Collecting and Understanding Tourism Data

**Presenter:**
Daniel Nāhoʻopiʻi, Executive Vice President, SMS Research

**Moderator:**
Monica Poling, Marketing & Public Relations Manager, AIANTA
Daniel Nāhoʻopiʻi
Executive Vice President
SMS Research

Daniel Nāhoʻopiʻi (Kanaka Maoli, Native Hawaiian) is the Executive Vice President of SMS, a marketing research company based in Honolulu, Hawaiʻi. With nearly 30 years experience in marketing research and evaluation, Daniel previously served as the Director of Tourism Research and Planning for the Hawaiʻi Tourism Authority, where he managed the production, organization and interpretation of data related to Hawaiʻi’s visitor industry and also led the statewide Tourism Strategic Plan process and the evaluation of HTA’s efforts. Born and raised in Honolulu, Daniel is a graduate of Kamehameha Schools. He earned Bachelor of Science degrees in Industrial and Electrical Engineering from Northwestern University, and an M.B.A. from the University of Hawaiʻi. He was also selected as one of the Top Forty Under 40 by Pacific Business News, named a Pacific Century Fellow, and he received a certificate from the First Nations’ Futures Institute at Stanford University.
Collecting and Understanding Tourism Data

Daniel Nahoopii
SMS Tourism Intelligence
January 18, 2022
What is the first word that comes to mind when you hear Tourism Data?

Type your response into Chat....
Why is data important for Indigenous Tourism?
Why is research different for Indigenous Tourism?
Research Model

1. Define Objective & Problem
2. Determine Research Design
3. Design & Prepare Research Instrument
4. Sampling & Data Collection
5. Analyze Data
6. Visualize & Communicate Results
Assessing Needs

Mandates / Strategic Plan Goals
- Increase Visitor arrivals
- Optimize visitor spending
- Minimize visitor impacts

Maintaining Competitive Advantage
- Be top of mind

Monitoring Performance
- Tracking for decision making

Evaluation
- Expected outcomes
- Long term impacts
POLL: What is your priority need for data? (SELECT ONE)

- We need more people to come
- We need to increase revenue
- We need to make improvements to program or product
- We need to justify our funding to stakeholders
- We need to have the right people come and prevent the wrong people from doing harm
- Other
What should you know: Destination

<table>
<thead>
<tr>
<th>Question</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the visitor impact the natural resources?</td>
<td>• Are visitor programs sustainable/does not deplete resources?</td>
</tr>
<tr>
<td>How is the land benefiting from the visitor?</td>
<td>• Do funds flow back into restoration?</td>
</tr>
<tr>
<td>Does the destination have the resources and infrastructure necessary to</td>
<td>• How do the visitors rate their experience with the hardscape?</td>
</tr>
<tr>
<td>support a quality visitor experience?</td>
<td>• Does the community complain about traffic and impacts?</td>
</tr>
</tbody>
</table>
## What should you know: Host- Community - Culture

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Is your tourism product facilitating education of the visitor?</strong></td>
<td>• What story is being told? Who is telling the story – will Native or community members be the guides?</td>
</tr>
<tr>
<td><strong>How is your tourism product making the community stronger?</strong></td>
<td>• How many jobs are being created? Are the jobs filled by the community? What level of jobs?</td>
</tr>
<tr>
<td></td>
<td>• Does the community feel comfortable with visitors around?</td>
</tr>
<tr>
<td><strong>Has the community/culture been respected by the visitor?</strong></td>
<td>• Are sacred spaces and knowledge treated appropriately? Who defines what is sacred/what is not? Is monitoring being done well?</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
GUEST - VISITOR
### What should you know – Visitor

<table>
<thead>
<tr>
<th>Who is visiting</th>
<th>Age, Income, Education</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Life stage, lifestyle</td>
</tr>
<tr>
<td>With whom?</td>
<td>Party size</td>
</tr>
<tr>
<td></td>
<td>Family, couple, multi-generational</td>
</tr>
<tr>
<td>Why are they visiting</td>
<td>Purpose of trip</td>
</tr>
<tr>
<td>Where from</td>
<td>Zip code</td>
</tr>
<tr>
<td></td>
<td>International</td>
</tr>
<tr>
<td>How much did they spend</td>
<td>Per trip</td>
</tr>
<tr>
<td></td>
<td>Per day</td>
</tr>
<tr>
<td>What did they do?</td>
<td>Active traveler, plop and drop</td>
</tr>
<tr>
<td>Have they come before?</td>
<td>First time</td>
</tr>
<tr>
<td></td>
<td>Repeat: How frequent</td>
</tr>
<tr>
<td>How long did they stay</td>
<td>Trip cycle</td>
</tr>
<tr>
<td></td>
<td>Lodging</td>
</tr>
<tr>
<td>Segments in Tourism</td>
<td>Major markets, Developing markets</td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>Geographic Differences?</td>
<td></td>
</tr>
<tr>
<td>Life Stage Differences?</td>
<td>Wedding/Honeymoon, Family, Young, Middle Age, Seniors</td>
</tr>
<tr>
<td>Lifestyle Differences?</td>
<td>Adventure, culture/arts, urbanites, snowbirds</td>
</tr>
<tr>
<td>Generational Differences?</td>
<td>Baby Boomers, GenX, Millennials, GenZ</td>
</tr>
<tr>
<td>DEI</td>
<td>Ethnic/Heritage, LGBTQ+</td>
</tr>
</tbody>
</table>
POLL: Name one of your primary targets...

