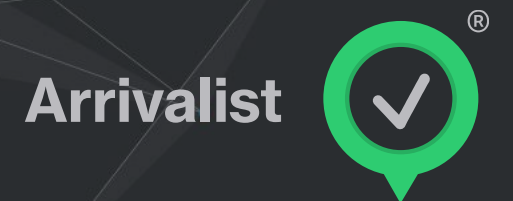


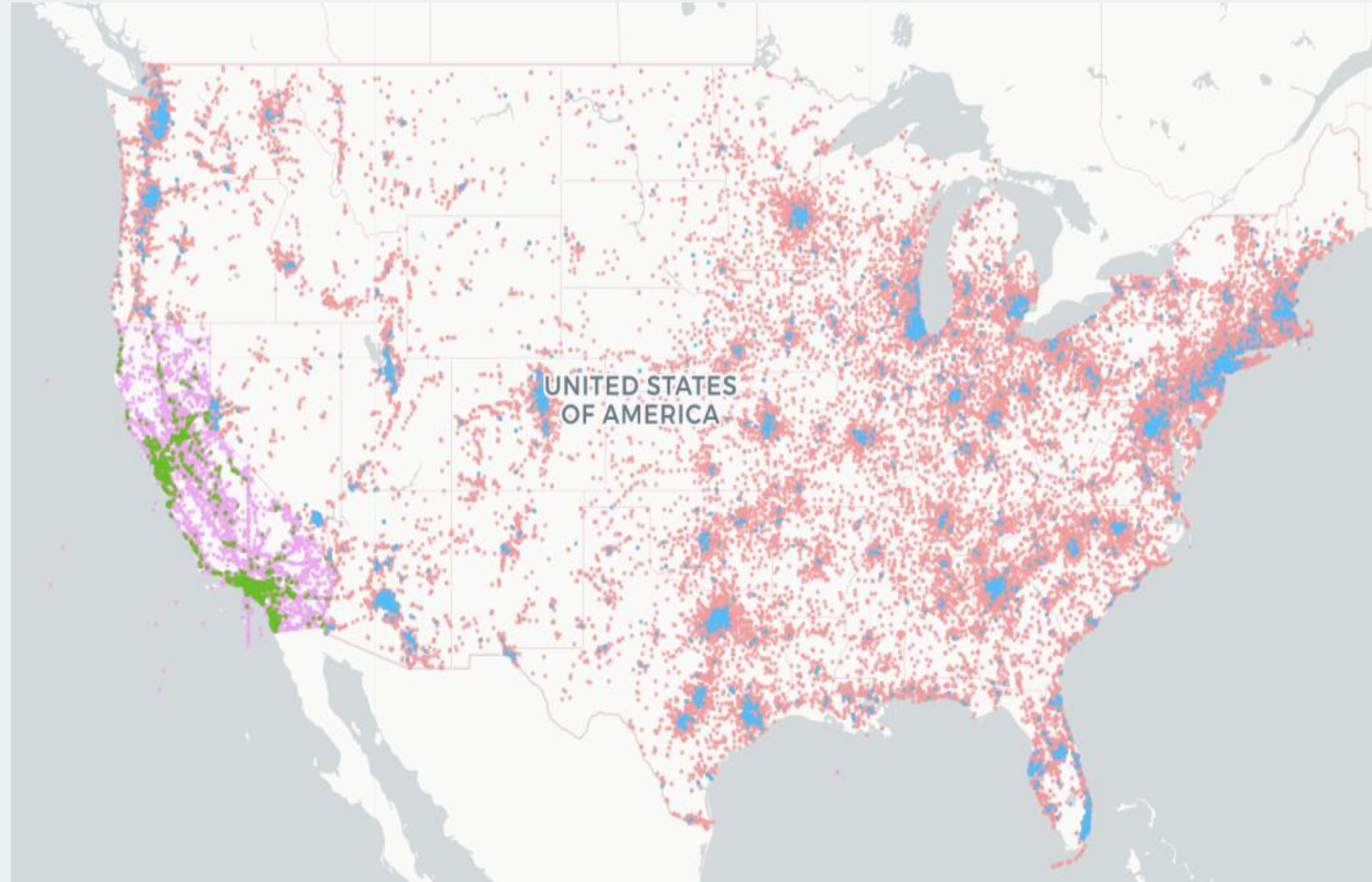
Arrivalist



What we do...

