



Iron Chef, DMO Style:

Secret Ingredient Spotlight



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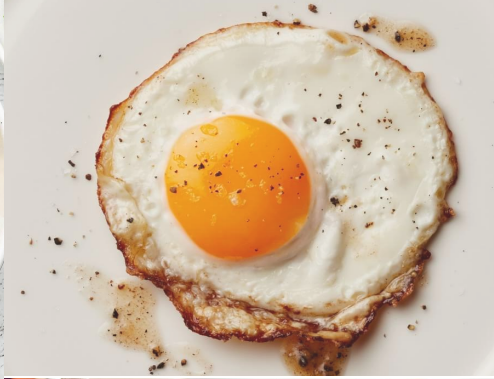
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Data Is the Ingredient



Spending Data

150 Million Cards

86 Billion
Transactions Annually

4 Brands
Credit & Debit Cards



Geolocation Data

13 Trillion Observations
Largest Commercially
Available

Daily Visibility
of Both Visitors &
Residents

1.6 Billion
Global Devices
in 44+ Countries



Lodging Data

13 Million+
Hotel Rooms + Short-Term
Vacation Rentals

Largest Global Data Set
Available

Future Pacing
+ Historic Look Back



Why Data Quality Matters

Waikiki Beach, HI

Without Normalization

47% of people are visitors

With Normalization

81% of people are visitors



Strategy Is the Recipe

The same data sets can answer very different questions.

What are you trying to solve?

- How does my visitor mix change by season, and are my marketing efforts aligned with those shifts?
- Which types of events are worth pursuing *(and which aren't)*?
- How do different visitor segments experience my destination?
- Did my campaign actually drive visitation?
Did ad-exposed audiences show up?



How We'll Walk Through Each Case Study



Ingredients

The data and insights used



Recipe

How those insights were applied



Finished Dish

Results and impact



TAMPA BAY FLORIDA

OUR DISH

Partner Intelligence Snapshot

Data That Drives Partner Decisions

Taking data out of dashboards and turning it into actionable, real-time audience snapshots for partners like **The Florida Aquarium**.





Ingredients

Real visitor data that shows who is coming and how they engage with Tampa Bay.

INGREDIENTS

What Goes Into the Snapshot



Real Visitor Behavior

Actual movement and visitation patterns (not survey-based).



90-Day Rolling Window

Always current, always relevant.



Audience Segmentation

Visitors vs local visitors vs residents



Origin Markets

Drive + national feeder markets (Orlando, Ft. Myers, NYC, etc.).



Cross-Visitation Data

What else they're doing (Sparkman Wharf, cruise port, airport, etc.).



Simple Visuals + Plain Language

Designed for partners, not analysts.

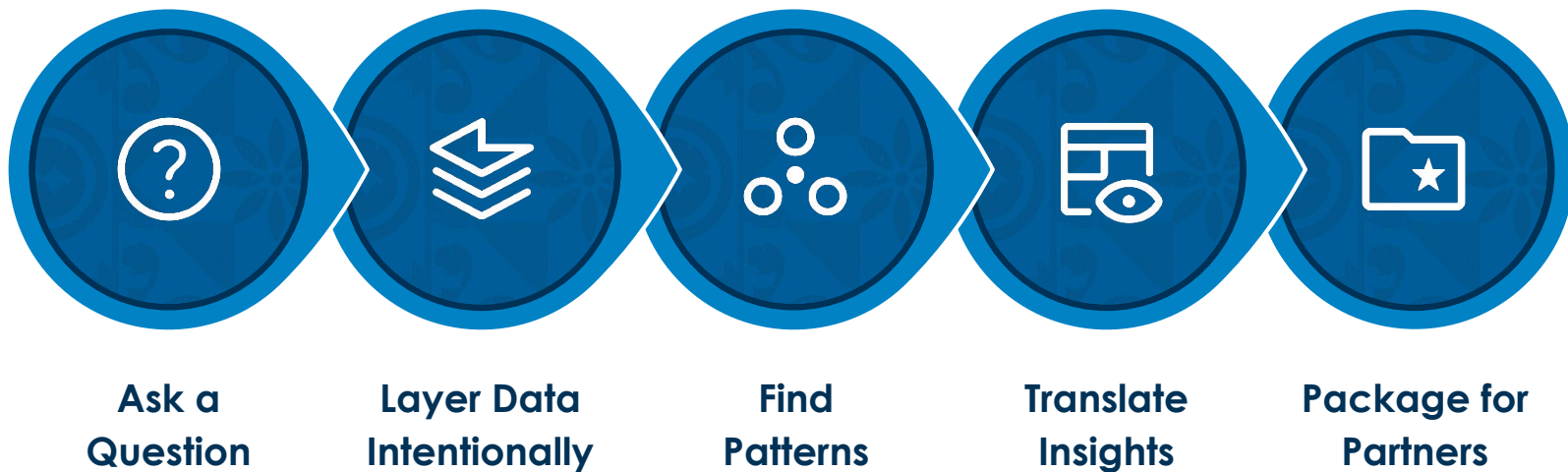




Recipe

A repeatable process that turns raw data into clear partner insights.

