



Case Study: Cumbria Tourism



Cumbria Tourism contracted Acorn T-Stats to develop a county-wide data hub that would capture and incorporate a wide range of statistics from all six local authority districts, as well as be able to analyse data specifically for the Lake District National Park.

Overview

The database needed to incorporate a wide range of trackers that included businesses (accommodation and attractions), the tourism information centres operating across the county, events, footfall, and digital media performance.

The system is hosted online with administrators being able to set up individual user accounts. It also includes a cross tracker analysis tool that provides the ability to compare different trackers (e.g. footfall with visitor expenditure) and a bespoke report generator.

In addition to the key trackers in the system (listed overleaf) a wide range of national trackers for benchmarking purposes are also incorporated, including data from Visit Britain (accommodation occupancy, domestic tourism, and international visitor arrivals), various economic data from the Office of National Statistics, exchange rates, and national airport data from the Civil Aviation Authority.

How it works

How do the team use T-Stats?

Cumbria Tourism have an extremely sophisticated set of accommodation occupancy statistics reported monthly by over 150 businesses to the DMO. The data is tagged within T-Stats by category (Serviced, Touring and Self Catering), and then again by type (Hotel, Guesthouse, Camping, etc). The data is also tagged to one of six districts within Cumbria as well as the location type (City, Coastal, Town or Rural). Each provider also has a rating (1 Star to 5 Star, or not graded). Finally, there is a tag indicating whether the provider is within the National Park. Having this level of potential analysis within the system means the DMO can analyse the data by any of the categories, or multiple categories at once.

Due to the type of visitors who travel to the region and a large proportion of these travelling by private vehicle, the car park and footfall data trackers are extremely helpful to understand how visitors move around the area. Using these trackers Cumbria Tourism can evidence visitor distribution, which helps them provide data related to their sustainability targets.



🌐 : www.t-stats.co.uk
@ : jess@acorntourism.co.uk
☎ : +44 1580 879977

A Selection of Cumbria's Trackers

Tracker	Description
Accommodation	Monthly occupancy data from over 150 accommodation providers. Tagged by type, district, location, rating and National Park status. Data provided by businesses and input via spreadsheet uploaded by Acorn.
Airbnb	Monthly occupancy, ADR, Monthly RevPAR and available listings figures uploaded automatically to the T-Stats system via API.
Attraction	Monthly visitor numbers input by over 40 attraction businesses, using secure, unique logins. Tagged by district, attraction type, and access type.
Car Parks	Monthly cars parked figures for 7 car parks across the region, tagged by district.
Events	A daily calendar that runs alongside all trackers where notable events that may have an impact on visitor behaviour can be logged. Operated by DMO team.
TIC	Visitor footfall data for 10 TICs across the region.
Twitter	Monthly data for Impressions, Mentions and New Followers, input by the DMO digital marketing team.
Weather	Maximum and minimum temperatures, sunshine hours and rainfall in mm recorded monthly, sourced from Met Office and input monthly by Acorn T-Stats.
Website	New Users, Page Views, Average Session Duration and Bounce Rate data. Automatically uploaded to the system via API.

Managing the system

Cumbria Tourism have a member of the team primarily responsible for ensuring all the trackers are up to date. They also analyse data and compile regular reports to help keep partners apprised of changes in the visitor economy and maintain their understanding of the benefits of providing their data.

When the system was first established, significant historic data was collated and uploaded onto the system. This made it immediately useful and enabled the generation of trend reports. In their favour, Cumbria Tourism already had a research programme in place which gave the team a significant head start in terms of data collection, in particular for the accommodation sector.

Testimonials

"T-Stats is perfect for us in being able to have all our information in one place and be able to interrogate datasets side by side, as well as see at-a-glance how the year is progressing. The team are very responsive to any of our requests or enquiries and T-Stats has been a vital tool for us during the recent challenging times post-pandemic."

"We are still finding new opportunities to utilise the data and encourage people to supply stats, for example under funded schemes/programmes. Working in partnership with local authorities and strategic partners has been key. The last few years have not been without their challenges, but having our finger on the pulse has been incredibly useful, and enabled us to lobby for support in an effective and timely way."

Helen Tate,
Research Manager,
Cumbria Tourism



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