

## Destination Website User & Conversion Study Overview

Destination Analysts' Website User & Conversion Study employs a dual-survey methodology to generate the following the following for the DMO:

- Develop accurate and statistically reliable estimates of the incremental visitor activity and return on investment generated for a destination by its official tourism website
- Quantify and benchmark the effectiveness of the website—and how that compares to other participating DMOs
- Develop a demographic and psychographic profile of website users, as well as an analysis of their travel intentions and behaviors, which will ultimately improve content development and help advertising sales efforts
- Through integration with the site's Google Analytics, provide a detailed look at how content usage, time on site, conversion behaviors and other key metrics differ across site user profiles



### TIMELINE

To allow time for website users to visit the destination, collect a sound sample size, and to account for seasonality in destination travel patterns, a Website User & Conversion Study is conducted over the course of one year.

### DELIVERABLES

- Website User Profile Findings and Analytics Analysis—Q1 Update
- Interim Report of Findings (to date) and initial ROI projections—Midpoint of survey period
- Website User Profile Findings and Analytics Analysis—Q3 Update
- A comprehensive final report on the findings of the study
- An anonymized comparison matrix to other participating DMOs

### COST

\$18,500 total project fee (including incentives) for English-based survey. Additional languages can be added for \$2,200 each.