

Data Sharing That Connects

Frida Bahja, Ph.D.

2026 Destination Marketing Summit

05/14/2026

Experience Kissimmee's Data Catalog

	What we track	Primary Source(s)	Frequency	Access Type
Market Data	Tourism Tax Data	Osceola County	Monthly	Public
	Economic Data	UMICH, UFL, US Travel	Monthly	Public
	Workforce Data	BLS, FRED, FLDEO	Monthly	Public
Tourism Performance	Airline Data	Vendor , GOOA, APIS I-92	Monthly	Paid & Public
	Hotel Data	Vendor	Daily	Paid
	Vacation Homes Data	Vendor	Daily	Paid
Visitor Insights	Geolocation Data	Vendor	Daily	Paid
	Spending Data	Vendor	Daily	Paid
	Website/Social Media Analytics	Vendor	Daily	Paid
	Search Data	Vendor	Daily	Paid
	Survey Data	Vendor	On-demand	Paid
Sales Insights	Meeting Sales Data	CRM, Vendor(s)	Monthly	Paid
	Sports Data	CRM, Vendor	Monthly	Paid
	International Data	SIAT, U.S. Travel, Brand USA, APIS/ I-92 Monitor, Global visa wait times, IMF (world bank), investing.com, Vendor(s)	Mixed	Paid & Public
Media Impact	Attribution Data	Vendor(s)	Monthly	Paid
Strategy Development	Studies	Vendor(s) , In-house	On-demand	Paid
Events Impact	Mixed	Vendor(s) , In-house	On-demand	Paid

Value of Insights



Informed Decisions

Better Collaboration

Stronger Relevance & Value

Reinforces Credibility and Authority

Builds Trust

Partner Engagement

Access to Industry and
Market Research

91%

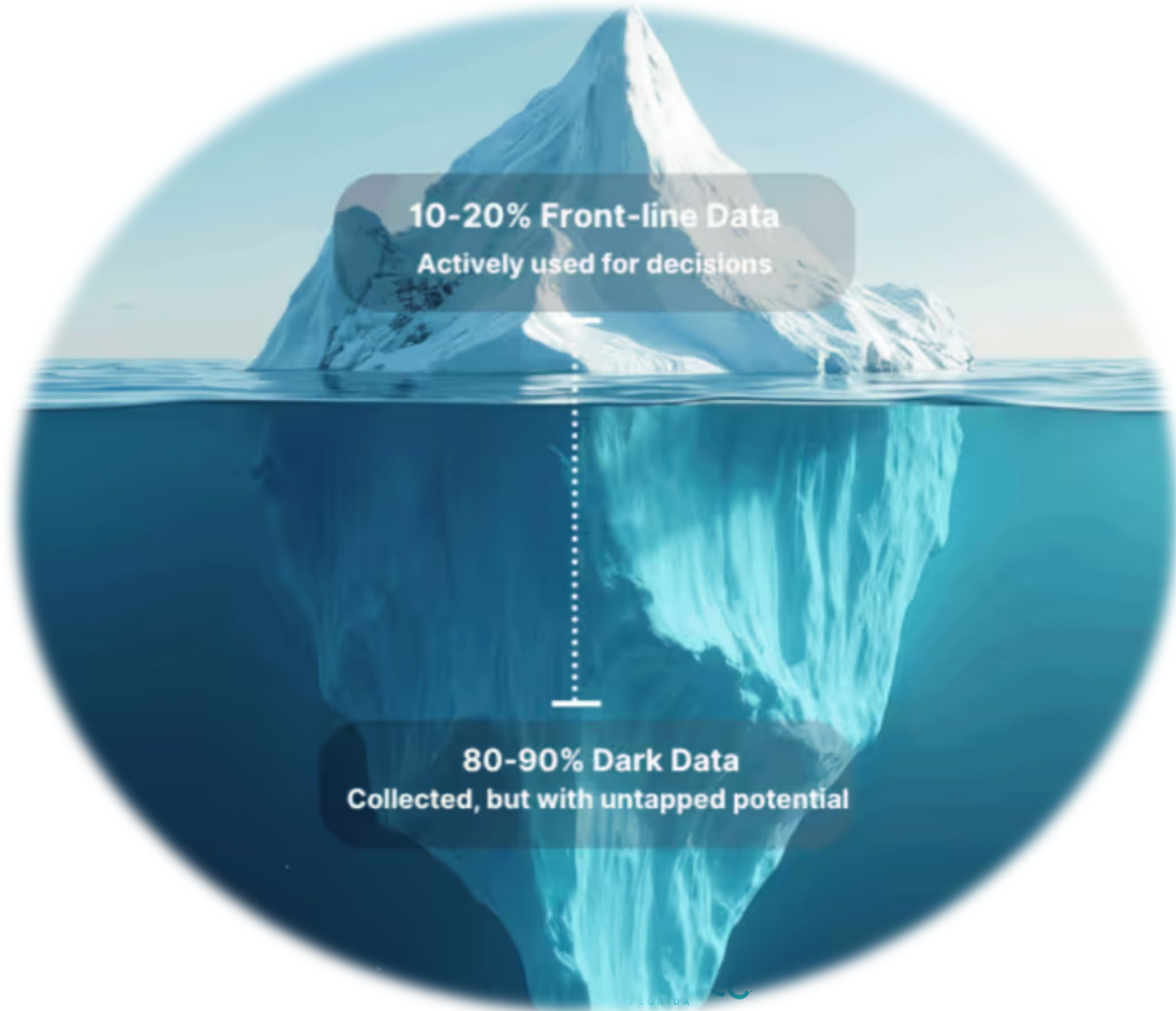
Somewhat or Very Motivated
Membership



Experience Kissimmee's Data Inventory

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Dark Data



Challenges for DMOs

1

**Limited
bandwidth**

2

**Absence of
workflows**

3

**Resource
constraints
(technical
skills, funding)**

4

**Data Sharing
Approach**

From Data to Storytelling

1 Data Collection



2 Data Preparation



3 Data Visualization



4 Data Analysis



5 Data Storytelling



Data Sharing
(Information)

Data Sharing Approach

**Data
Governance**

**Stakeholder
Map**

**Stakeholder
Information
Alignment**

**Reporting
Approach**

**Streamline &
Feedback**

**Data
Governance**

**Stakeholder
Map**

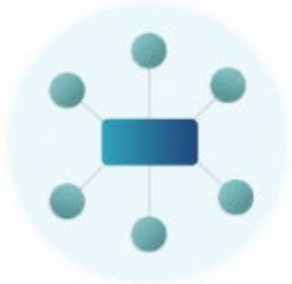
**Stakeholder
Information
Alignment**

**Reporting
Approach**

**Streamline &
Feedback**

Data Governance Model

Centralized:



- Decisions made by a single team for the entire enterprise

Decentralized:



- Decisions made by individual departments

Federated:



- Decisions made by individual departments with guidance from a centralized data governance team

**Data
Governance**

**Stakeholder
Map**

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Stakeholder Mapping

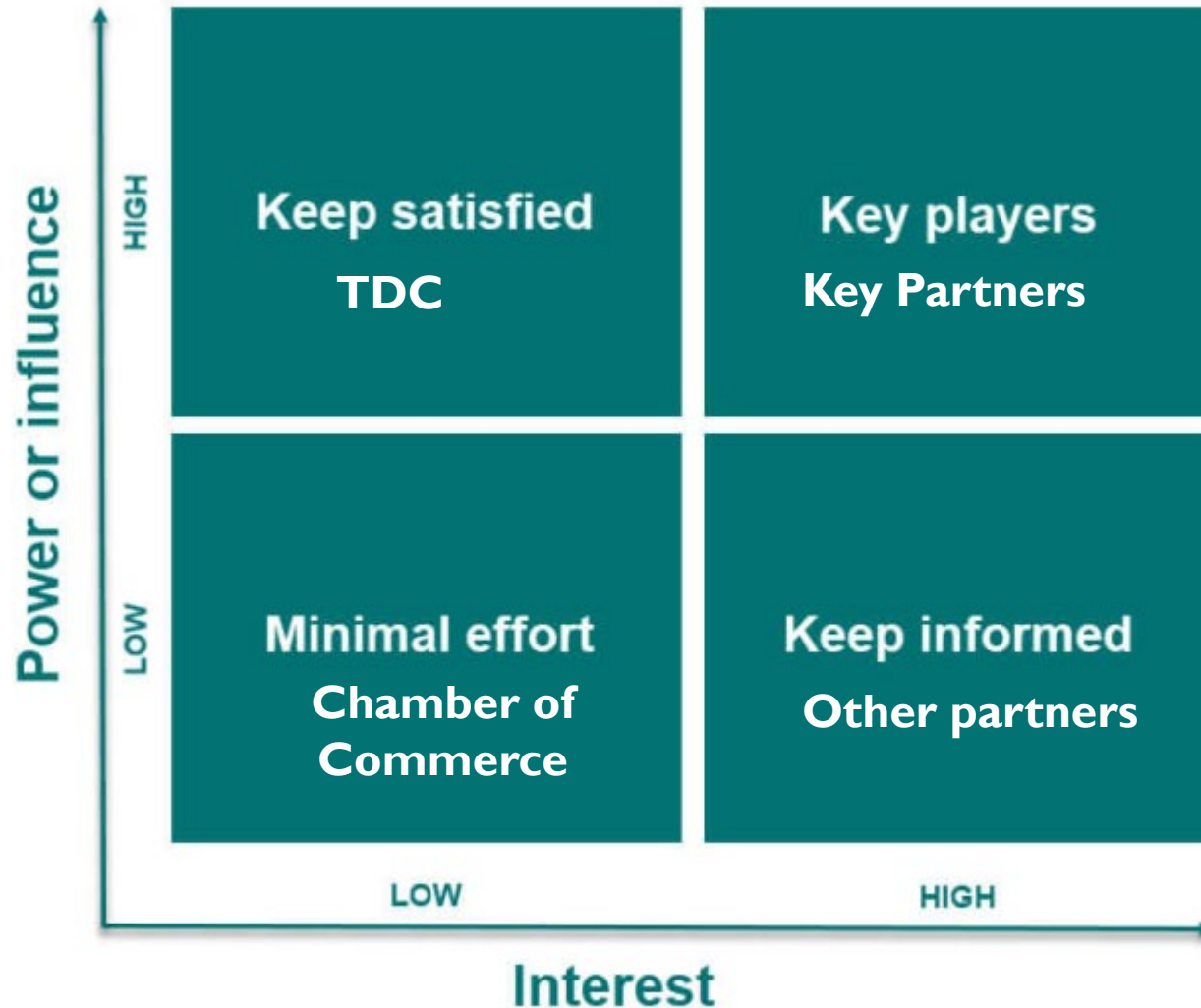
(Mendelow's Matrix, 1991)



Stakeholder Mapping

Regular interaction, direct communication on topics relevant to stakeholders, strategic check-ins.

Infrequent interactions, like quarterly updates, general email updates, public announcements.



Frequent, even daily meetings, regular progress reports, inclusion in steering committees, direct consultations and decision making involvement, bespoke communication.

Create buy-in through communication explaining benefits of a project to these stakeholders, project updates, open forums, newsletters.

