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.

AIANTA
American Indian Alaska Native
Tourism Association

Collecting and Understanding Tourism Data

Daniel Nahoopii

SMS Tourism Intelligence

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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?

Maunakea, Island of Hawaiʻi

GUEST

HOST

Your Business

DESTINATION

Research Model

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

Does the visitor impact the natural resources?

- Are visitor programs sustainable/does not deplete resources?

How is the land benefiting from the visitor?

- Do funds flow back into restoration?

Does the destination have the resources and infrastructure necessary to support a quality visitor experience?

- How do the visitors rate their experience with the hardscape?
- Does the community complain about traffic and impacts?

What should you know: Host- Community - Culture

Is your tourism product facilitating education of the visitor?

- What story is being told? Who is telling the story – will Native or community members be the guides?

How is your tourism product making the community stronger?

- How many jobs are being created? Are the jobs filled by the community? What level of jobs?
- Does the community feel comfortable with visitors around?

Has the community/culture been respected by the visitor?

- Are sacred spaces and knowledge treated appropriately? Who defines what is sacred/what is not? Is monitoring being done well?

GUEST - VISITOR

What should you know – Visitor

Who is visiting	• Age, Income, Education • Life stage, lifestyle
With whom?	• Party size • Family, couple, multi-generational
Why are they visiting	• Purpose of trip
Where from	• Zip code • International
How much did they spend	• Per trip • Per day
What did they do?	• Active traveler, plop and drop
Have they come before?	• First time • Repeat: How frequent
How long did they stay	• Trip cycle • Lodging

Segments in Tourism

Geographic Differences?	Major markets, Developing markets
Life Stage Differences?	Wedding/Honeymoon, Family, Young, Middle Age, Seniors
Lifestyle Differences?	Adventure, culture/arts, urbanites, snowbirds
Generational Differences?	Baby Boomers, GenX, Millennials, GenZ
DEI	Ethnic/Heritage, LGBTQ+

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

| Market research	Product & Marketing research	Competitive research	Monitoring & Evaluation research
• Travel trends	• What's new in your space • Am I meeting customers' needs? • How are they learning about your product	• How are others operating • Who else is in your competitive set	• Tracking Cost per XXX • Conversion • Process improvements