Turning Data Into Partner Intelligence



Make it feel like a process others can replicate

1 | Start with a simple question

"Who is coming to you right now?"



INSIGHTS AND TRENDING AUDIENCES

**WHO IS COMING TO THE
FLORIDA AQUARIUM?**

2 Layer the data intentionally

Who they are (demographics) → Where they're from (origin) → What they do (behavior)

Key Insights and Top Visitors

% of all Spending from Visitors

17%

15% Same time previous year
1% Difference

% of Visitor Spend towards Local Businesses

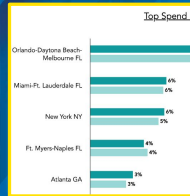
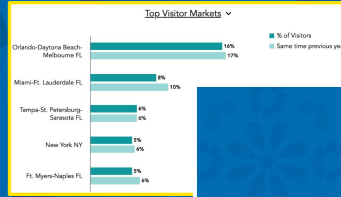
33%

31% Same time previous year
2% Difference

% of Out-of-State Visitors

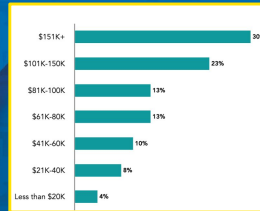
55%

51% Same time previous year
4% Difference

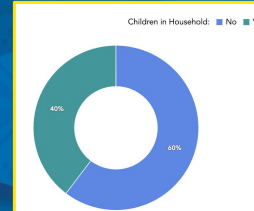


Visitor Demographics

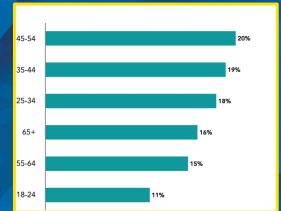
HOUSEHOLD INCOME



CHILDREN IN HOUSEHOLD



VISITOR BY AGE



WHO IS COMING TO TAMPA BAY?

3

Focus on patterns

Ex: tourists hold steady at ~53–58% while local share fluctuates (opportunity!)

Tourist vs. Local Attendance by Quarter

Quarter	Visitors	Local Visitors	Residents
Q1 (Jan-Mar)	54%	23%	22%
Q2 (Apr-June)	53%	25%	22%
Q3 (Jul-Sep)	58%	19%	22%
Q4 (Oct-Nov)	56%	21%	23%



Steady share Opportunity

- Tourists consistently remain your dominant audience.
- Local visitors fluctuate the most, peaking in Q2 at 25%. **Drive growth by re-engaging local visitors from surrounding counties.**

4

Make insights easy to understand

Ex. “You have a steady tourist base. Local re-engagement is your growth lever.”

5

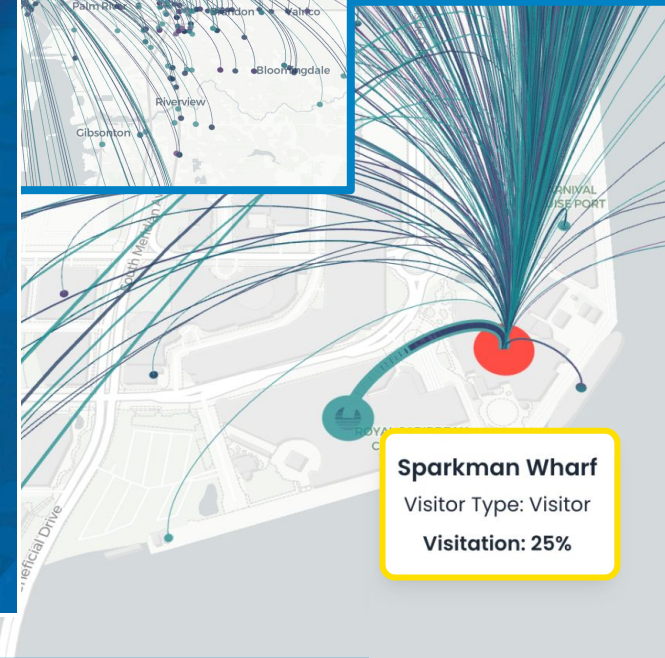
Package it for partners

Clean visuals, quick takeaways, no jargon

Where Else Are Aquarium Visitors Going?