**Data
Governance**

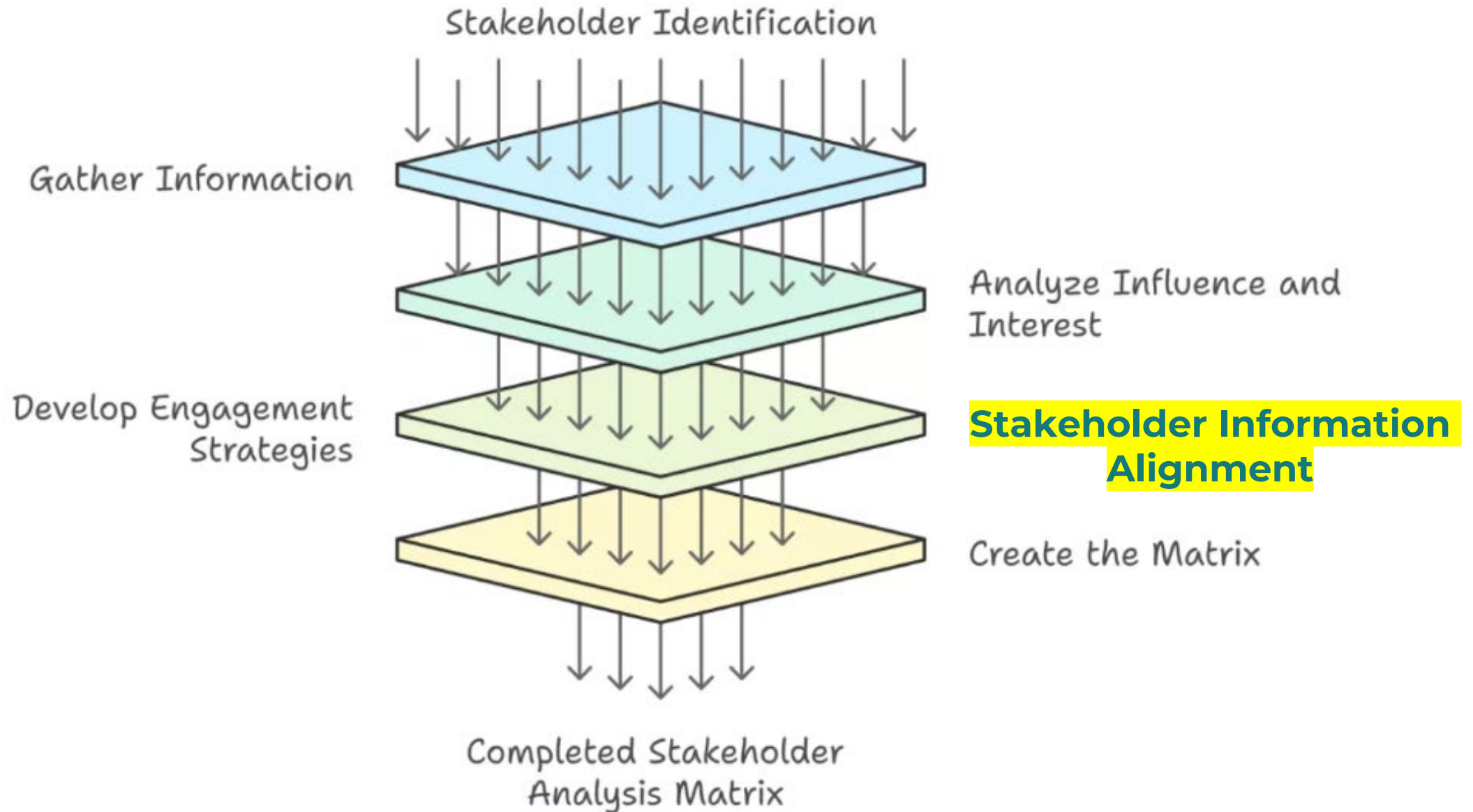
**Stakeholder
Map**

**Stakeholder
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**Reporting
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Feedback**

Stakeholder Information Alignment



The Cost of Misalignment in Reporting

Stop Confusing Me With Facts



www.timcelliott.com

"I'm making a decision! Stop confusing me with facts!"



Scheduled Reports



Data Sharing Strategy

	Stakeholder 1	Stakeholder 2
Data Ownership		
Data/KPIs		
Goal (Action/Information)		
Mapping		
Communication Style		
Cadence		
Channel		
Format		
Tool/Workflow		
Assigned to:		
Engagement & Feedback		

Example (TDT Data)

FOR PERIOD OF FEBRUARY 2026			
Total Amount Collected			\$8,507,304.96
<u>Reporting Periods</u>		<u>3% Commission</u>	<u>TDC</u>
Nov-25	\$32,513.82	\$975.41	\$31,538.41
Dec-25	\$88,143.81	\$2,644.31	\$85,499.50
Jan-26	\$178,377.04	\$5,351.31	\$173,025.73
Feb-26	\$7,834,926.69	\$235,047.80	\$7,599,878.89
Total	\$8,506,123.79	\$255,183.72	\$8,250,940.07

Osceola County Board of County Commissioners
Osceola County, Florida
FY October 2025 - September 2026

April 9th, 2026

Collections for February 2026 total \$8.5 M, up 11% compared to the prior year, and the all-time highest February collection on record.

	FY 13-14	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24	FY 24-25	FY25-26	% Change vs. 2024-2025
October	2,721,213	2,957,606	3,262,009	3,509,285	4,175,545	4,217,688	4,441,505	1,757,764	4,324,335	6,230,445	5,752,494	6,076,002	7,473,477	23%
November	2,496,855	3,001,897	3,506,429	3,711,778	4,324,124	4,411,772	4,555,734	1,827,437	4,853,159	6,423,594	6,122,967	6,337,449	6,901,027	9%
December	3,427,002	3,796,028	4,359,692	4,301,130	4,966,763	5,111,994	5,713,661	2,531,504	6,294,036	7,369,399	7,082,859	7,899,382	7,687,776	-3%
January	3,552,853	3,912,865	3,962,634	3,781,133	5,032,259	5,201,187	5,565,822	2,134,569	4,846,852	6,359,019	6,842,278	7,723,963	7,545,899	-2%
February	3,540,208	3,750,506	4,113,911	4,373,774	4,982,497	5,319,120	5,358,457	2,633,909	6,190,584	7,343,939	7,391,572	7,661,727	8,506,124	11%
March	4,599,263	5,073,209	5,741,541	5,544,857	6,726,954	7,137,385	3,472,246	4,442,221	8,711,852	8,845,465	9,264,905	8,788,294		
April	3,897,978	4,277,216	4,433,430	5,147,348	5,437,105	5,961,756	699,889	5,008,945	8,601,870	8,306,627	7,038,156	8,235,279		
May	2,980,000	3,202,814	3,593,250	4,122,188	4,414,211	4,789,571	810,066	4,504,511	6,209,766	5,963,825	6,542,288	6,626,630		
June	3,675,360	3,663,855	4,145,883	4,419,618	5,161,605	5,391,707	1,486,152	5,709,664	7,451,705	6,847,166	7,220,900	7,526,701		
July	3,819,775	4,754,831	4,799,055	4,973,810	5,425,437	5,674,838	1,990,401	6,622,336	8,221,235	7,820,178	7,380,057	7,621,586		
August	3,152,465	3,641,433	3,511,469	3,781,765	4,196,526	4,326,713	1,646,870	4,834,326	5,944,913	5,354,407	5,624,276	6,331,576		
September	2,718,741	2,790,370	3,280,381	3,976,506	3,598,683	3,553,416	1,614,491	3,301,495	4,965,008	4,705,235	5,082,714	4,351,556		
Total	40,581,714	44,822,630	48,709,684	51,643,192	58,441,708	61,097,777	37,335,294	45,308,681	76,615,315	81,569,299	81,345,466	85,180,145	38,114,303	7%

