens in or about a place. That's why we're creating the gold standard in destination data mapping.

Zartico's Place-Based Strategy uses a tested methodology and expert standards to map your distinctive collection of places. This allows us to integrate our powerful data sets to surface trends and deliver actionable insights tailored to your destination's needs.

Led by our team of GIS experts, our methodology:

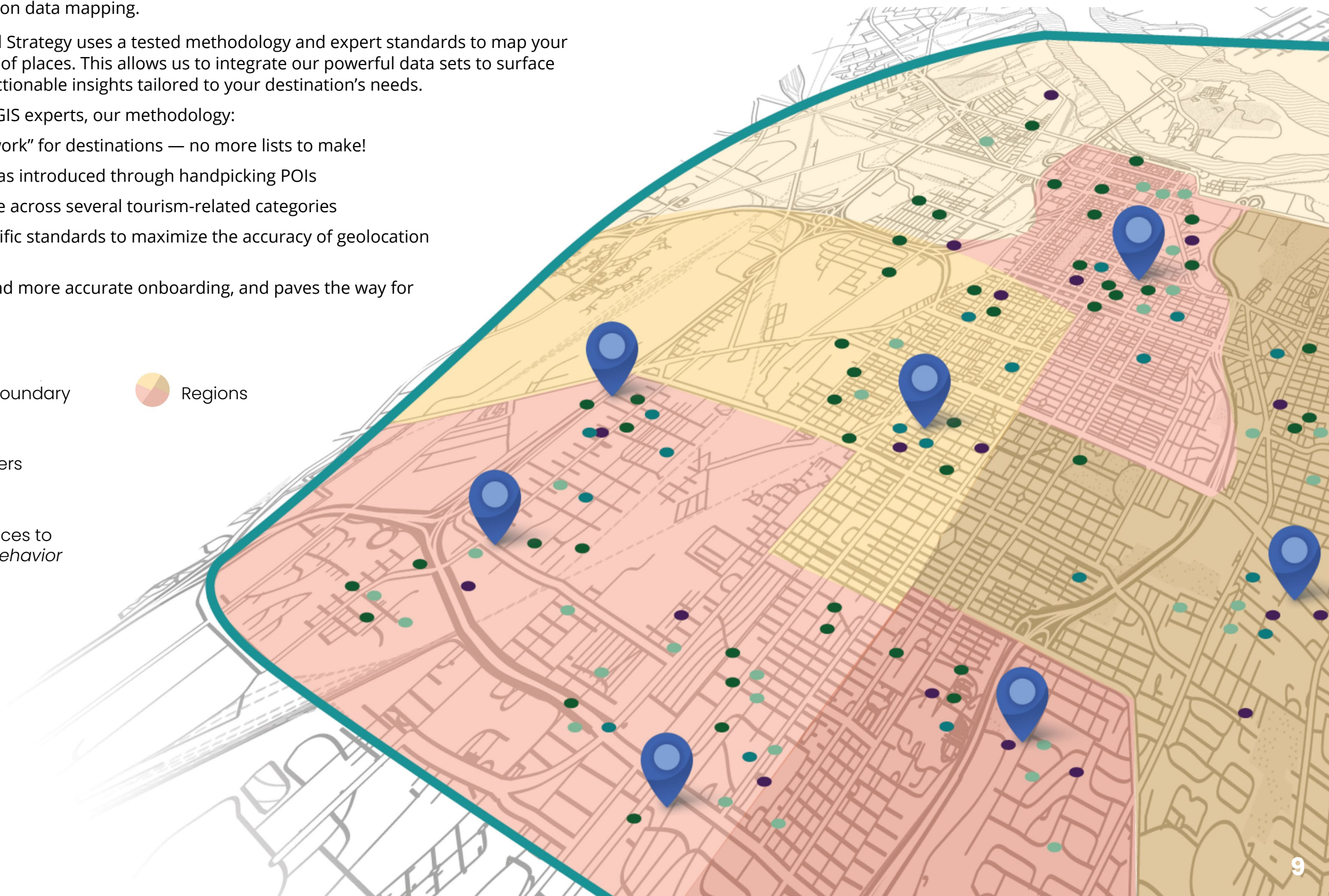
- Eliminates "homework" for destinations — no more lists to make!
- Reduces human bias introduced through handpicking POIs
- Optimizes coverage across several tourism-related categories
- Uses industry-specific standards to maximize the accuracy of geolocation observations
- Allows for faster and more accurate onboarding, and paves the way for benchmarking

 Geographic Boundary

 Regions

 Visitation Drivers

 Additional places to understand behavior



Zartico Insight Modules

The strength of Zartico's Integrated Data Model comes from the way that multiple data sources are combined and connected. Select ZDOS® modules employ data from multiple sources to illuminate destination-wide behavioral trends and strategic opportunities.

