



Destination Marketing Organization (DMO) Sources of Data

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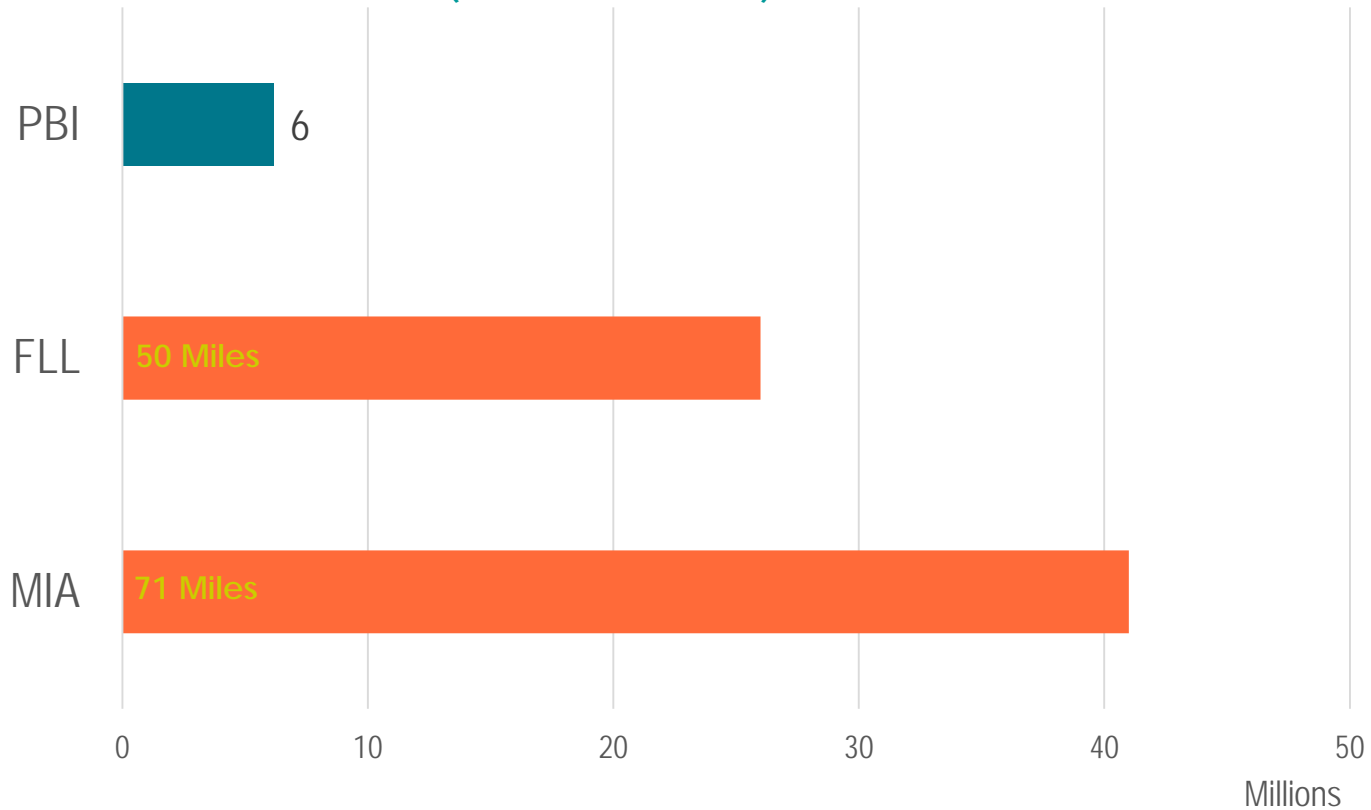


Official Marketing Corporation for The Palm Beaches
(Palm Beach County, Florida)