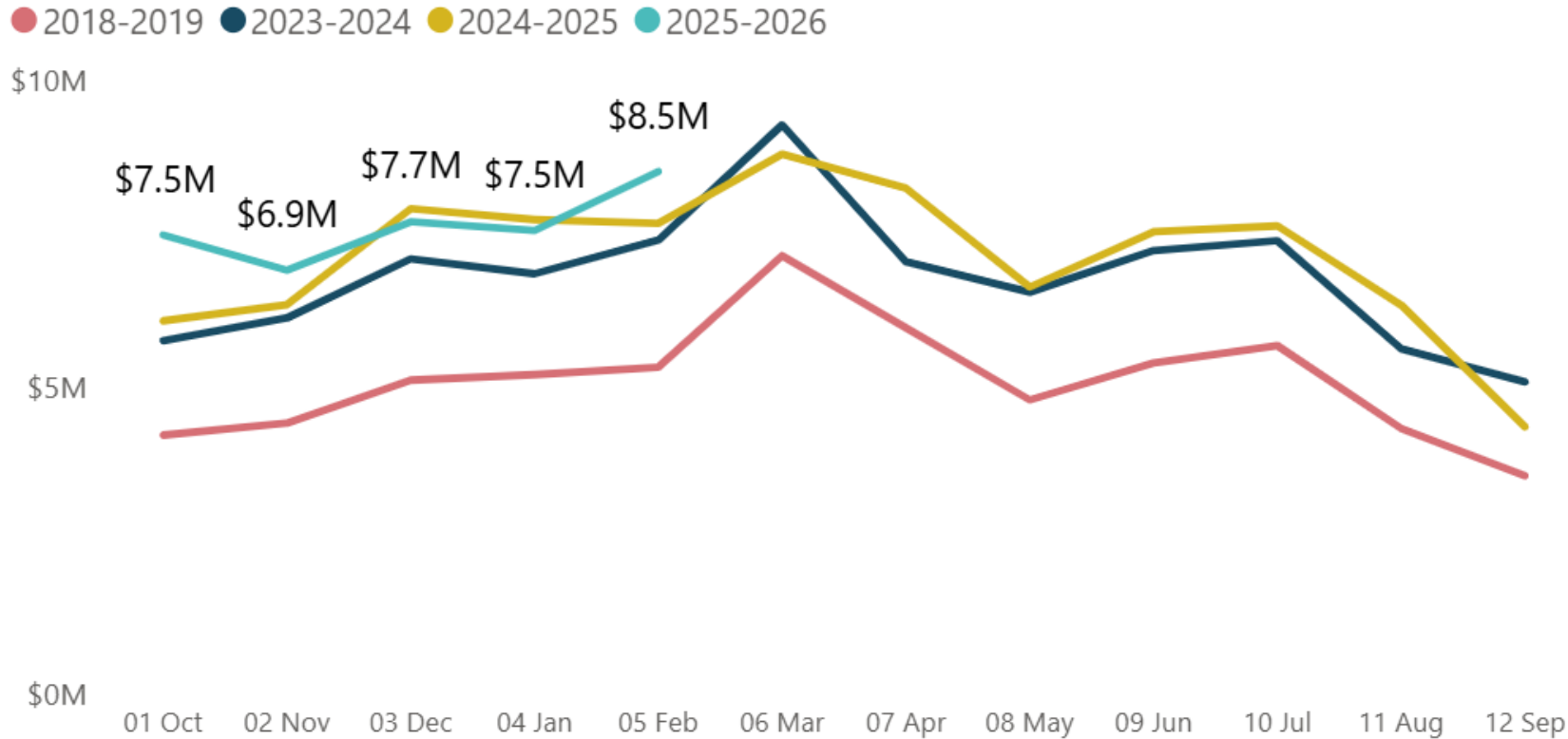


By the Numbers: TDT Collections

Q2 FY25-26 TDT COLLECTIONS Δ vs. FY24-25		
January	\$7,545,899	-2%
February	\$8,506,124	+11%

