



COMMISSION STAFF REPORT

MEETING DATE: February 1, 2022

ITEM TITLE, PRESENTER: Consideration and Approval of a Contract with Love Communications for Travel and Destination Tourism Data, Elaine Gizler, Director of Economic Development & Visitor Services

RECOMMENDATION: Make a motion approving the Contract and Purchase

SUMMARY

Love Communications will craft and deploy a Destination Analytics Platform (Amplify) for San Juan County that consolidates a variety of data sources to inform strategy and insights around destination management, development, and marketing. Included in the data collection is the STR data, mobile visitation data which shows vehicle patterns and destinations within San Juan County. Hotel/Motel room data including Air-BnB, Website Data, Internet Search Trends, Marketing and Weather Data.

Last year, San Juan County was one of only two Counties throughout the whole State with a negative year-over-year TRT revenue at -17.8% next to Salt Lake County at -17.1%. Analysis and data provided by this dashboard will help analyze where our tourists are going and how better to target our marketing or shift marketing to what is attracting tourists to San Juan County.

HISTORY/PAST ACTION

In the past, San Juan County Visitor Services worked with the GNAR process in developing similar data. The project was limited in scope and does not collect hotel/motel data. The Love Dashboard is more inclusive in the data that can be obtained.

FISCAL IMPACT

\$32,000