Rank	Visitors	Local Visitors	Residents
#1	Sparkman Wharf	Sparkman Wharf	Sparkman Wharf
#2	Tampa International Airport	American Victory Ship	American Victory Ship
#3	Carnival Paradise (Port)	Carnival Paradise (Port)	Benchmark International

Sparkman Wharf is the **top shared destination** for all three audience types throughout the year.





Finished Dish

Actionable intelligence that gives partners clarity on their audience, confidence in decisions, and clear direction for growth.

What Partners Walk Away With

Clarity

A real understanding of who their audience is (not who they think it is)

Confidence

Decisions grounded in actual behavior, not assumptions

Actionable Direction

Target Orlando as a reliable feeder, lean into waterfront partnerships, build local campaigns for growth

A Repeatable Tool

Not a one-time report — an evolving, refreshable partner asset



A wide-angle photograph of a city skyline at sunset. The sky is a mix of deep blue, orange, and yellow. The city buildings are lit up, and their lights reflect on the water in the foreground. Several boats are visible in the water. The overall scene is peaceful and scenic.

VISIT
Sarasota
COUNTY



Ingredients

Visitor data on where people come from, what they do, and what they spend.

Primary Insight Areas



Visitor Origin & Geographic Spread

Where visitors are coming from and which DMAs are driving demand



Length of Stay & Trip Type

Day-trippers vs. overnight visitors



Visitor Spending

By category and by location



Points of Interest Visitation

Beaches, parks, attractions, and districts actually being visited



Comparison Trend Data

Year-over-year and seasonal comparisons



Recipe

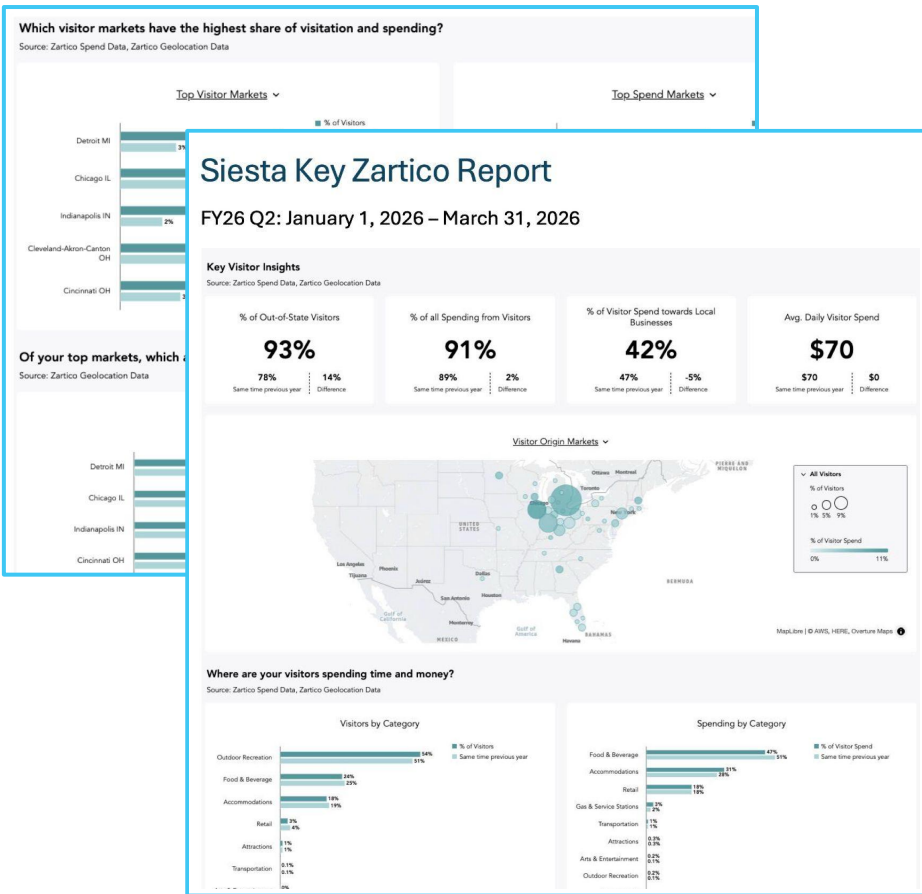
Delivering the right insights, to the right audience, on a consistent cadence.

RECIPE

Tailored for Every Audience

By Geography

Municipalities like **Siesta Key**, **Venice**, and **North Port** receive reports specific to their geography. Ready to be shared with chambers, hospitals, city government, etc.