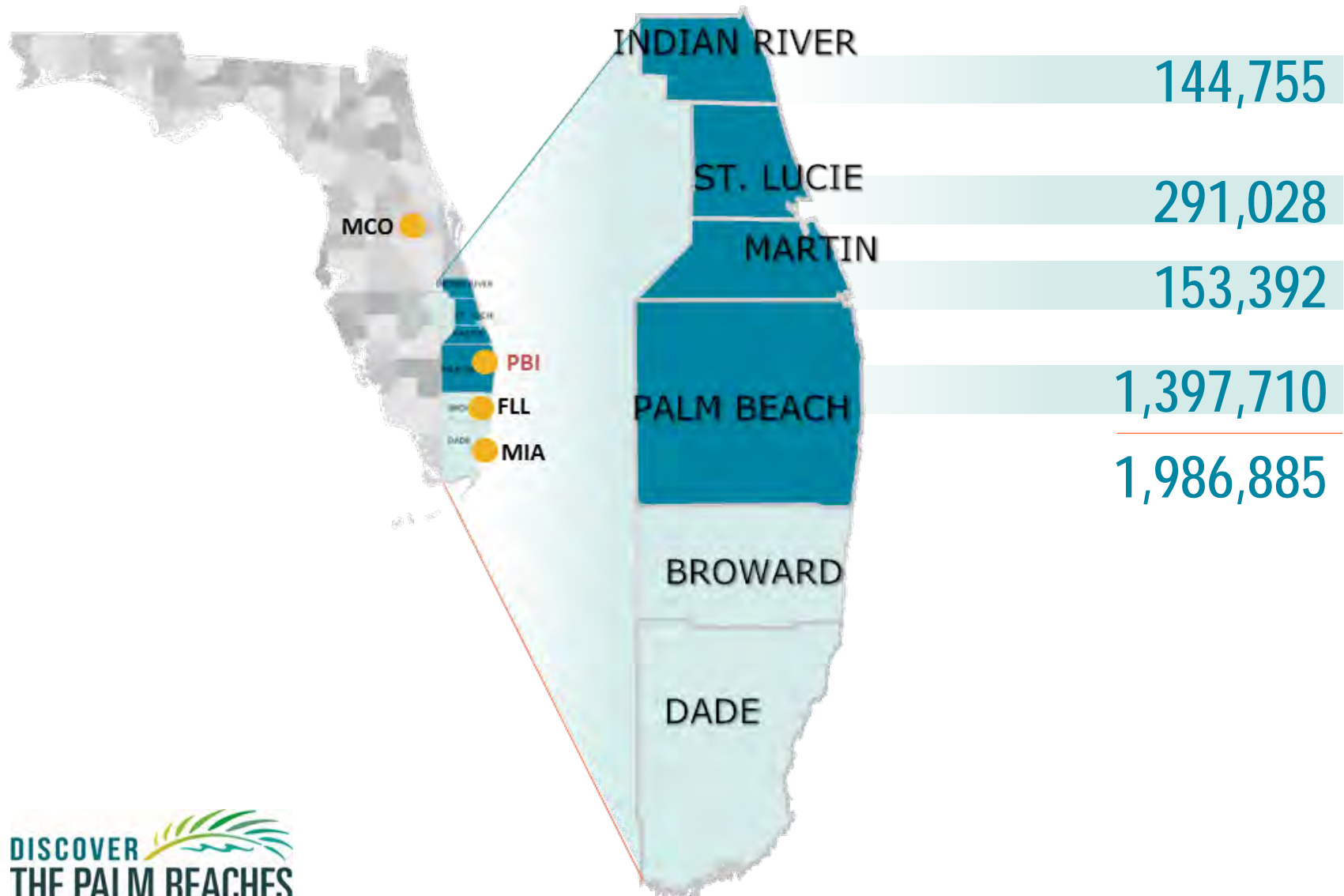
Acquire Visitors

PBI and S. FL Airports

Enplaning & Deplaning Passengers
(Nov. 2015 12-MMA)



