

	Datafy Essential	Datafy Advanced Analytics
<b>Package</b>	1	1
<b>Annual Visitor + Resident Population:</b>	<30K	<30K
<b>Base Package Pricing</b>	\$15,500	\$20,500
<b>All Packages Include</b>	UNLIMITED LOGINS INCLUDED	UNLIMITED LOGINS INCLUDED
Set-up, Warehousing and Maintenance	✓	✓
Geolocation, Event, & Spending Data Sets	Datafy Geolocation, Household Demographics, 'Basic' Mastercard Spending Data & Airport Data Sets as well as a Custom Report Builder tool which can be used to report event insights.	Datafy's Geolocation, 'Household Demographics, 'Basic' Mastercard Spending & 'Advanced' AMEX/Visa/Mastercard/Discover Spending Data & Airport Sets. Custom reporting tool can be used to report event insights.
<b>Product Innovation</b>	Provided some detail on what Datafy offer where relevant.	Provided some detail on what Datafy offer where relevant.
Benchmarks	N/A	N/A
Indices	N/A	N/A
Insights Modules, Visitor Snapshot, Strategic Planning, Profile Builder, Impact Report, Event Report	Examples of Insights Include: Type of Visitors: Local vs visitor, in-state vs out-of-state Values by Estimated Visitor Volumes or Percent Share Points of Interest Visited: Including airports, trade areas, hotels, and attractions Origin Markets: By State, DMA, MSA, County, City, Zip Code Trip Types by Day: 1 day, 2 days, 3 days, 4 days, 5 days, 6+ days One Time vs Repeat Visitors: By any date range and by POI Impact and results of your events	Examples of Insights Include: Type of Visitors: Local vs visitor, in-state vs out-of-state Values by Estimated Visitor Volumes or Percent Share Points of Interest Visited: Including airports, trade areas, hotels, and attractions Origin Markets: By State, DMA, MSA, County, City, Zip Code Trip Types by Day: 1 day, 2 days, 3 days, 4 days, 5 days, 6+ days One Time vs Repeat Visitors: By any date range and by POI Impact and results of your events
Sample Size / Trend Assessment	N/A	N/A
Analytic Designer Function	Datafy has a custom Report Builder tool where you can customize and save reports	Datafy has a custom Report Builder tool where you can customize and save reports
Website Contribution	Datafy includes Website Attribution for all subscribers in the subscription price.	Datafy includes Website Attribution for all subscribers in the subscription price.
<b>Destination Performance</b>		
Lodging Data (Hotel and Short-Term Vacation Rental)	We will ingest your STR, AirDNA and Visa Vue at no additional cost.	We will ingest your STR, AirDNA and Visa Vue at no additional cost
Tax		We can ingest owned or public data available in csv e.g. tax data through our Bring Your Own Data Tool
<b>Normalized Geolocation Data</b>	Datafy sources geolocation data over from 150 million active users a month using high-quality data partners from more than 1,000 apps within its dataset, including a wide mix of utility apps (like a weather app), productivity apps (like Slack), mapping apps (like Google Maps), social apps (like SnapChat), and entertainment apps (like Hulu).  Due to the complexity of big data, there may be times when the data is delayed but typically data will be uploaded with the following lag schedule: Preliminary Data (geolocation): 3-week lag, Complete Data (geolocation): 6-week lag, Spending Data: 2-month lag, Airport Data: quarterly lag	Datafy sources geolocation data over from 150 million active users a month using high-quality data partners from more than 1,000 apps within its dataset, including a wide mix of utility apps (like a weather app), productivity apps (like Slack), mapping apps (like Google Maps), social apps (like SnapChat), and entertainment apps (like Hulu).  Due to the complexity of big data, there may be times when the data is delayed but typically data will be uploaded with the following lag schedule: Preliminary Data (geolocation): 3-week lag, Complete Data (geolocation): 6-week lag, Spending Data: 2-month lag, International Data: 1-month lag, Airport Data: quarterly lag
Granularity: Daily View	Daily	Daily
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	Trip Length detail: 1 day, 2, day, 3 day, 4 day, 5 day and 6+ day	Trip Length detail: 1 day, 2, day, 3 day, 4 day, 5 day and 6+ day
Historical Data: January 1, 2021 through present	Historical Geolocation Data back to February 2018	Historical Geolocation Data back to February 2018
Feeder Markets	Top 20 - available by State, DMA, MSA. County, City & Zip Code	Top 20 - available by State, DMA, MSA. County, City & Zip Code
Regions	✓	✓
Political Districts	✓	✓
Out of Boundary POIs (Outside of funding boundary)	As needed, no more than 5	As needed, no more than 5

Places of Impact (POIs) - Primary POIs: Visitation Drivers (Attractions) - Contextual POIs: Visitation Suppliers (Gas Stations, Fast Food, Etc.)		
	Unlimited POIs	Unlimited POIs
<b>Visitor Value</b>	<p>Basic Spending Data SOURCE: Retail Spend Data from Mastercard, representing 34% of all domestic credit and debit card holders. Historical data back to February 2018. View spend data by percentage share. View spend data by geographic breakout (State, DMA, MSA, County, City and Zip Code) and by merchant category (major retail categories as provided by Mastercard).</p>	<p>Advanced Spending Data SOURCES: Retail Spend Data from a cross-section of over 70 M credit and debit cards, including Mastercard, Visa, Discover, and American Express. Historical data back to early 2021. Average spend per visitor per trip estimates and total spending volume estimates based on daily date ranges. Ability to view spending data by geographic breakout (State, DMA, MSA, County, City and Zip Code) and by merchant category (major retail categories). Ability to apply custom filters to this data such as excluding residents to your county or specific zip codes. Ability to hone in on top spending visitor markets down to the zip code level for each spending category. See correlation between spending categories and peak spending days. Ability to see changes in per market spending over time.</p>
Visitor Spend: January 1, 2021 through Present	<p>Historical Basic Spending Data back to February 2018. Daily View.</p> <p>We will ingest your Visa Vue at no additional cost.</p>	<p>Historical Basic Spending Data back to February 2018. Historical Advanced Spending Data back to March 2021. Daily View.</p> <p>We will ingest your Visa Vue at no additional cost.</p>
<b>Events Performance</b>		
Events View: January 1, 2021 through 12 months in the Future	Your dedicated Customer Experience Manager will work with you to leverage your Datafy data sets + any owned data e.g. ticket sales to run event analysis based upon best practices for the event size and profile	Your dedicated Customer Experience Manager will work with you to leverage your Datafy data sets + any owned data e.g. ticket sales to run event analysis based upon best practices for the event size and profile
CRM - Group Sales: Simpleview or iDSS	N/A	N/A
<b>Strategy, Support &amp; Community</b>		
U.S. Based Customer Success Manager	✓	✓
Monthly Strategy Sessions	✓	✓
Education	Webinars, Training available in dashboard, robust resource center	Webinars, Training available in dashboard, robust resource center
Remote Training	✓	✓
Annual In-person Training		
Dynamic Visualizations & Strategy POV	We can run custom analysis as needed	We can run custom analysis as needed
<b>Marketing Performance</b> (Data provided by Destination: Google Analytics, Google Campaign Manager)		
Website + Content Performance (GA4)	✓	✓