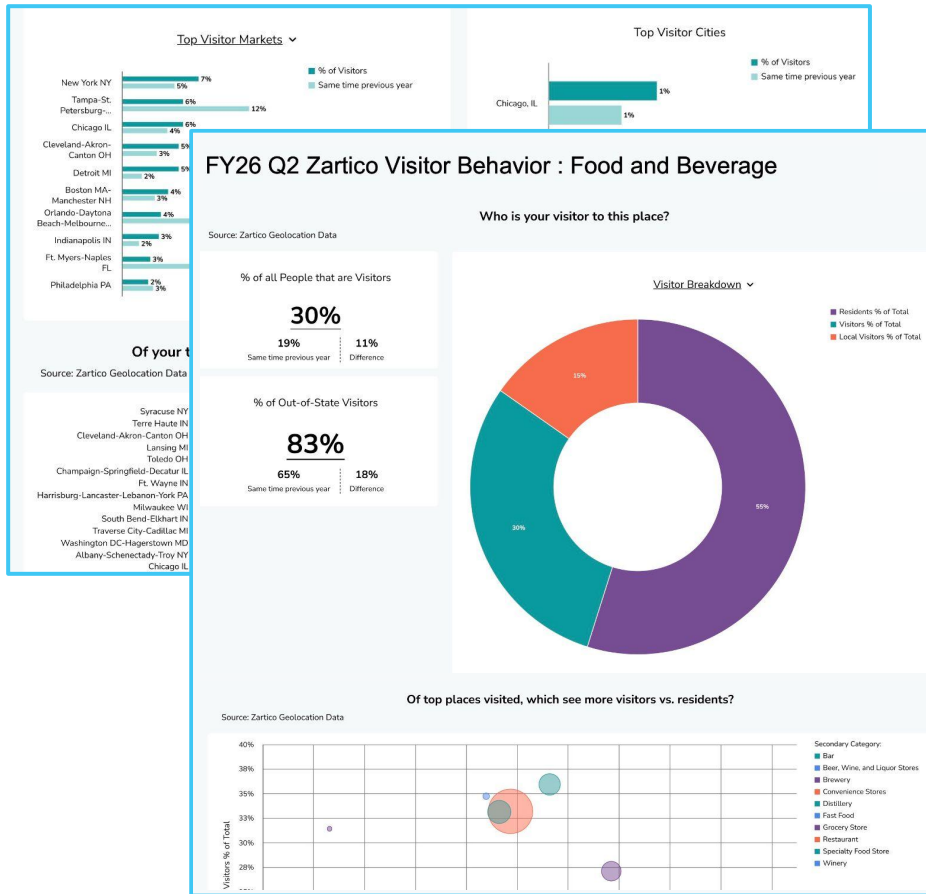


RECIPE

Tailored for Every Audience

By Category

Partners such as hotels or the arts alliance receive reports focused on visitation to specific categories such as **Arts & Entertainment, Nature, or Accommodations.**



Structured Cadence & Consistency

Zartico Q2 Municipality Report - Longboat Key	2026	Q2	FY26 Q2 Longboat Key.pdf
Zartico Q2 Municipality Report - Siesta Key	2026	Q2	FY26 Q2 Siesta Key.pdf
Zartico Q2 Municipality Report - Englewood	2026	Q2	FY26 Q2 Englewood.pdf

- Zartico Q1 Visitor Snapshot
- Zartico Q1 Visitor Behavior - Accommodations
- Zartico Q1 Visitor Behavior - Arts & Culture
- Zartico Q1 Visitor Behavior - Food & Beverage



Quarterly

Reports for municipalities

Monthly

Summaries for internal teams

Ad-Hoc

Deep dives for specific stakeholder questions

The right data → in the right format → for the right audience



Finished Dish

Driving smarter decisions, stronger partnerships, and more targeted marketing.

FINISHED DISH

Real-World Impact

Better-informed local decisions.

Visitor origin insights → smarter choices on wayfinding, parking, and infrastructure

Trust — both ways.

Transparent data sharing builds credibility and stronger collaboration with stakeholders.



Real-World Impact

Transparency with the public sector.

As a TDT-funded organization, we transparently share data to show tourism dollars are being responsibly managed and tied to measurable outcomes.

Smarter regional & co-op marketing.

Spot feeder market shifts in real time to adjust targeting, activate the right partners, and time campaigns to seasonal demand.





Q&A

Five Things to Take Back to Your Kitchen



Start with a question, not a data set.

The best analysis begins with a specific question you're trying to answer.



Data doesn't have to live in dashboards.

Package it as something partners can actually use to make better decisions.



Layer datasets for a complete picture.

Movement + lodging + spending together tell a story no single source can.



Small tactics can have measurable impact.

A consistent shared report builds trust and empowers informed decisions.



Share the proof with stakeholders.

Focus on the right data → in the right format → for the right audience.



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