PBI Catchment Area



What Destination Research is Done

TOURISM PERFORMANCE EVALUATION

Visitor Profile

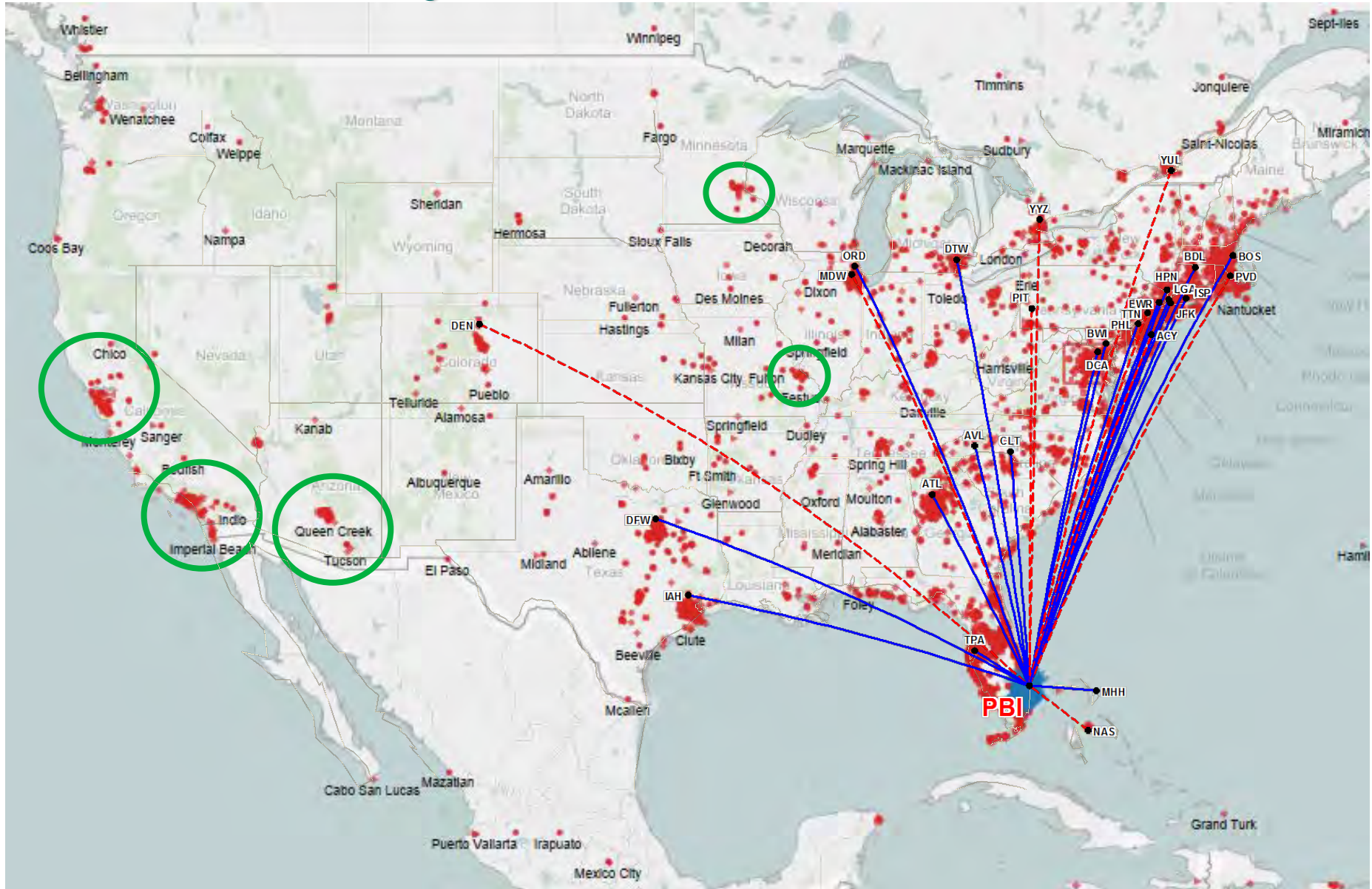