Visitor Snapshot

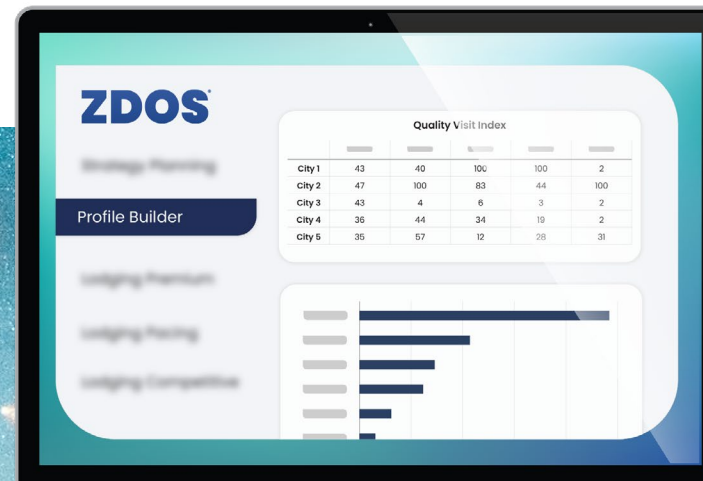
- Capture a snapshot of who your visitors are and the impact they make on your community.
- Pinpoint the types of places and purchases that are most popular among visitors.
- Understand and communicate the visitor contribution to key economic sectors such as restaurants, retail, and accommodations.

Profile Builder

- Develop effective marketing strategies and detailed visitor profiles based on hyper-localized visitor data.
- Quality Visit Index: Compare top-performing markets across several dimensions, including visitation, spending, and website engagement.
- Understand how visitors from target markets move and spend within your destination.

Event Report

- Understand how events affect the broader visitor economy.
- Observe shifts in visitation, spending, and lodging performance during event periods.
- Evaluate event impact to inform sales, sponsorship, or funding decisions.



Webiste Attribution*

Webiste Attribution helps you measure the influence your website has on visitation. It also provides insights for optimizing the performance of specific sections or individual pages, making your website more influential to visitors.

This module doesn't replace Google Analytics. Instead, it leverages the Integrated Data Model to give you an even greater look at how your web content helps visitors plan trips to your destination and whether your web efforts are supporting your strategic goals.

Marketing Managers, Directors, Content Creators, and agency partners love this ZDOS® module because it reveals answers to several key questions.

- How far in advance does someone view your website before visiting your destination?
- What is the most influential content driving visitation and spending?
- Do people visit the places they researched on your site?
- Do increases in website visitation convert into spikes in actual visitation?
- Does a change in content influence a change in movement?

Visits by **market area**

Acquisition by channel

Page **performance**

Organic traffic

View-to-visit window

Engagement by page

*Webiste Attribution is a package upgrade.

Not Just a Tool for One Department

Strategic decision-making happens every day, in every department of your organization. That's why we've designed ZDOS® to up-level all of the teams who drive the success of your destination.



Executive

Report to Board, Stakeholders & Elected Officials, Advocacy

Questions ZDOS® Helps Answer:

- How does your hotel performance compare to the same time last year?
- How much do visitors spend in your destination?
- Which markets are generating the greatest economic impact?
- How much tourism-related tax has been collected YTD?

ZDOS® Benefits:

- See the top-level metrics for how your DMO is performing towards your goals in real-time
- Easily report out to your Board on a monthly basis
- Allows you to focus on quality visitors vs. quantity
- Insights for advocacy to gain support from elected officials



Convention Sales

Booking Window Gaps and Future Demand for Definites & Leads

Questions ZDOS® Helps Answer:

- How does your group sales performance compare year over year?
- Which months have room night demand on the books?
- How much future demand is definite vs. lead?
- What are your top feeder markets for leads and definites?

ZDOS® Benefits:

- Answers if you are on track to meet and exceed goals YOY
- Allows you to be more informed when negotiating room and group rates
- See what months and gaps you need to fill with leisure travel
- Allows you to focus on highest performing markets



Marketing

Planning, Optimization & Reporting

Questions ZDOS® Helps Answer:

- Are your paid media campaigns delivering as planned?
- Are the markets we are targeting with media also visiting?
- What cities are the visitors from the selected Market Area coming from?

ZDOS® Benefits:

- Daily insight into campaign performance to ensure your campaigns are on target
- Allows insights into campaign performance in one location, no need to have multiple reporting systems
- Insight and confirmation that your marketing dollars are spent appropriately
- Granular insight into campaign and city performance, allows for more targeted spending when needed



Research

Movement, Spend

Questions ZDOS® Helps Answer:

- How is your visitation distributed by region?
- What is the visitor impact on my destinations economy?
- How does your leisure and hospitality industry compare to other industries within your destination?
- What is your visitor-to-resident ratio today?

