

DESTINATION LOCATION ANALYSIS



Case study highlighting Visit St. Pete/Clearwater

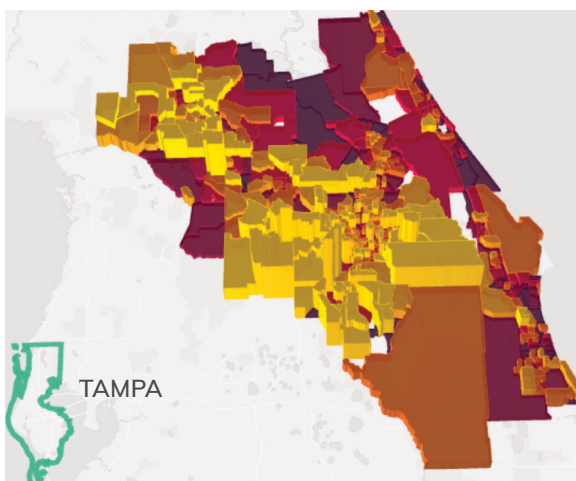
“We have shifted our entire marketing strategy based on what we have received from AirSage; we are a big fan!”

Leroy Bridges

Vice President, Digital & Communications at Visit St. Pete/Clearwater

Visit St. Pete/Clearwater brought on AirSage and were extremely impressed with the volume of data they were able to obtain from visitors to the destination. They were seeking accurate data to assess if their marketing budget was being utilized effectively. Leroy feels the continuous mobile insight data provided by AirSage has allowed them to focus the majority of their marketing efforts in the right area.

*“It came as a big shock to us that the majority of our visitors were not coming from the assumed colder states in the north and Midwest, and that they were coming from Orlando; **we would have never known this if it was not for the data that AirSage provided us.**”*



The bureau was missing extremely important feeder markets. They knew that Florida was a big market but had no idea that Orlando was their #1 market year round, even in the winter months. Armed with this knowledge they have since shifted most of their marketing dollars to advertise in Orlando. AirSage provided a deep wealth of volume metrics to Visit St. Pete/Clearwater to help them plan, market and make more informed business decisions.

The bureau was able to develop their own business development tool and use it with AirSage’s data to create the reports and information they needed to visualize the data.