FYTD 2025-2026
+7% YOY

TDT Collections



February 2026

+11%
YOY

FYTD

+7%
YOY

Source: Osceola County Tax Collector





Tourism Development Tax



Latest Month Performance

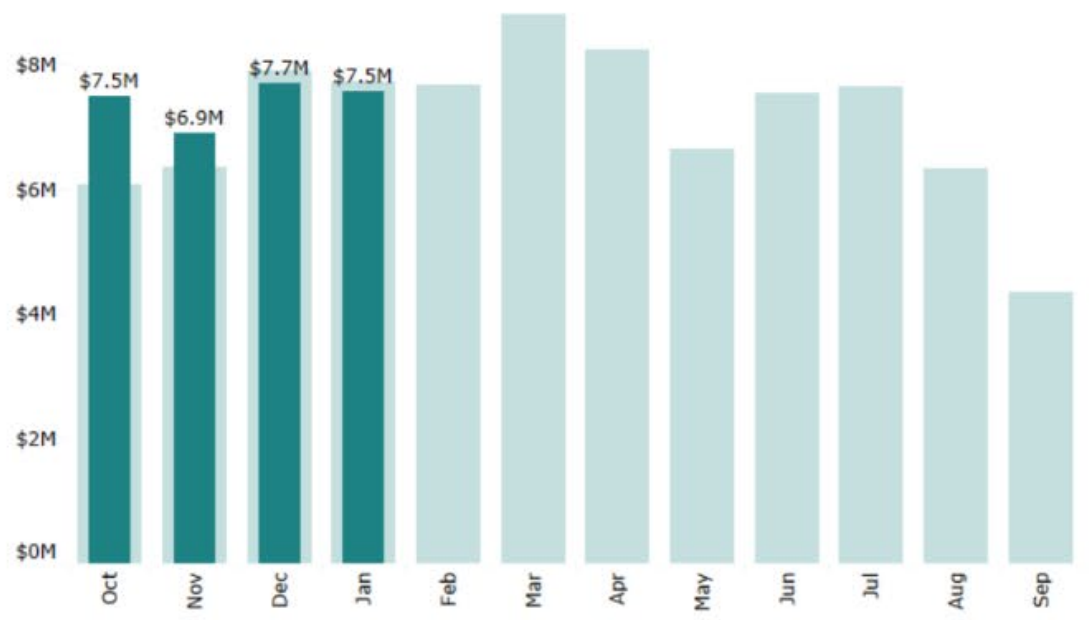


Fiscal Year-to-Date Performance



Collections by Month

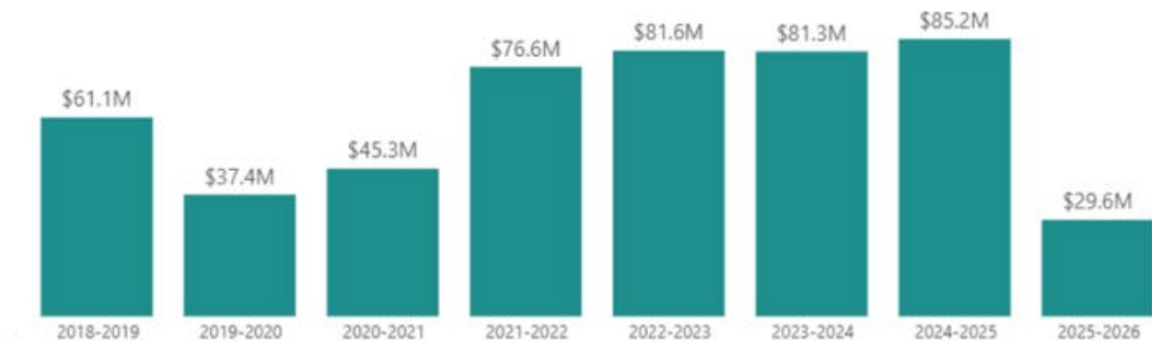
2024-2025 2025-2026



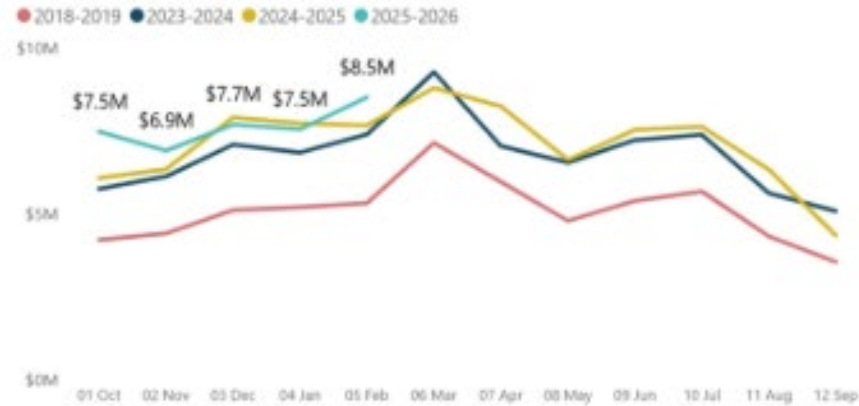
Fiscal Year-to-Date Comparison



Collections by Fiscal Year



TDT Collections



Source: Osceola County Tax Collector



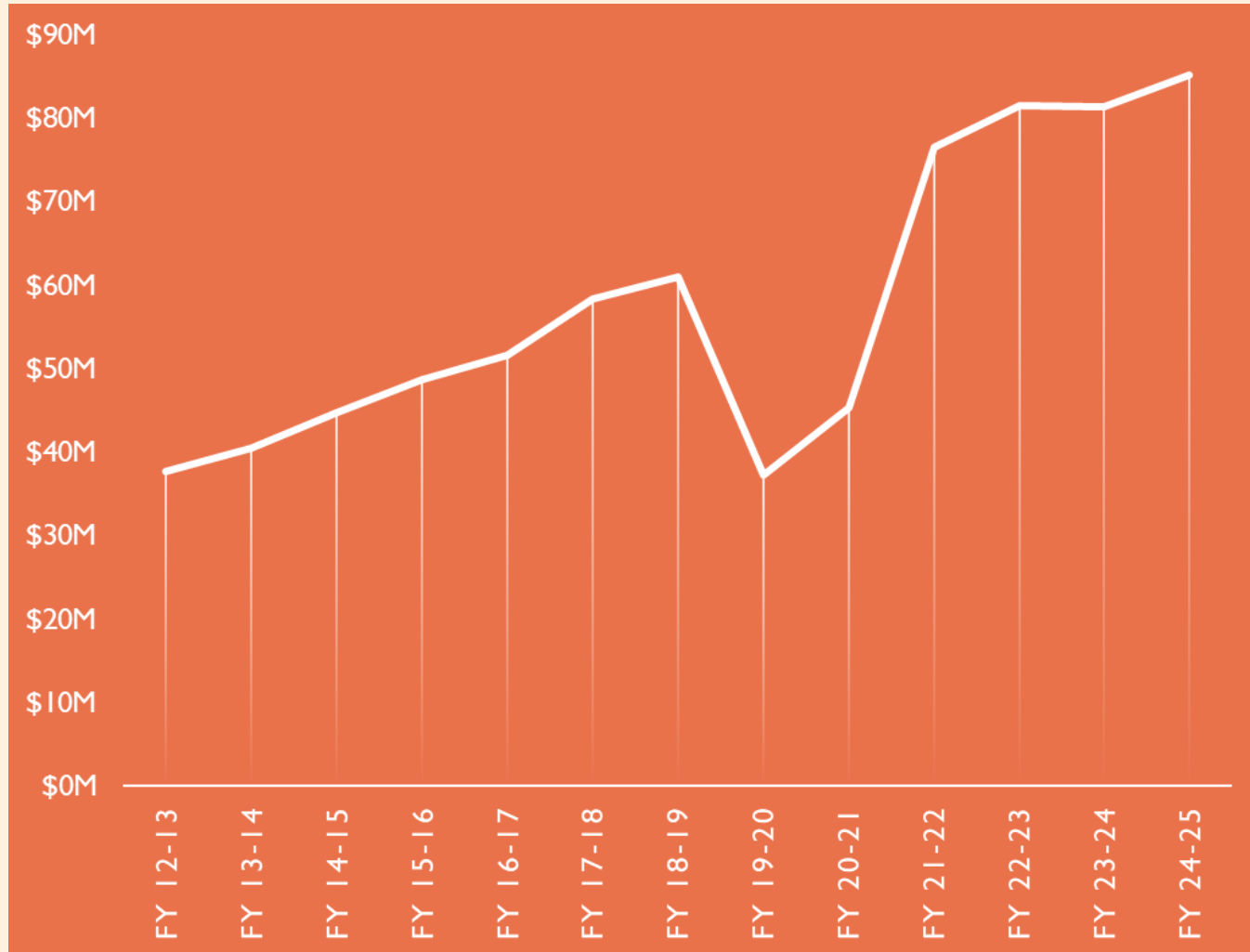
Osceola Tourism Tax Collections Maintain Strong Momentum in February 2026

February 2026 TDT collections in Osceola County resulted in \$8.5 million, marking an 11% year-over-year (YOY) increase and the highest February collections on the record. Fiscal year-to-date collections (Oct. 2025-Feb. 2026) total at \$38.1 million, up 7% compared with the same period last fiscal year. Growth in TDT collections was experienced by both hotel and vacation home lodging segments. Nationally, travel showed strong momentum in February 2026.

However, according to the U.S. Travel Association new headwinds to travel activity were introduced in March as operational challenges and economic pressures emerged. The U.S. Travel Price Index rose sharply by 5.8% in March 2026, well above the overall inflation rate of 3.3%, driven primarily by higher fuel and airfare costs. The surge in travel prices is likely to impact domestic travel demand going into the summer season.

Source: Osceola Tax Collector, U.S. Travel Association

Osceola TDT Collections



**Doubled
in the last
10+ years**

Tourism's Role in Osceola County

When people visit **Central Florida**, our entire community benefits.



In Central Florida, people who work in tourism make

\$7K

more per year than their national counterparts.

Source: BLS
(Calendar Year 2024)



Nearly

\$800M

annually in direct visitor spending in our community's businesses.