ZDOS® Benefits:

- Insight into how and where visitors travel throughout your destination
- Shows how tourism truly affects your economy as a force for good — share this outwardly to help with resident sentiment
- Shows tourism's importance to the health and viability of your destination
- See the true comfortable carrying capacity of visitation and help with your residents quality of life
- Insights for advocacy to gain support from elected officials



Partner Management

Add Value to Membership Partners



Workforce Insights

Sustainable Employment Metrics



International Promotion

Movement & Trends



Tourism Development

Insights on Dispersion, Compression and Product Development

Additional Support & Resources from Zartico

Dedicated Support

A single stop for timely service

- Answers to Your ZDOS® Questions
- Account Management
- Help With Data Issues
- Troubleshooting Assistance
- Service Notifications

Community & Resources

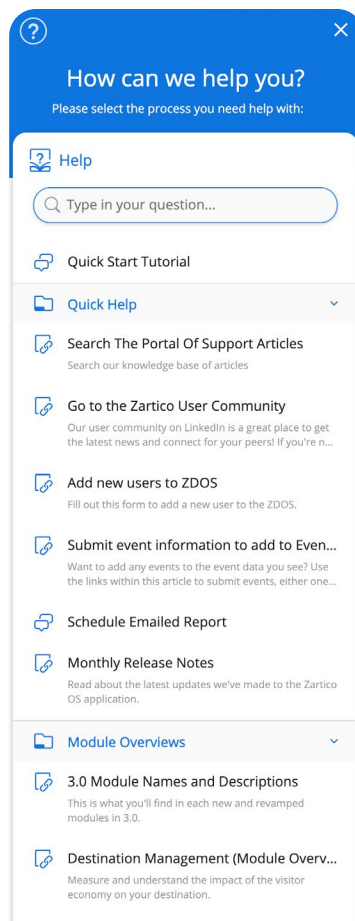
Access information and connect with peers

- Zarticon Annual User Conference
- Zartico Knowledge Base
- ZDOS® Agency Certification Program
- Virtual Community Meetups
- Step-By-Step Guides
- LinkedIn User Community

Destination Strategy

Actionable insights and expert guidance

- Answers to Your Strategic and Specific Questions
- Professional Data Deep-Dives
- Recommended Actions



Security, Compatibility, Privacy

Zartico uses the Google Cloud Platform (GCP) for our hosting, warehousing, and processing requirements. As a cloud-native service, security and data redundancy is built into the core architecture of our system.

Your data is encrypted in our data warehouse, and we follow the security principle of least access to protect data as it is ingested into our system, stored, or used in visualizations. We use a multi-stage project structure to protect against data loss and limit cross-project access for automated data collection. All Zartico staff use hardware two-factor authentication to keep your data safe against hackers.

- A significant benefit of Google Cloud Platform is that it leverages Google's long history of developing and deploying security technology that complies with industry standards. Google's Cloud Platform is a password protected warehouse which complies with industry standard best practices for data protection in the cloud, including General Data Protection Regulation (GDPR) compliance and California Consumer Privacy Act (CCPA) compliance.
- The ZDOS® is accessed through a password-protected portal. This keeps your data private while allowing your team to provide access to staff, Board members and contracted agencies quickly and efficiently access key strategic and operational data sets.
- Location data providers have received GDPR privacy shield certification and meet or exceed CCPA requirements.



Only Zartico...

Is built by **tourism professionals** for **tourism professionals**.

Provides a **strategic planning solution** that supports you and your agency's efforts.

Invites you into a robust **user community** with opportunities for certification, data literacy training, and peer-to-peer learning.

Layers lodging, geolocation, spending, and event data into the **Integrated Data Model** to produce actionable insights.

Has a **team of PhD data scientists** applying continuous innovations to properly clean, filter, and balance the raw data.

Employs **GIS experts** who map your destination to capture the full picture of how people engage with places.

zartico.com

The Zartico Lodging Difference

Hotel & Short-Term Vacation Rentals

- **Weekly Refresh | Daily Insights:** Based on actual inventory and transactions sourced directly from hotel GDS and property managers
- **Future Hotel Pacing:** Daily look at bookings six months into the future
- **Segmentation:** Origin market and guest type, advance purchase window and booking source
- **Competitive Sets:** Benchmarking against up to five selected competitive markets
- **Share the Insights:** Actionable insights designed for sharing with hotels, restaurants, retail, attractions, and community stakeholders