Attribution: We measure media effectiveness and efficiency in driving arrivals and other important destination measurement, e.g., duration of stay and more.

Visitation (A3): We provide data and research tools enabling marketers to better understand visitation patterns and related areas of opportunity.



Use Cases

- ✓ Origin Markets
- ✓ Length of Stay
- ✓ Arrival Lift, Stay Lift (incrementality)
- ✓ Visited Locations
- ✓ Time to Arrival
- ✓ Repeat Visitors
- ✓ Campaign Performance (arrivals vs impressions; vendor performance)
- ✓ County Cross-Visitation

How does **Arrivalist** Work?

Visitation intelligence driven by mobile location data

Arrivalist





Smartphone Movement

From 120 Million devices

Always On

Reveals...

Visitation

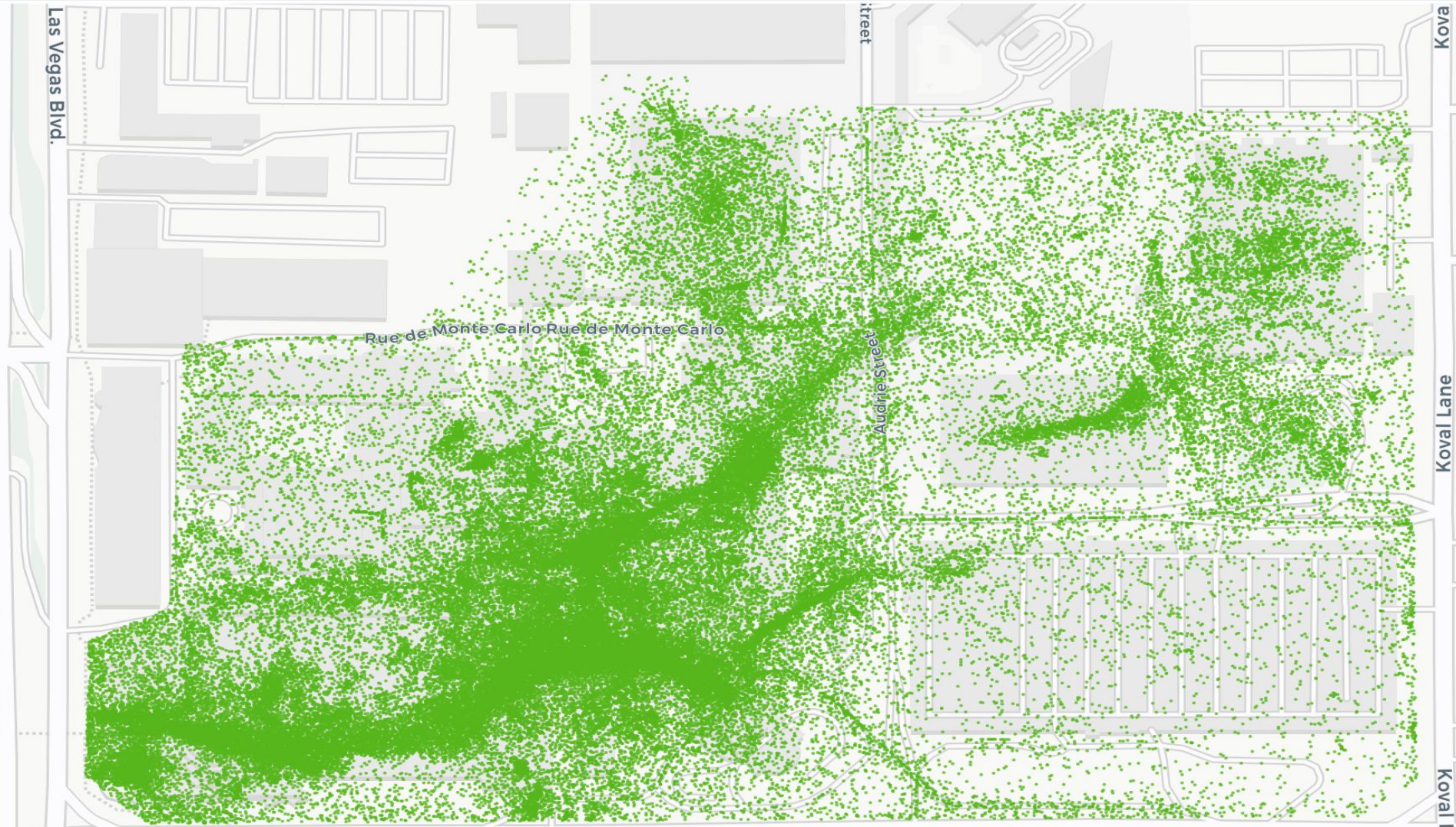
(where devices go)