Source: Impactulator
(Fiscal Year 23-24)



More than

\$4.7M

in funding to community non-profits in the last two fiscal years to advance cultural and historical experiences.

(EK Impact Report FY23-24 and FY24-25)



Every \$1 invested in Experience Kissimmee through the Tourist Development Tax returns

\$22

in economic impact to our local community.

Source: Impactulator
(Fiscal Year 23-24)



Visitor spending fuels Osceola's economy, contributing to more than 35% of our county's total sales tax revenue.

Sources: Zartico, Affinity
(Calendar Year 2024)

2024 Osceola County Tourism Economic Impact

When people visit Osceola County, our entire community benefits. Tourism saves each household **\$4,500** in annual taxes.

ANNUAL TOURISM TO OSCEOLA COUNTY

**SUPPORTS
40.7K JOBS**

35.3% of the workforce



(\$7b in visitor spending, \$19.3 Million approximate daily spending by visitors)



**GENERATES
\$10.6B**
in economic impact



**PAYS
\$2.3B**
in compensation



**PROVIDES
\$685.3M**
in local & state tax revenue

LOCAL & STATE TAXES FROM TOURISM

Help pay for programs important to all residents.



SCHOOLS



ARTS & CULTURE



INFRASTRUCTURE



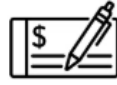
PUBLIC SAFETY

Source: Tourism Economics
(Calendar Year)

2024 Tourism Impact Summary



\$4.5B
Total Economic Impact



\$717.3M



12.6K
Total Employment



\$203.1M



\$183.1M

Spending



\$3.2B
Visitor Spending

\$8.8M Approximate Daily Spending by Visitors

Labor Income



\$17.4K

Tourism-Generated Income per Household

State and Local Taxes



\$9.3K

State & Local Tax Savings per Household

Employment



30.4%

Tourism Share of Osceola County Commissioner District 1 Employment

Value of Tourism

```
graph LR; A[Data Governance] --> B[Stakeholder Map]; B --> C[Stakeholder Information Alignment]; C --> D[Reporting Approach]; D --> E[Streamline & Feedback];
```

**Data
Governance**

**Stakeholder
Map**

**Stakeholder
Information
Alignment**

**Reporting
Approach**

**Streamline
& Feedback**

Report Design Approach

Hierarchy	Implement a clear structure to prioritize information clearly.
Clarity	Avoid jargon, acronyms, and long sentences.
Accessibility	Font, colors contrast, visuals, and language to support diverse audiences.
Visuals	Call out information in charts and avoid clutter.
Consistency	Consistent terminology, formatting, colors, and chart styles
Timeliness	Label reporting periods
Transparency	Disclose methodologies, data sources, and sample limitations, if possible
Flexibility	Ideally design reports that can be easily transformed
Glossary	Add data & KPI definitions as needed.

Lodging

- **Occupancy:** Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available. (**Hotel KPI*)
- **Adjusted Paid Occupancy:** The percentage of nights booked for guests (Nights Sold), out of the number of Total Nights available to book for guests (Nights Available). (**Vacation Rentals KPI*)
- **Average Daily Rate (ADR):** A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. $ADR = \text{Room Revenue} / \text{Rooms Sold}$.
- **RevPAR:** Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available. $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$.
- **Supply (rooms available):** Number of rooms in a hotel or set of hotels multiplied by the number of days in a specified time period.
- **Demand:** The number of rooms sold in a specified time period (excludes complimentary rooms).
- **Revenue:** Room revenue generated from the guestroom rentals or sales.
- **Meeting Space Hotels:** Hotels in Osceola County with more than 10,000 sq. ft. of meeting space.

Source: Co-STAR/STR; KeyData

Website Performance

- **Users:** The number of unique users who triggered any event in the specified date range. An event is triggered when the criteria for an event is met.
- **Sessions:** A group of user interactions with your website or app that take place within a given time frame.
- **Engaged Sessions:** A session that lasts longer than 10 seconds, has a key event, or has at least 2 pageviews or screenviews.
- **Engagement Rate:** The percentage of sessions that lasted longer than 10 seconds, had a conversion event, or included 2+ page/screen views. Calculated as $(\text{Engaged Sessions} / \text{Total Sessions}) * 100$, this metric provides a more accurate measure of user interest than traditional bounce rate.
- **Page Views:** An automatically tracked event named page view that occurs whenever a user loads or reloads a webpage or when the browser history state changes.
- **Pages Per Session:** A metric measuring the average number of web pages or app screens a user views during a single session. It is calculated as: $\text{total pageviews} / \text{total sessions}$.
- **Avg. Session Duration:** The total duration of all engaged sessions (in seconds) divided by the number of sessions.

Source: Google Analytics

Other

Travel Price Index (TPI): Index the cost of travel in the United States using U.S. Department of Labor data from the monthly Consumer Price Index (CPI).

