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# Applying Consumer Data to Drive Visitation

January 7, 2011

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# Our Philosophy on Marketing

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- The **more information** you know about your guest
- The **more relevant** your communication
- The more likely to **drive desired action**
- The more **effective** your marketing spend



# We Use a Systems-Approach to Capture and Use Customer Data

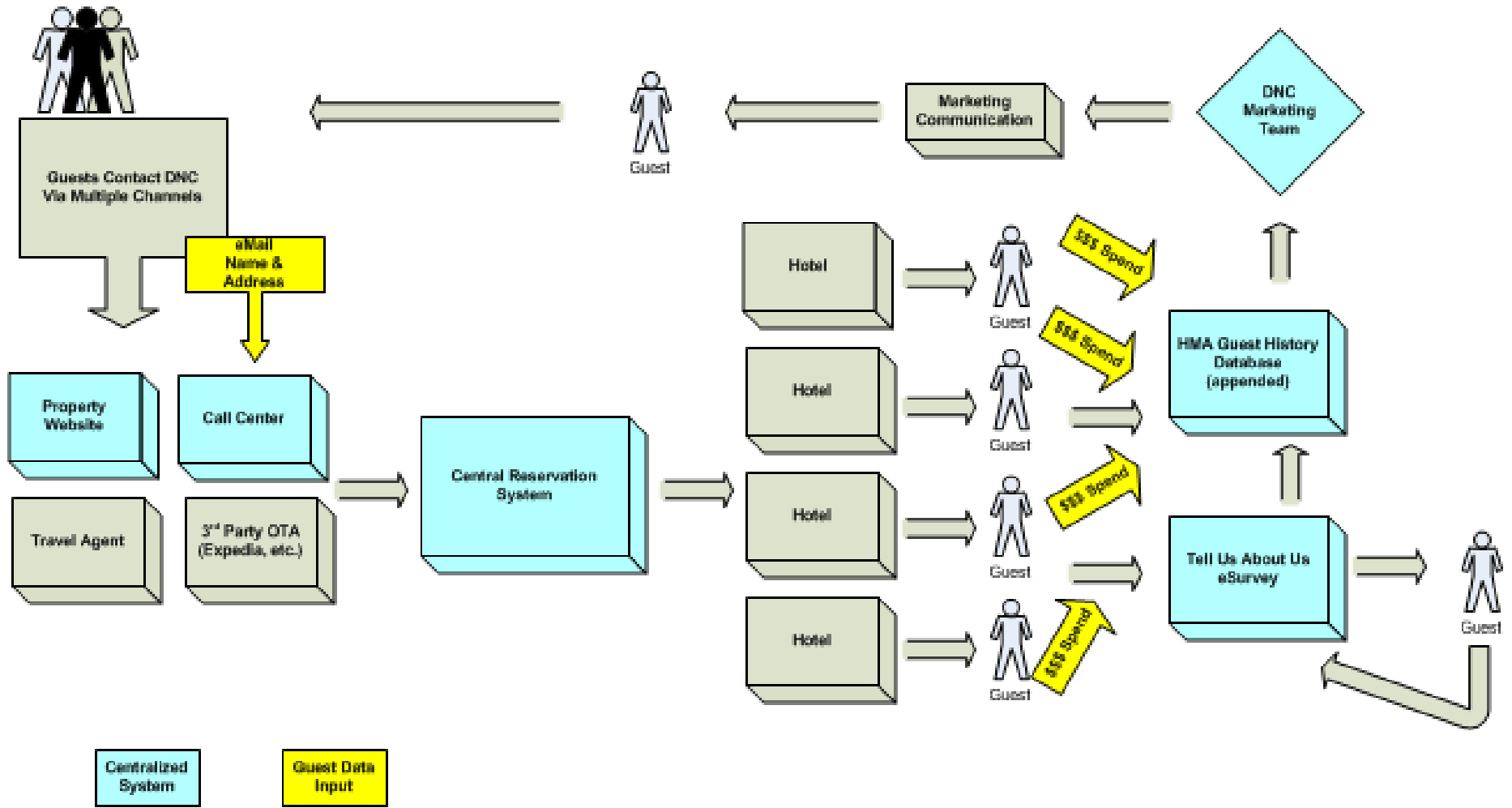
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Align systems, processes and technologies that allow us to:

- **Understand our guests** individually
- Know how they **rank their experiences** with us
- **Customize marketing communication** based on individual preferences
- **Track and measure** individual's responses to offers
- Calculate effectiveness of marketing initiatives including an **ROI on marketing spend** by campaign



# Consumer Data Flow



# Categories of Customer Data Capture

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- Existing Guest Profile via Name/Address Appending
- Guest Surveys for Travel Preferences, Travel Motivators, Media Habits
- Post-Visit Satisfaction & Experience Rating Surveys



# We append over 200 points of data to each Guest Record

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## Nature Enthusiast

Gourmet Food

Marital Status

Past Experience Ratings & Comments

Profession

Environment

Sports Enthusiast

Spa Goer

Golfer

Wine Lover

Children in HH & Their Ages

Music Preference

Hiker

Guest History & Purchase Patterns

Cycling

Have Grandchildren

Lifetime Value of Guest



# How We Use the Data

*Making Our Locations Relevant to the Guest*

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## Marketing

- Audience
- Messaging
- Image Selection
- Offers
- Media Mix
- Timing
- Call to action



# How We Use the Data

*Making Our Locations Relevant to the Guest*

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## Services

- Facility development
- Program development
- Menu engineering
- Guest Service offerings
- Pricing



# Same Season – Different Targets

## Couples

Open-Rate: 27%  
ROI: \$29:1



### Get away from it all this winter.

After the long holiday season, there's no more inviting place to recoup than in the warmth of the Four-diamond Tenaya Lodge at Yosemite. Visit us this winter and take part in our popular Winemaster's Weekend, which features hands-on workshops, a gala dinner and much more. Or, visit us anytime this season. After a day of exploring the wilderness on snowshoes or cross-country skis, rejuvenate at the Tenaya Spa, dine at one of the resort's five dining options - including the newly built Embers restaurant - or simply relax by the fire with your favorite book and enjoy spectacular views of the snow-clad towering Sugar Pines and Incense Cedars.

**9th Annual Winemasters Weekend** March 5-7  
A treat for culinary and wine enthusiasts alike, the California State University, Fresno Winemasters Weekend Package includes two nights' deluxe accommodations, a welcome reception, three hands-on workshops, including wine blending, grapevine grafting and chocolate pairing, as well as the Winemasters Gala Dinner finale for two adults. Book by January 31 and the package

[BOOK NOW](#)

## Families

Open-Rate: 27%  
ROI: \$28:1  
(Resend = \$98:1)



### Snow-covered adventures for everyone in the family.

With great rates and special packages to choose from this winter, it's easy to escape with the family to Tenaya Lodge at Yosemite. Go ice-skating, snowshoeing or sledding just outside Tenaya's front door, or head over to Yosemite's Badger Pass Ski Area for downhill skiing, snowboarding and tubing. Whether you're playing board games in front of the fire, enjoying a swim in our heated indoor pool or testing your arcade game skills, the family fun never stops at Tenaya.

**Winter Rates Starting from \$119\*** Choose the activities that are right for your family and take advantage of special rates this winter that are as much as 60% off Tenaya's peak season rates.

[BOOK NOW](#)

**Badger Pass** Celebrating its 75th Anniversary, Yosemite's Badger Pass has been offering family-friendly activities and accommodations since...



# Post-Initiative Analysis Improves Future Efforts

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## Marketing Initiative Effectiveness

- A/B Testing
- Who received which offer via which medium
- Who responded (and who did NOT)
- What they **purchased**
- How they **purchased**
- Conversion rate of **each tactic**
- ROI for **each tactic**



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# QUESTIONS ?



# One Final Thought on Data.....



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