In-Market Behavior

(how they move in destination)



For the Data Geeks of Arrivalist, One Thing Changed Everything:



Real time, always on, massively sampled location data revealed the visitor behavior at a resolution never seen before...



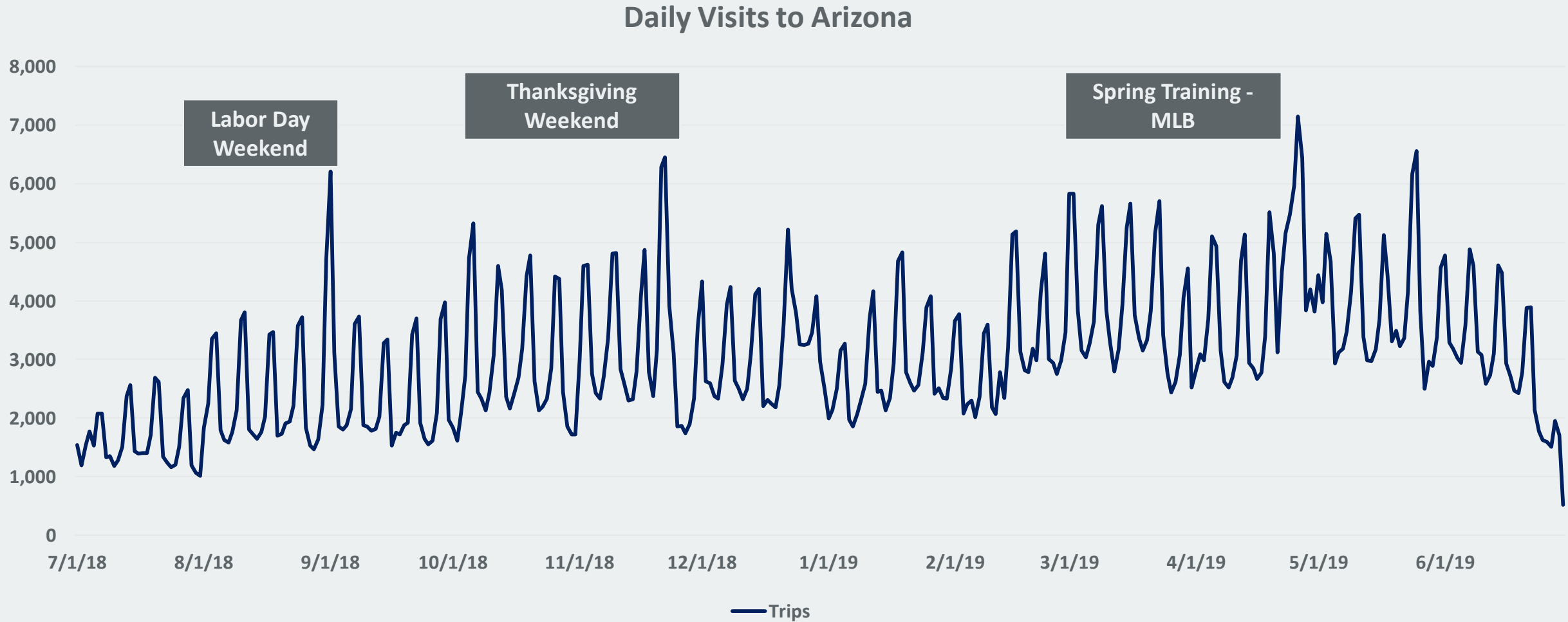
How AOT Uses Location Data

The Power of Visitation Data

Arrivalist



Mapping Daily Visits to Arizona | 1.1M measured visits in FY19



Seasonality – Visitation FY19 (all markets)

Summer

June–Aug.

Avg. Time in Market
1 day, 16 hours

Visitors
16.5%



Fall

Sept.–Nov.

Avg. Time in Market
1 day, 16 hours

Visitors
24.6%



Winter

Dec.–Feb.