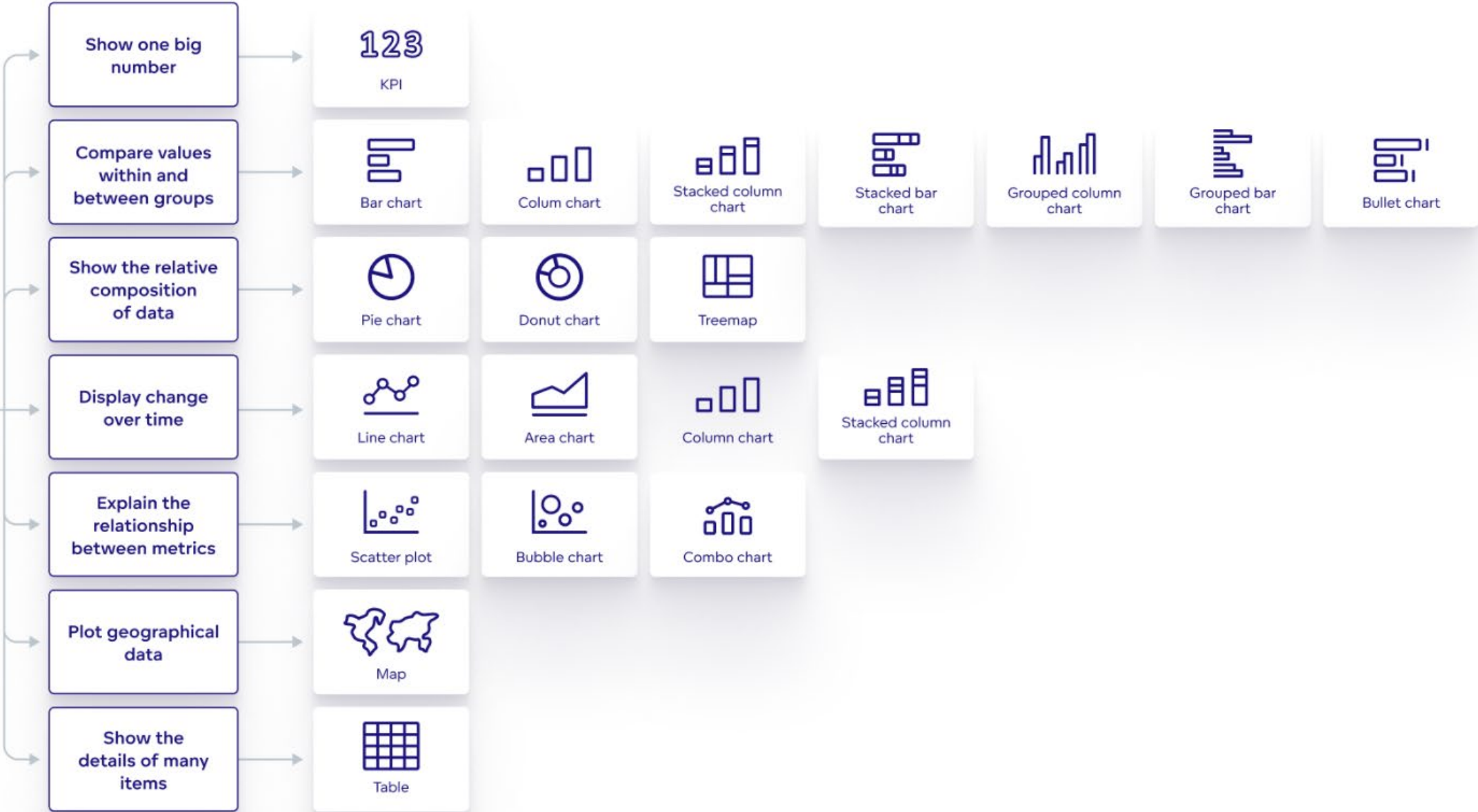
Source: U.S. Travel Association

Avoid “deadly sins”

- Avoid overwhelming audiences with excessive data
- Select the most appropriate chart for the message
- Use color with purpose and clarity
- Eliminate unnecessary visual clutter
- Skip misleading 3D chart effects
- Represent data accurately and honestly

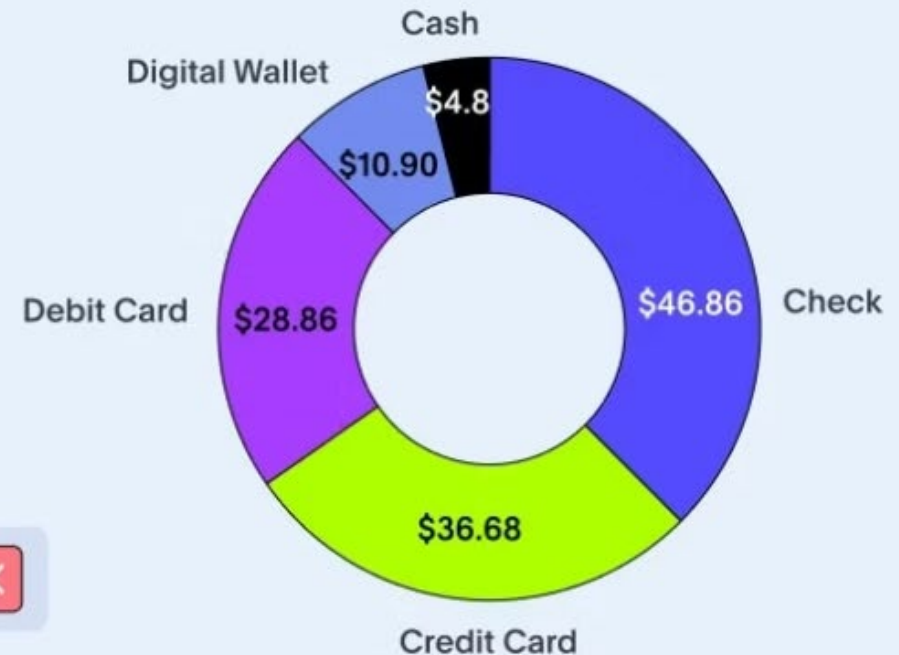
Choose the right chart

What do I want to show to my users?



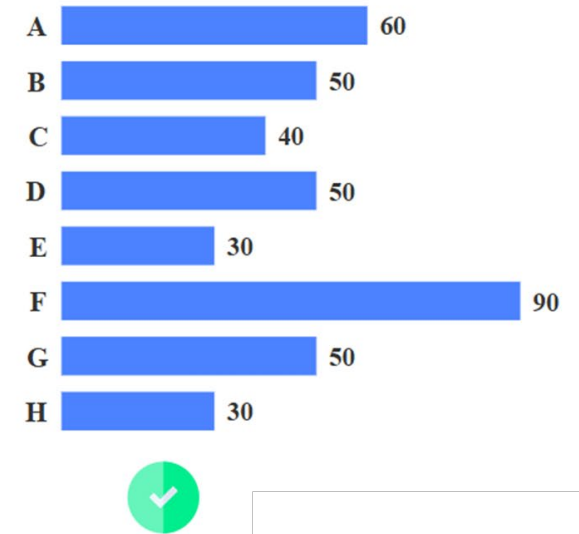
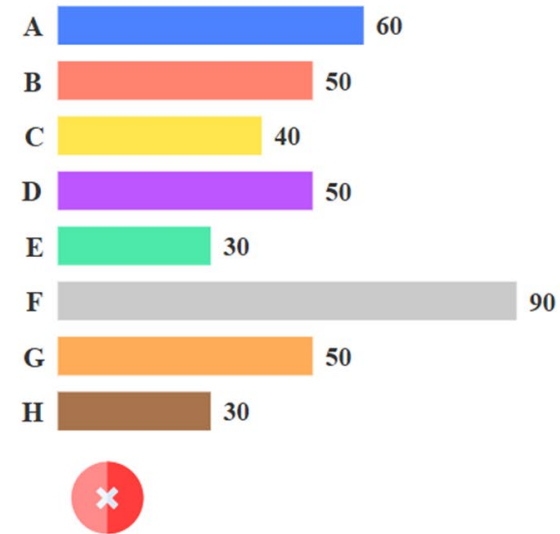
Choose the right chart

Average transaction size by payment type



Use colors intentionally

- Too many colors
- Familiar colors (e.g., red and green)
- Colors with little contrast
- Accounting for those colorblind



