



ZARTICO

Travel Nevada Grant Program



Travel Nevada Grant Program & Zartico:

Travel Nevada and Zartico are working together at the state level to provide near real-time insights leading to better outcomes for Nevada. Travel Nevada is offering to support grants to destinations who want to work with Zartico for localized insights.

About Zartico: Zartico's mission is to provide the clearest view of the visitor economy. As the world's first Destination Operating System, Zartico combines science, technology and domain expertise to positively impact the tourism and visitor economy. By harnessing the power of proprietary data streams, Zartico answers the "why." With over 50 years of destination and travel experience, Zartico is uniquely positioned to lead the transformation from global destination marketing to global destination leadership.

Travel Nevada Grant Program & Zartico:

- By accessing the Travel Nevada Grant Program, destinations can receive a grant for a 50% match towards a Zartico subscription, up to \$25,000 maximum.
- Once approved, the grant will be provided by Travel Nevada to the destination in the timeframe shown below.
- The destination will need to sign a contract directly with Zartico and will be invoiced directly by Zartico according to the Package level they select (see following pages).
- Timing
 - Applications to Travel Nevada close October 14, 2022
 - Approvals December 9, 2022
 - Funding from December 10, 2022

BUILD SMART DESTINATIONS



The Zartico Destination Operating System®, will efficiently and effectively guide partner DMO's across Nevada with powerful, data-led decision making, resulting in a better visitor experience and resident quality of life.

- Focus on strategic outcomes guiding their actions, activities, and decisions necessary for the success of their community.
- Intrinsically linked to the community with shared responsibility for the well-being of your residents, resources, and economy.
- Recognize and embrace data as a powerful solution to modern challenges.
- Follow the **Five Foundations of a Contemporary DMO** to build a SMART Destination.



The Five Foundations of a Contemporary Destination Organization measure and aim to help destinations understand the true impact of the visitor economy beyond the antiquated marketing-focused KPI.



**Demand
Generation**



**Visitor
Distribution**



**Economic
Opportunity**



Accountability



Stability

Answers through the Zartico Integrated Data Model™



**Visitor
Distribution**
Visitor Movement
Patterns



**Demand
Generation**
Impact of Events
Marketing/ Promotion



**Economic
Opportunity**
Visitor Spending



Accountability
Legislative Reporting
Stakeholder Management



Stability
Visitor/Resident Ratio
Visitation Profiles Volatility

ZARTICO'S LICENSED DATA SETS

Geolocation

**Largest
Commercially
Available**
Geolocation
Data Set

**Daily
Visibility**
Of Both
Visitors &
Residents

1.6 Billion
Global
Devices in
180+
Countries

3 Years
Historical

Spend Data

**90
Million**
Cards

**\$10
Billion**
Annually

4 Brands
Credit &
Debit
Cards

3 Years
Historical

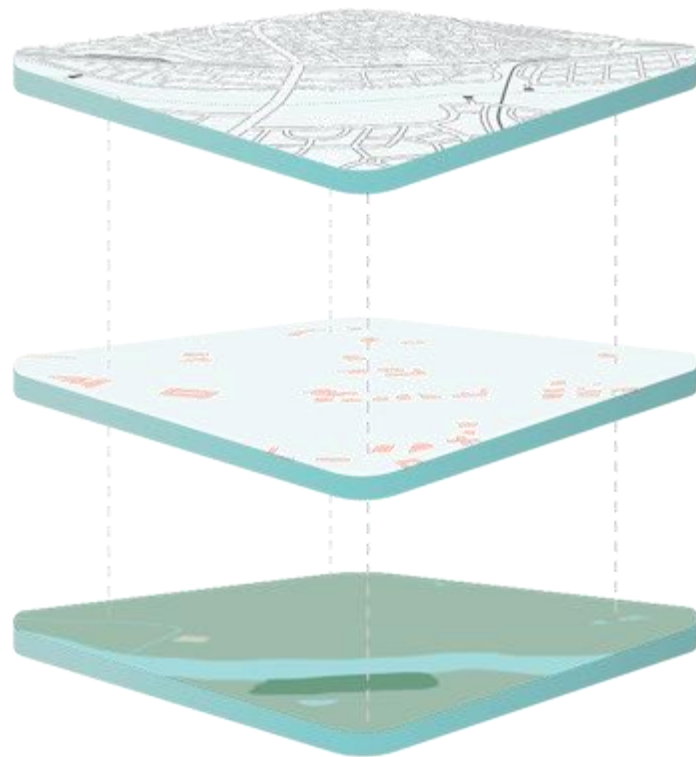
Event Data

**300+
Global
Event
Sources**

**40+
Million**
Events
Worldwide

12 Month
Look Into
the Future

3 Years
Historical



ZARTICO'S INTEGRATED DATA MODEL™

Only Zartico:

