AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

Agenda Item: GCBTA; Arrivalist 3.0 Technology

Action Requested: Discussion

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:

Request for release of $100,000 from LMD reserve to Gunnison Crested Butte Tourism Association for launch of new technology, Arrivalist 3.0.

Fiscal Impact:

Submitted by: Liz Mense **Submitter's Email Address:** EMense@gunnisoncounty.org

Finance Review: ◉ Required ○ Not Required

Comments:
Ending available resources total at 12/31/17 was $1,235,520. That balance could support this request. If approved, would this require an amendment to their existing contract for 2018? ln

Reviewed by: GUNCOUNTY1\lNienhueser Discharge Date: 9/13/2018

County Attorney Review: ○ Required ◉ Not Required

Comments:

Reveiwed by: Discharge Date: Certificate of Insurance Required

Yes ○ No ○

County Manager Review:

Comments:

Reveiwed by: GUNCOUNTY1\emense Discharge Date: 9/14/2018

○ Consent Agenda ◉ Regular Agenda ○ Worksession Time Allotted: 10

Agenda Date: 9/18/2018

Revised April 2015

Arrivalist 3.0 Request

To: Gunnison County Board of County Commissioners

From: John Norton/GCBTA

Subject: Request for Release of $100,000 from LMD Reserve to GCBTA to Launch Arrivalist 3.0

Date: September 11, 2018

Please release $100,000 from the LMD reserve, and give it to us to spend to launch a new tracking initiative. This would reduce the projected reserve from $1.2million to $1.1million by end of 2018.

With that money, we will license Arrivalist 3.0 technology (arrivalist.com) for one year starting in October of this year. Arrivalist 3.0 is a relatively new technology that will allow us to see the online habits of visitors to the valley prior to their arrival and compare populations of visitors based on characteristics such as what ads or content of ours they saw, or didn't see, prior to their arrivals.

Currently, we know which of our marketing messages get clicks, the click-through rates of different ad creative, video views of our content, engagement with our social media posts, and how often people stay on our sites after a click. That's how we currently measure the effectiveness of our marketing messages, along with, of course, growing lodging and sales tax revenues.

The final, and until now elusive, piece of the puzzle is identifying when people who have actually seen our ads or content then show up here in the Valley. This is especially challenging with the shift in consumer habits from using Central Reservations in Mountain towns to using sites like expedia or Airbnb to book. With Arrivalist, we'll be able to see what internet travels our visitors actually took and look back through their histories to see if we showed them an ad at some point.

Arrivalist will make us smarter about not only our marketing messages but also our marketing placement from which websites to be on to which cities or regions to target. We'll be able to look back at a season's performance on a macro level, but also on a far more micro level, identifying key datapoints like lead time based on geographic market or campaign. They will also supply an analyst to work with our media team to help us sift through the data and use it to make informed decisions.

Other Destination Marketing Organizations who have implemented this technology have gained immediate intelligence that has guided them in dramatically improving the effectiveness of their marketing campaigns. Cathy Ritter, head of the Colorado Tourism Office, recommends Arrivalist after its use for one year by the state.

There is an $85K+ setup fee for Arrivalist if we act now and lock in the 2018 COOP pricing, hence this request. We would like to have it in place in October when we start our marketing efforts for the ski season as well as get locked in at the 2018 COOP rates vs. the 2019 rates, which will go up by 5%.

Official Colorado Office of Tourism Co-op

Access Arrivalist 3.0 Innovative Technology

COLORADO™
COME TO LIFE

Colorado's new co-op program lets you measure arrivals that result from exposure to your media program to & within your destination.

- Arrival Lift ™ - measure incremental increases in arrivals that are attributable to your media
- Stay Lift ™ - measure incremental increase in the length of stay attributable to your media
- Points of Interest - measure arrivals to unlimited hotels, attractions, etc.
- Sequences of Visitation
- Cross-Device Attribution (mobile, laptop, etc.)
- Locals vs. Visitors

How It Works

Anonymous user views content or ads containing Arrivalist pixels

User moves

Arrivalist technology finds and monitors user in & throughout the destination.

Arrivalist measures Arrivals plus all visitation to points of interest.

ARRIVALIST

Arrivalist 3.0 Co-op Program Overview

Co-op Program Charts Included	
Daily Arrivals	Days to Arrival
Secondary Arrivals	Monthly Exposures & Arrivals by Campaign
Origin Markets	Arrival Lift™ - By Campaign
Arrivals by State	Stay Lift™ - By Length of Stay
Arrivals by Market Cluster (DMA)	Distance To Arrival
Arrivals by Time and Distance	Day of Arrival
Arrival Paths	Control Groups
Arrival Sequences	Overnight Stays
Campaign Performance	Arrivals per 1000 Exposures (APM)

Arrivalist 3.0 One-Year Co-op Plans

Annual Paid Media Impressions	Investment
Licensing Fee	$78,700
Plus 10 Arrival Zones*	$86,250
Plus 20 Arrival Zones*	$93,750

*Arrivalist refers to Points of Interest (Hotels, Attractions, etc.) as Arrival Zones. Additional arrival zones may be ordered with minimum commitment of 20 additional added per time with two weeks notice at the rate of $500 per arrival zone. Arrival zone reports will not be available within the Arrivalist interface. Custom reports will cost $250 per extract.

Terms & Conditions

1. Co-op program will include most popular charts from Arrivalist Comprehensive programs (see first chart above, left column).
2. All programs will run for 1 year duration, regardless of start date.
3. The last date to sign up for programs will be January 15, 2018.

For more information or to start your program, contact:

Charles Lewis at charles@arrivalist.com

ARRIVALIST