Avg. Time in Market
1 day, 15 hours

Visitors
25.3%



Spring

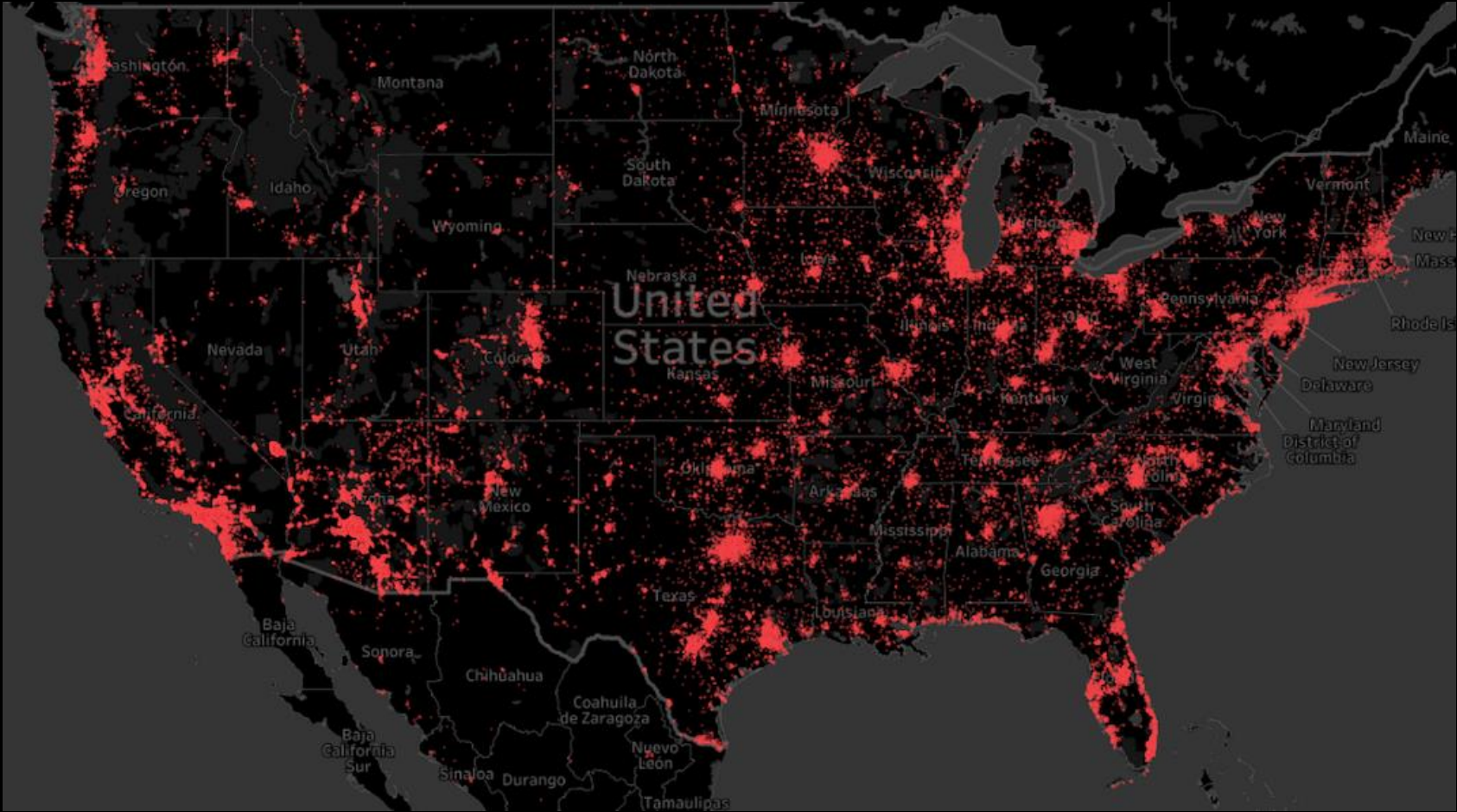
March–May

Avg. Time in Market
