T·Stats SOLUTIONS
TOTAL TOURISM INTELLIGENCE

T-Stats Solutions

The online tourism tracking tool

What is T-Stats Solutions?

Tourism is a very broad industry, and consequently there is so much to keep track of to understand it – accommodation occupancy, visits to attractions, footfall, car parking, passenger transport, digital marketing performance, impact of events, even the weather needs tracking.

We understand destinations, so we developed T-Stats Solutions to bring all this data together into a simple, easy-to-use database so that you can track what is happening in your destination month-by-month, or even day-by-day.

You decide what you want to measure, and you can add new trackers at any time, for no additional cost. Data is real-time so you can look at how your destination is performing whenever you want. You can also produce monthly reports with just a few clicks, saving time and money.

A lot of the data in your system is already there waiting for you, meaning you can run analytics straight away. We can automatically include your website and social media analytics, as well as local Airbnb performance.

We add local weather data so you can use indicators such as rainfall, sunshine hours and average temperatures to assess impacts on visitor movements and numbers. You'll also benefit from a wide range of regional and national data from VisitEngland, the Office for National Statistics, and other sources; these include inbound visitor arrivals and spend, domestic tourism trips, nights and spend, accommodation occupancy, passenger movements at all UK's airports, and exchange rates. These data are automatically added to your T-Stats system, so it is always up-to-date.

Ready made data

Working with your partners

Hotels, guest houses, attractions, and other businesses can log into the system and confidentially provide their performance details, such as rooms sold or visitor numbers. It's quick and it's easy, and their data is secure.

These businesses can then use the system to benchmark their own performance, and their data helps you make better decisions to enhance the performance of your destination, meaning everyone benefits.

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Finally, you can add data you may already collect, or is available from other local bodies, but isn't currently all collated into a single, central database. Typically, this includes visitor footfall, passenger transport statistics, car parking numbers, and visitor information centre data. **But it can be absolutely anything.**

If you are interested in tracking something and you can measure it on a regular basis, we'll make sure T-Stats Solutions includes it. There are various ways of getting this data into T-Stats, and you make that decision – all are simple, and none will be a burden. The aim of T-Stats is to make your job easier.

Local data

**Why do I
need T-Stats?**

Fact based decisions - having your destination data in one place means you can make evidence-based marketing, policy-making, planning, and investment decisions.

Engage with your partners - opening up the conversation with businesses in your destination means you understand their performance and needs better, and you can show them how your campaigns are benefitting their visitor numbers.

Environmental impact - collate your data in unique trackers to gather evidence for green schemes and sustainability.

Save money - T-Stats Solutions is a fraction of the cost of using surveys to capture data and gives you so much more. Rather than a snapshot in time, it is a constantly moving, real-time tracker of your destination's visitor behaviour.
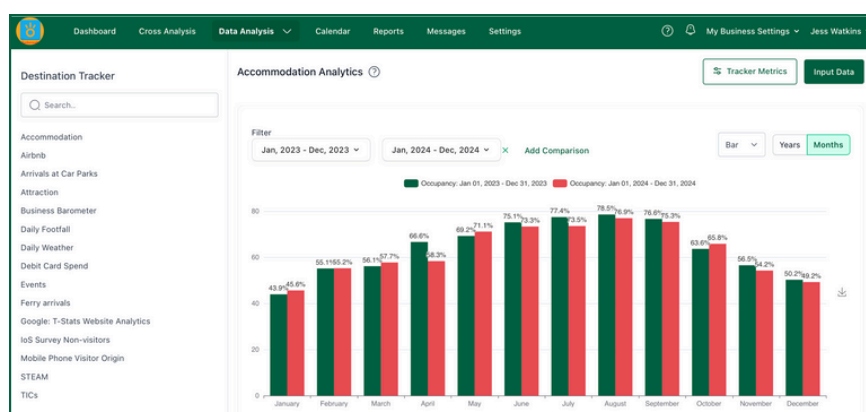
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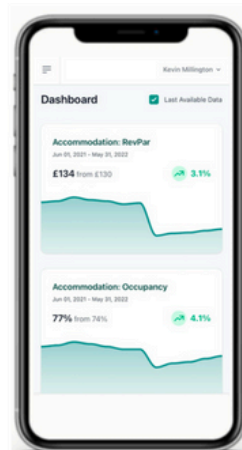
What does T-Stats Solutions look like?

T-Stats Solutions is an online database, so you can access it from any device and your data is always with you. You also have unlimited user logins so your whole team can stay up to date.

Analyse data

Easy to use - just click on the trackers you want to view.
Compare data in different trackers to clearly understand the impact of one on the other.
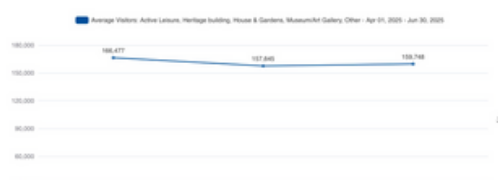
Monthly Reports

T-Stats Solutions gives you the flexibility to set up a reporting template based on the trackers and metrics that are important to you.
Easily produce reports that show how last month compared to the same month the previous year, or any combination you like.
Embed graphs, images and logos to make your report professional and informative

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