COMMISSION STAFF REPORT

MEETING DATE: January 21, 2025

ITEM TITLE, PRESENTER: Datafy Contract, Presented by Allison Yamamoto-Sparks, Visitor Services Manager

RECOMMENDATION: Approval

SUMMARY

Datafy is a data company that specializes in gathering tourism-related data, which is a valuable tool for Destination Marketing Organizations (DMOs) such as San Juan County Visitor Services, to learn about and better understand the demographics, origins, and behaviors of their visitors.

Key features of Datafy:

- Origin Markets: By state, DMA, MSA, County, City, Zip Code
- Trip types by length of stay
- Types of Visitors: Local vs. Visitor, In-state vs. Out of State
- Household demographics
- Points of interest visited
- One-time vs Repeat Visitors: By any date range and by Point of Interest
- Geolocation: Historical data back to Feb 2018
- Feeder Markets: Top 20
- Spending Data: Mastercard spending data by geographic origin and by merchant category
- Event Insights
- Ability to incorporate data from other platforms such as Visavue & AirDNA

Understanding our visitors and visitor behavior helps San Juan County Visitor Services and the SJC Tourism Tax Advisory Board make better strategic marketing decisions to make the best possible use of our marketing budget, and ensure that we are marketing to the areas & demographics within those areas that will have the greatest impact on increasing TRT collections in San Juan County.

HISTORY/PAST ACTION

None

FISCAL IMPACT

The total cost for a one-year contract is $15,500 with an annual renewal option.