1 day, 13 hours

Visitors
33.7%

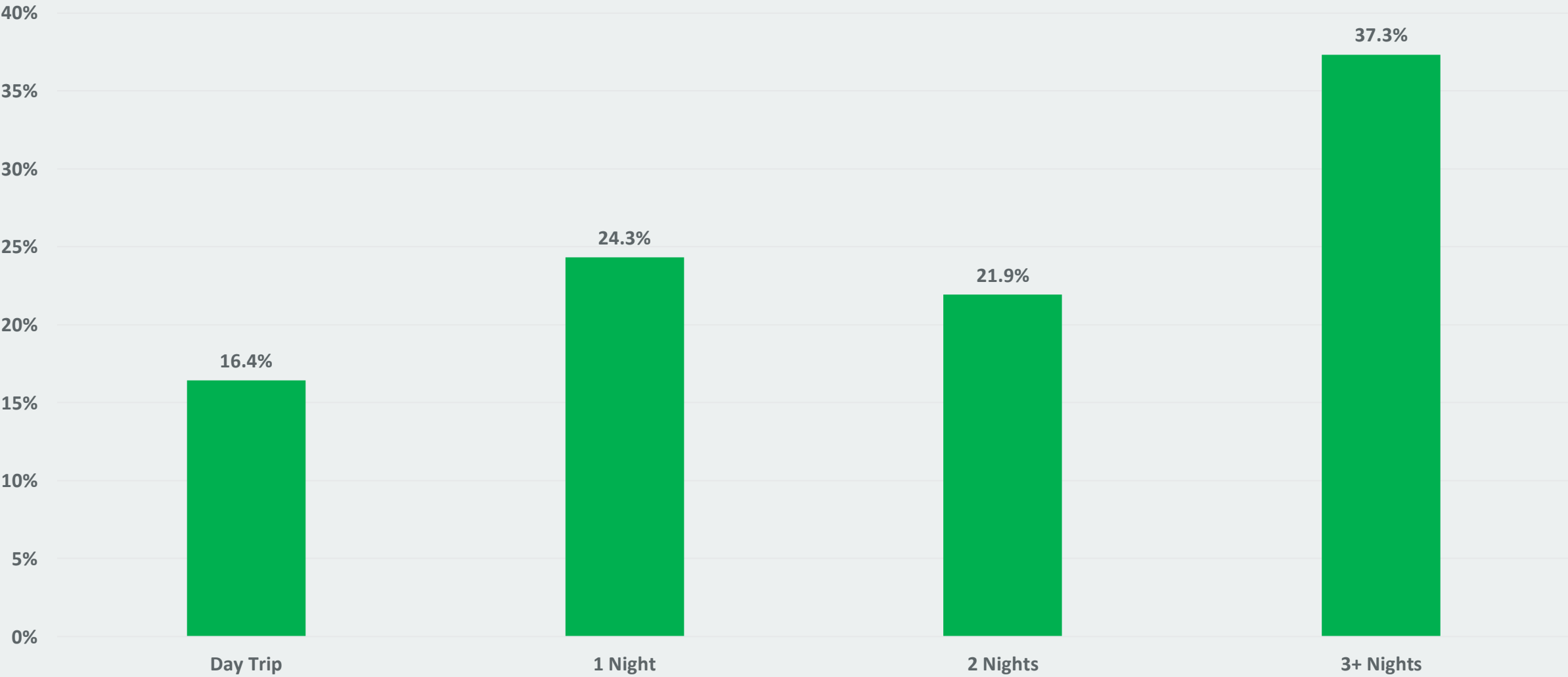


Origin Markets | Nearly a quarter of visitors to Arizona are from L.A.



