

DATAVIEW ANALYTICS

DESTINATION MARKETING ANALYSIS

DATAVIEW ANALYTICS

Is a transformative data study designed to elevate and support strategic and marketing planning for destination marketing entities. Our secure, third-party data usage permission approach aligns and incentivizes membership participation, ensuring broad engagement. Historic raw PMS data files from member hotels are seamlessly downloaded, cleansed, and merged through our proprietary process—delivering accurate, consistent, and actionable data for smarter decision-making.

DATA YOU CAN TRUST

Brings together destination data to fuel a powerful stand-alone marketing initiative that will drive a strategic, data-driven approach for smarter, more effective marketing. Our tailored approach helps you validate assumptions, uncover fresh insights, identify opportunities, and drive strategic discussions with stakeholders and members—all aligned with your key objectives.

WHAT'S IN IT FOR YOU

Hailed as a game-changer by many organizations, property cross-over analysis elevates your marketing strategy with unprecedented insights. As part of the process, we provide a marketing presentation for your membership, fostering meaningful dialogue and engagement. Post-analysis, access your data through Intelligencia's interactive reporting portal—where you can explore and filter by geography, market, season, and demographics—empowering deeper analysis and more strategic decision-making.



PMS Data Cleansing

Our proprietary process ensures your data is accurate, consistent, and ready for action.



Destination Analysis

Uncover opportunity with a deeper understanding of destination guest stays by area, activity and spend patterns.



Data Segmentation

Collaborate to define precise marketing segments that will revitalize your communication with guests and prospects.



DataView Analytics

Explore your data from every angle with Intelligencia's interactive reporting portal



Data Upgrade Options

Enhance your data with demographics & lifestyle data to micro-target visitation by season

IDEALLY SUITED FOR

- ✓ Travel and Tourism Organizations
- ✓ Convention and Visitors Bureaus
- ✓ Resort Associations

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DELIVERABLES & OPTIONS

DataView Interactive Analytics inclusions:

- ✓ Proprietary Data cleansing and merging. Proprietary data cleansing and merging, and identification of repeat guests. Cross-over analysis and other specialty analysis can be completed with multi-property scenarios. Quoted by project- Based on number of properties, data set(s) and records.
- ✓ Subscription to Intelligencia DataView Analytics portal. Access to Intelligencia's Interactive report portal. 1-Year subscription.
- ✓ Data segmentation. Collaborative process to define and segment your guest data,

Program Options:

- ✓ Demographic and Lifestyle Appending at household level: \$13/m / Recommendations quoted post-cleansing
- ✓ Signature DataView Analysis, written for hoteliers. Quoted by project
- ✓ Analysis Presentation and Marketing Workshop: Quoted by project (remote or on-site)
- ✓ Quarterly or Annual Update Package: Quoted by project based on selections.

"Having had the pleasure of working with the HMA° team in the hotel industry before joining the Yosemite Mariposa Tourism Bureau, I knew first-hand how their data analytics services could help us decode our destination data. HMA°'s strong commitment to data privacy and confidentiality allowed us to secure buy-in from destination partners, enabling us to consolidate our data resources for a more accurate and insightful seasonal visitor analysis. Their live presentations of findings shared with tourism community consistently reveal new trends and visitor profiles, serving as a guiding light for the marketing decision-making process we accomplish for the community we serve."

– Jonathan Farrington, CEO/Executive Director

SEVEN PALMS COLLECTION

DATAVIEW ANALYTICS INTERACTIVE REPORT

Filter and explore your data from every angle >
 geographic, market, spend season,
 demographic/lifestyle, and much more.

REQUEST A DEMO!

Select your categories
 and date range

View your data
 multiple ways