Economic Impact

Hotel Performance

Local Industry Trends

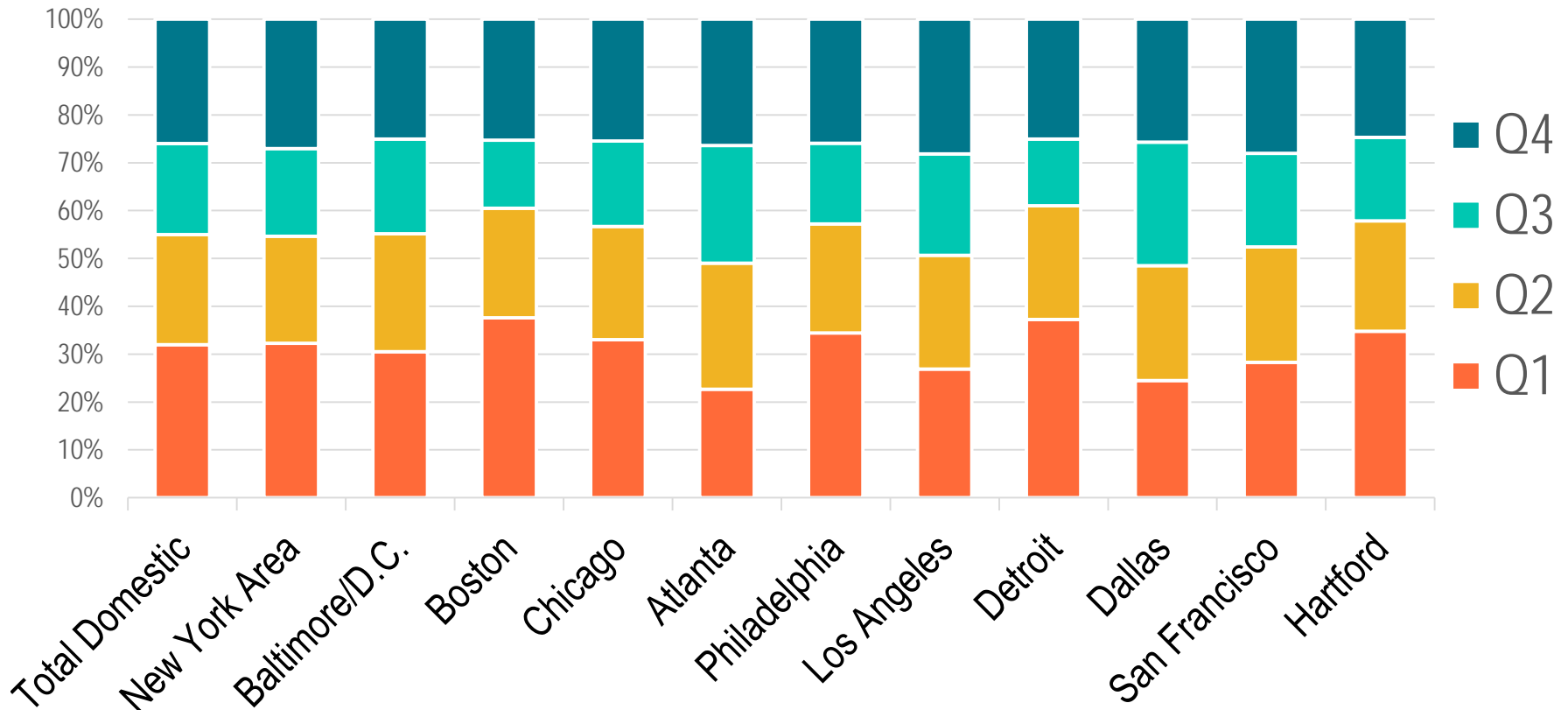
Forecasting

