



Visit Mobile | Destination Dashboards | Case Study

## Visit Mobile Uses Destination Dashboards to dish out data and win well-deserved grants

Historic, hip, and happening – Mobile, Alabama, has a vibrant 300-year history with stories to tell and long-standing traditions celebrated regularly. Once called the Paris of the South, visitors find an authentic experience like nowhere else in the southern United States.

**Although representing a city steeped in history, Visit Mobile, the destination marketing organization (DMO), is all about the modern values of efficiency and embracing the power of data-driven decisions.**

Visit Mobile is kept on its own toes by partners, stakeholders, and board members when it comes to the collecting and sharing of data. The team needed an innovative solution to its data demands that didn't require hours of work from multiple team members, bringing information from different systems into one compilation. It wanted to tell the story of its data with the touch



of a button – even better if stakeholders and board members could access it themselves in real-time.

Visit Mobile mastered the art of building trust with its community through data transparency with help from Simpleview's Destination Dashboards.

## CHALLENGES

Before Destination Dashboards, there wasn't one place that Visit Mobile housed information digitally. The DMO used an extremely long performance report that took a painstaking amount of time from multiple team members to compile for the mayor's administration, city council, team, and board of directors. The team didn't want to have to hold onto reports from years ago, instead, they wanted what they envision as a "DAM of data" from all their vendors that they could easily and instantly access.



We are a **trusted, reliable source of data** and we can speak behind it.

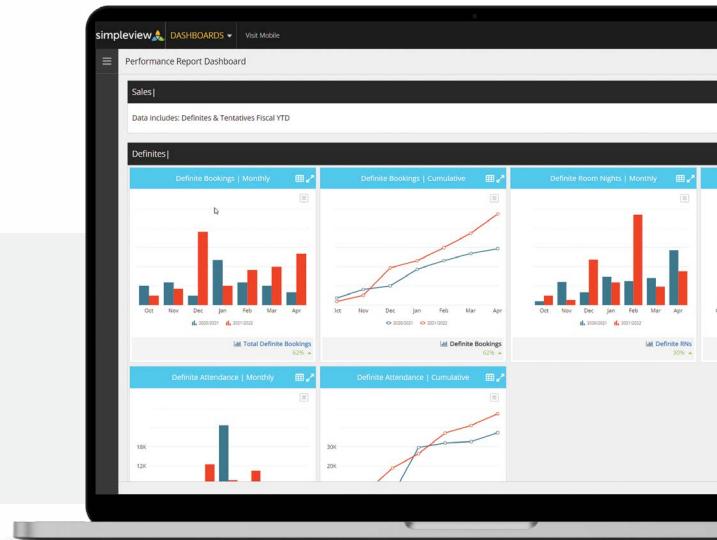


MEREDITH GUZY TURNCLIFF

Director of Digital Strategies at Visit Mobile



The team at Visit Mobile worked with Simpleview to explore its options to improve the health of their data, have more data at their fingertips, and ensure the team could readily support their destination in board meetings.



## SOLUTIONS

Visit Mobile now utilizes Simpleview's Destination Dashboards — a data visualization tool that consolidates data into charts and graphs in one centralized dashboard.

The Visit Mobile board of directors and local stakeholders all receive a performance report or main report directly from the Destination Dashboards. Making data-driven decisions is very important for these partners — they want to see not only how the DMO is performing this month, but how it performs year over year. The DMO now has more detailed dashboards on the backside for the teams to digest, but also a landing page on the website for stakeholders to access data from the main report at any time.

Destination Dashboards has served as a storage bin for information from all the DMO's vendors. **A peek at what Visit Mobile's Destination Dashboards look like:**

- **44** current dashboards
- **Two separate private audience board report** dashboards
- Real-time **KPI goal trackers**
- **Performance dashboards** for every vendor

## RESULTS

Visit Mobile's use of Destination Dashboards has played a major role in securing nearly \$1,751,000 additional funds this year through grant money.

**The dashboards were a key component in the DMO's original agreement proposal for establishing its Tourism Improvement District (TID). "The accountability, transparency, and readily available accessibility to data was one of the key factors that secured our three-way agreement between the Mobile Area Lodging Corporation, City of Mobile, and Visit Mobile," said Guzy Turncliff.**

The TID agreement established that Visit Mobile would have a five-year secured baseline budget or 33.5% of lodging tax collected, whichever is higher. This agreement helped the DMO stay steady during the early months of the COVID-19 pandemic and amplified its comeback and continued growth when travel picked up again. The TID Board of Directors used Visit Mobile's reporting within the dashboards as a deciding factor to spend an additional \$475,000 on marketing initiatives. The dashboards and readily available data also revealed Visit Mobile was owed a true-up of over \$500,000 from their TID agreement, subsequently expediting the fulfillment and opening up that funding source to the DMO.

Visit Mobile also used its dashboards as a tool within the proposal for city American Rescue Plan (ARP) grant funding. The transparency the dashboards provided to the city was an integral part of securing \$776,000 of the ARP grant funds specifically for tourism-driving initiatives.

"At any given moment our stakeholders have our real-time data in one click, and that's a very attractive measure," said Guzy Turncliff. **"We were rewarded because we can stand behind our work and reliably show the data, thanks to Destination Dashboards."**

Interested in finding out how Simpleview's Destination Dashboards can give your DMO the data you need, presented the way you want? Email us at [info@simpleviewinc.com](mailto:info@simpleviewinc.com) or call us at **520-575-1151** (US) or **+44 7939.241.901** (UK).



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— MEREDITH GUZY TURNCLIFF



### YOY DATA RESULTS

Partner listing  
**REFERRALS**

UP  
**45%**



**44%**  
INCREASE

in **EVENT  
REFERRALS**

**129%**  
INCREASE

**JACKRABBIT/  
BOOK > DIRECT**



**BLOG  
PAGEVIEWS** up  
**233%**

**44%**  
UP

Newsletter  
**SUBSCRIPTIONS**

UP  
**38%**

Definite  
**BOOKINGS**