simpleguide

Destination Attractiveness Comparative Cities (DACC) and Destination Attractiveness Mathematical Market Metrics (DAMMM) Analysis

What is Destination Attractiveness Comparative Cities (DACC)?
DACC is an analysis that examines the known variables that attract or repel conventions and attendees to a destination, comparing said destination against the national aggregate and a competitive set:

National Market Comparison
- Highlights where your destination ranks amongst 135+ destinations along with a percentile ranking

- Detailed breakdown of the top 20 variables

Competitive Set Study
- Highlights where your destination ranks amongst your pre-defined competitive set

- Detailed breakdown of the top 20 variables

What is Destination Attractiveness Mathematical Market Metrics (DAMMM)?
DAMMM is a statistical method, multivariate regression analysis, that holds 'convention room nights' as the dependent variable and all 35+ of the attractor variables as the independent variables.

The ultimate objective is to produce a quantitatively and empirically based estimation of the DMO's fair share of convention room nights the DMO should confirm for a given year based on its current level of attractiveness. Thus, the scores, rather than rankings, are used to derive the outcome of the DAMMM.
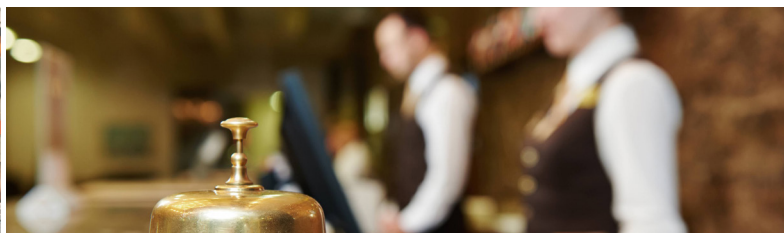
Top DACC Attractiveness Variables:

- Total **full-service hotel rooms**
- Total **full-service hotel properties**
- Total **hotel rooms**
- Largest **convention exhibit space**
- Total **hotel rooms within one mile of the convention center (CC)**
- **Violent crime** around the CC
- **Property crime** around the CC
- Average number of **scheduled departures** per day
- Total **hotel properties**
- Hotel **room occupancy**

- Average **daily rate**
- **Retail** establishments
- Population **growth**
- **Museum and history** establishments
- **Miles from** the airport to downtown
- **Amusement, gambling, and recreation** establishments
- **Performing arts, spectator sports** establishments
- **Restaurant** establishments
- **Per diem** meal
- **Center city walk** score

City variance example: Using the DAMMM model for 2017-2019, pre-pandemic years for comparison, **we included 20 cities beginning with all 30+ attractor variables.** This model provides excellent accuracy — within 1% of actual overall.

	Contracted Rooms	Model Run Rooms	Performance
City A	1,276,210	908,134	Over performing
City B	386,269	382,136	Over performing
City C	358,081	357,801	Even
City D	417,810	421,493	Under performing
City E	204,398	364,113	Under performing

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Our recent DACC/DAMMM analysis will be an invaluable resource for Visit Denver. This key analysis delivers a third-party verified methodology, comparative to our own calculations, for setting our consumption goal. Additionally, it gives us key information to understand our positioning with our competitive set. We will use this data internally and share it with our valued stakeholders."

— Richard Scharf | President & CEO
Visit Denver

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