Where they Come From



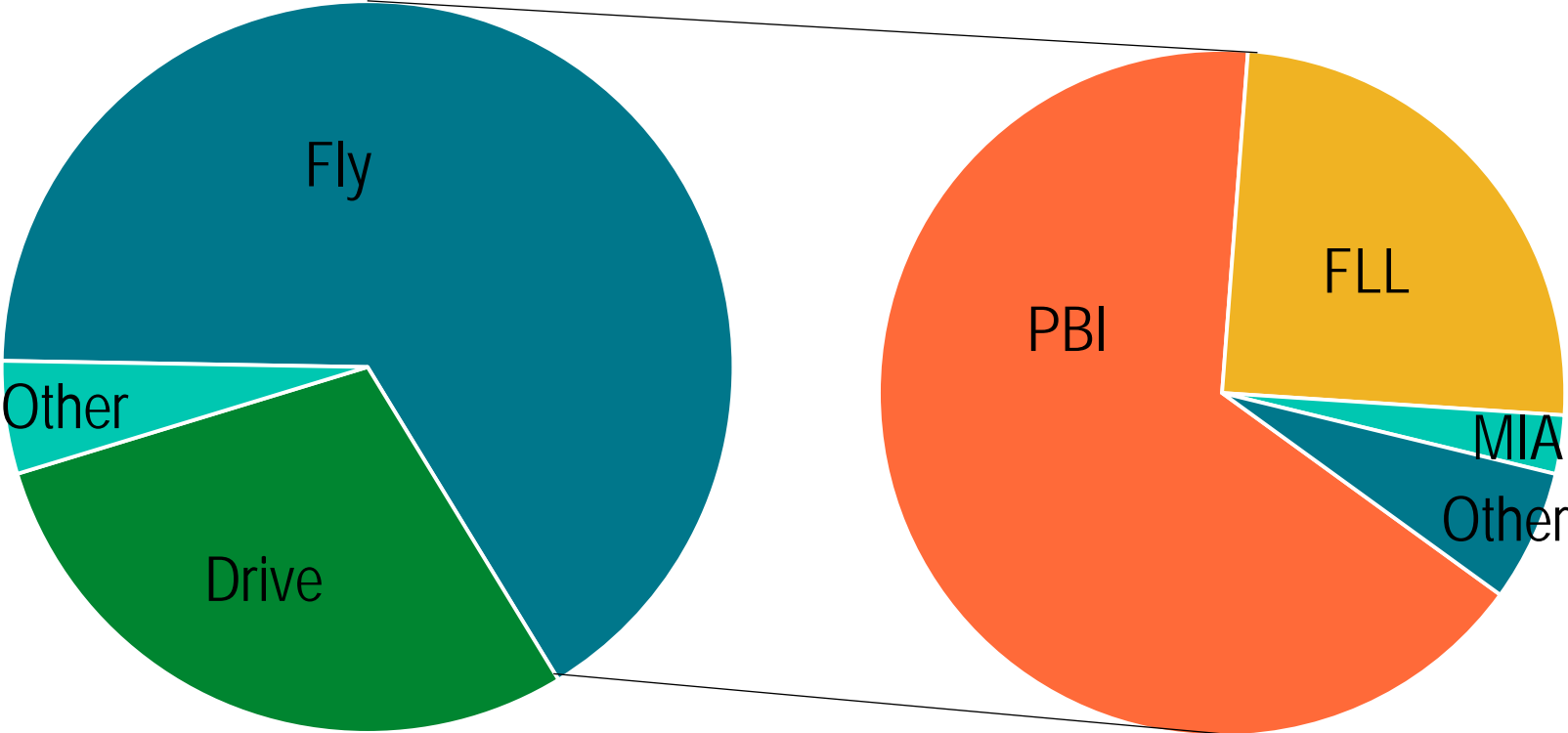
When They Visit

Quarterly Percentage of Visitation to PBC by Market (2014)