Research Tradeoffs

Value of item versus cost of obtaining information

Collecting primary data vs. buying research services

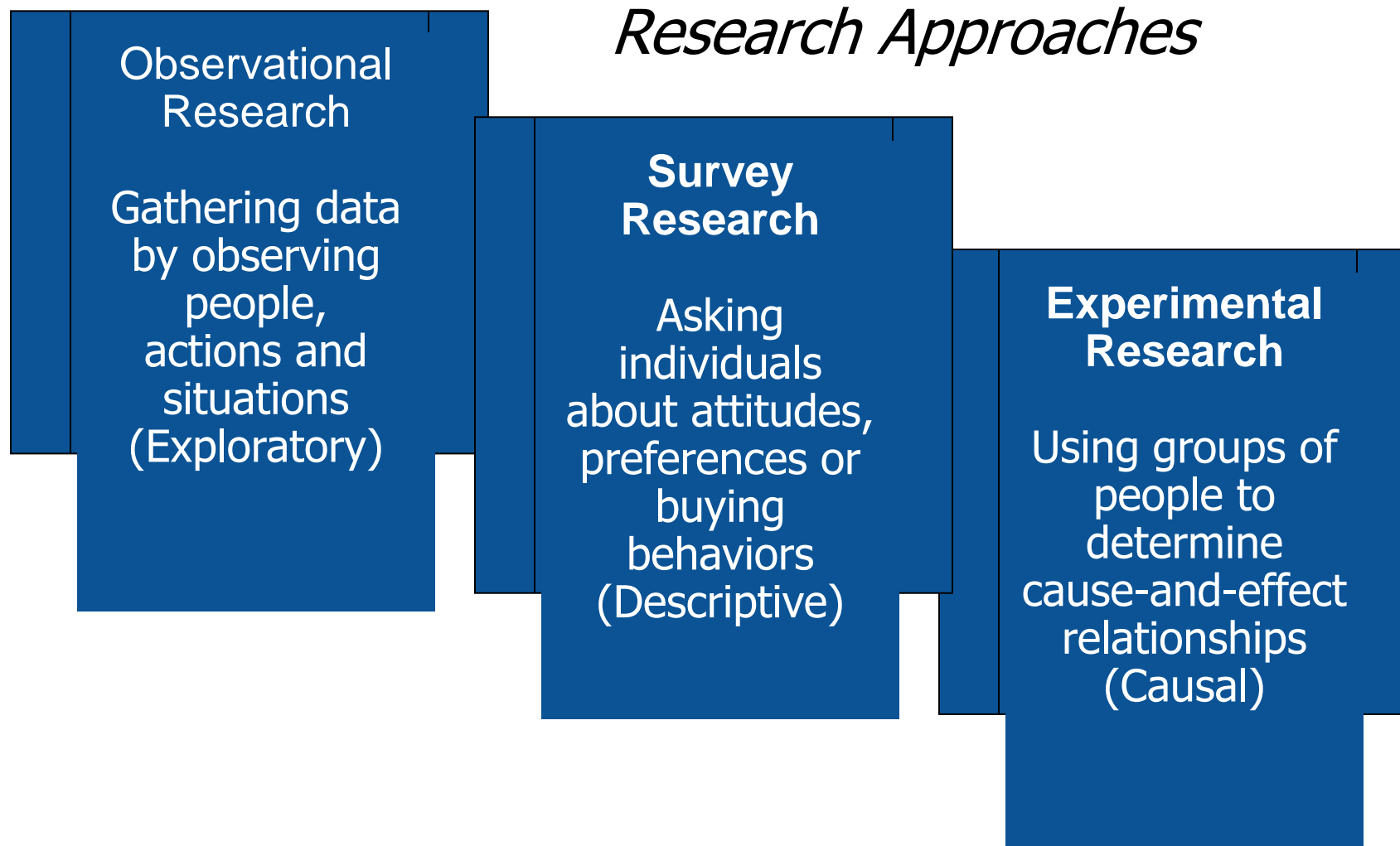Customization vs. standardization
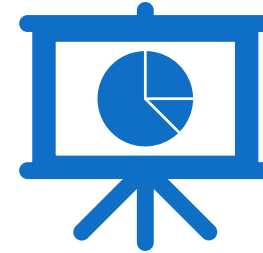
Consistency of data

Can comparable data be obtained from all markets

Life expectancy: One off, available only this year, regularity

Step 1. Defining the Problem & Research Objectives

Research Approaches

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	Determining Specific Information Needs
🔍	Gathering	Gathering Secondary information
📋	Planning	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
- STR (Smith Travel Research) Hotels https://str.com/data-insights/news/press-releases

Quantitative Research

Intercept
- Add zip code, experience

Mail
- Costly
- Pair with online survey

Telephone
- Cell and landline

Web surveys
- Economical
- Control access

Panel
- Review size and demographics

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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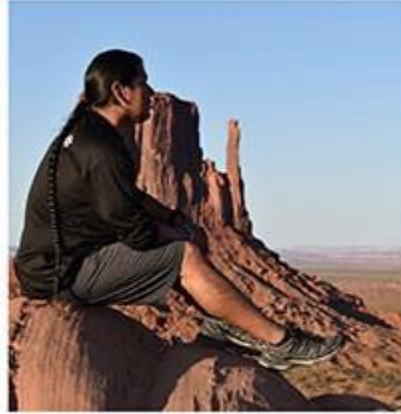- Fresh data and forecasts

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Thank You!

Daniel Nāho'opi'i, Executive Vice President, SMS Research – Email: dnahoopii@smshawaii.com

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