- Adventure travelers
- Visitors who are interested in cultural activities and knowledge
- International visitors
- Families with children
- We don’t focus on any one segment
Developing Questions for Visitors

Visitors’ characteristics
- Demographics
- Trip characteristics

Visitors’ attitudes & needs
- Likes/dislikes
- Expectations
- What would get me to come back or change my mind?

Visitors’ behaviors
- How did you plan?
- What did you do?
- What do you usually do?
Conducting Research
## Kinds of Research

<table>
<thead>
<tr>
<th>Market research</th>
<th>Product &amp; Marketing research</th>
<th>Competitive research</th>
<th>Monitoring &amp; Evaluation research</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Travel trends</td>
<td>• What’s new in your space</td>
<td>• How are others operating</td>
<td>• Tracking Cost per XXX</td>
</tr>
<tr>
<td></td>
<td>• Am I meeting customers’ needs?</td>
<td>• Who else is in your competitive set</td>
<td>• Conversion</td>
</tr>
<tr>
<td></td>
<td>• How are they learning about your product</td>
<td></td>
<td>• Process improvements</td>
</tr>
</tbody>
</table>
Research Tradeoffs

Value of item versus cost of obtaining information
- Collecting primary data vs. buying research services
- Customization vs. standardization

Consistency of data
- Can comparable data be obtained from all markets
- Life expectancy: One off, available only this year, regularity
Step 1. Defining the Problem & Research Objectives

Observational Research
Gathering data by observing people, actions and situations (Exploratory)

Survey Research
Asking individuals about attitudes, preferences or buying behaviors (Descriptive)

Experimental Research
Using groups of people to determine cause-and-effect relationships (Causal)
Step 2. Develop the Research Plan: Research plan development follows these steps:

- Determining Specific Information Needs
- Gathering Secondary information
- Planning Primary Data Collection
Data you may have already.....

Name and address
- Tally sheets at register

Government reports
- Immigration, Customs and duty forms
- Safe Travels

Airline reports
- Landing fees assessments
- Airport or harbor passenger fees

Guest Comments

POS and purchase behavior

Subscribers, social media followers, past customers
Gathering – Good Secondary Data Resources

• Destination Analysts - Findings from Coronavirus Travel Sentiment Index
• Longwoods International COVID-19 U.S. Traveler Sentiment Study
• MMGY Travel Intentions Pulse Report
• Northstar Meetings Group Pulse Survey
• Harris Poll Trends
• National Travel Office: American Indian Community [295KB]
• Overseas [330KB]
• U.S. Travel Association - Travel Industry Forecasts
• TSA Throughput https://www.tsa.gov/coronavirus/passenger-throughput
## Quantitative Research

<table>
<thead>
<tr>
<th>Method</th>
<th>Advantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>• Add zip code, experience</td>
</tr>
<tr>
<td>Mail</td>
<td>• Costly</td>
</tr>
<tr>
<td></td>
<td>• Pair with online survey</td>
</tr>
<tr>
<td>Telephone</td>
<td>• Cell and landline</td>
</tr>
<tr>
<td>Web surveys</td>
<td>• Economical</td>
</tr>
<tr>
<td></td>
<td>• Control access</td>
</tr>
<tr>
<td>Panel</td>
<td>• Review size and demographics</td>
</tr>
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</table>
Qualitative research: Unstructured, exploratory to provide insights and understanding the problem setting

**Focus groups: lead by trained moderator**
- Looking for common themes
- Online: no geographic constraints, decrease costs

**In-depth interviews:**
- Probing, sensitive topics

**Delphi: forecasting tourism demand, trends, market conditions**
- Panel of subject matter experts
- Multiple rounds by email, each time given feedback from the other respondents

**Online media analysis**
- Reviewing TripAdvisor
- Sentiment Analysis
Research Problem Areas

| Sample is not representative of the population – Sampling Plan |
| Making assumptions                                           |
| Lack of Qualitative information                              |
| Failing to look at segments within a sample                  |
| Improper use of sophisticated statistical analysis           |
| Using biased questions in surveys                           |
Questions?
MAHALO

Daniel Nahoopii  dnahoopii@smshawaii.com
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2022MOFMEMBERRATE

- Fresh data and forecasts
- Master class on Dashboards to Action

marketingoutlookforum.com
Thank You!

Daniel Nāhoʻopiʻi, Executive Vice President, SMS Research – Email: dnahoopii@smshawaii.com

Monica Poling, Marketing & Public Relations Manager, AIANTA – Email: sbowman@aianta.org