High-Frequency, High-Resolution

Licensed Data Set

- Geolocation
- Event
- Spend

Data You Bring:

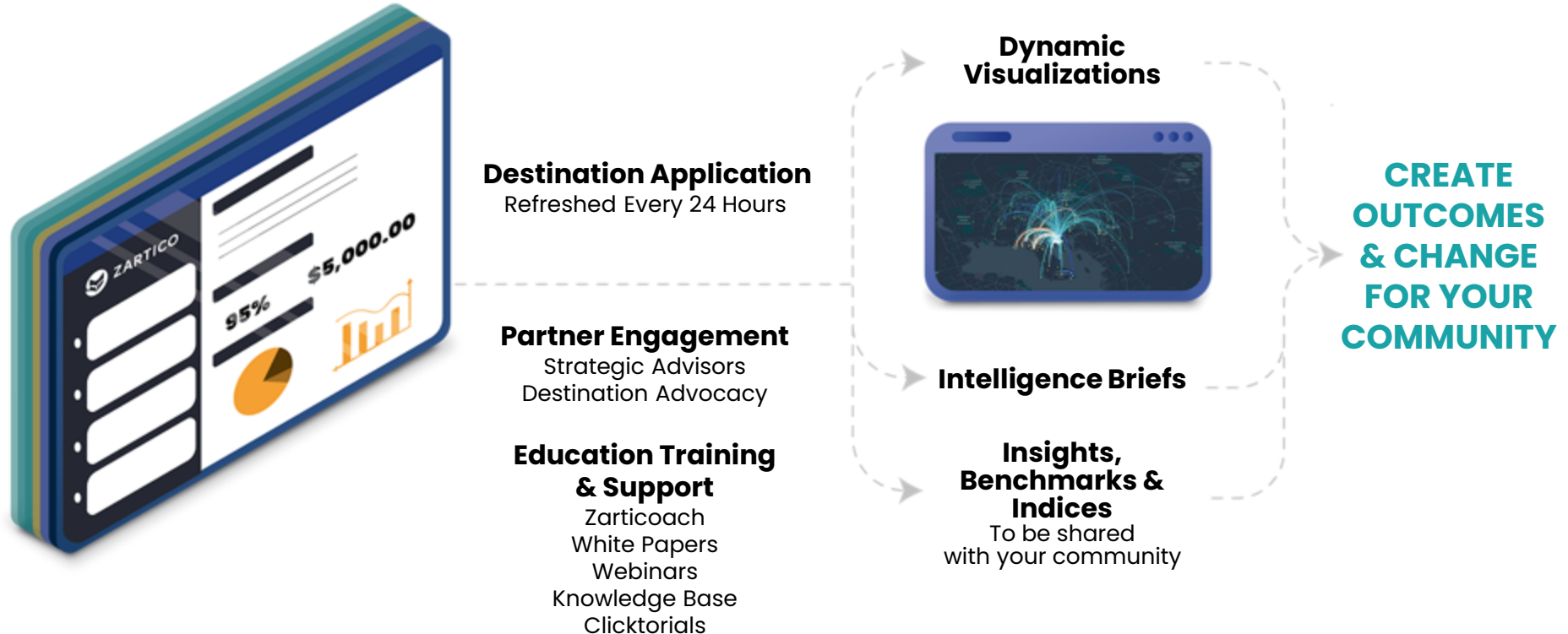
- Instagram
- Facebook
- Short-Term Rental Subscriptions
- CRM Platform
- Google Analytics
- STR Reports

Publicly Available Data:

- Jobs
- Taxes
- Weather
- TSA
- Google Mobility
- Exchange Rates



ZDOS®: ZARTICO DESTINATION OPERATING SYSTEM



Answer and Share Your FAQs Daily through the ZDOS®



Simple

- Where are they from?
- Where are they going?
- How much are they spending?
- How are they being influenced?
- What is my Visitor Resident Ratio today?
- How does Weather affect Demand?

Complex

- What is my average visitor to resident ratio and how does it change over time?
- How is my YOY visitation pacing and what is the forecast?
- How does my website content directly contribute to visitation?
- What is the ratio and composition of overnight vs day trip visitors?