TOP 10 Origin DMAs	OOS VISITORS	Time in Market
1. Los Angeles	20.4%	1 Day, 20 Hours
2. Las Vegas	6.7%	1 Day, 7 Hours
3. Albuquerque	5.3%	1 Days, 15 Hours
4. San Diego	4.2%	2 Days, 1 Hours
5. Salt Lake City	3.6%	1 Days, 21 Hour
6. Denver	3.4%	2 Days, 16 Hour
7. Chicago	2.9%	3 Days, 8 Hours
8. Dallas	2.5%	2 Days, 12 Hours
9. San Francisco	2.3%	2 Days, 13 Hours
10. Minneapolis	2.1%	3 Days, 16 Hours

Length of Stay Breakout

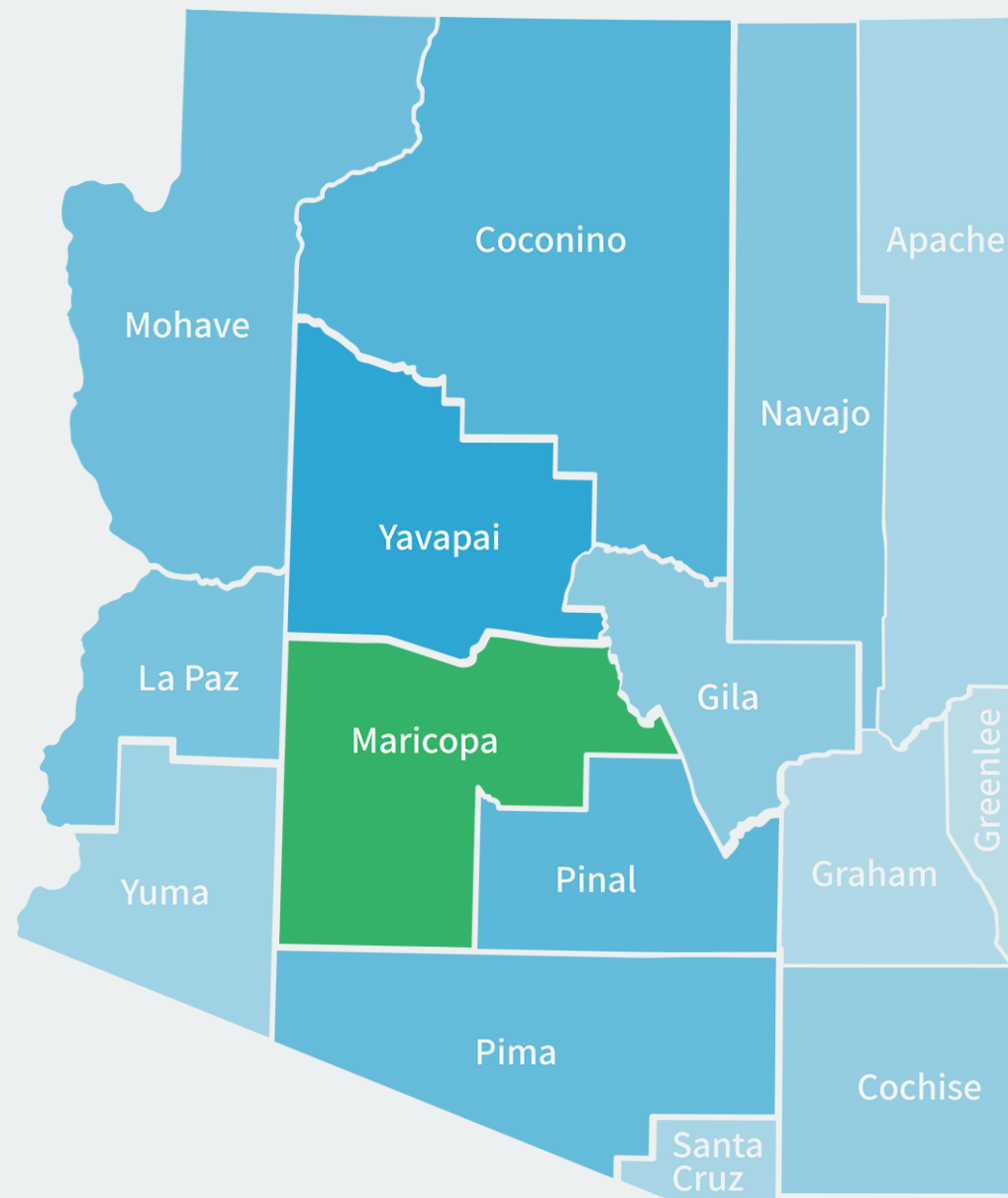


Primary Arrival

Maricopa

Secondary Arrival

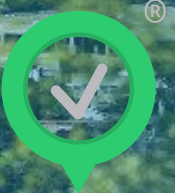
Yavapai	22.7%
Coconino	15.4%
Pinal	14.8%
Pima	10.7%
Mohave	8.3%
La Paz	7.8%
Navajo	5.1%
Gila	4.6%
Cochise	4.5%
Yuma	4.2%
Apache	0.9%
Santa Cruz	0.6%
Graham	0.3%
Greenlee	0.1%



