acorn® T-STATS SOLUTIONS

Case Study: Visit Greenwich

Visit Greenwich commissioned Acorn T-Stats Ltd to design and develop a data hub in 2015 to track their visitor economy.

Overview

The team required a system tailored to the features of their destination, with particular focus on the data collection and analysis of attractions, events, train and boat transport systems, digital marketing, and its popular tourist information centre.

The system is hosted online with administrators able to set up individual user accounts. The hub 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 survey data from VisitBritain (accommodation occupancy, domestic tourism, and international visitors), Office of National Statistics economic data, exchange rates, and Civil Aviation Authority national airport data.

How it works

How do the team use T-Stats?

Tracking data in T-Stats allows Visit Greenwich to analyse visitor arrivals through the monitoring modes of public transport around the destination: DLR/tube stations, train stations and piers. They track the arrivals at three core visitor areas within the Royal Borough - Maritime Greenwich World Heritage Site, Greenwich Peninsula and Woolwich. Having this insight into visitor movements alongside the attraction footfall and destination footfall trackers helps them understand how people are visiting the destination, as well as gross visitor numbers. With historic data in the system dating back to 2011 they can identify long-term trends.

Visit Greenwich also make significant use of the cross-tracker analysis feature, enabling different data sources to be analysed together, thereby building a picture of how different events impact the wider visitor economy such as accommodation and transport.

The events calendar allows the team to track specific marketing campaigns (digital or otherwise) and analyse the impact these have had on other data sets, including accommodation occupancy.

A Selection of Visit Greenwich Trackers

Tracker	🌐 Description
Airbnb	Monthly occupancy, ADR, Monthly RevPAR and available listings figures uploaded automatically to the T-Stats system via API.
Accommodation	Monthly Occupancy rate, RevPar and ADR
Attraction	Monthly visitor numbers input by DMP and also by attraction businesses, using secure, unique logins.
Events	A daily calendar that runs alongside all trackers where notable events that may have an impact on visitor behaviour can be logged. Event attendance can be tracked but is not essential. Updated by DMO teams.
Footfall	Monthly town centre footfall figures.
TIC	Monthly footfall figures and other operational data for the tourism information centre.
Transport	Monthly passenger numbers for rail and river transport providers. Data input by transport partners using secure, unique login.
Instagram	Daily data (can be consolidated and viewed as monthly) for five key performance indicators: Impressions, Reach, New Followers, Website Clicks, and Profile Views. Automatically uploaded to the system via API.
Twitter	Monthly data for Impressions, Mentions and New Followers, input by the DMO digital marketing team.
Website	New Users, Page Views, Average Session Duration and Bounce Rate data. Automatically uploaded to the system via API.
Weather	Maximum and minimum temperatures, sunshine hours and rainfall in mm recorded monthly, sourced from Met Office and input monthly by Acorn T-Stats.

Testimonial

"We find T-Stats so useful to have all data in one place so to make monitoring and reporting of our destination performance simpler."

Su Whiting,
Head of Marketing and Development,
Visit Greenwich

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