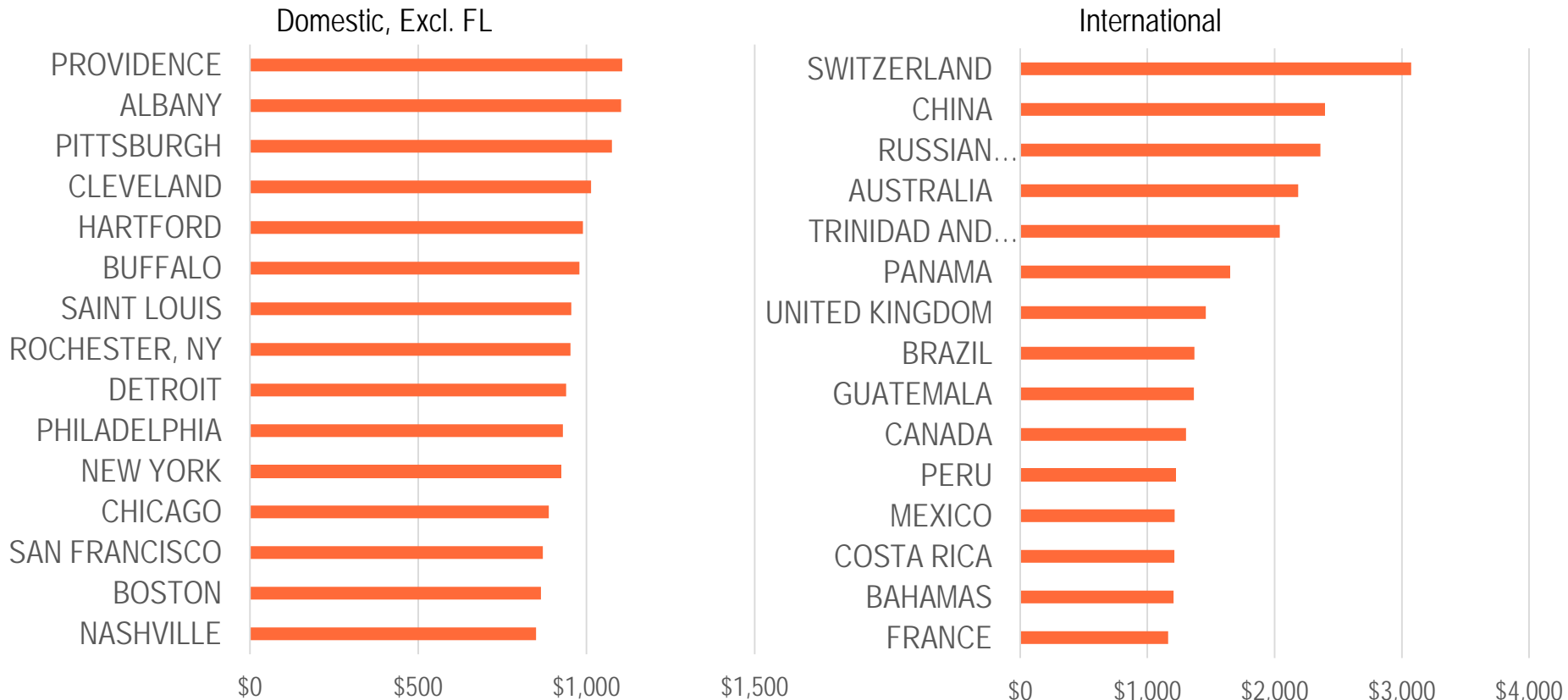


Mode of Transportation & Airport Usage

Domestic Visitors (Excl. FL)