Campaign Measurement & Performance



Arrivalist



Methodology

EXPOSURE

1. User sees ad/visits website



DEVICE TRACKED

2. Special tracking code fired into device



ARRIVAL

3. Arrival verified once user arrives in Arizona



MEASUREMENT

4. Arrivalist receives user's origin market, ad they were exposed to and when they arrived



Background on Campaigns

1. Rural Marketing – Co-Op

- Focused on driving visitation to areas other than the Phoenix and Tucson areas
- Increase awareness of Rural destinations

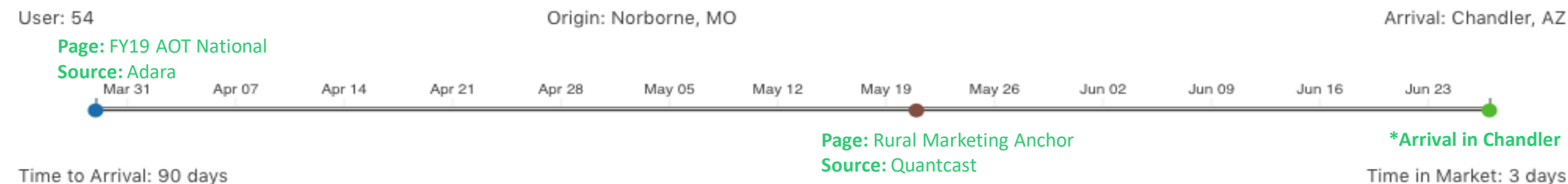
2. Target Cities

Layers on more marketing efforts - OOH, activations, media blitzes) in select cities that we have identified as prime markets, including Chicago, New York, Minneapolis, San Francisco, Dallas)