Favor Simplicity in Visuals

Not minimalist



Clutter interferes with clarity



Minimalist



Clutter is removed to improve clarity



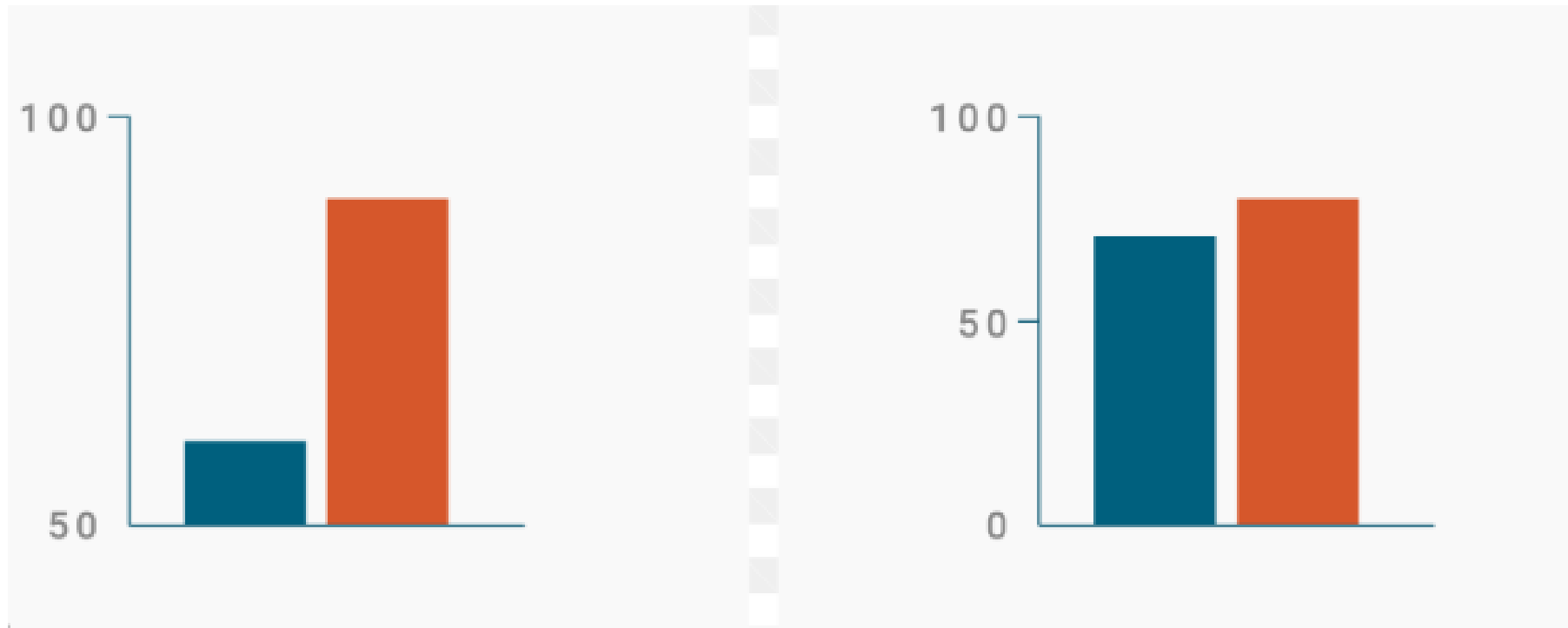
Too minimalist



Clarity is compromised by insufficient context



Avoid Misrepresentation of Data



**Data
Governance**

**Stakeholder
Map**

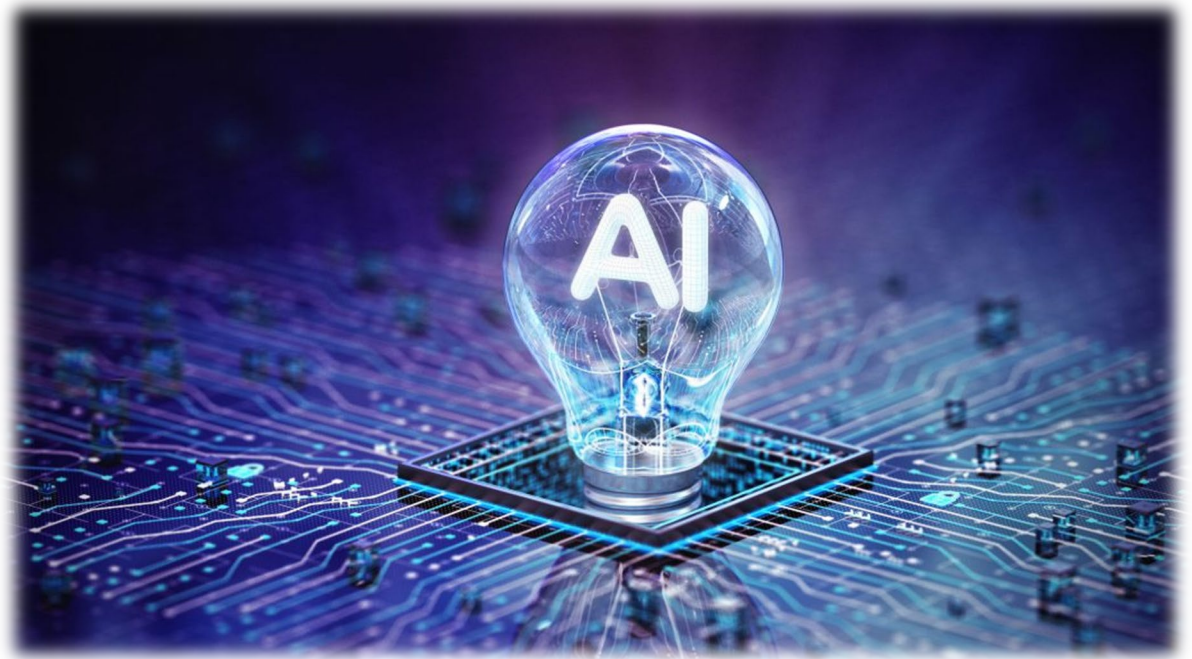
**Stakeholder
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**Streamline &
Feedback**

Visualization Tools

- Microsoft Excel
- Datawrapper
- RAWGraphs
- Flourish
- Google Looker Studio
- Tableau Public
- Power BI



The Influence You Carry



Tourism
Advocacy
Champion

Not your organization's media spokesperson?

The Value of Tourism... Ultimate Challenge!

Amplify Value

* 8. Finally, who can share this information, advocate for tourism, and help educate the community about its importance in Osceola County?



- Beyoncé
- Bad Bunny
- Spiderman
- THE PERSON TAKING THIS SURVEY!



**“Without Data,
you’re just another person
with an opinion”**

William Edwards Deming

American statistician,
professor, author, and management consultant

Thank You!



fbahja@experiencekissimmee.com

EXPERIENCE
Kissimmee
FLORIDA