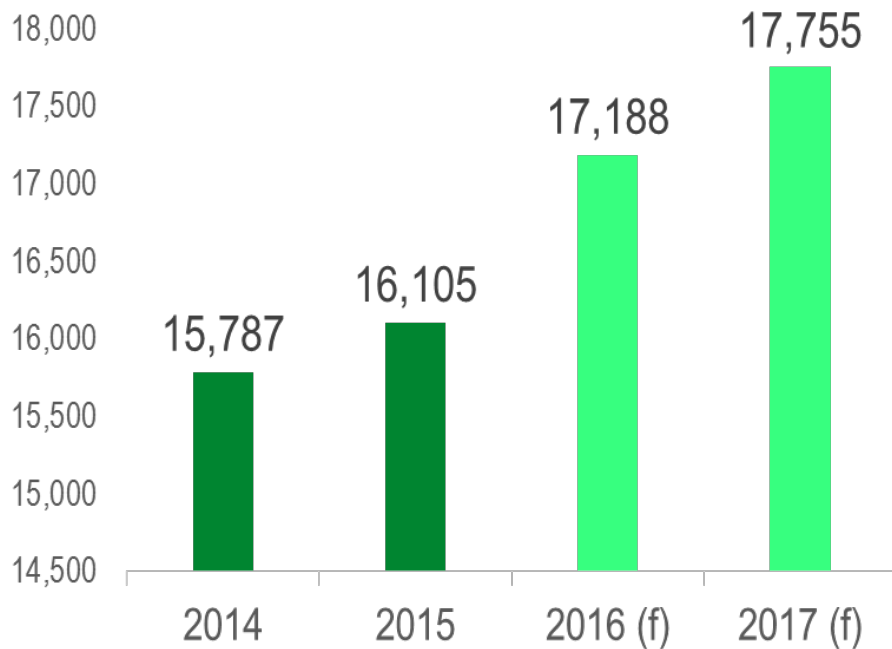
Direct per Trip Visitor Spending by Origin (2014)



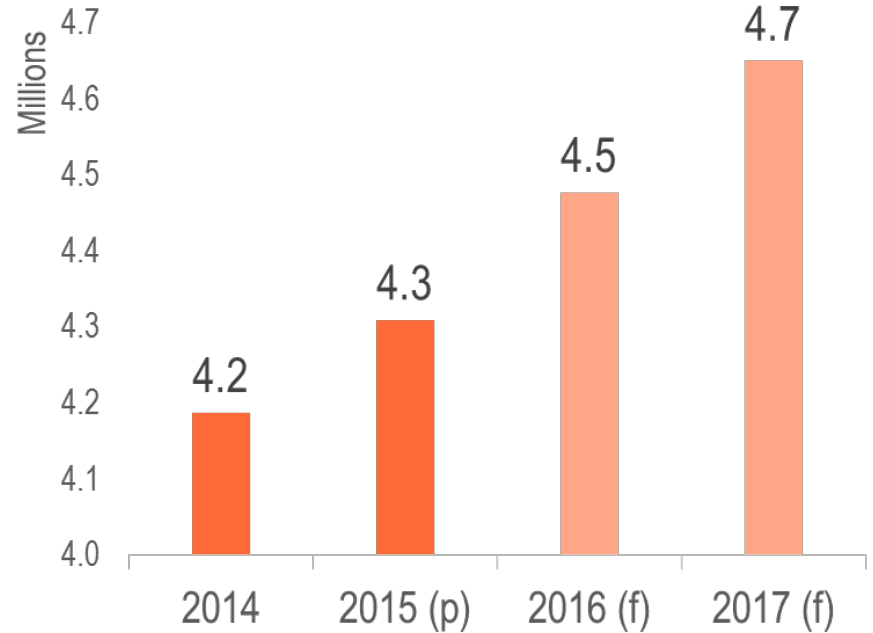
Source: DTPB estimates based on Florida Department of Revenue, TNS TravelsAmerica, data estimates extrapolated from aggregate card usage data provided by VisaVue® Travel and data from other independent research sources such as the U.S. Department of Commerce Office of Travel and Tourism Industries, Euromonitor and VISIT FLORIDA.