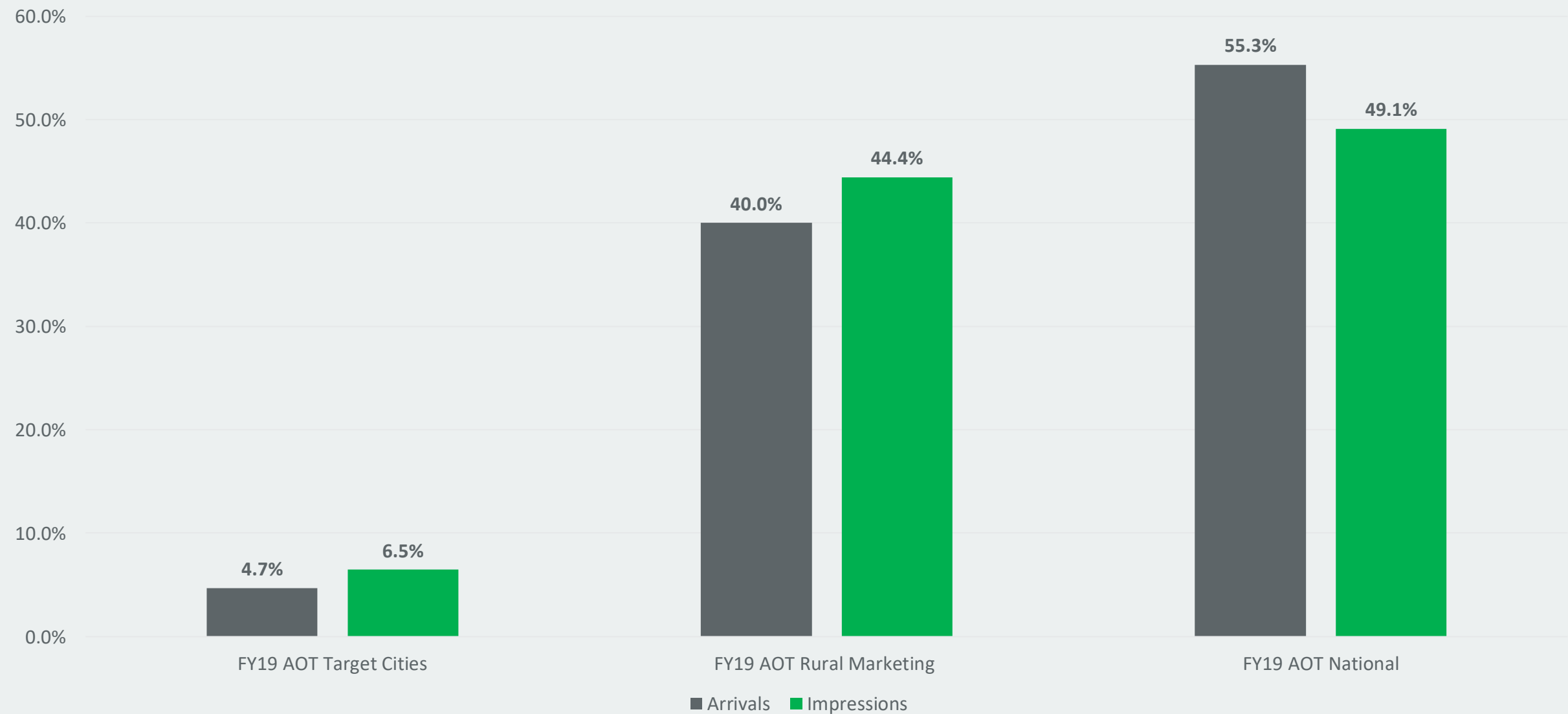
3. National

US Markets; broad targets

Media Exposure Sequences



Campaign Performance | Arrivals and Impressions



Time & Distance to Arrival

Domestic

Time to Arrival	Distance Traveled
66.4 Days	624 Miles

Rural Co-op

Time to Arrival	Distance Traveled
56.9 Days	343.3 Miles

Target Cities

Time to Arrival	Distance Traveled
75.8 days	905.2 miles

Campaign Performance | Origin Markets

Domestic

Origin Market	Arrival %
1. Arizona	39.8%
2. California	14.7%
3. Texas	4.7%
4. Illinois	3.6%
5. Colorado	3.2%

N = 5.4K

Rural Co-op

Origin Market	Arrival %
1. Arizona	68.6%
2. California	10.2%
3. Illinois	2.6%
4. Nevada	2.2%
5. Texas	1.7%

N = 3.9K

Target Cities

Origin Market	Arrival %
1. Arizona	20.5%
2. California	15.5%
3. Illinois	11.1%
4. Minnesota	11.1%
5. Washington	9.2%

N = 459

Thank You!

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