WE ARE YOUR STRATEGIC ADVISORS



Melissa Luebbe
Chief Engagement
Officer



Katie Cook
Director of Strategic
Advisors



Katie Stadius
Senior Strategic
Advisor



Marissa Willman
Senior Strategic
Advisor



Lauren Wegmann
Senior Strategic
Advisor



Steven Clenney
Strategic Advisor



Erin Rheinschild
Strategic Advisor



Katie Barnes
Senior Strategic
Advisor

- Recommendations On What To Do Next
- KPIs To Embrace and Ones To Drop
- Best Interest of the DMO
- Neutral Advisors and Teachers
- Available to Present To Your Stakeholders



INVESTED IN YOUR SUCCESS

Your toolkit for continued growth

Training and Education	Videos and Webinars
White Papers	Zarticoach Sessions
Case Studies	Advocacy
Five Foundations Playbooks	Automated Alerts



Zartico Packages and Pricing 2022

Zartico 3.0 Pricing	3.0 Basic		3.0 Standard		3.0 Enterprise	
Package	1	2	1	2	1	2
Visitor + Resident Population	<1M	1M+	3M+	10M+	25M+	50M+
Base Package Amount	\$25,000	\$35,000	\$65,000	\$95,000	\$150,000	\$200,000
Includes: Geo, Event & Credit card expanded view	✓	✓	✓	✓	✓	✓
Includes: Set up, Warehousing and Maintenance	✓	✓	✓	✓	✓	✓
Website Contribution	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
3.0 Enhancements						
Zartico Benchmarks	✓	✓	✓	✓	✓	✓
Zartico Indices	✓	✓	✓	✓	✓	✓
Destination Performance (census, jobs, taxes, weather)						
CEO Module	✓	✓	✓	✓	✓	✓
Employment	✓	✓	✓	✓	✓	✓
Weather	✓	✓	✓	✓	✓	✓
Tax	\$2,500	\$2,500	✓	✓	✓	✓
Normalized Geolocation Data						
Geolocation data provided by Zartico with 24 hour refresh	✓	✓	✓	✓	✓	✓
- High-definition visibility into origin market, visitor and resident flow and cross visitation to essential destination places/points of interest						
- Length of stay segmentation	✓	✓	✓	✓	✓	✓
Short Trip	✓	✓	✓	✓	✓	✓
Day Trip	✓	✓	✓	✓	✓	✓
Long Day Trip	✓	✓	✓	✓	✓	✓
Overnight Stay	✓	✓	✓	✓	✓	✓
Historical Look Back: January 1, 2019 thru Present	Included in all packages					
Primary Places of Impact (Drivers, Attractions)	Access to the Zartico Place- Based Strategy (within funding boundary)					
Contextual Places of Impact (Hotels, Restaurants, Retail)	Access to the Zartico Place- Based Strategy (within funding boundary)					
Regions	✓	✓	✓	✓	✓	✓
Legislative Districts (States Only)			\$15,000	\$15,000	✓	✓
Out of Boundary POIs (Outside of geographic boundary)	1	3	5	8	10	10
Dynamic Visualizations (additional \$5000)	2	4	6	10	15	20
Visitor Value (Credit + Debit card data provided through Zartico)						
Visitor Spend: January 1, 2019 thru Present	✓	✓	✓	✓	✓	✓
Events, Convention & Sales Performance (Event data provided through Zartico)						
Events View: January 1, 2019 thru 12 months in the Future	✓	✓	✓	✓	✓	✓
CRM: (Simpleview or iDSS)			✓	✓	✓	✓

USE NEW

Zartico Packages and Pricing 2022 continued

Education & Advisor Support						
Playbooks	✓	✓	✓	✓	✓	✓
Remote Training	✓	✓	✓	✓	✓	✓
Annual In-person Training					✓	✓
Intelligence briefings	Quarterly		Monthly		Bi- Weekly	
Analytic Designer Function			✓	✓	✓	✓
Destination Occupancy, Hotel and Short Term (Data provided by DMO: STR, AirDNA, KeyData, Transparent)						
Data before 2019 available at \$5000/year			Data includes January 2019 to present			
Marketing Performance (data provided by DMO: Google Analytics, Google Campaign Manager, Facebook, Twitter, Instagram)						
Website + Content Performance	✓	✓	✓	✓	✓	✓
Organic Social Performance	✓	✓	✓	✓	✓	✓
Strategic Media Planning	✓	✓	✓	✓	✓	✓
Paid Social Facebook & Paid Google Search	✓	✓	✓	✓	✓	✓
Paid Media (ad server required and fees additional)			✓	✓	✓	✓
Visitor Profiles (New Module)	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Stakeholder Management						
Stakeholder Embedded Application					✓	✓
					Employment	Employment
					Visitor Flow	Visitor Flow
					Events	Events
					Marketing Performance Summary (one module with top metrics)	Marketing Performance Summary (one module with top metrics)
Additional Features						
Each Adjacent County Outside of Funding Boundary	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Custom Data Sets that connect with LDM	\$15,000 to \$25,000	\$15,000 to \$25,000	\$15,000 to \$25,000	\$15,000 to \$25,000	1 comp	1 comp
CSV Uploader			\$5,000	\$5,000	✓	✓
New Products					✓	✓

USE NEW



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