

Building a Destination Research and Data Ecosystem:

How Ocala/Marion County Turns Data Into Decisions

Presented By



The Destination Research and Data Ecosystem



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When multiple partners are contributing different types of insight, how do you each think about making your work useful beyond your own lane, so it can help shape Ocala's broader marketing strategy and decision-making?



**Are there any themes you see in
our work together that are common
across your clients?**



Can each of you share an example of a time when data changed the direction of a strategy, campaign, or recommendation?



**How does Ocala/Marion County
communicate these wins to stakeholders
(local government, hotel partners, etc.)?**



Partner Specific Questions

Miles: How do the insights you're getting throughout the year feed into your media planning and brief development for the next fiscal year?



Partner Specific Questions

Arrivalist: What are some tips to keep in mind when working with location or spend data sets?



Partner Specific Questions

DSG: One challenge for DMOs is that they often have more data than time. How does DSG approach making research usable for a destination team like Ocala?



Open Discussion



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