Hotel Room Inventory & Demand

Room Inventory



Room Nights Sold



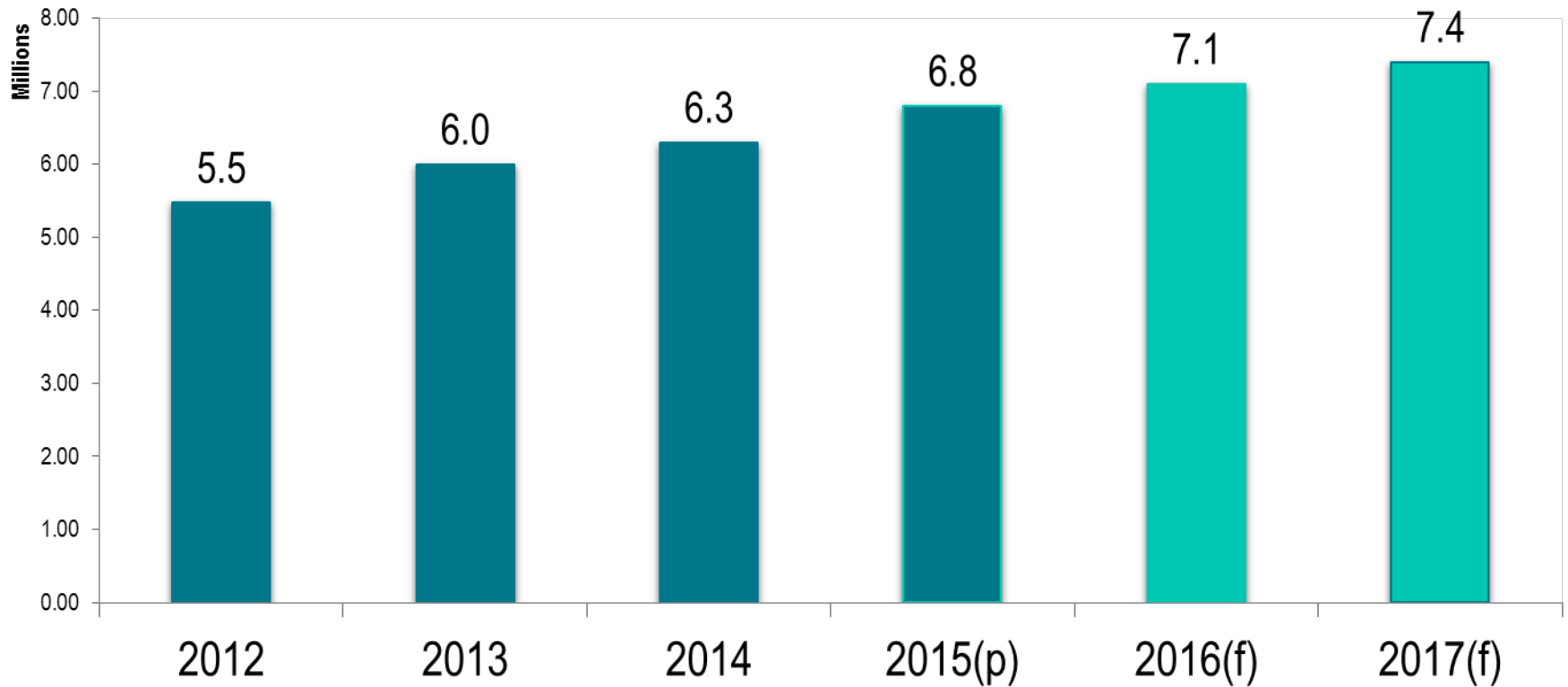




THE BALLPARK OF THE PALM BEACHES

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Visitation to The Palm Beaches



Data Drives the DMO Marketing Plan



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